

Prof. REKHA NAIDU

NAME : REKHA.J. NAIDU

QUALIFICATION : M.Com., M.Phil., B.Ed., NET.,(PHD)

EXPERIENCE : 21 years

AREA OF EXPERTISE : INCOME-TAX, AUDITING,BUSINESS LAW,MERCHANTILE LAW,FINANCIAL ACCOUNTING,COST ACCOUNTING,MANAGEMENT ACCOUNTING,PRINCIPLES OF MANAGEMENT

MOBILE : 9952006602, 9941111209

EMAIL : rekha@patriciancollege.ac.in
Rekha2967@gmail.com

Career objective: Seeking a position to utilize my skills and abilities that can be shared, enriched and utilized for inculcating knowledge and motivating the students of the institute

PHD: Research on "Women consumer behaviour with reference to home appliances" has been done under the guidance of Dr. S. VENKATRAMARAJU .

OBJECTIVE OF STUDY:

1. TO STUDY THEORETICAL ASPECT AND SIGNIFICANCE OF CONSUMER BEHAVIOUR
2. TO IDENTIFY THE WOMEN CONSUMERS PREFERENCES FOR SPECIFIC ATTRIBUTE AND THEIR INFLUENCE ON PURCHASE OF HOME PRODUCTS.

M.PHIL : RESEARCH ON SECURITIES & PORTFOLIO MANAGEMENT UNDER THE GUIDANCE OF DR.SATYANARAYANAN.

EXPERIENCE :21 YEARS

POST(COMMERCE DEPT)	COLLEGE	YEAR
ASSISTANT PROFESSOR	PATRICIAN COLLEGE OF ARTS AND SCIENCE, CHENNAI	MAY 2019- TILL DATE
ASSISTANT PROFESSOR	LADY VAILANKANNI COLLEGE, BANGALORE	AUGUST 2018- MAR 2019
ASSISTANT PROFESSOR	GARDEN CITY COLLEGE, BANGALORE	JUNE 2016- MAR 2017
ASSISTANT PROFESSOR	T.S.NARAYANASWAMY COLLEGE, CHENNAI	OCT2013 -FEB 2015
HEAD,MCOM DEPT	TAGORE COLLEGE, CHENNAI	JAN 2011-DEC 2012
HEAD,DEPT OF COMMERCE AND ACCOUNTING AND FINANCE	DR MGR JANAKI COLLEGE,CHENNAI	NOV 2009-DEC2010

ASSISTANT PROFESSOR	A.M.JAIN COLLEGE,CHENNAI	JUN 2003-SEP2009
ASSISTANT PROFESSOR,	INSTITUTE OF MANAGEMENT TECHNOLOGY ,CHENNAI,BANGALORE	JUN 2007-MAR 2016
LECTURER	C.T.M COLLEGE,CHENNAI	AUG 2000-MAY 2003
LECTURER	VAILANKANNI MALATHY PANNICKER COLLEGE,CHENNAI	AUG 1999-JULY 2000
LECTURER	PEARL EVENING COLLEGE	JUNE 1998-MAR 2002

OTHER EXPERIENCES

1.HANDLING CLASSES FOR

*** MADRAS UNIVERSITY – M.COM,B.COM,BBA,BBM,B.COM(CORP),MBA**

***ANNAMALAI UNIVERSITY – B.COM,BBA**

***B SCHOOL – MBA**

2. ACTING AS EXTERNAL EXAMINER IN MADRAS UNIVERSITY.

3. VALUING PAPERS FOR BCOM,M.COM,ACCOUNTING AND FINANCE,B.C.A

4. PAPER SETTING FOR AUTONOMOUS COLLEGES .

5. WRITING NOTES FOR PCP CLASSES.

6. ACTING AS EXTERNAL FOR PROJECT VIVA IN SDNB VAISHNAV COLLEGE IN 2011.

7. ACTING AS GUIDE FOR MBA STUDENTS IN IMT CHENNAI FROM 2014-16.

8. HANDLED CLASSES FOR MBA STUDENTS IN BANGALORE.

9.ACTING AS EXAMINER IN AUTONOMOUS COLLEGES PAPER VALUATION.

10. HAD BEEN SENT THROUGH M. G. R JANAKI COLLEGE FOR AN INTERVIEW IN WIN TV TO DISCUSS ON THE COURSE .

11.ARRANGED FOR EYE OPENER SESSIONS FOR STUDENTS INVITING RESOURCE PERSONS IN YOGA, MEDITATION,DRUG ABUSE.

CO CURRICULAR ACTIVITIES

- ORGANISED NATIONAL SEMINAR IN DR. MGR JANAKI COLLEGE OF ARTS AND SCIENCE IN DEC 2010 ON"INCLUSIVE GROWTH OF INDIA AS AN EMERGING ECONOMY"**
- ORGANISED WORKSHOP ON "WOMEN ENTREPRENEURSHIP"IN 2010.**
- RELEASE OF JOURNAL IN 2010**
- PUBLISHED ARTICLE ON ONLINE MARKETING TRENDS IN THE BOOK" EMERGING TRENDS IN MANAGEMENT"IN 2010**
- PARTICIPATED IN NATIONAL SEMINAR ON "GLOBAL BUSINESS IN THIRD MILLENIUM-ISSUES & IMPLICATIONS"IN 2001**
- PARTICIPATED IN UGC SPONSORED NATIONAL SEMINAR ON" IT INITIATIVES IN BANKING SECTOR"IN 2010**
- PRESENTED PAPER ON "DEMAT"IN STATE LEVEL SEMINAR ON CAPITAL MARKETS IN 2006**
- PARTICIPATED IN NATIONAL SEMINAR ON "INNOVATIVE PRACTICES UN ENSURING QUALITY " IN 2010**

- PARTICIPATED IN INTERNATIONAL WORKSHOP ON "A SKILL BASED MARITAL ENRICHMENT FOR MARRIED ASIAN INDIANS IN 2010
- ORGANISED INTER COLLEGIATE CULTURALS IN TAGORE COLLEGE IN 2012
- PRESENTED A PAPER IN STATE LEVEL SEMINAR ON "WOMEN EMPOWERMENT "IN 2018
- PARTICIPATED IN ONE DAY STATE LEVEL TECHNICAL WORKSHOP ON "INTELLECTUAL PROPERTY RIGHTS" ORGANISED BY TAMILNADU STATE COUNCIL FOR SCIENCE AND TECHNOLOGY & DEPARTMENT OF CORPORATE SECRETARY OF PATRICIAN COLLEGE OF ARTS AND SCIENCE IN 2019.
- DURING THIS PANDEMIC PARTICIPATED IN VARIOUS ONLINE NATIONAL AND INTERNATIONAL SEMINARS, WORKSHOPS AND FACULTY DEVELOPMENT PROGRAMS.

PUBLICATIONS IN PEER REVIEWED JOURNALS IN NATIONAL/INTERNATIONAL

S. No	Title of the Article	Published by	ISBN/ISSN	Month & Year
1.	Online marketing trends	Android Pathippagam	ISBN No. 978-93-80508-01-6	
2.	A Study on inclusive growth of India as an emerging economy through sustainable strategies	Memorable journeys WELCOME HOLIDAYS	ISBN No. 978-93-80627-34-2	June, Nov 2010

ACHIEVEMENTS:

***PRODUCED 100% RESULTS IN MCOM.in ADVANCED CORPORATE ACCOUNTING.**

***PRODUCED 100% RESULTS IN 2009 & 2011 IN INCOME-TAX AND AUDITING (BCOM GENERAL)**

***QUALIFICATION APPROVAL GRANTED BY UNIVERSITY OF MADRAS**