

## Faculty Profile



**Name** : M.SUNDARABHARATHI  
**Designation** : Assistant Professor  
**Department** : Commerce with Computer Applications  
**Date of Birth** : 13.07.1989  
**Date of Appointment** : 18.06.2014

### Academic

| S. No. | Degree    | University/Institution  | Year of Completion |
|--------|-----------|---|--------------------|
| 1.     | B.Com(CA) | VPMM College for women, Kirishnankovil                        | 2010               |
| 2.     | M.Com(CA) | Arulmigu Kalasalingam Arts & Science College, Kirishnankovil. | 2012               |
| 3.     | M.Phil    | SFR College for women, Sivakasi.                              | 2013               |
| 4.     | Ph.D      | Manonmaniam Sundaranar University, Triunelveli.               | Pursuing           |

**Total Experience** : 6 $\frac{1}{2}$  Years

**Area of Specialization/Interest** : Financial Accounting, Cost Accounting, Web designing, Management Accounting, Corporate Accounting. Marketing Management

**Academic Affiliation** : 1. Convener of National Seminar on **Technological Dynamics in Commerce Sector** on 27<sup>th</sup> September, 2019.

**Professional Affiliation** : Extension, NSS Staff Advisor, Physical Education,

Member of Discipline Committee, Attendance  
Incharge, JACSAFA Committee.

## **Research                      Publications:**

### **International Publications:**

1. **E-Commerce Payment System** in International Conference on The Impact of E-Commerce in Modern Business organized by Rathinam College of Arts and Science, Coimbatore 978-93-82570-67-7 & 12<sup>th</sup> August 2015. Page No: 29-30.
2. **Women's Movement in India** in the International Journal of Scientific Research in Computer Science, Engineering and Information Technology, ISSN-2456-3307, Volume-3, Issue-1, February 2018, Page no: 1271-1275.
3. **A Study on Consumer Preferences towards Pendrive in Theni District** in the Shanlax International Journal of Commerce, ISSN-2320-4168, Impact Factor 4.118 , Volume-6, Issue-1, Jan 2019, Page no: 40-44.
4. **Blockchain Technology in Banking and Finance** in the International Journal of Scientific Research in Computer Science Applications and Management Studies(IJSRCSAMS), E-ISSN:2319-1953 UGC approved Journal, Global Impact Factor 0.654 , Volume-8, Issue-1, January 2019.

### **National Publication:**

1. **E-Marketing – Challenges and Opportunities** in Jamal Academic Research Journal: An Interdisciplinary, Volume-IX No.2, ISSN: 0973-0303. Page No-674 to 675

### **Seminars /Conference Presentations:**

1. **E-Commerce Payment System** in International Conference on The Impact of E-Commerce in Modern Business organized by Rathinam College of Arts and Science, Coimbatore on 12<sup>th</sup> August 2015.
2. **Rural Reach in Kisan Credit Card** National Seminar on Emerging Trend in Banking And Insurance Sectors organized by Bharathidasan University Constituent College, Perambalur on 26<sup>th</sup> September, 2015.
3. **Teaching Unmotivated and Under-motivated Students: Challenges and**

**Considerations** in the National Conferences on Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions organized by Jayaraj Annapackiam College for Women (Autonomous), Periyakulam from 29<sup>th</sup> to 30<sup>th</sup> September, 2016.

4. **E-Marketing-Challenges and Opportunities** in National Seminar on Emerging Business Practices in the Global Environment organized by Jamal Mohamed College, Trichy on 19<sup>th</sup> January, 2017.
5. **ICT and Skill Training** in the National Conference On Enhancing Employability Through Enterprise Education, Arul Anandhar College, Karumathur, Madurai on 25<sup>th</sup> September, 2018.
6. **Information Technology Impact on Human Resources Management** in the International Seminar on Technology and its Impact on commerce and Management in the Global Era, G.Venkataswamy Naidu College, Kovilpatti, Thoothukudi District. on 27<sup>th</sup> September, 2018.
7. **A study on Consumer preferences towards Pendrive in Theni District** in the One Day National Level Conference On recent Innovation in Commerce, Economics and management, Cardamom Planter's Association College, Bodinayakanur, Theni on 15<sup>th</sup> October, 2018.
8. **BLOCK CHAIN TECHNOLOGY IN BANKING** in the National Conference on Internet of Things, organized by the PG Department of Computer Science, Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 22<sup>nd</sup> February, 2019.

#### **Participation of Seminars /Conference**

1. **Actions and Reflections in Research Paper Writing** on the Online Webinar in Department of commerce, Nazareth Margoschis College at Pillayanmanai, Thoothukudi on 30<sup>th</sup> May 2020
2. **History of Covid 19 Pandemic** on the Department of History in Jayaraj Annapackiam College for Women, Periyakulam on 22<sup>nd</sup> May 2020
3. **Introduction to the World of Butterflies** – our winged jewels on National Level Webinar in Nature Club of RajapalayamRajus' College and Wildlife Association of Rajapalayam (WAR) on 23<sup>rd</sup> May 2020
4. **Venturing to the World of Iot** on Online Webinar in Department of Computer Application, Tagore College of Arts & Science, Chennai on 21<sup>st</sup> May 2020
5. **Tools for Research** and How to write Research Paper on Webinar in Department of Computer Science and Engineering on 23<sup>rd</sup> May 2020
6. **Thirst Optimists - A Commerce Quiz** on International Level Online Quiz in Department of

Commerce with Computer Applications, V.H.N.SenthikumaraNadar College, Virudhunagar  
on 20<sup>th</sup> May 2020

7. **Outcome Based Education** on National webinar in IQAC ,Jayaraj Annapackiam College for Women, Periyakulam , 22<sup>nd</sup> to 29<sup>th</sup> May,2020,
8. **Emotional Intelligence** in the One Day Webinar organised by the PG & Research Department of Commerce, G.Venkataswamy Naidu College(Autonomous) Kovilpatti on 7<sup>th</sup> October 2020.
9. **Apps for Academic Writing** in the One Day organised by the PG & Research Department of Commerce, G.Venkataswamy Naidu College(Autonomous) Kovilpatti on 24<sup>th</sup> October 2020.
10. **UGC Net/Set Training on Business Finance** in the One Day organised by the PG & Research Department of Commerce, G.Venkataswamy Naidu College(Autonomous) Kovilpatti on 29<sup>th</sup> October 2020.
11. **Know Your Personality** in the One Day Webinar organised by the PG & Research Department of Commerce, G.Venkataswamy Naidu College(Autonomous) Kovilpatti on 5<sup>th</sup> November, 2020.
12. **Effective And Efficient Writing of Research Papers for the Web of Science, Scopus Indexed Journal and Conference Papers using Typeset Research Studio** in the National Level Webinar on organised by Vidyavardhaka College of Engineering, Mysure, Karnataka & Nexus Global EduTech Bengaluru on 29<sup>th</sup> December 2020.
13. **Building on Impactful Study: Steps for Successful Research and Publication”** in the International Webinar on organised by the PG & Research Department of Commerce, Salem Sowdeswari College, Salem on 30<sup>th</sup> December 2020

### **Books Published:**

| <b>Year</b> | <b>Title</b> | <b>Publication</b> | <b>National/International</b> | <b>ISBN No.</b> |
|-------------|--------------|--------------------|-------------------------------|-----------------|
| <b>Nil</b>  |              |                    |                               |                 |

**Awards: Nil**

### **Contact Details:**

**Present Address** : 14,Jakkayan street,  
VM Savadi,

Allinagaram,  
Theni (DT).

**Permanent Address** : 14,Jakkayan street,  
VM Savadi,  
Allinagaram,  
Theni District.

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