

## RESUME



**Dr.M.LALITHA**

M.Com.,M.Phil.,PGDCA.,Ph.D.,NET.,SET.

Head & Assistant Professor of Commerce

Plot no.30, Amalapuri Colony,  
K.K.Nagar , Tiruchirappalli,

Government Arts & Science college  
( Formerly Thiruvalluvar university Constituent  
college of Arts and

Science) , Thiruvannainallur, Villupuram(DT). Pin: 620021. Cell : 9488323193 Resident :  
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### **CAREER OBJECTIVE**

To encourage creativity and higher-order thinking in a way that increases student performance. To build a long-term **career** in a **position** that offers opportunities for **career** growth, and to keep up with cutting- edge **teaching** technologies.

### **EDUCATIONAL PROFILE**

#### **Ph.D- Commerce**

Duration : 2010 – 2014

Institution : Jamal Mohamed college,

Trichy Class : Highly commended

#### **M.Phil - Commerce**

Duration :2004-2005

Institution : Bharathidasan

University Class : Second Class

Percentage :78.8%

#### **PG**

Major : M.Com -Commerce

Duration :1999-2002

Institution : Bharathidasan University

Class : Second

Class Percentage :54%

## **UG**

Major : B.B.A

Duration :1994-1998

Institution : Bharathidasan

University Class : First Class

Percentage : 65.18%

## **+2 (Higher secondary)**

Major : Maths and biology

Duration : 1992-1994

Institution : Government Girls Higher Secondary School in Namakkal

Percentage: 66%

## **10<sup>th</sup> (SSLC)**

Duration : 1990-1992

Institution : Government Girls Higher Secondary School in Namakkal

Percentage: 77%

## **PROJECT PROFILE**

### **Ph.D in Commerce:**

Project Title : A Study on Poultry Industry in Namakkal

District Area Selected : Marketing

Duration : 3 Years.

### **M.Phil**

Project Title : A study on BSNL- Service Marketing in Mobile and Landline. Area

Selected : Marketing

Duration : 6 Months

## **PGDCA**

Project Title : A study on Inventory control of the library of Book sales.

Area Selected : Foxpro.6 Duration  
: 6 Months.

## **ACADEMIC QUALIFICATION:**

NET : National Eligibility Test -June 2006 (UGC-New Delhi) SLET

: State Level Eligibility Test -March 2006 (Bharathiyar University)

## **ADDITIONAL QUALIFICATION**

PGDCA

MS Office

Tamil Type Writing – Higher (Distinction)

English Type Writing- Higher

## **FIELDS OF SPECIALIZATION :**

Financial management, Management accounting, Business Communication, Marketing management, Entrepreneurial development, financial Accounting.

## **CERTIFICATE PROFILE**

Publication of Articles: 20

1. **Dr. E. Mubark Ali and Lalitha.M., Ph.D Scholar** “ Coir based products” The Referral Magazine on “HRD TIMES” Issue No—Volume No--- ISSN --- Oct 2012 pp.-
2. **Dr. E. Mubark Ali and Lalitha.M., Ph.D Scholar** “GREEN MARKETING” Edited Journal on “-” Issue No—Volume No--- ISSN --- Oct 2012 pp.---
3. Lalitha.M., **Ph.D Scholar** “ROLE OF TECHNOLOGY UP GRADATION AND IMPACTS ON BANKING SECTOR” Edited Journal on Department of Commerce“URUMU DHANALAKSHMI COLLEGE, TRY -” Issue No—Volume No--- ISSN --- March 2012 pp.---
4. **Dr. E. Mubark Ali and Lalitha.M., Ph.D Scholar** “MERGING AND ACQUISITION IN INDIA on “-Department of Commerce MADRAS UNIVERSITY -” Issue No—

Volume No--- ISSN --- March 2012 pp.---

5. **Dr. E. Mubark Ali and Lalitha.M., Lalitha.M., Ph.D Scholar** “POULTRY FARMING IN NAMAKKAL DISTRICT A MICRO STUDY”, Edited Journal on “CONTEMPORARY ISSUES AND CHALLENGES -Department of Commerce ,Jamal Mohamed College, Tiruchirappalli 23. -” Issue No—Volume No--- ISSN --- Febuary 2013 pp.---
6. **Dr. E. Mubark Ali and Lalitha.M., Guest lecturer in Commerce** “ BUSINESS PERSPECTIVES OF SKILL SETS” TALENT MANAGEMENT ”National conference ON BISHOP HEBER COLLEGE, TRICHY, compendium , Issue - 2012 pp.72-73.
7. **Dr. E. Mubark Ali and Lalitha.M., Ph.D Scholar,** “STATISFACTION LEVEL OF POULTRY FARMAERS NAMAKKAL DISTRICT A MICRO STUDY,” Edited Journal on “SELP JOURNAL OF SOCIAL SCIENCE.” Issue No: 14, Volume No: IV, ISSN: 0975-9999 --- March 2013 pp: 28-32.
8. **Dr. E. Mubark Ali and Lalitha.M., Ph.D Scholar,** “ INADIAN MEDICAL TOURISM AT CHENNAI HOSPITALS- A CURRENT SCENARIO,” Edited Journal on “RESEARCH EXPLORER- INDIAN ACADEMIC RESERARCHERS ASSOCIATION”, SERVICE SECTOR IN INDIA AN ANALYSIS”, Issue No: 5, Volume No: II, ISSN: 2250-1940 --- March 2013 pp: 61-63.s.
9. **Dr. E. Mubark Ali and Lalitha.M., Ph.D Scholar** FOREIGN DIRECT INVESTMENT PROBLEMS AND CHALLENGES” The Referral Magazine on “**HRD TIMES**” Issue No—Volume No-13- ISSN : 0976-7401—June 2013, pp.41-42..
10. **Dr. E. Mubark Ali and Lalitha.M., Ph.D Scholar** , Poultry industry and its future prospects” ,”PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH.” The Karnataka Reg.No 48/159/CE/0103/2013, Issue No:III —Volume No-1- ISSN : 2321-3604—Oct-dec-2013, pp.87-94.
11. **Lalitha.M., Guest lecturer in Commerce** “ **BUSINESS PERSPECTIVES OF**

**SKILL SETS”RETAIL MARKETING IN INDIA: PROBLEMS AND**

**PROSPECTS”** Urumu Dhanalakshmi college,UGC Sponsored National conference proceedings , Issue – 2013, pp.360

12. **Lalitha.M., Guest lecturer in Commerce “A STUDY ON CUSTOMERS SATISFACTION WITH BANKING SERVICES” THAVAN INTERNATIONAL JOURNAL OF RESEARCH IN ECONOMICS AND BANKING,** Issue – Dec-feb2014,online ISSN: 2277-1093, Print: ISSN: 2277-1476, pp.126-128.
  
13. **Lalitha.M., Guest lecturer in Commerce “ Role of Technology Upgradation and its impact on Banking Service sector, in the New Millennium”** Urumu Dhanalakshmi college,UGC Sponsored National conference proceedings , Issue – 2014, pp.207-209
  
14. **Dr. E. Mubark Ali and Lalitha.M., “EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITIES IN INDIA,”** Edited Journal on “**DIFFERENT PERSPECTIVES OF COMPANIES ACT 2013- TOWARDS CORPORATE EXCELLENCE.**” Issue No: 14, Volume No: IV, ISBN: 978-81-909104-2-2 --- February 2014 pp:
  
15. **Dr.M.Lalitha..,** Head and Assistant professor of commerce Thiruvalluvar University College of Arts and Science, Thiruvannainallur, Villupuram, “**TRADE AND INDUSTRY SUPPORT SERVICE SCHEMES ON COIR INDUSTRY, “MSME in Inida: Challenges and opportunities,** septemper 2915 pp:39-41..
  
16. **Dr.M.Lalitha..,** Head and Assistant professor of commerce Thiruvalluvar University College of Arts and Science, Thiruvannainallur, Villupuram, “**A STUDY ON GREEN MARKETING, BASED ON COIR PRODUCTS, “Consumer protection of Unfair trade practices,”**, 18<sup>th</sup> february 2916 pp:60-62.
  
17. **Dr.M.Lalitha..,** Head and Assistant professor of commerce Thiruvalluvar University College of Arts and Science, Thiruvannainallur, Villupuram, “**A STUDY ON NEW REVOLUTION OF GOODS AND SERVICE TAX IN INDIA”, “Jamal**

**academic research journal: an interdisciplinary ,” Special issue,,** January 2017  
pp:711-713.

18. Dr.M.**Lalitha..**, Head and Assistant professor of commerce Thiruvalluvar University  
College of Arts and Science, Thiruvannainallur, Villupuram, **“A STUDY ON  
DIRECT BENEFIT TRANSFER SCHEME AND ITS IMPACT ON  
FINANCIAL INCLUSION PROGRAMME IN TIRUCHIPAPPALLI  
DISTRICT”**, **“edited journal of MYTHS AND REALITIES OF BUSINESS IN  
THE DIGITAL ERA,”** Special issue,, FEBURARY 2017 pp:136-139..
19. Dr.M.**Lalitha..**, Head and Assistant professor of commerce Thiruvalluvar University  
College of Arts and Science, Thiruvannainallur, Villupuram, **“IMPACT OF GST ON  
PHARMA INDUSTRY IN INDIA”**, **“edited journal of IMPLEMENTATION AND  
MANAGEMENT OF GST IN INDIA AN APPRAISAL,”** ISBN: 978-9387360-06-  
8,, 25<sup>TH</sup> JANUARY 2018 pp:447-449..
20. Dr.M.**Lalitha..**, Head and Assistant professor of commerce Thiruvalluvar University  
College of Arts and Science, Thiruvannainallur, Villupuram, **“AGIRICULTURE  
FORMERS LAND CONVERSION IN TO POULTRY INDUSTRY AND ITS  
FUTURE”**, **“edited journal of INTERNATIONAL JOURNAL OF RESEARCH  
AND ANALYTICAL REVIEWS,”** ISBN: 978-93-87360-06-8,, 25<sup>TH</sup> JANUARY  
2019, IMPACT FACTOR: 5.75, pp:121-127..

**Paper presented in International seminars:**

1. Participated and presented a paper titled “ Regulations of capital market –SEBI ” in  
one day International level seminar on “Recent Trends in Capital Markets and  
Financial Innovations (RET CAM FIN)- held at Department of Commerce and  
Financial Studies, Bharathidasan university on 9<sup>th</sup> January 2010.
2. Participated and presented a paper titled “MUTUAL FUNDS IN INDIA ” in one  
day International level seminar on “Financial markets: Issues and Challenges (FIm  
IC-2012)

- held at Department of Commerce and Financial Studies, Bharathidasan University on 7<sup>th</sup> January 2012.

3. Participated and presented a paper titled “NEWGUIDELINES FOR THE MUTUAL FUNDS INDUSTRY WILL IMPACTS ON INVESTMENT” in one day

International

level seminar on “Financial markets: Issues and Challenges (FIM IC-2012) - held at

Department of Commerce and Financial Studies, Bharathidasan University on 5<sup>th</sup>

January 2013.

4. Participated and presented a paper titled “POULTRY FARMING IN NAMAKKAL DISTRICT A micro study” in one day International level seminar on “Contemporary

Issues and Challenges of Indian Business in Global Scenario”- held at Department of

Commerce Jamal Mohamed college, on 13<sup>th</sup> February 2013.

5. Participated and presented a paper titled “POULTRY INDUSTRY –

OPPORTUNITIES AND CHALLENGES” in one day International level seminar on “-

held at Department of Commerce Jamal Mohamed college, on 16<sup>th</sup> August 2013.

6. Participated and presented a paper titled “AGROI BUSINESS INNOVATIONS

AND MANAGEMENT- A STUDY ON BANANA PRODUCERS IN TRY” in one

day

International level seminar on “- held at Department of Commerce Jamal Mohamed

college, on 16<sup>th</sup> and 17<sup>th</sup> August 2014.

7. Participated and presented a paper titled “A STUDY ON CUSTOMER

PERCEPTIONS OF MOBILE PHONE PRODUCTS” in one day International level

seminar on “- held at Department of Commerce, BHARATH COLLEGE,

THANJAVUR, on 22<sup>nd</sup> February 2014.

8. Participated and presented a paper titled “CORPORATE SOCIAL

RESPONSIBILITY IN INDIA ” in one day International level seminar on “- held at

Department of Commerce, K.S.R. COLLEGE OF ARTS & SCIENCE FOR WOMEN,  
TIRUCHENGODE-637 215, on 21st January 2016

9. Participated and presented a paper titled “A STUDY ON CURRENT SCENARIO OF GOODS AND SERVICES” in two days International level seminar on “- held at Department of Commerce and Financial Studies, Bharathidasan university on 7<sup>th</sup> and 8<sup>th</sup> January 2017

10. Participated and presented “RAPPOTEUR in two days International level seminar on “FINANCIAL MARKETS: ISSUES AND CHALLENGES - held at Department of Commerce and Financial Studies, Bharathidasan university on 6<sup>th</sup> and 7<sup>th</sup> January 2018.

11. Participated and presented a paper titled “Agriculture farmers land conversion into poultry Industry and its future prospects.” in one day International Conference on “NEW HORIZONS OF BUSINESS IN THE CHANGING GLOBAL ENVIRONMENT - held at Department of Commerce, Department of Commerce Jamal Mohamed college, on 23<sup>rd</sup> January 2019.

12. Participated “Dimensions of Demonetization and its impact on Indian Economy.” in one day International Conference on Dimensions of Demonetization and its impact on Indian Economy- held at Department of Commerce, Department of Commerce & Business Administration, Sri Sarada Mahavidyalayam Arts and Science College for women, Ulundurpet on 22<sup>nd</sup> August 2019.

**Paper presented in National seminars:**

1. Participated and presented a paper titled “ROLE OF MERCHANT BANKING IN THE NEW ISSUE MARKET” in two days National level seminar on “New Issues Market in The Post Liberalization Era”- held at Department of Commerce and Financial Studies, Bharathidasan university on 7<sup>th</sup> and 8<sup>th</sup> January 2005

2. Participated and presented a paper titled “Impact of crisis on sectorial indices performance” in two days National level seminar on “Global Financial Crisis and its Impact on Indian



Financial System”- held at Department of Commerce and Financial Studies, Bharathidasan university on 7<sup>th</sup> and 8<sup>th</sup> January 2009

3. Participated and presented a paper titled “INVESTORS AWARENESS & EDUCATION IN COMMODITY DERIVATIVES MARKET” in two days National level seminar on ““FINANCIAL MARKETS: ISSUES AND CHALLENGES”- held at Department of Commerce and Financial Studies, Bharathidasan university on 11<sup>th</sup> and 12<sup>th</sup> January 2010.
4. Participated and presented a paper titled “Total Quality management ” in one day National level seminar on National seminar on global financial crisis and its impact on Indian Economy”- held at Department of Commerce and Business Administration Sri Venkateshwara College of Arts and Science Peravurani, thanjavur, on 20<sup>th</sup> March 2010.
5. Participated and presented a paper titled “Poultry industry in Tamilnadu” in one day National level seminar on “Service sector in the globalization Era”- held at Department of Commerce Jamal Mohamed college, on 22<sup>nd</sup> Febuary 2012.
6. Participated and presented a paper titled “A STUDY ON CITY BANK ONLINE SERVICES AND EVULTION OF E.BUSINESS STRATEGY AND MODEL” in two days National level seminar on “Role of technology up gradation and its impact on Banking Service sector in the new millennium ”- held at Department of Commerce Urumu Dhnalakshmi college, on 16<sup>th</sup> and 17<sup>th</sup> March 2012.
7. Participated and presented a paper titled “RUNNING TEALENT MANAGEMENT LIKE A BUSINESS” in one day National Conference on “Talent Management- A Potential Strategy to Empower on Enterprise ”- held at Department of Commerce Bishop Heber Colege, on 5<sup>th</sup> October 2012.
8. . Participated and presented a paper titled “INDIAN MEDICAL TOURISM- A CURRENT SCENARIO” in one day National Seminar on “Problems & Prospects of Service Sector in India ”- held at Department of Commerce Jamal Mohamed college, on 12<sup>th</sup> January 2013.

9. Participated and presented a paper titled “ROLE OF ICT IN BANKING SECTOR” in one day National Conference on “ROLE OF ICT IN BANKING SECTOR ”- held at Department of Commerce, SRIMATHI INDIRA GANDHI COLLGE, TRICHY, on 16<sup>5</sup><sup>th</sup> February 2013.
10. Participated and presented a paper titled “REASON FOR SWITCH OVER THE BRANDS OF MOBILE PHONE PRODUCTS- A MICRO STUDY” in one day National Conference on Marketing strategies for emerging markets ( MSFEM-2013)”- held at Department of Commerce and Business Administration Sri Venkateshwara College of Arts and Science Peravurani, thanjavur, on 2nd March 2013.
11. Participated and presented a paper titled “INDIAN MEDICAL TOURISM AT CHENNAI HOSPITAL A CURRENT SCENERIO” in one day National Conference - held at Department of Commerce and Business Administration BHARATH COLLEGE, THANJAVUR, on 16th March 2013.
14. Participated and presented a paper titled “A STUDY ON BANNA PRODUCER- A CURRENT SCENARIO” in one day National Conference on Agri business innovation and Management”- held at Christhuraj Institute of Management, Panjappur, Trichy 12., on 12<sup>th</sup> April 2013.
15. Participated and presented a paper titled “ROLE OF EDUCATION IN ENTREPRENEURSHIP DEVELOPMENT” in one day National seminar on Issues and Challenges of Women in Indian Society”- held at Department of Womens Studies ,Bharathidasan University, Trichy 24., on 29<sup>th</sup> April 2013.
16. Participated and presented a paper titled “PERCEPTIONS OF WORK LIFE BALANCE AND GENDER DIFFERENCE” in one day National seminar on” Corporate Social Responsibility Issues and Challenges in India - held at Department of Commerce, Jamal Mohamed College, Trichy 23., on 29<sup>th</sup> January 2014.
17. Participated and presented a paper titled “EVOLUTION OF CORPORATE SOCIAL

RESPONSIBILITY IN INDIA” in one day State level seminar on Different Perspectives of Companies ACT 2013-Towards Corporate Excellence”- held at Department of Commerce, Jamal Mohamed College, Trichy 23., on 1st February 2014.

18. Participated and presented a paper titled “A STUDY ON CUSTOMER SATISFACTION WITH BANKING SERVICES” in one day National level seminar on Inclusive Banking Through Technology”- held at Department of Commerce, Periyar E.V.R. College, Trichy 23., on 21<sup>st</sup> February 2014.
19. Participated and presented a paper titled “A STUDY ON RETAIL MARKETING OF POULTRY EGGS IN NAMAKKAL DISTRICT” in Twodays National level seminar on Retail Marketing in India: Problems and prospects”- held at Department of Commerce, Urumu Dhanalakshmi college,, Trichy , on 20th September 2014.
20. Participated and presented a paper titled “A SUSTAINABILITY OF SOCIAL ENTREPRENEURS” in one day National level seminar on”- held at Department of Commerce, Periyar E.V.R. College, Trichy 23., on 27<sup>st</sup> February 2015.
21. Participated and presented a paper titled “A STUDY ON DIRECT BENEFIT TRANSFER SCHEME AND ITS IMPACT ON FINANCIAL INCLUSION PROGRAMME IN TIRUCHIRAPPALLI DISTRICT” in one day National Conference on Myths and realities of Business in the Digital Era”- held at Department of Commerce, Jamal Mohamed College, Trichy 23., on 17<sup>th</sup> February 2016.
22. Participated and presented a paper titled “A STUDY ON GREEN MARKETING –BASED ON COIR PRODUCTS.” in one day National level seminar on”Consumer protection on unfair trade practices”- held at Department of Commerce, Dr.R.K.Shanmugam college of Arts & Science, Indili Kallakurichi, on 18<sup>th</sup> February 2016.
23. Participated and presented a paper titled “TRADE AND INDUSTRY SUPPORT SERVICE SCHEMES ON COIR INDUSTRY” in one day National Conference on “MSME in India: Challenges and Opportunities”- held at Department of Economics Management and Commerce, Bharathidasan University Constituent Arts and Science college, Srirangam Navalurkuttapattu, Trichy 09., on 11<sup>th</sup> March 2016.

24. Participated and presented a paper titled “A STUDY ON NEW REVOLUTION OF GOODS AND SERVICE TAX IN INDIA” in one day National Conference on “Emerging Business practices in the Global Environment”- held at Department of Commerce, Jamal Mohamed College, Trichy 23., on 19<sup>th</sup> January 2017.
25. Participated and presented a paper titled “MOBILE BANKING USERS IN CUDDALORE DISTRICT – AN OVERVIEW.” in one day National Seminar on “Contemporary Issues in Banking and Finance”- held at School of Management, Bharathidasan University Trichy 24., on 13<sup>th</sup> February 2017.
27. Participated and presented a paper titled “START-UPS: CATALYST FOR REVITALIZING INDIAN ECONOMY” in one day State level Conference on “Start-ups: Catalyst for Revitalizing Indian Economy”- held at Department of Commerce and Commerce with Computer Application, Thiruvalluvar University Model Constituent Arts and Science college, tittagudi., on 15<sup>th</sup> March 2017.
28. Participated and presented a paper titled “IMPACT OF GST ON PHARMA INDUSTRY IN INDIA” in one day National Conference on “implementation and Management of Gst in India- An Appraisal”- held at Department of Commerce, Jamal Mohamed College, Trichy 23., on 25<sup>th</sup> January 2018.
29. . Participated and presented a paper titled “INTER TWINNING ISSUES OF COMMERCE CONCERNS: GST AND CASHLESS ECONOMY” in one day National level Conference on “INTER TWINNING ISSUES OF COMMERCE CONCERNS: GST AND CASHLESS ECONOMY”- held at Department of Commerce and Commerce with Computer Application, Thiruvalluvar University Model Constituent Arts and Science college, tittagudi., on 20<sup>th</sup> February 2018.

#### **PARTICIPATED IN WORKSHOPS:**

1. Participated in Two days workshop on “Dimensions of individual development for

Commerce and Management Studies at Bharath college, Thanjavur on 4<sup>th</sup> March 2008.

2. Participated in one day workshop on Financial markets for Department of Commerce and financial studies at Bharathidasan university Trichy-, on 27<sup>th</sup> August 2009.

3. Participated in Two days workshop on ART OF WRITING RESEARCH ARTICLE IN COMMERCE AND MANAGEMENT for Department of Commerce and financial studies at Bharathidasan university Trichy 23<sup>rd</sup> and 24<sup>th</sup> October 2010

4. Participated in Two days workshop on RESEARCH PUBLICATION IN COMMERCE AND MANAGEMENT for Department of Commerce and financial studies at Bharathidasan university Trichy 24<sup>th</sup> and 25<sup>th</sup> April 2010

5. Participated in one day workshop on INTER NATIONAL FINNACIAL REPORTING STANDARDS for Department of Commerce Jamal Mohamed College Trichy-, on 1<sup>st</sup> October 2011.

6. Participated in Two days workshop on WRITING AND PUBLISHING RESEARCH ARTICLE IN COMMERCE AND MANAGEMENT for Department of Commerce and financial studies at Bharathidasan university Trichy 19<sup>th</sup> and 20<sup>th</sup> November 2011

7. Participated in one day workshop on STOCK MARKET PRACTICES for Department of Commerce Jamal Mohamed College Trichy-, on 12<sup>th</sup> January 2012.

8. Participated in Two days workshop on PUBLISHING RESEARCH ARTICLES IN BUSINESS MANAGEMENT for Department of Commerce and financial studies at Bharathidasan university, Trichy 3<sup>rd</sup> and 4<sup>th</sup> November 2012.

9. Participated in one day workshop on WOMEN HEALTH AND MENSTRUAL HYGIENE MANAGEMENT for Department of Women studies at Bharathidasan university, Trichy 14<sup>th</sup> December 2012.

10. Participated and presented a paper titled “RESEARCH ON COMMERCE AND MANAGEMENT STUDIES” in one day National Workshop on Research on Commerce and Management”- held at Department of Commerce Research on Commerce and

Management studies at Bharathidasan University College Perambalur on 15<sup>th</sup> and 16<sup>th</sup> March 2013.

11.Participated in one day workshop on YOUTH ENTREPRENEURSHIP for Department of Commerce, Bharathidasan University Constituent arts and science college, Trichy on 11<sup>th</sup> March 2014.

12.Participated in one day workshop on SPSS –STATISTICAL TOOLS for PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT-BANGALORE on 21<sup>st</sup> February 2015.

13.Participated in one day workshop on RETAIL MARKETING for Department of Commerce, Bharathidasan University Constituent arts and science college, Trichy 5<sup>th</sup> March 2015.

14.Participated in one day workshop on YOUTH ENTREPRENEURSHIP for Department of Commerce, Bharathidasan University Constituent arts and science college, Trichy on 18<sup>th</sup> March 2015.

15.Participated in one day workshop on EMERGING TRENDS IN BUSINESS RESEARCH for Department of Commerce and financial studies at Bharathidasan university Trichy 18<sup>th</sup> April 2015

16.Participated in one day workshop on PROMOTION OF API SCORE AND CAS FILING for Department of Commerce PERIYAR E.V.R COLLEGE, TIRUCHIRAPPALLI Trichy on 9<sup>th</sup> January 2019.

17.Participated in Two days workshop on WORLD CLASS CURRICULUM DEVELOPMENT FOR BUSINESS FINANCE for Department of Commerce and financial studies at Bharathidasan university, Trichy, on 16<sup>th</sup> and 17<sup>th</sup> March 2019.

#### **ORIENTATION AND REFRESHER COURSES :**

Orientation and Refresher courses Completed in Academic staff colleges:

Orientation : 1 (28 days) Bharathidasan University Trichirappalli.23.  
( 15.11.2017 to 12.12.2017)

Refresher : 1 (14 days) Bharathidasan University Trichirappalli.23. ( 20.09.2019 to 03.10.2019)

2. 14 days) Bharathiyar University Coimbatore ( 10.09.2021 to 03.10.2021)

**Certificate of Appreciation:** 100% Result of UG&PG

**TEACHING EXPERIENCE:**

College Name	Years & months
† Bharath College of Arts and Science college, Thanjavur.	June -2007-August 2009
† Bharathidasan University college for women Orathanadu, Thanjavur	August 2009- September 2010
† Dr.Kalaingar Arts and Science College, Bharathidasan University, Lalgudi,Trichy	September 2010-July 2011
† Bharathidasan University Constituent Arts and Science College, Inamkulathur, Srirangam, Trichy.	July 2011- July 2015
† Thiruvalluvar University College of Arts and Science Thiruvannainallur, Thirukovilur, Villupuram Dt.	14 August 2015 to till date

**Total experience 15 years completed.**

**PERSONAL PROFILE**

Name :M.LALITHA  
Husband Name : K.KUPPUSAMY  
Date of Birth : 23.05.1977  
Gender : Female  
Marital Status : Married  
Nationality : Indian  
Religion : Hindu  
Languages Known : Tamil, Telugu and English.

**DECLARATION**

I do here by declare that the above furnished information are true and correct to the best of my knowledge and belief.

Thanking you,

Place: Tiruchirappalli,

Date: 15.11.2020

**Yours faithfully,**

(M.LALITHA)