

Resume

I General Information

Name : **Dr.(Mrs.) A. Aruna Devi**
Father's Name : Thiru. A. AyyamPerumal
Date of Birth : 02.04.1973
Designation : Assistant Professor
Department : Commerce (PA) SF
Email ID : arunarajesh81274@gmail.com
Date of appointment : 12.02.2001



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing
SSLC	Board of Secondary Education		1988
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	1990
B.Com.	Madurai Kamaraj University, Madurai	Commerce	1993
M.Com.	Osmania University	Commerce	1995
M.Phil	Madurai Kamaraj University, Madurai	Commerce	2004
Ph.D	Madurai Kamaraj University, Madurai	Commerce	2012
M.B.A.	AlagappaUniversity, Karaikudi	Management	2014
Others PGDCA	AlagappaUniversity, Karaikudi	Computer Science	2003
DCS	APTECH Computer Education	Computer Science	2001
NET	UGC, Delhi	Commerce	2012
AP – SET	Government of Andhra Pradesh	Commerce	2012
CMA Course – Inter Group I	Institute of Cost Accountants of India	Commerce	2018

III Teaching Experience : UG : 18 Years
PG : 4 Years
Field of Specialization : Marketing , Banking and Finance
Awards won :
Proficiency Prize II – English
II – Statistics
B.Com - University XI Rank
Participated and won the overall
Championship in the Inter-Collegiate Staff
Meet – Corporate Forte - organised by
Department of Commerce (Corporate
Secretaryship) ANJA College, Sivakasi on

24.01.2015

IV Research Experience

In-house projects guided :

Year	UG / PG / M.Phil	Number of Students	Area of study
2007 - 2008	UG	4	Environmental Studies

No. of papers presented in Seminars / Conferences

International : 8
 National : 26
 State : 1
 College : 2

No. of articles published in Books / Conference Proceedings :8

Articles published in Journals

Year	Journal title	Article title
September 2015	Multidisciplinary Research journal of VVV College	Performance of Distance Education Institutes in Tamilnadu and Andra Pradesh – A Comparative Study 2347-3967
August 2016	International Conference on ‘Performance of Prime Minister’s Mudra Yojana Scheme’	College Sadhana-Journal for Bloomers of Research Vol.9 No1(A).ISSN:0974-6838. Pp41-47
September 2018	MASIVJ	Banking Sector in India – Study on Existing and Evolving Technologies Vol.4 ISSN:2454-4558

Papers presented

Date	Seminar / Conference	Title of the paper	Venue
01.09.2005 - 02.09.2005	National Conference on– Recent trends in Commerce education and research	Online shopping – The safety measures	VVV College, Virudhunagar
01.09.2005 - 02.09.2005	National Conference on – Recent trends in Commerce education and research	Brand preference of Two wheeler buyers	VVV College, Virudhunagar
25.02.2006 - 26.02.2006	National Seminar on – Banking and Finance	Bank Employees Attitude Towards Changing Banking Scenario	Sri Kaliswari College, Sivakasi.
21.09.2006 - 22.09.2006	Inter National Conference on – Global Business and Policy Modeling	Impact of electronic banking on rural economy	Adaikalamatha institute of management. Tanjore
09.12.2006	Seminar on- Impact of IT in Banks	Impact of IT on customer service in Banks	Fatima College, Madurai
21.02.2007	National Seminar on – Value Added Tax	VAT to Its impact on the price of PVC FILM RIGID	VVV College, Virudhunagar
11.12.2007	National Seminar on –	Academic Freedom to	VVV College,

- 12.12.2007	Quality and Excellence- The Prime Mantras of Higher Education	Fundamental need for Quality education	Virudhunagar
10.01.2008 - 12.01.2008	Inter National Conference on Changing Role of Banks – A Global Perspective	ATM cum DEBIT cards – A key driver in E- Banking channels	Karpagam Arts and science College, Coimbatore
07.08.2008 - 09.08.2008	National Workshop on – Human Rights Advocacy and Training	Attitude of persons with disabilities towards states social security services	VHNSN College, Virudhunagar
26.09.2008	National Seminar on – Quality Sustenance in Higher Education through Accreditation	Marching towards the full scale deployment of ICT in higher education	VHNSN College, Virudhunagar
05.12.2008 - 06.12.2008	Inter National Conference on -KAAS	Customers’ perceptions towards E- Banking services	Women’s Christian College, Nagercoil
04.08.2009 - 06.08.2009	National Workshop – Research Methodology for Researchers in Commerce - Management	Attitude of Employees Towards Information Technology services in Banks in Virudhunagar District	SFR college, Sivakasi
04.12.2009 - 05.12.2009	National Conference- KAAS	Savings Scheme in Post Offices and Banks - A Comparative Study	Holy Cross College , Nagercoil
28.01.2010 - 29.01.2010	Inter National Conference on Globalization and Consumer protection	Technology in Banks – Security measures to protect the customers	Kalasalingam University, Krishnan Koil
27.05.2010 - 28.05.2010	Inter National Conference on- Global Business : Challenges and Opportunities in the Present Scenario	AAM AADMI – Target Group of Banks for Inclusive growth	Sri Kaliswari College, Sivakasi
22.07.2010 - 23.07.2010	National Seminar- Contemporary Practices in Finance and HRM	Customers’ attitude towards Innovative Practices of Banks in Virudhunagar District	VHNSN College, Virudhunagar
06.08.2010 - 07.08.2010	National Seminar – Research Methodology in Social Science	Impact of Information Technology on Bank employees’ Attitude	VHNSN College, Virudhunagar
21.01.2011 22.01.2011	National Seminar – Emerging Dimensions of	Implementation of IT Services to Attitudinal	MS University, Tirunelveli

	the Banking Sector in Global Scenario”	Changes among Bank Employees	
22.9.2011 23.9.2011	National Seminar – Challenges of Commerce Education in 21 st Century”	Commerce Education – A means to hatch out Financial advisors	VVV College, Virudhunagar
24.09.2011	National Seminar-Retail Marketing in India: Trends and Challenges	Women Customers’ Perception towards un Organized Retail Kirana Stores in Virudhunagar District	MannarTirumala iNayakkar College, Madurai
20.12.2011	Research Forum – Multi Disciplinary	Inter-National HRM	VVV College, Virudhunagar
11.02.2012	National Seminar – Current Scenario of Indian Retail Sector	Awareness among Customers in Virudhunagar District towards Impact of FDI in retail sector	Madurai SivakasiNadars Pioneer Meenakshi Women’s National College, Poovanthi
23.02.2012 - 24.02.2012	National Seminar – Foreign Direct Investment in Retail Industry in India – Boon or Bane	Expectations of Women Customers towards organized retail stores in Virudhunagar District	St. Xavier’s College , Palayamkottai
06.03.2012 - 07.03.2012	National Seminar – Innovative Strategies for Teaching, Learning and Evaluation	Technology Literacy of college Teachers –to Need of the hour	VVV College, Virudhunagar
20.03.2013 - 21.03.2013	Inter National Conference on – Global Trade Vision 2020- Issues and Strategies in the Current Scenario”	Challenges in Marketing of Financial services at Global level	Sri Kaliswari College, Sivakasi
11.03.2013	National Seminar- Emerging Trends in Banking Industry	Corporate Houses in Banking Sector	St.Xavier’s College, Palayamkottai
31.01.2015	National Seminar- Interdisciplinary- Student Faculty Research Forum	Parental Care on their Children in usage of Social Networking Sites	VVV College, Virudhunagar
17.02.2015	National Seminar- Strategies for Sustainable Development Practice in Indian Industries	Role of Indian banks in Societal Development	Sri Kaliswari College, Sivakasi

19.02.2015	National Seminar – Current Scenario in Micro, Small and Medium Enterprises (MSMEs)	Progress of MSME-Development Institutes in India	Sadakathullahappa College
24.07.2015 - 25.07.2015	National Conference on ‘Tax Reforms in India – Opportunities and challenges’	Goods and Service Tax Implications in Various Countries’	Sri Kaliswari College, Sivakasi.
19.08.2016- 20.08.2016	Inter National Conference on ‘Make In India – Initiatives, Ideas & challenges’	Performance of Prime Minister’s Mudra Yojana Scheme	VHNSN College, Virudhunagar
19.01.2017- 20.01.2017	UGC Sponsor National Level seminar	Women education : An impetus to the process of Women Empowerment	V.V.V College Virudhunagar
17.03.2017	National level Seminar on ;Demonetization and green Banking’	Green Banking initiatives adopted by banks in virudhunagar District	Government Arts and Science College Sivakasi
14.09.2018	International Conference on “Emerging Trends in Banking Sector”	Banking Sector in India – Study on Existing and Evolving Technologies	Madurai SivakasiNadar Pioneer Meenakshi Women’s College, Madurai
02.04.2019 – 03.04.2019	National Conference on - Trajectory Transformation in Rural Indian Youth: “From Techno-Illiterates to Technocrats for Actualising skill India”	Skill Gaps in Commerce Graduates at various stages of employment.	V.V.V College Virudhunagar
17.07.2019- 18.07.2019	National Level Conference on Sustainable Development through CSR Practices in Indian Industries	Corporate social Responsibility Activities of Bazaar shops in Virudhunagar.	Sri Kaliswari College, Sivakasi.

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
December, 2009	Research papers – Fifth All India Conference of KAAS	978-81-909710-0-3	Savings Schemes in Post Offices and Banks – A Comparative Study
August, 2010	Research Methodology in Social Science	978-81-910126-1-0	Impact of Information Technology on Bank employees' Attitude
September, 2011	Retail Marketing in India: Trends and Challenges	978-93-80657-50-9	Women Customers' Perception towards un Organized Retail Kirana Stores in Virudhunagar District
February, 2012	Foreign Direct Investment in Retail Industry in India – Boon or Bane	978-93-5067-214-3	Expectations of Women Customers towards Organised Retail Stores in Virudhunagar District
March, 2013	Emerging Trends in Banking Industry	978-81-923975-5-9	Corporate Houses in Banking Sector
February, 2015	Strategies for Sustainable Development Practice in Indian Industries	978-81-930024-2-1	Role of Indian Banks in Societal Development
February, 2015	Current Scenario in Micro, Small and Medium Enterprises (MSMEs)	978-93-806579-5-0	Progress of MSME-Development Institutes in India
July 2015	'Tax Reforms in India – Opportunities and challenges'	978-81-930044-5-2	Goods and Service Tax Implications in Various Countries'
02.04.2019 – 03.04.2019	National Conference on - Trajectory Transformation in Rural Indian Youth: "From Techno-Illiterates to Technocrats for Actualising skill India"	ISBN:978-81-935892-3-6	Skill Gaps in Commerce Graduates at various stages of employment.

Books published / edited

Year	Book title	Published / edited	ISBN	Publisher
September, 2010	Banking Technology	Published	978-81-234-1819-1	New Century Book House Pvt. Ltd. Chennai.

V **No. of Seminars/Conferences/Workshops attended – 20**
VI **Course attended (Refresher / Orientation / any other)**

Name of the Course	Venue	Duration
Refresher Course – Human Resource Development	Vivekananda Kendra , Kanyakumari	24.8.2007–25.8.2007
Retraining of Teachers Programme	VVV College, Virudhunagar	03.12.2010 -04.12.2010
Retraining of Teachers Programme	VVV College, Virudhunagar	1.11.2011
Faculty Development Programme - An overview of Goods and Services Tax Transactions in Tally – ERP	Kalasalingam Academy of Research and Education	12.07.2018 – 14.07.2018
Hands on Training Programme - Effective Teaching through Google Applications	IQAC, V.V.V College, Virudhunagar	29.08.2018

VII **Role in Academic Bodies:**
As a member of Board of Studies:

University / College	Period	Board
ANJA College, Sivakasi	2018-20	UG –B.Com (PA)
VVVC, VNR	2009 onwards	UG

VIII **Resource person / Chairperson**

Year	Topic	Participants	Venue
2011-12	Import and Export Procedure	Department of Food Processing Students(SF)	V.V.V. College, Virudhunagar
2019-20	Income from House Property	III B.Com (Regular)	SFR College, Sivakasi

X	Student – oriented Service	:	
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Staff – in – charge of various activities in the	
i. Institution	
2010 – 11	-
2011 – 12	Member in Golden Jubilee Committee
2014 – 15	Stationery in-charge, Member in NAAC committee
2015-16	Staff in charge of Consumer Club (Part V)
2016 - 17	Study Circle
2017-18	Calendar Committee
2018-19	Calendar Committee
2019-20	Calendar Committee
ii. Department	
2010 – 11	Tutor for Ward Students, Department Library In Charge
2011 – 12	Tutor for Ward Students, Study Tour, Department Library In Charge
2014 – 15	Tutor for Ward Students
2015-16	Tutor for Ward Students, Association incharge, Study tour and Factory visit, Consumer Forum staff in charge
2016 – 17	Interdepartmental Course Staff in Charge, Tutor for Ward Students
2017-18	Tutor for ward students, Departmental Course in Charge, Department Library In Charge
2018-19	Course co-ordinator for CA Foundation and CMA Foundation Value Added Courses, Department Library In Charge
2019-20	Course co-ordinator for CA Foundation, CA Inter, CMA Foundation and CMA Inter Value Added Courses, Department Library In Charge

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