

**Dr.N.SARASWATHI**

**I. PERSONAL AND CONTACT DETAILS:**



Address for communication :292 Vivekanadha 1<sup>st</sup> cross street,  
Natraj nagar opp to Fenner India,  
Kochadai,  
Madurai-625016

Permanent address :W3/ 123C Vinayaga  
Nagar, 2<sup>nd</sup> street,  
Koduvilarpatti,  
Theni-625531

Mobile: :9659618176, 9159693300

Email: :saraswathi09498@gmail.com

Date of birth :19.07.1987

Nationality :Indian

Religion :Hindu

Community :BC

Marital status :Married

Ambition : To work in a competitive, dynamic and  
global environment which gives scope for  
challenge and opportunities to perform and  
show my knowledge.

**II. EDUCATIONAL QUALIFICATION:**

| S.No. | Course    | Name of the Institution   | Period of Study | Percentage of Marks |
|-------|-----------|---|-----------------|---------------------|
| 1.    | SSLC      | Sri Guruvappa High School,<br>Srirengapuram, Theni                        | 2001-02         | 75.2                |
| 2.    | HSC       | Sri V.V. Higher Secondary School,<br>Venkatachalapuram, Theni             | 2002-04         | 81.5                |
| 3.    | B.Com(CA) | Madurai Kamaraj University College,<br>Aundipatti                         | 2004-07         | 64.91%              |
| 4.    | M.Com     | Nadar Saraswathi<br>College of Arts and Science, Vadapudhupatti,<br>Theni | 2007-09         | 79.75%              |

|    |                       |  |                 |                          |
|----|-----------------------|--|-----------------|--------------------------|
| 5. | M.Phil.<br>(Commerce) | S.Vellaichamy Nadar College<br>,Nagamalai                              | 2012            | 83.80%                   |
| 6. | Ph.D.,<br>(Commerce)  | Mannar Thirumalai Naicker College<br>(Autonomous) , Pasumalai, Madurai | 2017 to<br>2021 | Awarded<br>April<br>2021 |

| Other Educational Qualification |   |   |                                |                  |                |             |
|---------------------------------|---|---|--------------------------------|------------------|----------------|-------------|
| 7.                              | PGDEC<br>(Post<br>Graduate<br>Diploma in<br>E-<br>Commerce) | Nadar Saraswathi<br>College of Arts and<br>Science,<br>Vadapudhupatti,Theni | Mother<br>Terasa<br>University | English          | 2007-<br>08    | First class |
| Online Courses:                 |   |   |                                |                  |                |             |
| NPTEL<br>Online                 |   | Principles of Human Resource<br>Management                                  | English                        | Jan-March 2020   | First<br>class |             |
| NPTEL<br>Online                 |   | Business Statistics   | English                        | Jan –Mar. 2022   | First<br>class |             |
| IGNO<br>Online                  |   | Research Ethics and Plagiarism  | English                        | Feb – April 2022 | First<br>class |             |
| NPTEL<br>Online                 |   | Investment Management   | English                        | Jan – March 2023 | First<br>class |             |

### III. TEACHING EXPERIENCE

| S.No | Institution Name   | Position            | From       | To             |
|------|--|---------------------|------------|----------------|
| 1.   | Bharathi Vidya Mandhir High.<br>Sec. School, Nagalapuram                       | Teacher             | 01.06.2009 | 31.07.2010     |
| 2.   | Theni Kammavar Sangam College<br>of Arts and Science, Koduvilarpatti,<br>Theni | Assistant Professor | 01.07.2013 | 31.05.2018     |
| 3.   | Senthamarai College of Arts and<br>Science, Vadapalanchi, Madurai              | Assistant Professor | 01.06.2018 | 30.08<br>.2019 |
| 4.   | Mannar Thirumalai Naicker college<br>(Autonomous),Pasumalai, Madurai           | Assistant Professor | 01.09.2019 | Till now       |

### IV. POSITIONS HELD:

1. Acting as a Member of Examination Cell for both Internal and External Examinations at Theni Kammavar Sangam College of Arts & Science, Koduvilarpatti, Theni.
2. Acting as a Member of Fine arts club at Theni Kammavar Sangam College of Arts & Science, Koduvilarpatti, Theni.
3. Class Advisor and mentor.

4. Acting as a Trainer in IIT Online Spoken Tutorial Test at Mannar Thirumalai Naicker College (Autonomous), Madurai.

#### V. ACTING AS A RESOURCE PERSON:

| S.No | Date       | Guest Lecture Topic                  | Institution Name   |
|------|------------|--------------------------------------|--|
| 1.   | 27.02.2023 | Challenges in Startups               | Thiruvalluvar Arts & Science College for Women, Soolappuram, Elumalai – 625535 |
| 2.   | 06.03.2023 | Green Ecology                        | K.R.P. College of Arts and Science, Kakkivadanpatti, Sivakasi.                 |
| 3.   | 30.03.2023 | Challenges in Young Entrepreneurship | Annai Fathima College of Arts & Science, Alampatti, Thirumangalam.             |

#### VI. PUBLICATION OF BOOKS:

| S.No | Book Name                     | Publishers Detail  | Online Link   |
|------|-------------------------------|--|---|
| 1.   | Operation Research – Volume 1 | Royal Book Publishing – International<br>(Partner of Eleyon Publishers)<br>DOI: <a href="https://doi.org/10.26524/royal.204">https://doi.org/10.26524/royal.204</a><br>Co – publishers ISBN – 13 (24)<br>9789395423700 | <a href="https://royalbookpublishing.com/index.php/royal/catalog/book/357">https://royalbookpublishing.com/index.php/royal/catalog/book/357</a> |

#### VII. TRAINING AND WORKSHOPS ATTENDED:

- One day State level Workshop on “GST – A Perspective of Education Sector” held on 11<sup>th</sup> February 2020 organized by Department of Commerce, Senthamarai College of Arts and Science, Madurai.
- One day National Level Workshop on “Cloud Computing Technologies in Banking Applicants” held on 15<sup>th</sup> September 2023 organized by Department of Commerce, VHNSN College (Autonomous), Virudhunagar.
- Two days State Level Technical Workshop on “INTELLECTUAL PROPERTY RIGHTS” held on 16<sup>th</sup> & 17<sup>th</sup> October 2023 organized by Mannar Thirumalai Naicker College (Autonomous), Madurai - 04.

#### VIII. PAPERS PRESENTED IN CONFERENCE

| S.No | Paper Title                                   | Conference Name   | Organized by   | Date      |
|------|---|---|--|-----------|
| 1.   | Human Resource Management in Hospital service | Contemporary Issues, challenges and Recommendations on Digitalization<br>CICRD – 2K19 | Mannar Thirumalai Naicker College, Pasumalai, Madurai – 04 | 4.01.2019 |

|     |  |   |   |                          |
|-----|--|---|---|--------------------------|
| 2.  | Role of Young Entrepreneur in Economic Development                     | A Digital Transformation Entrepreneur & Infopreneur 2K20  | Mannar Thirumalai Naicker College, Pasumalai, Madurai – 04          | 24.01.2020               |
| 3.  | A Study on foreign direct Investment and Its Impact in India           | Transformation of Commerce, Managament and Technology for Sustainable Economic Growth   | Chirst College Arts & Science, Kilachery                            | 15.09.2020               |
| 4.  | A Study on impact of IBC and its impact on debt market                 | One day International Conferenceon “Emerging Business Trends inthe 21 <sup>st</sup> Century”  | School of Commerce, National College (Autonomous), Tiruchirappalli  | 26.02.2021               |
| 5.  | A Study on the global impact of India’s Pharmaceutical patent rights   | Contemporary and upcoming issues in the Field of Intellectual Property Rights   | Mannar Thirumalai Naicker college (Autonomous)                      | 28.03.2022               |
| 6.  | An Opportunity Investment in Crypto currency                           | Multi- Disciplinary International Conference “PRATISANDHI”  | SVIMS Business School, Karnataka                                    | 1.4.2022 to 2.4.2022     |
| 7.  | Global Warming   | First international Conference on “Environmental Issues in Business and road map for Innovative Solutions (ICEIB – 2022)            | Government Arts Women’s College, Vathalagundu                       | 2.05.2022                |
| 8.  | A Comparative Analysis of CRYPTOCURRENCY and Share Market              | Two – day International Conference (Hybird) on “Innovative Practices in Commerce Management, Humanities and Technology IPCMHT – 22” | Partician College of Arts and Science, Chennai                      | 25.08.2022 to 26.08.2022 |
| 9.  | A Study on Role of Entrepreneurship in Economic Growth and Competences | One day National Seminar on “Entrepreneurship in Industry 4.0: A GLIMPSE”   | Mannar Thirumalai Naicker College (Autonomous), Madurai.            | 16.12.2022               |
| 10. | Measuring the Effectives of Online Payment”                            | International Conference on “Data Analytics In Business, Marketing & Finance”   | Nadar Saraswathi college of Arts and Science, Vadaputhupatti, Theni | 8.2.2023 to 9.2.2023     |
| 11. | A Study on “Green Marketing of Eco                                     | International Conference on   | Post Graduate & Research Department                                 | 1.3.2023 to 2.3.2023     |

|     |  |  |  |                               |
|-----|--|--|--|-------------------------------|
|     | – Product and its Consumer perspective”                                    | “Business Resilience: Revolution to Re – Evolution – BRRR2023”   | of Commerce - Loyola College (Autonomous), Chennai,        |                               |
| 12. | A Study on “Comparative analysis of Hospital services in Madurai District” | National Conference on “Emerging Issues in Service Sector (NESSs – 2023)   | Government Arts and Science College, Arupukottai           | 06.04.2023                    |
| 11. | A Study on “Growth of M.Commerce”  | Two days International Conference on “Exploring the Significance of Commerce on Today’s World”                           | Nadar Saraswathi College of Arts & Science, Vadapudhupatti | 11.09.2023 to 12.09.2023      |
| 12. | “Impact of Technologies in Banking Sector”                                 | Two days International Conference on “Consumer Psychology - Global Scenario 2023”  | Sourashtra College (Autonomous)                            | 21.09.2023 to 22.09.2023      |
| 13  | Future of Digital Banking in India   | International Conference on “Digitalization of Global Business Environments 2.0”   | Rathinam College of Arts and Science, Coimbatore           | 19.10.2023                    |
| 14  | A Study Factors Influencing Adoption of Mobile Commerce by Entrepreneur    | National Conference on “Innovations & Current Trends in Research Commerce, Business, Economics & Information Technology” | KG College of Arts and Science                             | 8 <sup>th</sup> November 2023 |

#### IX. PAPER PUBLISHED IN CONFERENCE PROCEEDING

| S.No | Article Title  | Conference Name   | Organize By                                    | Date                          |
|------|--|---|--|-------------------------------|
| 1.   | An Opportunity Investment in Crypto currency                                   | Multi- Disciplinary International Conference “PRATISANDHI”  | SVIMS Business School, Karnataka               | 1.4.2022 to 2.4.2022          |
| 2.   | A Comparative Analysis of Cyryptocurrency and Share Market                     | Two – day International Conference (Hybird) on “Innovative Practices in Commerce Management, Humanities and Technology IPCMHT – 22” | Partician College of Arts and Science, Chennai | 25.08.2022 to 26.08.2022      |
| 3.   | A Study on Factors Influencing the Adoption of Mobile Commerce by Entrepreneur | “Innovations & Current Trends in Research, Commerce, Business, Economics and Information Technology”                                | KG College of Arts and Science                 | 8 <sup>th</sup> November 2023 |

#### X.PAPER PUBLICATION IN CONFERENCE (ISSN/ISBN)

| <b>S .No.</b> | <b>Paper Title</b>   | <b>Conference Name</b>   | <b>Organized by</b>  | <b>Date</b>                   |
|---------------|--|--|--|-------------------------------|
| 1.            | A Study on CRM in Organized and Unorganized Retail Outlet at Theni City – Comparative Analysis | State Level Seminar on “Customer Relationship Management(CRM)”   | Theni Kammavar Sangam College of Arts & Science, Theni.          | 19. 09.2015                   |
| 2.            | Customer Relationship Management in Hospitals with Reference to Theni City                     | National conference on “Recent Trends in Commerce and Management”  | Hajee Karutha Rowther Howdia College, Uthamapalayam, Theni       | 02.02.2018                    |
| 3.            | Foreign Direct Investment in India–An Empirical Study  | Two Day National Seminar on “Make in India – Opportunities and Challenges”   | SRI S. Ramasamy Naidu Memorial College, Sattur                   | 16.03.2017 to 17.03.2017      |
| 4.            | Electronic Banking Services of Private Sector Commercial Banks in Theni District               | One Day National Conference on Digital India – Challenges Ahead  | Hajee Karutha Rowther Howdia College, Uthamapalayam, Theni       | 01.03.2017                    |
| 5.            | A Study on An Overview of Ombudsman in Banking Sector  | Challenges and Innovations in Commerce   | Mannar Thirumalai Naicker College(Autonomous) Pasumalai, Madurai | 13.08.2018                    |
| 6.            | Responsibility of Young Generation to keep clean and Green Environment                         | National Conference on “Futuristic Vision in Functional management for Global Green Economy”                             | VVV College for Women, Virudhunagar                              | 10.08.2019                    |
| 7.            | A Study on “Growth of M - Commerce”  | Two days International Conference on “Exploring the Significance of Commerce on Today’s World”                           | Nadar Saraswathi College of Arts & Science, Vadapudhupatti       | 11.09.2023 to 12.09.2023      |
| 8.            | Future of Digital Banking in India   | International Conference on “Digitalization of Global Business Environments 2.0”   | Rathinam College of Arts and Science, Coimbatore                 | 19.10.2023                    |
| 9.            | A Study Factors Influencing Adoption of Mobile Commerce by Entrepreneur                        | National Conference on “Innovations & Current Trends in Research Commerce, Business, Economics & Information Technology” | KG College of Arts and Science                                   | 8 <sup>th</sup> November 2023 |

## XI. PUBLICATION IN UGC CARE LISTED JOURNALS:

| S.NO | Article Topic  | Date          | Publications Name  | ISBN / ISSN No / Vol. Issue   |
|------|--|---------------|--|---|
| 1.   | “Human Resource Management in Hospital Service”                          | Jan-2019      | International Conference on “Contemporary Issues, Challenges and Recommendation on Digitalization CICRD – 2K19 | 2348-1269,<br>2349 –51382 <sup>nd</sup><br>volume,196 –198<br>Impact Factor5.75 |
| 2.   | “Role of young Entrepreneur In Economic Development”                     | January2020   | National Seminar on A Digital Transformation – Entrepreneur & Infopreneur2k20                                  | ISSN No: 2347 – 6648,<br>Volume IX, Issue III,<br>March - 2020                  |
| 3.   | “A Study on Foreign Direct Investment and Its Impact in India”           | November 2019 | National Conference Transformation of Commerce, Management and Technology for Sustainable Economic Growth”     | UGC Care list<br>Impact<br>Factor 6.2   |
| 4.   | “A study on Impact of IBC and its Impact on Debt Market”                 | February 2021 | Wesleyan Journal of Research an international Research journal   | Volume<br>No.14No.1(XI<br>X):2021<br>ISSN: 0975 – 1386                          |
| 5.   | Financial Inclusion Under PMMY   | January 2022  | International research Journal of Commerce, Arts & Science   | Volume 13,<br>issue 2,<br>ISSN 2319 –<br>9202                                   |
| 6.   | “ A study on the Global Impact of India’s Pharmaceutical Patent Rights”  | April 2022    | Kanpur Philosophers Certificate of Publication   | Vol. IX, Issue<br>1, No.11:2022<br>ISSN 2348 –<br>8301                          |
| 7.   | “A Study on Role of Entrepreneurship in Economic Growth and Competences” | April 2023    | Rabindra Bharati Journal of Philosophy   | Vol:XXIV,<br>No:05, 2023<br>ISSN: 0973 –<br>0087                                |
| 8.   | A Study on “Green Marketing of Eco – Product and its Consumer            | May 7,        | Humanities & Social Science Studies, Peer –  | Issue :01,Book<br>No:06, ISSN   |

|     |  |      |  |                          |
|-----|--|------|--|--------------------------|
|     | perspective”   | 2023 | Reviewed, Bi – annual,<br>Interdisciplinary UGC<br>CARE List Journal | 2319 – 829X              |
| 9.  | A Conceptual Study on<br>“Startup Business and<br>Intellectual Property<br>Protection” | 2023 | International Research<br>Journal of Commerce, Arts<br>& Science     | ISSN NO 2319-<br>9202(O) |
| 10. | A Study on "Growth of<br>Women Entrepreneur in<br>Indian Economic<br>Development”      | 2023 | International Research<br>Journal of Commerce, Arts<br>& Science     | ISSN NO 2319-<br>9202(O) |

## XII. PUBLICATION IN WEB OF SCIENCE JOURNALS:

| S.No | Article Topic   | Date             | Publications Name                            | ISBN / ISSN No /<br>Vol. Issue   |
|------|---|------------------|--|--|
| 1.   | A Comparative Analysis of<br>Cyrptocurrency and Share<br>Market | December<br>2022 | Journal of Pharmaceutical<br>Negative Result | Vol.13, Special Issue 08<br>(2022)<br><br>DOI: <a href="https://doi.org/10.47750/pnr.2022.13.S08.131">https://doi.org/10.47750/pnr.2022.13.S08.131</a> |

## XIII. PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME:

| S.No. | Duration, Date & Year     | Name of the FDP/ Short<br>term   | Name of Organization  |
|-------|---------------------------|--|---|
| 1.    | 404.04.2022 to 08.04.2022 | Teaching pedagogy and ICT<br>tools for social science  | BBhavan's<br>Vivekananda College of Science, Humanities<br>and Commerce, Secunderabad |
| 2.    | 18.04.2022 to 22.04.2022  | Emerging Trends and<br>Challenges in Higher<br>Education and Research                                      | PPrince Shri<br>Venkateshwara Arts and Science College,<br>Chennai.                   |
| 3.    | 18.04.2022 to 22.04.2022  | Enhancing Quality by<br>Unearthing innovative<br>practices – Equip 2022                                    | MMannar<br>Thirumalai Naicker College, Madurai – 4.                                   |
| 4.    | 27.04.2022                | Education 4.0 for<br>Sustainable Economic<br>Development   | MMannar<br>Thirumalai Naicker College, Madurai – 4.                                   |
| 5.    | 02.05.2022 to 06.05.2022  | Virtual Faculty<br>Development Programme   | HHoly Cross<br>Home Science College, Thoothukudi                                      |
| 6.    | 05.05.2022 to 09.05.2022  | Faculty Development  | DDr.<br>R.V.Arts and Science College, Karamadai.                                      |
| 7.    | 09.06.2022 to 15.06.2022  | “Emerging and Innovatitive<br>Approach in Management,<br>IT and Communication in<br>Teaching and Research” | IIIMT<br>College of Management in Collaboration with<br>Indian Economic Association   |
| 8.    | 11.07.2022 to 16.07.2022  | Innovative Approaches in<br>Management Teaching for  | AAssociation<br>of Indian Indian Management Schools and                               |



|     |                          |   |  |
|-----|--------------------------|---|--|
|     |                          | Excellence  | School of Management , Sree Saraswathy Thyagaraja College, Pollachi, Coimbatore. |
| 9.  | 14.11.2022 to 18.11.2022 | Advanced Materials Research and Nanotechnology                                      | DDepartment of physics and IQAC, Rajapalayam Raju's College                      |
| 10. | 19.12.2022 to 26.12.2022 | "Ethics in Research & research Methodology"   | KKG College of Arts and Science, Coimbatore                                      |
| 11. | 17.03.2023               | Faculty Enhancement Programme on Consultancy and Corporate Training                 | M Mannar Thirumalai Naicker College, Madurai – 4.                                |
| 12. | 18.03.2023               | Faculty Enhancement Programme on Insights of National Educational Policy (NEP 2020) | M Mannar Thirumalai Naicker College, Madurai – 4.                                |

#### **XIV. SEMINARS ATTENDED:**

- National Conference on "Politics of Inclusion and Exclusion" held on July 5- 6 2008, at Mother Teresa Women's University, Kodaikanal.
- National Training program on "Entrepreneurship Development Cell(EDC)"heldonFebruary18-20 2009,at Mother Teresa Women's University, Kodaikanal.
- State Level Seminar on "E – Tailing: Landscape In India" Sponsored by UGC Automy held on 28<sup>th</sup> March 2013 at SVN College of PG and Research Department of Commerce, Nagamalai.
- NationalLevelSeminaron"NewApproachestoMarketingManagement"heldon24.12.2012at S.V.N. College at Madurai.

#### **Reference:**

Dr.S.Ganesan  
Head, PG & Research Department of Commerce  
Ph: 9443920873  
MannarThirumalaiNaicker College

Dr.R.Dhanalakshmi  
Head, Department of English  
Ph:9976121404  
MannarThirumalaiNaicker College

Place: Madurai-19

Date:

(N.SARASWATHI)