

NEHRU MEMORIAL COLLEGE (AUTONOMOUS)

PUTHANAMPATTI-621007

STAFF PROFILE

NAME OF THE STAFF : **Dr. M. Mary Anbumathy**
DESIGNATION : **Assistant Professor & Head**
DEPARTMENT : **Commerce**



1. CONTACT

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2. ACADEMIC QUALIFICATIONS

Degree	College/University/Board	Year of Passing/ Awarded
Ph.D	Mother Teresa University	2011
M.B.A	Bharathiar University	2003
M.Phil	Loyola College /Madras University	1995
M.Com	Madras University	1994
B.Com	V.V.Vanniya Perumal College For Women/Madurai Kamaraj University	1992
S.L.E.T (Commerce)	Bharathiar University	2002
S.L.E.T (Management Studies)	Bharathiar University	2004
P.G.D.C.A	Shramik Vidhya Peeth - Madras Directorate of Non-formal and Adult Education, Government of Tamilnadu	1995
P.G.D.B.F	Pondicherry University	2000

3. TEACHING EXPERIENCE

S. No.	Institution	Duration	No. of Years	
			UG	PG
1.	K.C.S.Kasi Nadar College of Arts and Science Chennai	2000-2003	4	
2	Sri Kanniga Parameswari College for Women Chennai	2003-2004	1	
3	Guru Shree Shanthi Vijai Jain College For women Chennai	2004-2007	3	
4	Nehru Memorial College Puthanampatti	2007 till date	13	13

4. RESEARCH EXPERIENCE (in years) : 13**5. AREA OF RESEARCH : Human Resource Management****6**. RESEARCH GUIDANCE (In Numbers)**

Program of Study		Completed	Ongoing
Research	Ph. D.		2
	M. Phil.		20
Project	PG		200

7. PUBLICATION(S) (In Numbers)**

Journal(s)		Proceeding(s)		Book(s) / Chapter(s) / Monograph(s) / Manual(s)
International	National	International	National	
4	5		2	1

Cumulative Impact Factor (as per JCR)	
h-index	
Total Citations	

8. PRESENTATION(S) (In Numbers)**

Events	International	National	State	Regional
Conference(s)	2	3		
Seminar(s)	4	16	5	

9. PARTICIPATION (In Numbers)**

Events	International	National	State	Regional
Conference(s)	1	1		
Seminar(s)	3	15	6	
Workshop(s)		6		
Symposium(s)	1			

10. PROFESSIONAL DEVELOPMENT (In Numbers)**

Orientation Programme(s)	Refresher Course(s)	Faculty Development Programme(s)	Short Term Course(s)	Online Course(s)
1	3	10		

11. DISTINCTIVE ACHIEVEMENT(S) / RECOGNITION(S) / AWARD(S)

- Recognized Research Guide for M.Phil and Ph.D in Commerce, Bharathidasan University, Tiruchirappalli

12. EVENT(S) ORGANIZED

S. No.	Name of the Programme	Role of Responsibility held	Name of the Resource Person	Date of the Event
	Workshop on Career Counseling	Organizer	Dr.S.Seeralan Asst.Prof. Department of Management Studies	09/12/2019
	Discussion on Union Budget	Organizer	Dr.A.Prabhakaran Dean B.Ed College Nehru Memorial Education	11/07/2019
1.	International conference on Emerging Trend in Business and management	Convener	Mr.A.K.B. Nawasbabu Knitwear Industries PVt LTd, Madurai Dr.Gnanaprakasam Chinnappan, Professor, Ethiopia	12.2.19
2.	Workshop on Goods and Services Tax	. Organizer	Mr.N.Harish Raja, M.B.A and Mr.T.Vinoth, M.E Edinbridge Skill Solutions Private Limited ,Trichy	10/1/2019.
3.	WORK SHOP ON CONSUMERISM	Organizer	Dr. D. Fennala Agnes Iylin, Bishop Heber College	16.10.2018.
4.	Entrepreneur Awareness Camp	Organizer	Dr.P.Subhu Rethina Bharathi, Professor & Director, M.A.M.	29.09.2018,

			Business School, Tiruchirappalli	
5.	One day Workshop on SEBI	Organizer	Prof.P.C.Selvakumar , Financial Trainer & Consultant SEBI, chennai	20.02.2018
6.	EDP- Workshop on Chocolate Making	Organizer	Mrs. Hema Krishnamoorthy	17.10.2017
7.	Comfest 2017	Organizer	Intra departmental competition	12.10.17 to 13.10.17
8.	EDP- Workshop on Silk Thread Jewellery Making	Organizer	Mrs. Hema Krishnamoorthy	23.9.2017
9.	Workshop on Tally with GST	Organizer	Mr. Jose Corporate Trainer Chennai	22/02/2017
10.	Young women entrepreneurial training in toy making”	Organizer	Mrs. Vanitha Women Enetpreneur	27.01.2017
11.	Work shop on GST	Organizer	CA. VP. Manavalan, Chartered Account	28.12.2016
12.	Career Counseling	Organizer	Er. Nedunchezhian, B.E Corporate Trainer, Chennai	26.9.16
13.	Marketing strategies & career Opportunities in marketing	Organizer	MS. Manoharan Gowryharshani Assistant Marketing Manager Joyes Investment ltd., Colombo	16.9.2016
14.	Special lecture on personality development	Organizer	V.S. Govindarajan, (Asst. Administrative Officer In LIC of India, Thanjavur Division. International Trainer In Jaycees And	23.8.2016

			Non- Jaycees.)	
15.	International seminar on “green management in India and in abroad”	Convener	Prof. P.Nimalathanan, Prof of financial studies, university of Jafna, Srilanka	12.8.2016
16.	International seminar on Emerging Trend in Global Business	Convener	Prf. S. Nakiran Ambo University Mr. S. Gopal, CEO I- Grandee Software, New Delhi	16/02/2016
17.	Young woman entrepreneur training in fashion jewellery making	Organizer	Mrs. S.K. Vanitha Women Enetpreneur	06/10/2015.
18.	Workshop on Developing soft skills	Organizer	Praveena Ananad Corporate trainer Chennai.	21/09/2015 to 22/09/2015
19.	Workshop “Yesterday is equal to tomorrow”	Organizer	Mrs. Praveena Anand Corporate trainer	08/07/2015
20.	“Business Environment at global level”-Special Lecture		Prof. Nakkiran, Ambo University	09/09/2015.
21.	Workshop on job opportunities in banking sector	Organizer	Miss. Joshi, Asstt.Manager syndicate Bank Puthanampatti	06/12/2015

15. ACADEMIC / ADMINSTRATIVE RESPONSIBILITIES HELD

- ❖ Member in Academic Council of Nehru Memorial College (Autonomous) Programme.
- ❖ Member, IQAC representing Department of Commerce.
- ❖ Chair Person Board of studies of M.Com Programme
- ❖ Chair Person Board of studies of M.B.A Programme
- ❖ Chair Person Board of Studies of M.Phil Programme
- ❖ Acted as Warden for C.V.R. Ladies Hostel for women of Nehru Memorial College for 10 years from 2008-2018.
- ❖ Trainer for Intercollegiate Competitions

- Trained P.Sriganth and S.Rubesh Kumar of II B.Com who won I place with cash award of Rs. **2,000** in the competition titled IPL Bidding conducted by Saranathan College of Engineering in the event of “LAKSHYA 2K18”
- Trained S.Manjula of II B.Com and R.Boobalagan of I. B.Com won II place with cash award of Rs.**2,000/-** in paper presentation competition titled “Innovative business plan” conducted by K.Ramakrishnan College of Engineering in the programme ‘Eminencia 18’.
- S.Suriya, R.Sumithra of III B.Com M.Aarthy , P.Nivetha of II B.Com D.Pavithra S.Bhuvaneshwari of I B. Com won first prize in group dance competition conducted by Dhanalakshmi Srinivasan Institute of Technology in the programme BISA 2018.
- Trained students to participate in Hello Fm radio” “Kallori Salai” and they secured first place in Intra Collegiate Competition within the campus.
- Trained students to participate in Hello Fm radio” “Kallori Salai” and they secured **First Place in District Level Competition and won Rs.25,000/-** cash award.

16. SERVED AS A RESOURCE PERSON (INVITED TALKS / GUEST LECTURES)

- ❖ Delivered a lecture on the title “Effective Teacher” on 02/04/2019 for B.Ed students in Nehru Memorial College
- ❖ Delivered a lecture on the topic “Positive attitude leads to positive life” on 29/08/2018 In Commerce Department of Srimad Andavan College of Arts and Science, Tiruchirapalli
- ❖ Delivered womens’ day special message to Yedhumalai panchayat self help group members on 8th Mar 2018
- ❖ Delivered womens’ day special message to Yedhumalai panchayat self help group members on 8th Mar 2017
- ❖ Delivered a lecture on the topic “Strategy of Success” on 23/03/2016on commerce department association function of Urumu Dhanalakshmi College, Tiruchirapalli
- ❖ Acted as Chair Person for ICSSR sponsored international seminar in bonsecours college For women on the topic “Impact of business on social trends and business” on 7th and 8th February 2014.
- ❖ Acted as Chair person on National Seminar organized by Fatima College (Autonomous) Madurai on 11th and 12th March 2009 and delivered a lecture on the topic “Regulation of mutual fund by SEBI”

17. DETAILS OF MEMBERSHIP

Editorial Board	Editorial board member in Cape Comorin Journal
Referee (Peer Reviewed Journal)	
Academic Bodies (Board of studies)	<ul style="list-style-type: none"> ❖ Chair Person Board of studies of M.Com Programme ❖ Chair Person Board of studies of M.B.A Programme ❖ Chair Person Board of Studies of M.Phil Programme
Professional Bodies	

18. EXTENSION ACTIVITIES / OUTREACH PROGRAMME

S. No	Title	Place	Date	Beneficiaries
	FIELD TRIP TO NATIONAL RESEARCH CENTRE FOR BANANA	Trichy	2.1.2019	Students
	Industrial Visit to Ashtanga Ayurvedic Pvt Ltd., company	Trichy	24/12/2018	Students
1.	Nature conservation day celebration		28.7.2018	Public
2.	Nature conservation day celebration		07.10.2017	Public
3.	Comfest 2017 Interdepartmental competition	puthanampatti	12.10.17 to to 13.10.17	Students
4.	Nature conservation day celebration	puthanampatti village	05/10/2017	Public
5.	Industrial Visit to "Tulya food products private limited	Perambalur for industrial visit.	14/03/2016	Students
6.	Industrial visit to Livya	Tiruchirappalli	11.2.16	Students

	polymers Ltd			
7.	Students covered villages of puthanampatti and omanthur to explain public, the need of bank account		28.1.16	Public
8.	Students covered the village of puthanampatti and vellakalpatti, to explain public regarding the defects of open defecation and essentials of toilet in every house.	puthanampatti and vellakalpatti	21.1.16	Public

21. DETAILS OF PUBLICATIONS

(a) JOURNAL(S)

S. No.	Name of the author/s	Title of the paper with e-link	National/International	Name of journal	Volume Page No & Year	ISSN
1.	Mary Anbumathi,M.	Impact of artificial intelligence on tourism Development	International	Think India	22 (14) 2019	141971-1360
2.	Mary Anbumathy.M & D.Velumani	FDI and its impact of service sector in Indian Economy	International	Primax International Journal of Commerce and Management		
3.	Mary Anbumathi,M.	Food pattern of rural and urban people		European journal of Business and social science	7(25) 2019	2235-767X
4.	Mary Anbumathi,M.	A study on consumer behavior of Male perfume products		Journal of Emerging Technology and innovative Research	6(4) 2019	2349-5162
5.	Mary Anbumathi,M. and S. Vimala	Sustainable development		Quarterly journal of management development	50 (133) 2019	0048-6175
6.	Mary Anbumathi,M.					
7.	Mary Anbumathi,M.	GST and Employment		Contemporary Research in	978-93 2018	86647-95-5

		opportunity for commerce students		Commerce and management		
8.	Mary Anbumathi,M.	Green Consumers		E- journal Green management in India and abroad	978-81 2016	8286032-2
9.	Mary Anbumathi,M.	Kill the Nil with the Skill	International	PIJHR	2015	2348048-3
10.	Mary Anbumathi,M.	Art of pretty-Smart City	International	Primax International Journal of Commerce and management Research	2015	2321-3612
11.	Mary Anbumathi,M.	Consumer Perception and awareness towards solar products	International	Primax International Journal of Marketing	2014	2348-0491
12.	Mary Anbumathi,M.	Solar Energy-The need of the hour		Kurukshetra, The monthly Journal, Ministry of Rural Development, Vol 62, No 9 July	62(9) 2014	
13.	Mary Anbumathi,M.	Need for electronic money		Technology Upgradation impact on Banking Service in the new Millennium	2013	
14.	Mary Anbumathi,M.	EcoInnovation -Solar Energy		Sankhya International Journal of Management and Technology,	3(2) 2012	
15.	Mary Anbumathi,M	Entrepreneurial Support System		International Challenges of Global Entrepreneurship in the 21 st Century	978-93 2012	81568-65-1

(b) PROCEEDING(S)

S. No.	Name of the author/s	Title of the paper	National/ International	Name of Conference	Page No & Year	ISBN
1.	Mary Anbumathi,M. and S. Vimala	Rupay card contraption to financial inclusion	National/		1(55) 978-81 2019	935892- 36
2.	Mary Anbumathi,M.	Blue Ocean Strategy	National		3(181) 978-93 2019	5346- 4288

(C) BOOK(S) / CHAPTER(S) / MONOGRAPH(S) / MANUAL(S)

S. No.	Details
1	Digital India Empowering. Impact of digital India on financial development: Bharathi publication, New Delhi. ISBN- 86608-80-2

22. DETAILS OF PRESENTATION(S)**(Conference(s) / Seminar(s))**

S. No.	Name of the Paper	Name of the Conference / Seminar	National/ International	Place	Duration/ Date
1.	FDI and its impact of service sector in Indian Industry	Conference	International	Aiman college of Arts and Science for women	2019
2.	Rupay card	Conference	National	V.V.V College for women Virudhunagar	2019
3.	Blue Ocean Strategy	Conference	National	M.A.M. College of Eng & Technology Trichy	2019
4.	Organised retail Industry in India opportunities and Challenges	Conference	National	Sri Ganesh College of Arts and Science Salem	15/02/201 3
5.	Information System Audit	Seminar	National	Thiruvalluvar Government Arts college Namakkal	30/01/201 3
6.	Challenges of Indian Telecom Industries	seminar		Jamal Mohamed College Trichy	12/01/201 3
7.	Entrepreneurial support system	Seminar	Internationa	Bons Secours college for women Thanjavur	30/08/201 2 &

					31/08/2012
8.	Eco Innovation Solar Energy	Conference	International	A.V.V.M.Puspham College, Thanjavur	22/09/2012
9.	Need for E money	Seminar	National	Urumu Dhanalakshmi college Trichy	16/03/2012 & 17/03/2012
10.	Competition due to Globalization”	Seminar	National	Jamal Mohamed college Trichy	25/02/2012
11.	Postage and stamps in India	Seminar	National	Jamal Mohamed college Trichy	22/02/2012
12.	Development of small scale and village industries	Seminar	National	Jamal Mohamad College Trichy	04/02/2012
13.	significant role of review of literature in research	Seminar	National	STET School of Management Mannargudi	19/01/2012
14.	Impact of Globalisation on Indian Industries and Foreign Trade	Seminar	National	Khadir Mohideen College Adiramapattinam Thanjavur district	28/03/2010
15.	Perspectives of social Entrepreneurship”	Seminar	National	Bharathidasan University Trichy	27/03/2010
16.	Corporate Governance in India –Challenges and Prospects”	seminar	State level	Jamal Mohamed College Trichy	19/03/2010
17.	Trade and Commerce in Tamil Literature”	Seminar	National	Santhalinga adigalar arts and science college	12/03/2010 & 13/03/2010
18.	Preventing strategies to Quell the ecological imbalances and deterioration	Seminar	National	St.Joseph’s College Trichy	05/03/2010 & 06/03/2010
19.	Factors Responsible fo non-Performing Assets	Seminar	State Level	Trinity College For women Namakkal	16/02/2010
20.	Financial markets – Growth”	Seminar	National	VLB Jangi Ammal College of Arts and Science	06/02/2010

				Coimbatore	
21.	An Emerging trend in E-CRM”	Seminar	International	Annai Mathammal Sheela College of Engineering, Trichy	09/10/2009
22.	Women Entrepreneurial Development	Seminar		Dr.Meena Muthiah Study Centre for Women, Chennai	18/03/2009
23.	Women police in Service sector	Seminar	National	Dwaragadoss Goverdhan doss Vaishnav College, Chennai	17/12/2007 & 18/12/2007
24.	Global opportunities and challenges with reference to entrepreneurship	Symposium	International	Loyola College Chennai	15/02/2007 & 16/02/2007
25.	Quality management and sustenance	Seminar	International	Kumararani Meena Muthiah College of Arts and Science Chennai	03/01/2007
26.	Social Enterprises	Seminar	National	Stella Maris College, Chennai	15/12/2006
27.	Book Building	Seminar	State level	Asan Memorial College, Chennai	04/10/2006
28.	Leveraging Insurance for Development”	Seminar	State Level	University of Madras &HDFC	24/03/2006
29.	Customer Relationship Management”	Seminar	National	M.O.P.Vaishnav College for women, Chennai	25/02/2006
30.	Health Status of Women and Female Child	Seminar	National	Pondicherry University	10/03/2006 & 11/03/2006

23. DETAILS OF PARTICIPATION

(Conference(s) / Seminar(s) / Workshop(s) / Symposium(s))

S. No.	Name of the event(s)	Sponsored by	Conducted by	Place	Duration/ Date
Conference(s)					
1.	National	-	Sri Ganesh College of Arts and Science	Salem	15.2.2013

2.	International	-	A.V.V.M. Puspam College	Thanjavur	22.9.2012
Seminar(s)					
1.	Seminar on Examination Reforms	UGC	Nehru Memorial College	Puthana mpatti	16/02 2013
2.	State level Seminar	UGC	Thiruvalluvar Government Arts College	Namakkal	30.1.2013
3.	State Seminar	-	Jamal Mohamed College	Trichy	12.1.2013
4.	International Seminar	ICSSR	Bons Secours College for Women	Trichy	30.8.2012 to 31.8.2012
5.	National Seminar	UGC	Urumu Dhanalakshmi College	Trichy	16.3.2012 to 17.3.2012
6.	National Seminar		Jamal Mohamed College	Trichy	25.2.2012
7.	National Seminar		Jamal Mohamed College	Trichy	22.2.2012
8.	National Seminar		Jamal Mohamed College	Trichy	4.2.2012
9.	National Seminar		STET School of Management	Mannargudi	19.1.2012
10.	National Seminar		Khadir Mohideen College Adiramapattinam	Thanjavur	28.3.2010
11.	National Seminar		Bharathidasn University	Trichy	27.3.2010
12.	State level Seminar	UGC	Jamal Mohamed College	Trichy	19.3.2010
13.	National Seminar		Santhalinga adigalar atrs and science College	Trichy	12.3.2010 to 13.3.2010
14.	National Seminar	UGC	St. Joseph's College	Trichy	5.3.2010 to 6.3.2010
15.	State level Seminar		Trinity College for Women	Namakkal	16.2.2010
16.	National Seminar		VLB Jangi Ammal College of Arts and Science	Coimbatore	6.2.2010

17.	National Seminar		Annai Mathammal Sheela College of Engineering	Trichy	6.2.2010
18.	State level Seminar		Dr.Meena Muthiah Study Centre for Women	Chennai	18.3.2009
19.	National Seminar		Dwaragadoss Goverdhan doss Vaishnav College	Chennai	17.2.2007 to 18.2.2007
20.	International Seminar		Loyola College	Chennai	15.2.2007 to 16.2.2007
21.	International Seminar		Kumararani meena Muthiah College of Arts and Science	Chennai	13.1.2007
22.	National Seminar		Stella Maris College	Chennai	15.2.2006
23.	State level Seminar		Asan Memorial College	Chennai	4. 10.2006
24.	State level Seminar	-	University of Madras & HDFC	Chennai	24.3.2006
25.	National Seminar	-	M.O.P Vaishnav College for women	Chennai	25.2.2006
26.	National Seminar	UGC	Pondicherry University	Pondicherry	10.3.2006 to 11.3.2006
Workshop(s)					
1.	One day workshop on Tally with GST	Indian Academic Researchers Association	National College	Trichy	16.9.2019
2.	Two Days National level Workshop	ISAR	Institute for statistics and analytical Research	Chennai	31.8.2019 to 01.9.2019
3.	Three Days National level Workshop	ISAR	Institute for statistics and analytical Research	Chennai	26.7.2019 to 28.7.2019
4.	2 week capacity building programme	ICSSR	Rayalaseema University	Kurnool Andrapradesh	11.3.2019 to 13.3.2019
5.	National workshop on statistical Packages for social Sciences	-	Imayam Arts and Science College	Trichy	01.2.2019
6.	Workshop on Outcome Based	UGC	Nehru	Putha	One Day

	Education		Memorial College	nampatti	25-08-2018
7.	Entrepreneurship Awareness Programme	-	MAM College of Engineering and Technology	Trichy	15.2.2013
Symposium(s)					
	International		Dwaragadoss Goverdhan doss Vaishnav College	chennai	17.12.2007 to 18.12.2007

24. DETAILS OF PROFESSIONAL DEVELOPMENT

(Orientation / Refresher Course / FDP / Short Term Course / Online Course)

S. No.	Name of the events	Sponsored by	Conducted by	Place	Duration/ Date
Orientation Programme					
1	UGC sponsored Orientation	UGC	Bharathidan University	Trichy	1.11.2007 to 28.11.2007
Refresher Course					
1	UGC sponsored Refresher in commerce	UGC	Madurai Kamaraj	Madurai	25.1.2020 to 2.02.2020
2	UGC sponsored Refresher in commerce	UGC	Bharathidan University	Trichy	18.9.2009 to 8.10.2009
3	UGC sponsored Refresher in commerce	UGC	Madurai Kamaraj	Madurai	9.3.2018 to 29.3.18
Faculty Development Programme					
1	Faculty Development Programme on Student Skills: Mentoring Counselling	UGC	Nehru Memorial College	Puthanam patti	One Day 30-05-2019
2	Workshop on Statistical Packages for Social Sciences (SPSS-2019)		Imayam Arts and Science College,	Thuraiyur	1.2.19
3	Workshop on outcome Based Education	UGC	Nehru Memorial College	Puthana mpatti	25.8.18
4	Administrative Skill Development	UGC	Nehru Memorial College	Puthana mpatti	23/02/2017 & 24/02/2017
5	Effective Teaching	UGC	Nehru Memorial College	Puthana mpatti	12/06/2017
	Faculty Development Programme on Sustenance/Enhancement of	UGC	Nehru Memorial College	Puthanam patti	One Day 05-08-2015

	Quality in Higher Education				
6	Impact of Research on Teaching in Higher Education”	UGC	Nehru Memorial College	Puthana mpatti	11/06/2014
7	Examination reforms	UGC	Nehru Memorial College		15/03/2012
8	Faculty Development Programme on Higher Education	UGC	Nehru Memorial College	Puthana mpatti	21/01/2012
9	State level workshop on Stock Market Practices		Jamal Mohamed College	Trichy	12/01/2012
10	Faculty Training Workshop in Financial Markets			National Stock Exchange	27/08/2009