

Resume

1. Name : Rathina devi .P
2. Address (Residential) : D/O K.Poobalan ,
74 A Moorka Vinayagar Koil St,
Mannargudi - 614001.
Tiruvapur (Dt)
3. Designation : Assistant Professor
4. Department : Commerce
5. Age & date of birth : 13.06.1984 38 years
6. Area of specialization : Marketing
7. Educational qualifications :

Exam Passed	Board/University	Subject	Year	Division/ Grade Merits Etc.
High school	State board	Tamil,English,Maths, Science,Social Science	1999	I class with Distinction
Higher secondary	State board	Tamil,English, Maths,commerce, Accountancy,Economics	2001	I class with Distinction
Bachelor's Degree(s)	Bharathidasan University	Commerce	2004	I class
Master's Degree	Bharathidasan University	Commerce	2006	I class
Research Degree	Dr.MGR Deemed university	Commerce	2007	I class with distinction
Other(s) MBA	Alagappa university	Banking and finance	2011	I class
PGDCA	Alagappa university		2008	I class

8.Total Teaching Experience As On 1.1.2014:

S.no	Name of the institution	From	To	YY/MM/DD
1	S.T.E.T Women's College.	01.07.2007	Till date	3/07/2007

9. Total Teaching Experience At S.T.E.T College (Specify SF/Aided) as On 1.1.2014

S.No	Institution	From	To	Subject Taught	Remarks
1	S.T.E.T Womens College.	03/07/2007	Till Date	Marketing, Management Accounting, Financial Management.	15 Yrs 6 Months

10. Orientation /Refresher Courses Attended:

S.No	O/R	Title Of The Course	From	To	Name Of The Institution &Place
		Nil			

11. Conferences Attended -

1

- A Role Of Women In Purchase Decision Making – An Overview” Presented At National Conference On Consumer Protection (Nccp-2012) In Kamadhenu Arts And Science College Erode -22nd February 2012.

12. Seminars Attended -

6

- National Seminar On“ Service Sector In The Globalisation Era” Paper Title “A Current Scenario In M- Banking” Organised By Jamal Mohamed College Trichy On 22.2.2012
- National Seminar On“ Service Sector In The Globalisation Era” Paper Title “The Globalisation Of The Electronic Transfers In Banks” Organised By Jamal Mohamed College Trichy On 22.2.2012
- National Seminar On “India-An Emerging Economic Power” Paper Title “Tourism Marketing –A Special Focus On India” Organised By Jamal Mohamed College Trichy On 04.2.2012
- “A Current Scenario In Mobile Banking” Presented At National Seminar On Service Sectors In A.V.V.M Sri Pushpam College Poondi Thanjavur, Isbn No-978-93-80509-05-1, 10th March 2012.
- “A Study On Worker’s Participation In Management With Special Reference To Tnstc, Kumbakonam”, At Stet School Of Management, Mannargudi 19th January 2012.
- State Level Seminar On “ Csr In Rural Marketing” Organised By “The Institute Of Company Secretaries Of India And Shri Krishnaswamy College Of Arts And Science For Women, Chennai On 24.02.2012.

13. Workshops Attended ----

4

- Workshop On Entrepreneurship Awareness Camp Sengamala Thayaar Educational Trust For Women’s College Mannargudi 13th March 2008
- ❖ Participated on National Lecture workshop on”**Employment opportunity skill and challenges of rural first Graduate in public sector indertakings**” Date on 16.03.2017
- ❖ Participated on International Lecture workshop on “**Research Methodology**” organised by PG and Research Department of Economics and Department of Business Administration STET Women’s College, Mannargudi on date 04.01.2019

- ❖ Participated on National Lecture workshop on **”Digital Economy: Challenges & Opportunities”** A.V.V.M. Sri Pushpam College-Poondi. On date 31.01.2020



14. Training Programmes Attended ----

1

- Faculty Development Programme On Guidance And Counselling Sengamala Thayaar Educational Trust For Women’s College Mannargudi 24th & 25th July 2010.

15. Invited Talk/Guest Lecture

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Seminar Attended : 09

- ❖ Participated on National level seminar on **“Issues and perspectives of Second Green Revolution in India”**A.V.V.M. Sri Pushpam College-Poondi. On date 15.12.2016
- ❖ Participated on State level seminar on **”Art of writing thesis”** A.V.V.M. Sri Pushpam College-Poondi. On date 15.09.2016
- ❖ Participated on State level seminar on **” Research Methodology in Science”** A.V.V.M. Sri Pushpam College-Poondi. On date 16.08.2017
- ❖ Participated on National level seminar on **“MSME’S Prospects and Challenges”** Organised Department of Commerce, STET women’s college, mannargudi on date 30.01.2019.
- ❖ Participated on State level seminar on **“HRM Trends and Innovation in 2K19”** on Organised by PG & Research Department of Commerce Students Committee, STET women’s college, mannargudi on date 27.02.2019
- ❖ Participated on International Seminar on **“Intellectual Property Rights-Emerging Issues and Challenges”** on Organised by PG & Research Department of Commerce and Intellectual Property Rights cell, STET women’s college, mannargudi on date 11.09.2019
- ❖ Participated on ICSSR Sponsored State Level Seminar on **“E-Waste Management”** on Organized by PG & Research Department of Commerce, STET women’s college, mannargudi on date 11.12.2019
- ❖ Participated on International Seminar on **“Researches in Social Sciences”**Govt college for women(-Kumbakonam) Date on 26.06.2019

- ❖ Participated on International Seminar on “**India-Srilanka trade relations-Ancient periods to modern Era**”Periyar E.V.R. college-Tiruchirappalli Date on 21.02.2020

1. Conference attended: 02

- ❖ Participated on International conference on “**Business Education :Prospects & challenges in the new global order**” St.Joseph ‘s College-Tiruchirappalli. On Date 24.11.2016
- ❖ Participated on National conference on “**Advancement in Business in the digital Era**” Jamal Mohamed College-Tiruchirappalli Date on 20.09.2018

2. Workshop: 03

3.Faculty Development Programme: 04

- ❖ Participated on NPTEL-AICTE Faculty Development Programme on “ **Marketing Management**” organised by Indian Institute of Technology, Kanpur on Jan-Feb 2019.
- ❖ Faculty Development Programme on “**Intellectual Property Rights (IPR)cell organized**” by S.T.E.T Women’s College on 08.07.2019
- ❖ Faculty Development Programme on ‘**UGC NET/SET coaching class**’ organized by S.T.E.T Women’s College on 26.09.2019& 27.09.2019.
- ❖ Short Term Course on “ UGC-Sponsored Research And Publication Ethics” organized by Bharathidasan University on 19.01.2022 to 25.01.2022.

Details of the Invited Lecture/Papers presented in Conferences/Seminars/Refresher/ Orientation/FDP

S. NO	DATE	NAME OF THE COLLEGE	EVENT	NAME OF THE EVENT
1.	25.05.2020 - 31.05.2020	Annai College of Arts & Science, Kumbakonam.	FDP	Outstrip of Catch 22
2.	10.06.2020	Annai College, Kumbakonam	WEBINAR	Indian Stock Market’s Future
3.	23.05.2020	Annai Women’s College, Karur.	QUIZ	Higher Education
4.	08.05.2020	Arasu College of Arts & Science for Women’s,Karur	WEBINAR	Class Room English
5.	01.06.2020	Arulmigu Palaniyandvar College, Palani	NATIONAL LEVEL SEMINAR	Online tools for the Citation Database & Reference Management
6.	10.06.2020	BDU, Nagapattinam	QUIZ	Management Concepts

7.	15.12.2020	BDU, Trichy	WORKSHOP	Rural Management Curriculum
8.	18.05.2020 – 20.05.2020	Bon Secours College for Women, Thanjavur.	FDP	Use of Modern Technology in Promoting Learning DuringCovi-19
9.	29.05.2020 - 02.06.2020	Bon Secours College for Women, Thanjavur.	FDP	Digital Entrepreneurship and Investment
10	24.06.2020	C.Kandaswami Naidu College,Chennai	INTERNATIONAL LEVEL QUIZ	Research aptitude & Publishing Research papers
11	25.05.2020	EGS Pillay Institution, Nagapattinam	NATIONAL LEVEL QUIZ	Banking & Financial Institution
12	25.05.2020	EGS Pillay Institution, Nagapattinam.	QUIZ	Online Quizophile 2020
13	16.05.2020	Foundation for Innovative Research in Science&Technology, Nagarcovil.	WORKSHOP	Discovering & Learning Statistics Using MS-Excel
14	16.06.2020	Government Arts College, Karambakudi, Pudukkottai	QUIZ	Marketing
15	21.05.2020	IARA Gujarat Wing,Trichy.	NATIONAL LEVEL QUIZ	Research Methodology
16	22.05.2020 - 28.05.2020	IARA with EDC, Acharya Institution Graduate studies, Bangalore.	FDP	Development on Entrepreneurship: Research, Critical Thinking & Innovation
17	05.06.2020 - 07.06.2020	IARA with School of Management and Commerce, Brainware University.	FDP	Data Analytics in Research with an Emphasis on Excel and SPSS
18	04.05.2020 - 17.05.2020	IARA with Seacom Skill University, West Bengal.	1 st INTERNATIONAL ONLINE CONFERENCE RESEARCH METHODOLOGY WORKSHOP	Quantitative & Qualitative Tools & Aspects of Social Science Research
19	21.05.2020 - 23.05.2020	IARA with University of Madras,Chennai	3 DAYS ONLINE COURSE	Writing Case Studies, Project Preparation & Funding of Research Projects
20	11.05.2020 - 15.05.2020	IARA, Trichy	5 DAYS ONLINE COURSE	Futuristic Accounting

21	19.04.2020 - 21.04.2020	IARA, Trichy	ONLINE WORK SHOP	Reference Management Tools & Online Citation Database
22	12.07.2020	IARA, Trichy	ONLINE COURSE	Covid-19 Issues and Challenges in Indian Higher Education
23	11.05.2020	Idhaya College for Women's, Kumbakonam.	WEBINAR	Life Skills Development
24	28.05.2020	Idhaya College for Women's, Kumbakonam.	NATIONAL LEVEL QUIZ	Know Your English
25	18.05.2020	Idhaya College for Women's, Kumbakonam.	QUIZ	Online Comz quiz
26	20.06.2020	Kateel Ashokpai Memorial Institution, Sivamoggs	QUIZ	Social Work & Quiz
27	08.05.2020	Marathwada Mithramandal's Institution Technology, Pune.	AWARENESS PROGRAMME	NAAC Awareness Programme for Faculty
28	20.05.2020	Marudupandiyar College, Thanjavur.	INTERNATIONAL WEBINAR	Survival Strategies for Business after Covid -19 Lock Down
29	02.06.2020	Marudupandiyar College, Thanjavur.	WEBINAR	Classroom Strategies for Interactive Teaching
30	02.06.2020	MASS College, Kumbakonam	NATIONAL LEVEL WEBINAR	Theories of Learning And Methods of Teaching
31	29.05.2020 - 30.05.2020	MASS College, Kumbakonam	NATIONAL LEVEL ONLINE COLLOQUIUM	Migrants Labuors & Social Security Measurers in India & Interpersonal Skill
32	30.05.2020	MHRD, Govt. of India	WEBINAR	Leadership Talk
33	19.06.2020	MRG Arts & Science College, Mannargudi.	QUIZ	Financial Accounting - 2020
34	17.06.2020	MRG Arts & Science College, Mannargudi.	NATIONAL LEVEL QUIZ	Banking Theory Law & Practices - 2020
35	21.05.2020	National College, Trichy.	WEBINAR	Post Pandemic Marketing the Future of Brands
36	08.05.2020	Rabiammmal Ahamed Maideen College for Women's, Thirurvarur.	FDP	Developing Strong Work Ethics& Values
37	11.05.2020	Rabiammmal Ahamed MaideenCollege for Women's, Thirurvarur.	QUIZ	NTANET Paper-1 (Higher Education Quiz2020)
38	31.05.2020	Raja Serfoji Govt.College, Thanjavur.	QUIZ	Covid-19
39	30.04.2020	Rathinam Institution & Management,Coimbatore	WEBINAR	How to be a Successful Instructional Designer in E-Learning

40	16.05.2020	Rathinam Institution & Management,Coimbatore.	FDP	How to be a Successful Trader in Financial Markets.
41	06.05.2020	Rathinam Institution & Management,Coimbatore.	WEBINAR	An Introduction on Six Sigma
42	13.05.2020	Rathinam Institution & Management,Coimbatore.	FDP	New Digital Directions in Digital Marketing
43	16.05.2020	Sakthi Institution of Information & Management Studies,Coimbatore.	NATIONAL LEVEL QUIZ	Test for Immunity on fact Versus fake News on Covid-19
44	23.06.2020	Shanmuga Industries Arts & Science College, Thiruvannamalai.	QUIZ	General Accounting Online Quiz
45	20.05.2020	Sri Amaraavathi College of Arts& Science, Karur.	FDP	Uncovering PIAZZA for Effective Teaching
46	13.06.2020	Sri Madandavan College,Thiruchirappalli.	QUIZ	Research Methods & Techniques
47	27.05.2020	Sri Ramakirshna Arts & Science College, Coimbatore.	QUIZ	Research Methodology
48	18.05.2020	STET Women's College, Mannargudi.	WEBINAR	Entrepreneurship Development
49	17.06.2020	STET Women's College, Mannargudi	QUIZ	Advanced Corporate Accounting-2020
50	22.06.2020	STET Women's College, Mannargudi	QUIZ	Partnership Accounts-2020
51	06.06.2020	STET Women's College, Mannargudi	QUIZ	Consumer Awareness
52	22.06.2020	STET Women's College, Mannargudi	QUIZ	Management Accounting
53	03.06.2020	STET Women's College, Mannargudi	QUIZ	Financial Management-2020
54	04.06.2020	STET Women's College, Mannargudi	QUIZ	Research Methodology-2020
55	14.06.2020	STET Women's College, Mannargudi	QUIZ	Business Management-2020
56	04.06.2020	TamilvelUmaMaheswaranar Karanthai College,Thnajavur	QUIZ	Online Quiz-2020
57	29.05.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Partnership Accounting
58	30.05.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Management Accounting
59	26.05.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Cost & Management Accounting
60	01.06.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Banking Practice-2020
61	10.06.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Introduction to Accountancy-2020

62	15.5.2020	Urumu Dhanalakshmi College, Tirchy.	QUIZ	Covid 19 Awareness
63	09.07.2020	Vaagdevi Degree & PG College, Kishanpura, Hanamkonda	QUIZ (MOCK TEST)	UGC-NET Paper - I
64	04.06.2020	Vivekanandha for Women's College, Elayampalayam, Namakkal.	WEBINAR	Art of Mind Management

16. Books/Books Chapters Published ----- Nil

17. Research Articles Published ----- Nil

18. Publication Of Papers In Proceedings Of

Seminar/Conference Etc

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- National Seminar On“ Service Sector In The Globalisation Era” Paper Title “A Current Scenario In M- Banking” Organised By Jamal Mohamed College Trichy On 22.2.2012
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- State Level Seminar On “ Csr In Rural Marketing” Organised By “The Institute Of Company Secretaries Of India And Shri Krishnaswamy College Of Arts And Science For Women, Chennai On 24.02.2012.

19. Articles In Popular Magazine : Nil

20. Other Positions Held In S.T.E.T Womens College:

S.No	Positions Held	From	To	Nature Of Work
1	Nss	June, 2006	June, 2008	Co-Ordinator