

To be a part of Educational Institution who molds, enlighten and empower young girls in education and research. Teach and mentor students in my expertise and help to achieve the institutional goal.

## **Work Experience**

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### **Sri Sarada College for Women(Autonomus), Tirunelveli**

Assistant Professor | (December 2024 – Current)

Coached BBA students Marketing Management, Principles of management, human resource Management, Research Methodology, Business Communication and Organizaion Behavior.

### **Anna University regional campus, Tirunelveli**

Guest Lecturer | Odd Semester (Sep 2023-Jan 2024)

Taught the following subjects for MBA students Industrial Relations and labor law, sales and distribution management, Retail management, creativity and innovation lab, and Indian Ethos (Seminar)

Guided I MBA students in questionnaire preparation for Indian Ethos

### **Vel Motors, Tiunelveli (Jan 2020- Sep 2023)**

My role is to enhance customer relations, analyses their data and help the company to increase sales

### **Wavoo Wajeeha Women's College of Arts and Science,kayalpatnam**

### **Sri Sarada College for Women(Autonomus), Tirunelveli**

Assistant Professor | (June 2016 – April 2018)

Coached BBA students Business Math, business statistics, Principles of management, human resource management, personality development, banking practices, and environment business.

Taught them paper presentations and made them present papers at various seminars.

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## **Professional Development**

### **Publications**

“E-Bikes trends and challenges in the Indian Context” presented and published in proceedings of XIBA (ISBN 978-81-928901-6-6) December 2023

“Entreducation in India: Roles and challenges of Educational institutions”, International Research Journal of Commerce (ISSN 2320-9461), March 2017, Page No.48-52.

## Research

Participated in the two days (2<sup>nd</sup> & 3<sup>rd</sup> April 2025) capacity building programme organized by Xavier Institute of Management, Tirunelveli.

Research Methodology (Participated in the two days (19<sup>th</sup> & 20<sup>th</sup> Sep 2024) National level workshop on Advanced Data Analysis using SPSS by Pioneer college Nagercoil.

Participated in the two days (14<sup>th</sup> & 15<sup>th</sup> Feb 2024) workshop on Research metrics, Publication Ethics and, Art of Writing Research Papers in ABCD Journals by DoMS -MSU.

## Faculty development program

- Participated in FDP on teaching techniques conducted by ICT Academy on 17<sup>th</sup> & 18<sup>th</sup> April 2017 by Wavoo Wajeeha Women's college.
- Participated in FDP on teaching techniques conducted by ICT Academy on 5<sup>th</sup> & 6<sup>th</sup> August 2016 by Nesamony Memorial Christian College.

## Paper Presentation

- Received **Best Paper Presentation Award** for the paper "Pro Environmental Consumer Behavior on E-Cars: A Critical Review", St.Xaviers college (Autonomus) International Seminar (13<sup>th</sup> & 14<sup>th</sup> Feb 2024)
- Presented a paper on "Intention to purchase E-Cars among car users in Tirunelveli District", Francis Xavier (International Conference on 12<sup>th</sup> April 2024)
- Presented a paper on "A study on perception and exception of college students regarding Indian Education system", PSN college (National conference on April 2017)
- Presented a paper on "Cashless Economy" at Sadakathullah Appa College (National conference on Feb 2017)
- Presented a paper on "Effectiveness of Web Marketing and Web Advertisement", Dr. Sivanthi Adithanar Engineering college (Regional Seminar on 21<sup>st</sup> March 2014)
- Presented a paper on "A study on Women Entrepreneur in Tiruchendur", Wavoo Wajeeha women's college (National Seminar on 8<sup>th</sup> March 13)
- Presented a paper on "Women empowerment through the improvement of micro-enterprises in rural areas", St.Xavier's College (National Seminar on 12<sup>th</sup> October 12)

## Educational Credentials

Anna University Regional Campus, Tirunelveli (Aug 2024)-Ph.D. Pursuing  
Qualified UGC-NET examination, Nov2021

Mepco Schlenk Engineering College, Sivakasi – MBA (2014-2016) Human resource  
Management and Marketing Management **CGPA:8.29**

Govindammal Aditanar College for Women, Tiruchendur–BBA (2011-2014)  
**Aggregate 77.67%.**

HSC-Subbiah Vidyalayam Girls Higher Secondary School, Thoothukudi (2010-2011)  
**Aggregate 93.33%.**

SSLC - Geetha Matriculation Higher Secondary School,Muthaiyapuram (2008-2009)  
**Aggregate 78%**

## College Projects

Study on customer satisfaction in Velavan hypermarket, Tuticorin.

Study on employee's avoidance regarding Personal Protective Equipment (PPE).

A study on the Availability and Utilization of Government and Private hospitals in Tuticorin

## Declaration

The information provided in this resume accurately reflects my qualifications and experience.

Thank you.

Date :

Yours Faithfully,

Place : Palayamkottai

(J.Madhuvathana)

