

Faculty Profile



Name : S.MARIA NISHA
Designation : Assistant Professor
Department : B.Com
Date of Birth : 31.05.1986
Date of Appointment : 24.06.2019

Academic

S. No.	Degree	University/Institution	Year of Completion
1.	B.Com	Fatima College, Madurai.	2007
2.	M.Com	Fatima College, Madurai.	2009
3.	M.Phil	Fatima College, Madurai.	2010
4.	Ph.D	Madurai Kamaraj University	Awaiting for Viva-Voce

Total Experience : 1 Year, Two Months

Area of Specialization/Interest : Marketing, Management Accounting,
Company Law, Statistics.

Academic Affiliation : 1. Certificate Course in Basic of Computing,
2. Diploma in Computer Application,
3. Qualified UGC – State Eligibility Test for Lectureship (SET) in Commerce held on 21st February 2016.

Professional Affiliation

: Organiser in Commerce Club

Research Publications:**International Publications:**

1. **Paper Title: “A Study on the Attitude of Mobile Owners towards SMS Advertisement in Madurai City”.** Research paper published in Selp Journal of Social Science, A Blind Review Refereed Quarterly Journal , Indian Academic Researchers Association, Tiruchirappalli, Vol.V, Issue 24, April-June 2015, ISSN 0975-9999 (Print) 2349-1655 (Online), pp: 70-74.

National Publication:

1. **Paper Title: “Factors Motivating Women Entrepreneurs- A study in Madurai City”.** Research paper published in FACET 2K10, Annual Journal of Research, Research Departments (Commerce, Economics & Tamil), Fatima College, Madurai, Vol.2, November 2010, ISSN 0975-6973, pp: 15-34.
2. **Paper Title: “A Study on the Awareness and Utilization of Mobile Governance Services with reference to Citizens of Madurai City”.** Research paper published in Indian World- Class Manufacturing- The Read Ahead, MBA Programme, Fatima College, Madurai, Published in 2015, ISBN 978-81-93023-488, pp: 85-90.

Conference Presentations:

1. Research paper entitled **“Impact of post Waiver Loan”** presented in State Level Seminar on “Debt Waiver a Solution for Farmers’ Financial Crunch” organized by Department of Commerce, Fatima College, Madurai on 24th February 2009.
2. Research paper entitled **“Successful Stories and Problems of Women Entrepreneurs in India”** presented in National Level Seminar on “Opportunities and Challenges for Women in Business” organized by Department of Commerce, Fatima College, Madurai on 29th January 2010.
3. Research paper entitled **“Foreign Direct Investment in Textile Sector - A Study with reference to Textile Units in Madurai City”** presented in National Conference on “Prospects of FDI in Promoting Retail Trade in India” organised by Commerce

- with CA & BBA With CA, Sri Ganesh College of Arts & Science, Salem on 15th February 2013.
4. Research paper entitled “**A Study on the Attitude of Mobile Owners towards SMS Advertisement in Madurai City**” presented in International Conference on “Contemporary Issues of M-Commerce in Recent Scenario” organized by Salem Sowdeswari College, Salem on 20th February 2015.
 5. Research paper entitled “**A Study on the Awareness and Utilization of Mobile Governance Services with reference to Citizens of Madurai City**” presented in National Conference on “Indian World –Class Manufacturing – The Road Ahead” organized by MBA Programme, Fatima College, Madurai on 1st October, 2015.
 6. Presented paper on “**Micro Finance And Women Empowerment : A Study with reference to beneficiaries in periyakulam town theni Dt**” in the ICSSR sponsored two day national conference on Empowerment of Women through Micro Finance organized by the PG and Research Centre of Commerce, JA College for Women(Autonomous) Periyakulam held on 4th and 5th December 2019

Books Published:

Year	Title	Publication	National/ International	ISBN No.
2011	Socio-Economic Conditions of Self Employed Workers	Discovery Publication	National	978-81-8356- 921-7

Awards

- Best student Award – M.Phil Commerce for the Best Performance in First Semester issued as on 27th March 2010.
- Best student Award – M.Phil Commerce for the Best Performance in Dissertation and Viva-Voce issued as on 26th March 2011.
- Awarded the Meritorious Ph.D Scholar for diligence and Research Caliber issued as on 11th March 2016.

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