

## Faculty Profile



**Name** : M.SUNDARABHARATHI  
**Designation** : Assistant Professor  
**Department** : Commerce with Computer Applications  
**Date of Birth** : 13.07.1989  
**Date of Appointment** : 18.06.2014

### Academic

S. No.	Degree	University/Institution	Year of Completion
1.	B.Com(CA)	VPMM College for women, Kirishnankovil	2010
2.	M.Com(CA)	Arulmigu Kalasalingam Arts & Science College, Kirishnankovil.	2012
3.	M.Phil	SFR College for women, Sivakasi.	2013
4.	Ph.D	Manonmaniam Sundaranar University, Triunelveli.	Pursuing

**Total Experience** : 5½ Years

**Area of Specialization/Interest** : Financial Accounting, Cost Accounting, Web designing, Management Accounting, Corporate Accounting. Marketing Management

**Academic Affiliation** : 1. Convener of National Seminar on **Technological Dynamics in Commerce Sector** on 27<sup>th</sup> September, 2019.

**Professional Affiliation** : Extension, NSS Staff Advisor, Physical Education,

Member of Discipline Committee, Attendance  
Incharge.

## **Research Publications:**

### **International Publications:**

1. **E-Commerce Payment System** in International Conference on The Impact of E-Commerce in Modern Business organized by Rathinam College of Arts and Science, Coimbatore 978-93-82570-67-7 & 12<sup>th</sup> August 2015. Page No: 29-30.
2. **Women's Movement in India** in the International Journal of Scientific Research in Computer Science, Engineering and Information Technology, ISSN-2456-3307, Volume-3, Issue-1, February 2018, Page no: 1271-1275.
3. **A Study on Consumer Preferences towards Pendrive in Theni District** in the Shanlax International Journal of Commerce, ISSN-2320-4168, Impact Factor 4.118 , Volume-6, Issue-1, Jan 2019, Page no: 40-44.
4. **Blockchain Technology in Banking and Finance** in the International Journal of Scientific Research in Computer Science Applications and Management Studies(IJSRCSAMS), E-ISSN:2319-1953 UGC approved Journal, Global Impact Factor 0.654 , Volume-8, Issue-1, January 2019.

### **National Publication:**

1. **E-Marketing – Challenges and Opportunities** in Jamal Academic Research Journal: An Interdisciplinary, Volume-IX No.2, ISSN: 0973-0303. Page No-674 to 675

### **Conference Presentations:**

1. **E-Commerce Payment System** in International Conference on The Impact of E-Commerce in Modern Business organized by Rathinam College of Arts and Science, Coimbatore on 12<sup>th</sup> August 2015.
2. **Rural Reach in Kisan Credit Card** National Seminar on Emerging Trend in Banking And Insurance Sectors organized by Bharathidasan University Constituent College, Perambalur on 26<sup>th</sup> September, 2015.
3. **Teaching Unmotivated and Under-motivated Students: Challenges and**

**Considerations** in the National Conferences on Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions organized by Jayaraj Annapackiam College for Women (Autonomous), Periyakulam from 29<sup>th</sup> to 30<sup>th</sup> September, 2016.

4. **E-Marketing-Challenges and Opportunities** in National Seminar on Emerging Business Practices in the Global Environment organized by Jamal Mohamed College, Trichy on 19<sup>th</sup> January, 2017.
5. **ICT and Skill Training** in the National Conference On Enhancing Employability Through Enterprise Education, Arul Anandhar College, Karumathur, Madurai on 25<sup>th</sup> September, 2018.
6. **Information Technology Impact on Human Resources Management** in the International Seminar on Technology and its Impact on commerce and Management in the Global Era, G.Venkataswamy Naidu College, Kovilpatti, Thoothukudi District. on 27<sup>th</sup> September, 2018.
7. **A study on Consumer preferences towards Pendrive in Theni District** in the One Day National Level Conference On recent Innovation in Commerce, Economics and management, Cardamom Planter's Association College, Bodinayakanur, Theni on 15<sup>th</sup> October,2018.
8. **BLOCK CHAIN TECHNOLOGY IN BANKING** in the National Conference on Internet of Things,organized by the PG Department of Computer Science, Jayaraj Annapackiam College for women(Autonomous), Periyakulam on 22<sup>nd</sup> February,2019.

### **Books Published:**

<b>Year</b>	<b>Title</b>	<b>Publication</b>	<b>National/International</b>	<b>ISBN No.</b>
<b>Nil</b>				

**Awards: Nil**

### **Contact Details:**

**Present Address** : 14,Jakkayan street,  
VM Savadi,

Allinagaram,  
Theni (DT).

**Permanent Address** : 14,Jakkayan street,  
VM Savadi,  
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Theni District.

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