

BIODATA

NAME & QUALIFICATION : Dr.A.Hemalatha M.Com; M.Phil; Ph.D
DESIGNATION : Head
DEPARTMENT NAME : PG & Research Department of Commerce
Email id : hemalathamohan50@gmail.com
Official id : a.hemalatha@sigc.edu



Specialization if any : Marketing
Total Teaching Experience 34
Research Experience 32
Guide ship : M.Phil / Ph.D / both
No. of Scholars who have taken their M.Phil under my guidance : 34
MBA correspondence course : 05

RESEARCH ARTICLES PUBLISHED IN JOURNALS & CONFERENCES:

1. Published a paper in “Reader’s Shelf” volume no: 6, issue no: 3, page no: 40 on the topic “Impact of Labor Retrenchment” on Dec.2009.
2. Published a paper in “HRD Times” page no: 36, on the topic “Mutual Funds” on February 2010.
3. Published a paper in the National Conference, “Management in the age of Innovation” -NCM 2011.ISBN No: 978-81-909104-08” on the topic “Changing Environment of Human Resource Management” on Dec.2009.
4. Published a paper in the International Conference Compendium, “Personal Dynamism in Organizational Development”. ISBN No: 978-93-8076715-4” on the topic “Not All Conflict is Bad” on March 2012.
5. Published a paper in the “International Journal of Marketing and Human Resource Management” (IJM HRM) on the topic “A Study on Brand Loyalty on Toilet Soaps” Buyer Behavior of Female Consumers in Tiruchirappalli, on Sept. – Oct.2014.
6. Published a paper in “International Journal of Management”(IJM)ISSN 0976-6502” on the topic “A Study on Antecedents of Brand Loyalty in the Toilet Soap Market” on Oct 2014.
7. Published a paper in “Imayam Journal of Commerce and Management” ISBN NO: 987- 93-80530-66-6 Volume I, Issue 2nd September 2017, Page no: 8, on the topic “Implementation Challenges Transaction Under GST”
8. Published a paper in “Alochana Chakra Journal, Issn. No: 2231-3990 Volume IX Issue VMay-2020 Page No: 7020-7026” on the topic “Technological Changes and HRM” on May 2020.

9. Published a paper in "Alochana Chakra Journal, Issn No: 2231-3990 Volume IX Issue V May-2020 Page No : 7015-7019" on the topic "A Study on Quality of Work Life in Private Sector Industry in Trichirappalli." on May 2020.
10. Published a paper in Shanlax publication, Madurai on the topic "Role of Self Help Group in Women Empowerment" ISBN No:978-93-95422-91-8, First Edition, January 2023, Page No: 34.

PAPER PRESENTED IN CONFERENCES:

1. Presented a paper in the UGC Sponsored National Level Seminar conducted by Seethalakshmi Ramasamy College, Tiruchirappalli, on the topic "Impact on Globalisation in Banking Sector" on 14.12.05 & 15.12.05
2. Presented a paper in the Two Day National Seminar on "Changing Scenario of Consumerism" conducted by Department of Commerce, Bharathidasan University Tiruchirappalli, on the topic "Brand Loyalty of Consumer Goods" on 11th and 12th February 2006.
3. Presented a paper in the "State Level Seminar on VAT" conducted by Department of Commerce, Asan Memorial College of Arts and Science, Velachery, Chennai on the topic "Implications of VAT on Trade, Industry and Commerce" on 16th February 2006.
4. Presented a paper in the National Level Seminar on "The Effects of Consumer Culture" conducted by Department of Commerce, Holy Cross College, Tiruchirappalli, on the topic "Changing Consumer Behavior - Boon or Bane" on 16/02/2006 & 17/02/2006.
5. Presented a paper in the National Seminar on "Opportunities and Challenges for the Indian Entrepreneurs in Globalised Era" conducted by V.L.B Janakiammal College of Arts and Science, Kovaipudur, Coimbatore, on the topic "Opportunities and Challenges for Entrepreneurs in Developing Countries", on 24th February 2006.
6. Presented a paper in the One Day National Level Seminar on "Commerce in the Competitive Market for HR" conducted by Kovai Kalaimagal College of Arts and Science, on the topic on "Emerging Trends in HRD", on 25th February 2006.
7. Presented a paper in the "National Seminar on Women Entrepreneurship" conducted by the Department of Commerce, Vivekanandha College of Arts and Science for Women, Tiruchengode, on the topic "Government Support to Women Entrepreneur" on 25th February 2006.
8. Presented a paper in the State Level Seminar on "Human Rights and Related Issues" conducted by Post – Graduate and Research Department of Economics, Urumu Dhanalakshmi College, Tiruchirappalli, on the topic "Human Rights and Development" on 1st March 2006,
9. Presented a paper in the National Level Seminar on "Motivatory factors for Men and Women to Buy" conducted by P.R Institute of Management, Vallam, Thanjavur, on the topic "Consumer Relationship Management" on 2nd March 2006
10. Presented a paper in the UGC sponsored "Two Day National Seminar on Women Empowerment: Strategies and Indicators conducted by Centre for Women's Studies" (CWS) Bharathidasan University, Tiruchirappalli on the topic "Issues of Women empowerment and SHGS" on 8th & 9th March 2006.

11. Presented a paper in the National Level Seminar on “Going Global Challenges and opportunities conducted by PG & Research Department of Commerce, Cauvery College for Women, Tiruchirappalli, on the topic “Challenges and opportunities for various service sector – Insurance” on 14th and 15th March 2006.
12. Presented a paper in the National Seminar on “ Emerging Dimensions in SHGS” conducted by PG & Research Department of Commerce, A.V.V.M Sri Pushpam Collge, Poondi, Thanjavur District, on the topic “Growth of SHGS” on 17th March 2006.
13. Presented a paper in Two day International Seminar on “Emerging Paradigm in Financial Services” conducted by Department of Commerce & Business Administration, Cauvery College for Women, Tiruchirappalli, on the topic “Housing and Insurance” on 7th and 8th April 2007.
14. Presented a paper in the UGC sponsored National Level Seminar on “Emerging HRD Practices in the Information Technology Era” conducted by PG and Research Department of Commerce, National College, Tiruchirappalli, on the topic “Employee Welfare” on 15th & 16th March, 2007.
15. Presented a paper in the National Seminar conducted by Jairam Arts and Science College, Salem, on the topic “Technology in Banking” on 4th January 2010.
16. Presented a paper in the National Seminar conducted by Seethalakshmi Ramaswamy College, Tiruchirappalli, on the topic “Risk Management” on 20th & 21st January 2010.
17. Presented a paper in the National Seminar conducted by Ayyanadar Janaki Ammal College, Sivakasi, on the topic “Board Culture – Independent Directors in Corporate Governance” on 5th & 6th February 2010.
18. Presented a paper in the International Seminar conducted by Vivekanandha College of Arts & Science, Salem, on the topic “Impact of IT in World Economic Crisis” on 11th February 2010
19. Presented a paper in the National Seminar conducted by Selvam Arts and Science College, Namakkal, on the topic “Impact of Labour Retrenchment” on 11th October 2010
20. Presented a paper in the 4th National Conference on “Management in the age of Innovation” conducted by Jamal Institute of Management, Jamal Mohamed College, Tiruchirappalli, on the topic “Changing Environment of Human Resource Management” on 25th January 2011
21. Presented a paper in the International Seminar conducted by Jamal Mohammed College, Tiruchirappalli, on the topic “Transport Services” on 22nd February 2012
22. Presented a paper in the International Conference Compendium, “Personal Dynamism in Organizational Development” conducted by Bishop Heber College, Tiruchirappalli, on the topic “Not all Conflict is Bad” on 12th March 2012
23. Presented a paper in the International Seminar conducted by Bharathidasan University On the topic “Growth of Commodity Derivatives Market in India” on 8th January 2012
24. Presented a paper in the National Seminar conducted by Dhanalakshmi Srinivasan College of Arts and Science, Perambalur, on the topic “B2B Marketing through E-Commerce” on 25th January 2012.
25. Presented a paper in the International Conference on New Vistas of Indian Business in Global Scenario conducted by Brahma School of Business, Namakkal, on the topic “Creating and Sustaining the High Performance Employees” on 19th October 2013.
26. Presented a paper in the National Seminar on “Role of Mobile Banking and its Consumer Preference” conducted by Mass College of Arts and Science, Kumbakonam, on the topic

- “Recent trends in Mobile Marketing” –on 30th October 2015.
27. Presented a paper in the International Seminar conducted by Nehru Memorial College, Puthanampatti, on the topic “Green Management in India and in Abroad” on 12th August 2016.
 28. Presented a paper in the One Day National Level Seminar on “Innovation in Banking for Future Growth Through Green Banking” conducted by Imayam Arts and Science College, Thuraiyur, on the topic “Building a Green Economy” on 25th January 2017
 29. Presented a paper in the One Day National Level Seminar on “Transforming Economic System to Counter Contemporary Economic Issues” conducted by PG & Research Department of Economics, Jamal Mohammed College, Tiruchirappalli, on the topic “Mixed Economic System” on 31st January 2017
 30. Presented a paper in the One Day National Level Seminar conducted by Imayam Arts and science College, Thuraiyur, on the topic “Implementation Challenges Transaction under GST” on 14th September 2017
 31. Presented a paper in the One Day International Seminar conducted by National College, Tiruchirappalli, on the topic “Marketing Of Mutual Fund” on 24th January 2019
 32. Presented a paper in the UGC Sponsored International Conference conducted by Nehru Memorial College, Tiruchirappalli, on the topic “Finance and Investment Including Foreign Direct Investment” on 12th February 2019.
 33. Presented a paper in the National Workshop conducted by Pasumpon Muthuramalinga Thevar College, Madurai on the topic “Role of Self Help Group in Women Empowerment” on 06.01.2023.

CONFERENCES / ORIENTATION/ WORKSHOP/FDP ATTENDED:

1. Participated in the “One day awareness programme “on “Power Sector Reforms” conducted by “National Power Training Institute” on 29.12.2001 at Trichirappalli.
2. Participated in the “Seminar on Women Empowerment” – 2001 conducted by “Centre for Entrepreneurship Development” (Tamil Nadu) sponsored by Small Industries Development Bank of India, Chennai in “Shrimati Indira Gandhi College, Tiruchirappalli” on 23.02.2002.
3. Participated in the “I³ Workshop on Industries – Institutions Interaction” organized by Computer Society of India, Tiruchirappalli Chapter CSI Women Students’ Branch of SIGC Internet Users’ Club of Tiruchirappalli, Tiruchirappalli Information Technology Industries Association & BHEL Small Scale Industries Association on 6th and 7th January 2005 at Tiruchirappalli.
4. Participated in the one month “UGC Sponsored Orientation Course”, organized by the Academic Staff College, Bharathidasan University, Tiruchirappalli from 30/04/05 to 27/05/05
5. Participated in the UGC sponsored “State Level Workshop on Research Methodology in Social Sciences”, organized by PG & Research Department of Economics, Kunthavai Naachiyar Govt. Arts College for Women, Thanjavur on 5th and 6th August 2005.
6. Participated in the One Day Regional Workshop on “Research Methodology”, jointly organized by Department of Economics of Holy Cross College and St. Joseph’s College, Tiruchirappalli at Holy Cross College, Tiruchirappalli on 1st February 2006.

7. Participated in the “Author Workshop” organized by St. Joseph’s College, Tiruchirappallion 19th Sept.2006
8. Participated in the workshop on “Research Methodology and Statistical Package” organized by Department of Commerce, St. Joseph’s College, Tiruchirappalli on 19thFebruary2007.
9. Participated in the “One Day Orientation Training on Vocational Education “to the UG students / College Teachers of Affiliated colleges under Bharathidasan Jurisdiction, jointly organized by Department of Life Long Learning, BARD and SIGC on 27th August 2011.
10. Participated in the “Faculty Development Programme in Securities Markets” jointly organized by National Institute of Securities Markets (NISM) & Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli on 15th February 2020.
11. Participated in the training programme organized by National IP Awareness Mission on the topic National Intellectual Property Awareness Mission on April 26, 2023.

Webinars attended:

1. Participated in the webinar conducted by “Hindusthan College of Arts and Science”, on the topic "What are the key parameters for business sustenance in this crisis" on 09.06.2020
2. Participated in the webinar conducted by “Bless O Bless” You Tube Channel on the topic "Strategies for Effective Stress and Time management" on 10.06.2020.
3. Participated in the webinar conducted by “National College” on the topic "Stress Management IN and POST COVID-19 for students" on 06.06.2020.
4. Participated in the webinar conducted by “Bishop Heber College” on the topic "International webinar on online Examination Tools" on 20.06.2020.
5. Participated in the webinar conducted by “Bless O Bliss” ' You Tube Channel on the topic "Strategies to boost teaching and learning" on 22.06.2020.
6. Participated in the webinar conducted by “Dr. M.G.R. Educational and Research Institute” on the topic "Impact of COVID-19 on Companies/ Corporate sector" on 05.06.2020.
7. Participated in the webinar conducted by “CMS College of Science and Commerce” on the topic "Research Ethics" on 05.06.2020.
8. Participated in the webinar conducted by “Hindusthan College of Arts and Science” on the topic "25 Tips for your career and life" on 05.06.2020
9. Participated in the webinar conducted by “Bless O Bliss” You Tube Channel on the topic "Optimistic Approach to human excellence" on 03.06.2020.
10. Participated in the webinar conducted by “Hindusthan College” of Arts and Science on the topic "Landscaping World Economy admist The COVID-19 crisis" on 11.06.2020.
11. Participated in the webinar conducted by “Hindusthan College of Arts and Science” on the topic "International Trade - India and Malaysia's perspective".
12. Participated in the webinar conducted by “Department of Commerce & Financial Studies, Bharathidasan University”, Tiruchirappalli, SIGC & E-Box Colleges, Coimbatore on the topic “Current Trends in Commerce Education” on 12.12.2020.
13. Participated in the webinar conducted by “Sivanandha Sarma Memorial, R.V. College,

Bengaluru, Karnataka”, in association with Primax Foundation, Bengaluru, Karnataka on the topic “Inter disciplinary approach in management” on 20.02.2021 & 21.02.2021.

14. Participated in the webinar conducted by “Administrative Management, Bengaluru” on the topic “Seven views of How marketing & Business are evolving in conversation with Dr. Philip Kotler, the father of marketing” on 18.05.2021.

Obtained online quiz certificates from:

1. Vinayaga Mission Research Foundation on the topic “Covid-19 Awareness combatant” on 26.04.2020.
2. Dharmamurthi Rao bahadur calavala Cunnan Chettys Hindu College on the topic “General Banking Awareness” on 29.05.2020.
3. Sri Krishna adithya college of arts and science on the topic “Introduction to public relation marketing” on 08.05.2020.
4. Crescent office of dean (Research) on the topic “Test your knowledge on plagiarism” on 20.05.2020.
5. Palanisamy College of arts & Science on the topic “Corporate accounting-1” on 20.05.2020.
6. A.D.M College for women on the topic “General Economics” on 20.05.2020.
7. K.M.G. College of Arts & Science on the topic “National level basics of commerce” on 01.06.2020.
8. M.R. Government Arts College on the topic National level banking Theory Law and Practice on 04.06.2020.
9. Sri Sankara Bhagavathi Ars & Science on the topic “Online Commerce Quiz” on 04.6.2020.
10. Sacred Heart College on the topic “Finance And Accounts (National)” on 04.06.2020.
11. Arulmigu Palaniandavar Arts And Science on the topic “Gandhian Principles” on 07.06.2020
12. Thiru.Vi.Ka. Government Arts College on the topic "Marketing Management" on 08.06.2020.
13. Kurinji College of Arts And Science on the topic "Research Methodology" on 09.06.2020.
14. Mohamed Sathak Engineering College on the topic “Admin-q” on 10.06.2020.

Other services provided:

- Appointed as Bharathidasan University Representative to the Board of Studies in Commerce, St. Joseph’s College (Autonomous) Trichirappalli -2 for a period of 2 years from 10.05.2013.
- Appointed as Question Paper setter for Bharathiyar University, Periyar University, Poondi Puspam College-Tanjavur, Gobi Arts and Science College – Gobichettipalayam, St. Joseph’s College (Autonomous) Tiruchirappalli, Bishop Heber College (Autonomous) Tiruchirappalli, E.V.R. College (Autonomous), Jamal Mohammed College (Autonomous) and Vellasamy Nadar College, Madurai.
- Entrepreneurship Development Cell Co- Ordinator (Shrimati Indira Gandhi College)
- Member of General Grievance Redressal Cell (Shrimati Indira Gandhi College)

- Member of Research Committee(Shrimati Indira Gandhi College)
- Appointed as External Examiner for UG and PG Practical examinations conducted by Bharathidasan University.
- Appointed as External Examiner for M.phil Viva – Voce Examinations conducted by Bharathidasan University in E.V.R.College (Autonomous) Tiruchirappalli, St. Joseph's College(Autonomous) Tiruchirappalli , Srimad Andavan Arts and Science, Tiruchirappalli & Cauvery College for Women , Tiruchirappalli.
- Appointed as Chairman for University Examinations – UG valuation – Commerce Board conducted by Bharathidasan University.
- Appointed as Chairman for University Examinations – UG valuation (UGGS/UGCES/UGVED) conducted by Bharathidasan University.
- Appointed as Chief Examiner for University Examinations – UG valuation (UGGS/UGCES/UGVED) conducted by Bharathidasan University.
- Appointed as Chief Examiner for University Examinations – UG valuation – Commerce Board by Bharathidasan University.
- Appointed as Additional Chief Examiner for conducting University Examinations in Shrimati Indira Gandhi College by Bharathidasan University in the year 2006-2007.
- Appointed as Chief Examiner for conducting University Examinations in Shrimati Indira Gandhi College by Bharathidasan University in the year November, 2018.
- Appointed as Chief Examiner for conducting University Examinations in Shrimati Indira Gandhi College by Bharathidasan University in the year April, 2021.