



Dr.A.HEMALATHA,
Head, Department of Commerce,
Shrimati Indira Gandhi College,
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EDUCATIONAL QUALIFICATION

- Ph.D in Commerce from Bharathidasan University (August, 2017)
- M.Phil in Commerce from Bharathidasan University with specialization in Marketing (1992)
- M.Com with first class from National Evening College, Bharathidasan University(1987)
- B.Com with first class from Seethalakshmi Ramasamy college, Bharathidasan University(1985)

PROFESSIONAL QUALIFICATION

Total Years of Experience: 32 Years

Presently working as Head, Department of Commerce, Shrimati Indira Gandhi College, Trichirappalli -2.

JOURNAL PUBLICATIONS

Sl.No.	Date	Title	Name of the Journal
1.	Dec. 2009	“Impact of Labour Retrenchment”	“Reader’s Shelf”
2.	Feb. 2010	“Mutual Funds”	“HRD Times”
3.	2011	“Changing Environment of Human Resource Management”	“Management in the age of Innovation” -NCM 2011. ISBN No: 978-81-909104-08
4.	March 2012	“Not All Conflict is Bad”	“Personal Dynamism in Organisational Development”. ISBN No: 978-93-8076715-4
5.	Sept. – Oct.2014	“A Study on Brand Loyalty on Toilet Soaps”. Buyer Behaviour of Female Consumers in Tiruchirappalli.	“International Journal of Marketing and Human Resource Management” (IJM HRM)
6.	Oct. 2014	“A Study on Antecedents of Brand Loyalty in the Toilet	“International Journal of

	Soap Market”	Management”(IJM) ISSN 0976-6502
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CONFERENCES/WORKSHOPS/SEMINARS ATTENDED:

1. One day “Awareness Programme “ on “Power Sector Reforms” conducted by “ National Power Training Institute” on 29.12.2001 at Trichirappalli.
2. “Seminar on Women Empowerment” – 2001 conducted by “Centre for Entrepreneurship Development” (Tamil Nadu) on 23.02.2002 at Trichirappalli.
3. “The I³ Workshop on Industries – Institutions Interaction” held on 6th and 7th January 2005 at Trichirappalli.

TRAINING/ORIENTATION/WORKSHOP ATTENDED:

Date	Venue	Organized By
30/04/05 to 27/05/05	UGC Sponsored Orientation Course	UGC – Academic Staff College, Bharathidasan University, Trichirappalli.
5 th and 6 th August 2005	State Level Workshop on Research Methodology in Social Sciences.	PG & Research Department of Economics, K.N. Govt. Arts College for Women, Thanjavur.
1 st February 2006	One Day Regional Workshop on “Research Methodology”	Department of Economics, Holy Cross College and St. Joseph’s College, Trichirappalli at Holy Cross College, Trichirappalli.
19 th Sept.2006	“Author’s Workshop”	St.Joseph’s CollegeTrichirappalli
19 th Feb.2007	“Research Methodology and Statistical Package”	Department of Commerce, St.Joseph’s CollegeTrichirappalli
27 th August 2011	“ One Day Orientation Training on Vocational Education “ to the UG students / College Teachers of Affiliated colleges under BARD Jurisdiction SIGC.	Department of Life Long Learning BARD and SIGC

PAPER PRESENTATION

Sl.No.	Date	Venue (Organised by)	Conference/Seminar Topic	Topic
1.	14.02.05 &15.12.05	Seethalakshmi Ramasamy College, Tiruchirappalli.	UGC Seminar	Impact Globalisation on Banking Sector
2.	25 th Feb. 2006	Kovai Kalaimagal College of Arts and Science	One Day National Level Seminar on “Commerce in the Competitive Market for HR”	“Emerging Trends in HRD”
3.	26 th Feb.2006	Vivekanandha Arts and Science College for Women, Tiruchencode.	National Seminar on Women Entrepreneurship	“Government Support to Women Entrepreneur”

4.	24 th Feb. 2006	V.L.B Janakiammal College of Arts and Science, Kovaipudur, Coimbatore.	National Seminar on Opportunities and Challenges for the Globalised Era	“Opportunities and Challenges for Entrepreneur in Developing Countries”.
5.	16/02/2006 to 17/02/2006	Department of Commerce, Holy Cross College, Tiruchirappalli.	National Level Seminar	“Changing Consumer Behaviour Boon or Ban
6	11 th and 12 th Feb.	Bharathidasan University	Two Day National Seminar on “Changing Scenario of Consumerism”	“Brand Loyalty”
7.	16 th February 2006	Department of Commerce, Asan Memorial College of Arts and Science, Velacherry, Chennai.	State Level Seminar on VAT	Implications of VAT on Trade, Industries and Commerce
8.	17 th March 2006	PG & Research Department of Commerce, A.V.V.M Sri pushpam Collge, Poondi, Thanjavur District.	National Seminar on “ Emerging Dimensions in SHGS”	“Growth of SHGS”
9.	8 th & 9 th March 2006	Centre for Women’s Studies (CWS) Bharathidasan University Tiruchirappalli.	Two Day National Seminar on “Women Empowerment : Strategies and Indicators “	“Issues of Women empowerment and SHGS”
10.	14 th and 15 th March 2006	PG & Research Department of Commerce, Cauvery College for Women, Tiruchirappalli.	National Level Seminar	“Challenges and
11.	2 nd March 2006	P.R Institute of Management, Vallam, Tanjavur.	National Level Seminar on “Motivatory factors for Men and Women to Buy”	“Consumer Relationship Management”
12.	7 th and 8 th April 2007	Cauvery College for Women	Two day International Seminar on “Emerging Paradigm in Financial Services”	“Housing and Insurance”
13.	15 th and 16 th March 2007	PG and Research Department of Commerce, National College, Tiruchirappalli.	National Level Seminar on Emerging HRD Practices in the Information Technology Era.	“Employee Welfare”
14.	4 th January 2010	Jairam Arts and Science College, Salem.	National Seminar	Technology in Banking
15.	20 th & 21 st January 2010	Seethalakshmi Ramaswamy College, Trichy.	National Seminar	Risk Management
16.	5 th & 6 th	Ayyanadar Janaki Ammal	National Seminar	Board Culture –

	February 2010	College, Sivakasi.		Independent Directors in Corporate Governance
17.	11 th February 2010	Vivekanandha College of Arts & Science, Salem.	International Seminar	Impact of IT in World Economic Crisis.
18.	11 th October 2010	Selvam Arts and Science College, Namakkal.	National Seminar	Impact of Labour Retrenchment
19.	25 th January 2011	Jamal Mohammed College, Trichy.	International Seminar	Changing Environment of Human Resource Management
20.	22 nd February 2012	Jamal Mohammed College, Trichy.	International Seminar	Transport Services
21.	12 th March 2012	Bishop Heber College, Trichy.	International Conference	Not all Conflict is Bad
22.	8 th January 2012	Bharathidasan University	International Seminar	Growth of Commodity Derivatives Market in India
23.	25 th January 2012	Dhanalakshmi Srinivasan College of Arts and Science, Perambalur.	National Seminar	B2B Marketing through E-Commerce
24.	19 th October 2013	Brahma School of Business, Namakkal.	International Seminar	Creating and Sustaining the High Performance Employees
25.	30 th October 2015	Mass College of Arts and Science, Kumbakonam.	National Seminar	Recent trends in Mobile Marketing – “Role of Mobile Banking and its Consumer Preference”
26.	12 th August 2016	Nehru Memorial College, Puthanampatti.	International Seminar	Green Management in India and in Abroad
27.	25 th January 2017	Imayam Arts and Science College, Thuraiyur.	One Day National Level Seminar	Building a Green Economy
28.	31 st January 2017	Jamal Mohammed College, Trichy.	One Day National Level Seminar	Mixed Economic System
29.	25 th January 2017	Imayam Arts and Science College, Trichy.	One Day National Level Seminar	Innovation in Banking for future growth through Green Banking .

30.	14 th September 2017	Imayam Arts and science College, Thuraiyur.	One Day National Level Seminar	Implementation Challenges Transaction under GST
31.	24 th January 2019	National College,Trichy.	One Day International Seminar	Marketing Of Mutual Fund
32.	12 th February	Nehru Memorial College, Trichy.	UGC Sponsored International Conference	Finance and Investment Including Foreign Direct Investment

CREDENTIALS:

- 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.
- Question Paper setter for Bharathiyar University, Periyar University, Poondi Puspam College-Tanjavur, Gobi Arts and Science College – Gobichettipalayam, St. Joseph's College(Autonomous) Trichy, Bishop Heber College(Autonomous) Trichy, 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 by Bharathidasan University.
- Appointed as External Examiner for M.phil Viva – Voce Examinations by Bharathidasan University, E.V.R.College (Autonomous) Trichy, St. Joseph's College(Autonomous) Trichy,
- Appointed as a Chairman

RESEARCH GUIDANCE:

M.Phil : 30
M.B.A (Correspondence Course) : 05

PERSONAL DETAILS

Residential Address : No. 24, Iswaryam Nagar,
Thirumanamedu,
Valadi, Lalgudi.

Marital Status : Married
Date of Birth : 10/04/1965
Community : BC
Date of First Entry in this College : 01/08/1987