

NAME : DR.N.M. MEKALA
QUALIFICATION : M.COM., M.PHIL., PH.D., MBA.,B.ED., PGDCA.,
DESIGNATION : ASSISTANT PROFESSOR
DEPARTMENT : COMMERCE
DATE OF BIRTH : 09-06-1971 AGE: 53
DATE OF APPOINTMENT : 14TH AUG 2013(REGULAR) & (FROM 1994 TO 13TH AUG 2013 - SF)
(PPOSITION HELD IN S.F.: PRINCIPAL, SOURASHTRA COLLEGE FOR WOMEN, MADURAI 04)
TEACHING EXPERIENCE : UG: 29 YEARS PG: 16 YEARS
RESEARCH EXPERIENCE : M.PHIL: 6 YEARS PH.D: 8 YEARS
SPECIALIZATION : ENTREPRENEURSHIP, FINANCE & HRM



ACADEMIC ACTIVITIES

I. LIST OF RESEARCH PUBLICATIONS (with ISSN)

S.NO	NAME OF THE JOURNAL (NAT'L / INT'L)	PAPER TITLE	ISSN	MONTH & YEAR
1.	International Journal of Recent Research and applied studies, ISSN : 2349-4891, Vol 3 , Issue 4, April 16. - International	Arising of PudhuVaazhvu Project for Better Livelihood to Rural Women	ISSN : 2349-4891, Vol 3 , Issue 4, April 16.	April 2016
2.	Roots International Journal of Multidisciplinary Researches. ISSN : 23498684 - National	A study on Entrepreneurship development under Pudhuvaazhvu project in T.KallupattiBlock at Madurai District.	ISSN : 23498684	24.9.16
3.	Business innovation and sustainable development ISSN : 22307974 - International	Training and skill development in the better livelihood of rural women of vulnerable families under pudhuvaazhvu project in Madurai district.	ISSN : 22307974	4.10.2016
4.	Recent Trend in Digital Marketing in the Global Business ISSN: 2320-4168 – International	A study on students Attitude towards Digital Marketing and its Services.	ISSN: 2320-4168	April 2017
5.	Roots International Journal of Multidisciplinary Researches. Madura College, Madurai.	Bit coin, crypto currency an over view .	23498684	28.12.2017
6.	Research journal of SRNMC (SRNM, Sathur)	Work life balance – strategies for Business sustainability	ISSN:2395-7085	16-02-2018
7.	BODHI INTERNATIONAL JOURNAL IN Humanities, Mangayarkarasi College of art & science for Women	Self Finance College employees Perception about ESI .	ISSN: 2456-5571	28.02.2018

8.	Online International Interdisciplinary Research Journal, Organised by Erode Arts and Science College, Erode 09.	A Study on awareness and utilisation of education loan provided by the nationalised banks to arts , science and engineering college students	ISSN: 2249-9598, vol. 9	22.02.2019
9.	Online International Journal – Alochana Chakra(UGC-CARE Group -1 Journal) Impact Factor 6.3	Ever growing Challenges in the Banking Sector – An overview of Non-performing Assets in Banking.	ISSN NO.:2231 – 3990 Vol. IX, issue VIII	August 2020
10.	Journal of the Oriental Institute (UGC Care Approved, Group – I, Peer Reviewed and Referred Journal)	Role of Gender in Determining Satisfaction for LIC Agents in Madurai City	ISSN No: 0030-5324 Vol. 72, Issue. 01, No. 3,	Jan – Mar 2023

II. PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)

S. NO	TOPIC /PUBLISHERS (STATE / NAT'L / INT'L)	PAPER TITLE	ISBN	MONTH & YEAR
1.	“Emerging trends in Management” Sourashtra college, ISBN:978-81-904189-5-9 - National	A study on college students doing part time job in Madurai city.	ISBN:978-81-904189-5-9	28.3.2014
2.	Online Marketing of services in the globalization Era ISBN: 9788192945842 - National	Online Entrepreneurs	ISBN: 9788192945842	15.3.2016
3.	Goods and Services – Concepts and Challenges. ISBN 978-93-81723-61-6 National	GST – An Overview “ Refund and Benefits”	ISBN 978-93-81723-61-6	19.1.17
4.	International conference proceeding New Dimensions of Management in the Globalised Era 2018, Madurai Kamaraj University .	Work stress and socio Economic condition of Women College Students doing part-time Job in Madurai city.	ISBN 978-93-87102-71-2	09-02-2018

III. LIST OF SEMINAR/ CONFERENCE ATTENDED/PAPER PRESENTED

S.NO	TOPIC (STATE / NAT'L / INT'L)	ORGANIZED BY DEPT./UNIVERSITY/ COLLEGE	PAPER TITLE	DATE
1.	Arising of PudhuVaazhvu Project for Better Livelihood to Rural Women		Arising of PudhuVaazhvu Project for Better Livelihood to Rural Women	April 2016
2.	A study on Entrepreneurship development under Pudhuvaazhvu project in T.Kallupatti Block at Madurai District.	Mangayarkarsi College of Arts and Science, Madurai.	A study on Entrepreneurship development under Pudhuvaazhvu project in T.Kallupatti Block at Madurai District.	24.9.2016
3.	Arising of PudhuVaazhvu Project for Better Livelihood to Rural Women	Nehru Institute of Technology, Coimbatore.	Arising of PudhuVaazhvu Project for Better Livelihood to Rural Women	4.10.2016

4.	A study on Entrepreneurship development under Pudhuvaazhvu project in T.Kallupatti Block at Madurai District.	Sourashtra college Madurai.	A study on Entrepreneurship development under Pudhuvaazhvu project in T.Kallupatti Block at Madurai District.	April 2017
5.	A study on college students doing part time job in Madurai city	Sourashtra college Madurai	A study on college students doing part time job in Madurai city	28.3.2014
6.	Online Entrepreneurs	Sourashtra college Madurai	Online Entrepreneurs	15.3.2016
7.	GST – An Overview “ Refund and Benefits”	VHNSN college Virudhunagar.	GST – An Overview “ Refund and Benefits”	19.1.17
8.	Rural women empowerment- A way of Sustainable Development..	ANJA College, Sivakasi.	Rural women entrepreneurs- a case study.	9.1.19
9.	International Conference on “contemporary Issues & Futuristic Trends in Management”	Vijay Institute of Management, Dindigul -03.	A study on social responsibilities and its arguments.	19.02.19
10.	State level seminar on Innovative Business Practices in Globalisation Era.	Sourashtra College, Madurai 04.	Innovative Business Practices in Globalisation Era.	28.2.19
11.	International Conference on “Resilience, Reinvention & Adaptability in Business & Management”	V.V.Vaniaperumal College for Women (Autonomous) Virudhunagar	Investment Pattern of College Students doing part time job in Madurai City	30.03.2021
12.	International Conference on “Innovative, Multidisciplinary and Contemporary Perspectives and Practices in Commerce and Management”	Ayya Nadar Janaki Ammal College(Autonomous) Sivakasi	Life Insurance as an Investment Strategy	29.08.2022 & 30.08.2022

IV. LIST OF SEMINAR/ CONFERENCE ATTENDED/PARTICIPATED

S.NO	TOPIC (STATE / NAT'L / INT'L/WEBINAR)	ORGANIZED BY DEPT./UNIVERSITY/ COLLEGE	PAPER TITLE	DATE
1.	International Webinar	Sourashtra College (Autonomous) Madurai	Pricing Financial Option Using Firefly Algorithm	04.03.2021
2.	Workshop	Ayya Nadar Janaki Ammal College(Autonomous) Sivakasi	Bloom's Taxonomy Based Question Paper Design For Outcome Based Education	07.09.2021
3.	FDP Programme	IQAC, Sourashtra College (Autonomous) Madurai	E-Content Development (Open Broadcaster Software & Shot cut video Editor)	10.02.2022

V. OTHER ACHIEVEMENTS**1. ADDITIONAL QUALIFICATIONS :MBA, B. ED, PGDCA.****2. RESEARCH GUIDANCE :**

S. No.	Research Degree	No. of Research Scholars	
		Completed	On going
1.	M.Phil.,	3	---
2.	Ph.D.,	3	2

3. Details of Ph.D., Research scholars

S.NO.	NAME OF THE CANDIDATE	RESEARCH TITLE	Month& Year of Award of PH.D.,
1.	S.Vijayaprasanna Devi	A study on Entrepreneurial competencies of women in Rural Areas under Tamilnadu Pudhu Vaazhu project in Madurai District	Awarded May 2019.
2.	A .StephenJeyaraj	A study on the Attitude towards ESI benefits and services of subscribers of college employees in Madurai District.	On going
3.	C.Sundaresan	A study on Socio economic conditions of Life Insurance Corporation Agents in Madurai City.	Awaiting for Viva Voce
4.	R.Kavitha	A Comparative study on Investment Pattern of Government Employees and Private sector Employees in Madurai City	On going
5.	N. Muthuselvi	A Study on Entrepreneurial Traits of Autonomous college students doing Part Time job in Madurai District.	Awarded

4. Acted in the key post at other College/University/Other Institutions

(Such as University Nominee, Ext. Examiner for Ph.D. , Viva-Voce exam, Member of Inspection/Interview committee etc.,)

S.NO.	POSITION	NAME OF THE COLLEGE/UNIVERSITY	DATE/PERIOD
1	Subject expert – UG BOS	Mannar Thirumalai Naikar College, Madurai 4.	10.8.2015 to 9.8.2017
2	Judge for Student Seminar	The Indian 3C School, Madurai.	22.06.2017.
3	M.Phil External Examiner for viva-voce exam.	Mannar Thirumalai Naikar College, Madurai 4.	19.8.2019.
4.	External Academic Auditor.	SivakasiNadar Poineer Meenakshi Women's College,Poovanth-630 611.	19.8.2019
5.	Subject expert – UG BOS	S.V.N. College, Nagamalai, Madurai – 625019.	07.06.2023

6.	External Expert Nominated (Ph.D., Research Advisory Committee Member) for the Candidate Mrs. J. Arunpriya	Madurai Kamaraj University, Madurai	14.02.2023
7.	External Expert Nominated (Ph.D., Research Advisory Committee Member) for the Candidate Ms. A. Angel	Madurai Kamaraj University, Madurai	22.02.2023
8.	External Expert Nominated (Ph.D., Research Advisory Committee Member) for the Candidate Mrs. G. Umamaheswari	Madurai Kamaraj University, Madurai	06.04.2023
9.	Acted as resource person for the workshop on research methodology in commerce	Arul Anandar College, Madurai	09.01.2024

5. Additional Responsibilities taken in our College:

S.NO.	POSITION	NSS/NCC/COMMITTEE/CLUB/ETC.,	DATE/PERIOD
1	YRC Programme Officer	YRC	June 2015-June 2017

6. Attended Orientation/Refresher/FDP/Other Programme

S.NO	TOPIC	ORIENTATION/ REFRESHER/ FDP	NAME OF THE COLLEGE/UNIVERSITY	DATE/ PERIOD
1	FDP on Teaching methods and inter personal relationship-Participation	FDP	Sourashtra College	15-3-2014
2	Orientation program- Teachers on Teacher effectiveness	Orientation programme	Sourashtra College	7.3.2015
3	UGC Sponsored – Orientation program- Participation	Orientation program	MKU	27.10.15 to 23.11.15
4	FDP on Redefined role of teachers-Participation	FDP	Sourashtra College	5.3.2016
5	UGC Sponsored Refresher course – “Emerging Trends of Current Business Environment	Refresher course	MKU	2.11.16 to 22.11.16
6	E-Content Development (Open Broadcaster Software & Shot cut video Editor)	FDP	IQAC, Sourashtra College (Autonomous) Madurai	10.02.2022

7. Guest lectures delivered

S.NO.	TOPIC	NAME OF THE COLLEGE/UNIVERSITY	DATE/PERIOD
1	Guest Lecture on – “Financial Statement for MSME’s	Centre for Entrepreneurial Development sponsored workshop on Entrepreneurship Development programme at Sourashtra College, Madurai.	8.1.15
2	Guest Lecture – Women Entrepreneurship	Sermathaivasan college for women, Madurai-12	23.9.2015
3	Guest Lecture on Entrepreneurship	SivakasiNadar Poineer Meenakshi Women’s college,Poovanth-630 611.	27.7.16
4	Guest Lecture – Entrepreneurship	NMS Sermathai Vasan College for Women	11.02.2016
5	Guest Lecture on Entrepreneurship Skills.	Mother Teresa Women’s University, Kodaikanal.	21.02.2018
5.	Guest Lecture on Work Life Balance	SivakasiNadar Poineer Meenakshi Women’s college,Poovanth-630 611	31.7.2019

8. Any other Achievements:

Executive Committee Member in Forum of Commerce Teachers (FOCOT) , Journal of Commerce (July–Dec 2007, Madurai.

Co Convener – One day seminar on Higher Education in Globalisation Era – Opportunies and Challenges. (Under UGC autonomy Grant) 14.3.2016, Sourashtra College, Madurai -4.

Conducted one day workshop on “Disaster Management” and the position held as Convener – 07.03.2017, Sourashtra College, Madurai -4.

Organising Secretary – One day Students seminar on Goods & Service Tax – 28.08.2018 Sourashtra College, Madurai – 4.

Serving as **Deputy Dean (Academic Affairs)** from 5.03.2021.

The **Board of Studies member** in Sri Meenakshi Government Arts and Science College for Women – period 2021-2024.

External Expert nominated by Madurai Kamaraj University, Madurai in the Research Advisory Committee (**Doctoral Committee**) to the Research Scholar Ms. A. Angel, Lady Doak College, Madurai 02.

Acted as an **Organising Secretary** for the Webinar Oraganised in association with Knowise Learning Academy on 18.01.2023 in the title **INVESTOR AWARNESS PROGRAMME**

Acted as an **Organising Secretary** for the One day International Conference held on March 14th 2023 in the Title **Recent Developments and Techniques in Education Finance And Entrepreneurship (ICRDTEFE – 2023)**

The **Board of Studies member** in The Madura College as subject expert- period 2023-2024

The **Board of Studies member- subject expert** in SVN College- period 2022-2024.

NAAC criteria 1 convernor.

Signature of the Staff