

## CURRICULUM VITAE

### PERSONAL DETAILS - Dr. S JAYALAKSHMI

Residential Address: No.4/233, Thendral Nagar, Nagamalai,  
Madurai-625019  
Mobile: 8608682835 , 6379982094  
Date of Birth: 24 May 1973  
Nationality: Indian  
Religion : Hindu  
Caste : Nadar  
Community: BC  
Experience: 14 years



### CAREER OBJECTIVE

To expand skills and experience with the profession and enhance the abilities

### EDUCATION HISTORY

April 2015 (Registered) Doctor of Philosophy in Economics (“An Economic study of Impact of Public Distribution System on Poverty among Farmers’ Households in Madurai District”)  
Sep 2023 (Viva voce)  
April 2006 - 2008 Master of Business Administration {MBA (Marketing)}  
Madurai Kamarajar University,  
Madurai – 19.  
April 2006 Master of Philosophy in Economics {M.Phil}  
Madurai Kamarajar University  
Madurai – 19.  
April 2003-2005 MA (Economics)  
Madurai Kamaraj University  
Madurai – 19.  
April 1990-1993 BA (Economics) **I class** (got University rank)  
NMSSVN College  
Nagamalai pudukkottai  
Madurai - 19.  
June 2006-2007 PGDCA **I class**

### WORK EXPERIENCE 14 yrs.

June 2009 – 2011	<ul style="list-style-type: none"><li>Assistant professor, Department of Business Administration(SF) Arul Anandar college, Karumathur.</li></ul>
June 2012-2017	<ul style="list-style-type: none"><li>Assistant professor, Department of Business Administration, Mannar Thirumalai Naicker College, Madurai-4.</li></ul>
June 2017-2023	<ul style="list-style-type: none"><li>Assistant Professor, Department of commerce, (sf) NMSSVN College, Nagamalai, Madurai-19.</li></ul>

**RESPONSIBILITIES AND ACHIEVEMENTS:**

Developed the paper presentation skills, Question settings and handled the subjects with the power point Presentation and mentor skills. Participating seminars and workshops.

**Date**

**JOURNAL**

Feb 2017

- “Recent trend in digital Marketing” On Oneday International Conference , Sourashtra College, Madurai.

May 2017

- Does Public Distribution System Function Effectively? Twoday International conference on IC+RDASAE, Malaysia.

Oct 2017

- Implications of GST in India. Department of Management studies, NMSSVN college, Nagamalai, Madurai-19.

December 2017

- Impact of GST on Business Environment. Department of Commerce. NMSSVN College, Nagamalai, Madurai-19.

March 2018

- “Challenges of women entrepreneur in the digital marketing” Women conference 17 Mother Theresa University Study centre, Madurai.

June 2020

- “Incidence of Poverty among Farmers Households in Madurai district”VAICHARIKI A multi disciplinary paper Reviewed Refereed international journal, ISSN 2249-8907.

**Paper Presentation**

6Jan 2011

- Paper presented One day Seminar on “Myths and realities of women empowerment” titled ‘Women Entrepreneurs in India’. Ayyanadar Janaki ammal college(State level seminar) Sivakasi.

11 Feb 2011

- “Issues and Challenges of Working women” Centre for Women studies(State level seminar) Arul Anandar College Karumathur, Madurai.

24 Feb 2017

- Presented a paper titled “Recent trend in Digital Marketing”, International Conference organised by the Department of Commerce(SF),Sourashtra College, Madurai.

3 Mar 2017

- Presented a paper titled ‘Emerging Trends in Digital Marketing’ “Emerging Trends in Business Models and Techniques” One day International Conference, Department of Commerce(CA), St.John’s College, Palayankottai.

24 March 2017.

- Presented a paper titled “Digital Entrepreneurial practices” in the National level Seminar on “Contemporary Management Practices” organized by the Department of Business Administration,NMSSVN College, Nagamalai, Madurai

22 <sup>nd</sup> Dec 2017.	<ul style="list-style-type: none"> <li>Presented a paper titled “Impact of GST on Business Environment” in India, the National level Seminar, Department of commerce, NMSSVN College, Nagamalai, Madurai-19.</li> </ul>
23 Mar 2018	<ul style="list-style-type: none"> <li>Presented a paper titled “ GST and Modern Entrepreneurial practices in India” in the International Seminar on “New Paradigms of Managerial Excellence” Organised by the Department of Business Administration, NMSSVN College, Nagamalai, Madurai</li> </ul>
	<p align="center"><b><u>SEMINAR PARTICIPATION</u></b></p>
29 Sep 2010	<ul style="list-style-type: none"> <li>“Global Warming” (state level seminar) Sermathai Vasanth College for Women, Avaniyapuram, Madurai-12.</li> </ul>
8 Feb 2011	<ul style="list-style-type: none"> <li>“Information Security” Department of IT&amp;M (state level seminar) Arul Anandar College, Karumathur, Madurai.</li> </ul>
8 Sep 2012	<ul style="list-style-type: none"> <li>“Sustainable Growth and poverty eradication- Challenges Ahead” (state level seminar) PG and Research Department of Commerce, Mannar Thirumalai Naicker college, Madurai-4.</li> </ul>
22 <sup>nd</sup> Feb 2017	<ul style="list-style-type: none"> <li>Participated Oneday Statelevel Seminar on “Impact of Demonetisation” organised by Department of Economics, Mannar Thirumalai Naicker College, Madurai-04.</li> </ul>
30 <sup>th</sup> Mar 2017	<ul style="list-style-type: none"> <li>Participated oneday State Level Seminar on “Consumer Protection Act and Human Rights Act in India” Organised by Department of Business Administration, Mannar Thirumalai Naicker College, Madurai-04.</li> </ul>
3 <sup>rd</sup> Mar 2017	<ul style="list-style-type: none"> <li>Participated oneday National level Seminar on “Challenges and opportunities of services sectors”, Organised by PG &amp; Research Department of Commerce, Mannar Thirumalai Naicker college.</li> </ul>
12-13 Mar 2018	<ul style="list-style-type: none"> <li>Participated National level seminar on “Marx’s Philosophical, Cultural and Economic Ideas: A Bicentenary Quest” held at “ARUL ANANDAR COLLEGE, Karumathur, Madurai, Tamil Nadu.</li> </ul>
15 Mar 2019	<ul style="list-style-type: none"> <li>Participated State level Seminar on “Emerging Entrepreneurial Opportunities for the Educated Youth in Tamilnadu.</li> </ul>
	<p align="center"><b><u>WORK SHOPS</u></b></p>
10&11 Jan 2011	<ul style="list-style-type: none"> <li>“Analysis and Interpretation of Data in Research” Department of Economics, Arul Anandar College, Karumathur, Madurai.</li> </ul>

7 Dec 2010	<ul style="list-style-type: none"> <li>• “Bioethics Education” Department of Value education,(International workshop) Arul Anandar College,Karumathur.</li> </ul>
26 sep 2014	<ul style="list-style-type: none"> <li>• “Customer relationship management in Banking sector” PG and Research Department of commerce(One day Workshop) Mannar Thirumalai Naicker College , Madurai-4.</li> </ul>
30 <sup>th</sup> Mar 2016	<ul style="list-style-type: none"> <li>• Participated in the oneday Workshop on “Economic Growth Rate in India” Organised by The Department of Economics, Mannar Thirumalai Naicker College.</li> </ul>
12 Sep2016	<ul style="list-style-type: none"> <li>• “Empolwering College Teachers with Effective Teaching Skills”, Faculty Development Programme, OAMAVMM School of Management, Alagarkoil, Madurai-01.</li> </ul>
7 <sup>th</sup> & 8 <sup>th</sup> February	<ul style="list-style-type: none"> <li>• Two days National level workshop on Academic Publication strategy planning and execution, PG and Research Department of Commerce, NMSSVN College, Nagamalai, Madurai 625019.</li> </ul>
24 <sup>th</sup> January 2013	<ul style="list-style-type: none"> <li>• Two days National level workshop on Digital transformation in Management, Mannar Thirumalai Naicker college, Madurai</li> </ul>
3 <sup>rd</sup> and 4 <sup>th</sup> Feb 2023	<ul style="list-style-type: none"> <li>• “Practices and Prospects in Digital Marketing”, Two day workshop , MEPCO School of Management studies, Mepco Schlenk Engineering college, Sivakasi.</li> </ul>

## **OTHER SKILLS AND CERTIFICATES**

---

### **Computer Skills:**

- PGDCA I class TCPS, Madurai-11.
- Microsoft XP applications (Word, Excel, Office, PowerPoint, Outlook, Access)

### **Language Skills:**

- Tamil, English, Hindi, Sanskrit
- Hindi-Praveen Utharth
- Sanskrit-Higher Diploma

### **Others:**

Typing:

- Higher in English
- Lower in Tamil

## **PERSONAL COMPETENCIES**

---

- Ability to work in a fast-paced environment
- Maintain Peace and coordination within the workplace
- Creative flair for project work

- Motivate the students and giving guidance to them for their success.
- To make up to date to myself

### **INTERESTS AND ACTIVITIES**

---

- Shuttle cock, pottery, graphic design, cross stitching,
- Driving, reading books,

### **Declaration:-**

I hereby declare that the information furnished above is true to the best of my knowledge.

**Place:** Madurai

**Signature**

**Date:**

**(S.JAYALAKSHMI)**