

Resumé

I General Information

Name : Dr. (Mrs). J. MAHAMAYI
Father's Name : N.JEYARAMAN
Age & Date of Birth : 49 years; 03-04-1968
Designation : Assistant Professor in Commerce(Regular)
Department : Commerce
Mobile No : 9442269509
Email ID : mahivvv@gmail.com
Service in other colleges : NIL Years Months
Date of appointment : 17.08.1990
Date of retirement : 30.04.2026



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education		1982	I Class
PUC/ Higher Secondary	Board of Higher Secondary Education		1984	I Class
Bachelor's Degree	Madurai Kamaraj University	Commerce	1988	I Class
Master's Degree	Madurai Kamaraj University	Commerce	1990	I Class (University rank- III)
M.Phil	Madurai Kamaraj University	Commerce	1998	I Class
PhD	Madurai Kamaraj University	Commerce	2011	I Class
Others				
PGDCA	Madurai Kamaraj University		2013	I Class

III Teaching Experience : UG : 27 Years
PG : 20 Years
M.Phil : 7 Years
PhD : Guideship obtained from MKU- 8 students got their

registration.

Field of Specialization : Marketing

Awards won : 1. Got Gold medal in SSLC
2. Got Proficiency prizes in B.Com and M.Com.
3. Got University III rank in M.Com Degree
Innerwheel Club – Vocational Excellence award for the completion of Ph.D -2013
4. “Aasiriyar Jothi” Award given by Kavingan pathipagam, Kottaiyam for the year 2015-2016 for Best Cultural Activities.

IV Research Experience

Major Research Project

Topic	Period	Funding Agency	Amount sanctioned in `
NIL	-	-	-

Minor Research Project

Topic	Period	Funding Agency	Amount sanctioned in `
A PEEP INTO MINDSET OF CONSUMERS ABOUT EDIBLE OIL INDUSTRY IN VIRUDHUNAGAR DISTRICT	2013-2015	UGC	RS.1,50,000/-

Guideship details

No. of M.Phil scholars guided : 3

No. of PhD scholars guided : **Guided : NIL** **Ongoing : 8**

Name of the PhD scholar	Full Time / Part time	Title of the Thesis	Period
J.Jasmine Bhastina P 3884	Part time	Service Marketing- A study with Reference To Mobile Network Industry in VNR District	19.6.15
S.Siva Priya P3894	Part time	A Study on the Human Resource Practices and Impact on Employees Retention in IT Companies, Chennai	19.6.15
M. Siva Sundari P3979	Part time	A Study on Hospital Services in Virudhunagar District	13.7.15
N. Pushkala P3987	Part time	Off - Balance sheet Activities and Profit Efficiency –A Comparative Study Between Public and Private Sector	23.7.15

		Banks in India	
M. Maheswari P4206	Part time	A Study on Marketing of Biscuits in VNR District	19.12.2015
Praiseline Jeba F9613	Full Time	Attitude of Consumers Towards E-Banking –A Study with reference to VNR District	19.12.2015
R. Anbuselvi	Part time	A Study on Stress Management Among Women School Teachers in Chennai	19.12.2015
B. Hema Latha	Part time	Attitude of Consumers towards Hedonic Shopping- a Study With Reference to Virudhunagar District	14.03.2016

Projects guided

Name of the student	Title of the Project	Period	Funding Agency	Amount sanctioned `
NIL	-	-	-	-

In-house projects guided

Year	UG / PG / M.Phil	Number of Students	Area of study
2012-2013	PG	2	MARKETING
2013-2014	PG	3	MARKETING
2014-2015	PG	5	MARKETING
2015-2016	PG	3	MARKETING
2016-2017	PG	3	MARKETING

No. of articles published in Journals

International : -

National : 3

No. of papers presented in Seminars / Conferences

International : 20

National : 20

No. of articles published in Books / Conference Proceedings : BOOKS:-5 CONFERENCE:-15

Articles published

Title of the Article	Name of the Journal	Impact Factor	Database	Citation Index
Oil seeds Scenario in India pp.47-49	KISAN WORLD	Ph.d	September 2007	
Sesame – A Nutritional Gold Mine pp. 18-19	KISAN WORLD	Ph.d Sesame – A	May 2008	

		Nutritional Gold Mine pp. 18-19		
	International Multidisciplinary Innovative Research Journal- An International refereed e-journal of Literary Explorations, ISSN: 2456-4613 IMIRJ, 1(1),September 2016.			

Papers presented

INTERNATIONAL LEVEL				
Date	Seminar / Conference	Title of the paper	Level	Venue
21-09-06 & 22-09-06	Global Business and Policy Modelling	Emerging Technology in Mobile Electronic Commerce	International	Adaikalamatha Institute of Management, Thanjavur.
15-02-07 & 16-02-07	Global Opportunities and Challenges	Role of Oil Seeds in Agricultural Transformation	International	Loyola College, Chennai.
14-03-08 & 15-03-08	Globalisation – Impact, Challenges and Opportunities	WTO and its impact on Indian Vegetable oil seeds and oil industry	International	St. Joseph's College of Arts & Science, Cuddalore.
19-04-08	First International Conference of SCOTT Research Forum	A study on Consumer Behaviour with Special Reference to Edible oil Users – An Analytical study	International	SCOTT Christian College, Nagercoil.
27-05-10 & 28-05-10	Challenges & Opportunities in the present Scenario	A Study on oil seeds and Edible oils in the Global Scenario	International	Sri Kaliswari College, Sivakasi.
7-01-12 & 8-01-12	Financial Markets: Issues and Challenges	A study on Investor's Attitude towards Mutual funds in Virudhunagar	International	Bharathidasan University, Thiruchirappalli.
14-02-12	Emerging Trends	A study on	International	Sri Kaliswari

& 15-02-12	in Commerce and Management: Challenges and strategies in the Global Scenario	Investor's Perception in Stock Market with special Reference to Mutual fund in Virudhunagar		College, Sivakasi.
23-07-12 & 24-07-12	Shifting Paradigms of Business	Corporate Social Responsibility in Virudhunagar with Special Reference to Idhayam Rajendran Trust	International	V.H.N.Senthikumara Nadar College, Virudhunagar
20-03-13 & 21-03-13	Global Trade Vision 2020-Issues and Strategies in the current Scenario	A Study on Consumer Perception Towards Bata brand in Virudhunagar	International	Sri Kaliswari College, Sivakasi.
13-08-13	Financial Services –Issues and Challenges	Performance of Mutual Fund	International	P.K.R. Arts College for Women, Gobichettipalayam
30-08-13 & 31-08-13	Emerging trends of E-Commerce in the global business scenario	Consumer Perceptions towards Global Product (NOKIA) with reference to College students in Virudhunagar	International	V.H.N.Senthikumara Nadar College, Virudhunagar
25.7.14 & 26.7.14	Problems & Prospects of E-Commerce	Attitude of Edible Oil Consumers towards E-Marketing Strategies 978-93-81723-26-5	International	V.H.N.Senthikumara Nadar College, Virudhunagar
24.7.2015	Strategies for sustainable Growth of E-Commerce	E-Kadai in Virudhunagar A Boon or Ban To Stake Holders of Edible Oil Industry	International	V.H.N.Senthikumara Nadar College, Virudhunagar

16.9.2015	International Marketing on Innovating Marketing Strategies Issues and Challenges	International Marketing-ISBN 978-93-85477	International	Sri Sankara College of Science & Commerce, Coimbatore.
16.2.2016	Emerging Trends in Global Business	A Study on Passengers Perception of E-Ticketing Services with reference to Virudhunagar	International	Nehru Memorial College, Puthanampatti, Trichy
16.2.2016	Emerging Trends in Global Business	A Study on Emerging Trends of E-Banking in the Finance Sector	International	Nehru Memorial College, Puthanampatti, Trichy
19.8.2016 & 20.8.2016	Make in India- Initiatives, Ideas and Challenges	The impact of media on Hedonic shopping in Virudhunagar ISBN No.: 978-93-81723-54-8	International	V.H.N.S.N.College, Virudhunagar
19.8.2016	Emerging Trends in Finance, Accounting and Banking	Liquidity and Off- Balance Sheet Items- A Comparative Study on Public and Private Sector Banks in India	International	Shri Dharmasthala Manjunatheshwara, Institute for Management Development, Mysore
4.3.2017		A Study on the Emergence of E-Banking and its Impact after Demonetisation	International	Mangayarkarasi college of Arts and Science for Women, Madurai
16.3.2017	“Digital India – New Approaches to Business Excellence”	A Study on E-Banking Services and its Impact after Demonetisation	International	Devanga Arts College, Aruppukottai
NATIONAL LEVEL				
1-09-05 &	Recent trends in commerce	Recent trends in commerce	National	V.V.Vanniaperumal college for women,

2-09-05	Education and research	Education and research		Virudhunagar.
19-01-07 & 20-01-07	Customer Relationship Managemetn	Customer Relationship Managemetn	National	Ayyaa Nadar Janaki Ammal College , Sivakasi
11-12-07 & 12-12-07	Quality and Excellence-The Prime Mantras of Higher Education	Quality and Excellence-The Prime Mantras of Higher Education	National	V.V.Vanniaperumal college for women, Virudhunagar
5-12-08 & 6-12-08	First International Conference	First International Conference	National	Kanniyakumari Academy of Arts and Science, Nagercoil
19-12-08	Speed Mental Maths for Competitive Exams	Speed Mental Maths for Competitive Exams	National	The Standard Fireworks Rajaratnam College for Women, Sivakasi
4-12-09 & 5-12-09	Fifth All India Conference of KAAS	Fifth All India Conference of KAAS	National	Kanniyakumari Academy of Arts and Science, Nagercoil.
22-12-10 & 23-12-10	Sales Promotional Strategies of MSMEs	Sales Promotional Strategies of MSMEs	National	V.H.N.Senthikumara Nadar College, Virudhunagar
24-01-11 & 25-01-11	Women Empowerment in India – Challenges Ahead	Women Empowerment in India – Challenges Ahead	National	Madurai Kamaraj University, Madurai.
22-07-11 & 23-07-11	Globalisation and Consumers- Issues and Challenges	A Study on Consumers' Attitude towards Consumer Protection welfare Measures in Virudhunagar.	National	Bharathiar University , Coimbatore
16-09-11 & 17-09-11	Seventh All India Conference of KAAS	A Study on Production of Sesame Oil with Special	National	Kanniyakumari Academy of Arts and Science, Nagercoil.

		Reference to Virudhunagar District		
22-09-11 & 23-09-11	Challenges of Commerce Education in the Twenty First Century	A Study on Service Quality of Commerce Education in Virudhunagar District	National	V.V.Vanniaperumal college for women, Virudhunagar.
22-09-11 & 23-09-11	Challenges of Commerce Education in the Twenty First Century	Promotion of Women Entrepreneurship through women Entrepreneurs Association of Tamilnadu (WEAT)	National	V.V.Vanniaperumal college for women, Virudhunagar.
27-9-11	Emerging trends in Functional Management	A study on Production of Groundnut oil with Special Reference to Virudhunagar	National	V.V.Vanniaperumal college for women, Virudhunagar.
14-10-11	FDP	Participated	National	American University Of India, Inc, USA
6-3-12 & 7-03-12	Innovative Strategies in Teaching-Learning and Evaluation Process	Innovative Practices for Quality in Higher Education	National	V.V.Vanniaperumal college for women, Virudhunagar.
15-3-12 & 16-03-12	Customer Relationship Management in Contemporary Era	A Study on CRM in Insurance Sector	National	S.T. Hindu College, Nagercoil
5-10-12 & 6-10-12	Eighth All India Conference of KAAS	Stress Management-The Need of The Hour	National	Kanniyakumari Academy of Arts and Science, Nagercoil.
28-12-12	Globalisation and its Emerging Trends	Role of Human Resource Manager in Stress Management	National	Nadar Mahajana Sangam S.Vellaichamy Nadar College, Madurai.

1-2-13 & 2-2-13	International Trade after the economic crisis –Challenges and New Opportunities	A Study on Impact of WTO in Trade Policies	National	Nadar Saraswathi College of Arts and Science, Theni.
17.02.15 & 18.02.15	Strategies for sustainable development practice in India Industries	i) Services Marketing- An Opportunity to grow ii) Sustainability reporting an insight iii) Strategies for sustainable Development in Hospital Services	National	Sri Kaliswari College, Sivakasi
24.7.15 & 25.7.15	Tax reforms in India-Opportunities and Challenges	Generation of Black Money and Need for GAAR	National	Sri Kaliswari College, Sivakasi.
25.9.15& 26.9.15	Online.Com	Attitude of Customers Towards E-Ticketing with special reference to Bus Tickets – ISBN 978-93-85399-93-0	National	Arulanandar College, Karumathur.
16.12.2015& 17.12.2015	Indian Retail Sector in the Global Economy: Emerging Trends, issues and Challenges(ICSSR)	A Study on the Perception of Retail Customers Towards Mobile Number Portability (MNP) in Sivakasi Town.	National	Sri Kaliswari College, Sivakasi

16.12.2015& 17.12.2015	Indian Retail Sector in the Global Economy: Emerging Trends, issues and Challenges(ICSSR)	Branding and Brand Management Strategies	National	Sri Kaliswari College, Sivakasi
24.6.2015 & 25.6.2015	Tax Reforms in India- Opportunities and challenges	Generation of Black Money and Need for GAAR	National	Sri Kaliswari College, Sivakasi
17.3.17	Demonestisation and Green Banking		National	Government Arts & Science College, Sivakasi.
STATE LEVEL				
18-9-2000	Tax Planning	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
12-02-01	Introduction to E-Commerce	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
13-02-02	Recent trends in Entrepreneurship	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
25-09-02	Business Finance	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
8-08-03	Globalisation	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
21-09-04	Capital Market	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
21-02-07	State Level Seminar	VAT-Its Impact On Prices Of Oil Seeds and Edible Oil	State	V.V.Vanniaperumal college for women, Virudhunagar.

28-02-08	Opportunities and Challenges in the Globalised Scenario	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
2-04-09	Intercollegiate Seminar cum Meet	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
29-07-11 & 30-07-11	Quality Sustenance and Enhancement of Higher Education in Rural Institutions	Role of Private Institution in Rural Environment with Special Reference to VVV College in Virudhunagar	State	Sri Kaliswari College, Sivakasi.
31-10-11 & 1-11-11	Re-training of Teachers Programme	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
20-12-11	Students Faculty Research Forum	Problem Of Women Entrepreneurs in India	State	V.V.Vanniaperumal college for women, Virudhunagar.
21-02-12	Intercollegiate Seminar cum Meet	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
2-02-13	Foreign Direct Investment in Retail Trade	A Study on FDI in SME Sector	State	Mannar Thirumalai Naicker College
6-13-13	Students Faculty Research Forum	A Study on Stress Management among School Teachers in Srivilliputtur	State	V.V.Vanniaperumal college for women, Virudhunagar.
27-8-13	VIYUGAM- Business Strategies in Practice	Participated	State	V.V.Vanniaperumal college for women, Virudhunagar.
18-10-13	Corporate Social Responsibility : An Ethical Values of Business	Participated	State	Madurai Institute of Social Sciences, Madurai

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
2011	Women Empowerment in India – Challenges Ahead	978-81-8371-373-3	“A study on Challenges and opportunities to women entrepreneur in

			Virudhunagar” pp.243-251.
2011	“Business transformation” Researching Business Practices and Strategies in the Indian Context	978-81-7446- 978-6	“Consumer Behaviour Towards Consumption of edible oil”pp.372-378.
2012	Consumer Awareness, Welfare and protection problems and prospects	978-81-8484- 143-6	“Consumer’s Attitude towards Consumer Protection Welfare Measures” pp. 243-251.
2012	Himalaya Publication	978-81-8488- 894-2	A Study on Constraint in Marketing of Edible oil seeds in Virudhunagar District
2012	B-Digest Publications Customer Relationship Management	978-81-923976- 1-0	Brand Loyalty on Cosmetic Product among College students in Virudhunagar
2016	Make in India- Initiatives, ideas and challenges	978-93-81723- 54-8	The impact of media on hedonic shopping in VNR

Books published / edited

Year	Book title	Published / edited	ISBN	Publisher
	Nil	-	-	-

V

Seminars/Conferences/Workshops attended

Date	Level	Name of the Seminar / Conference / Workshop	Venue
16-09-03 to 22-09-03	Short term Course	Practical Banking	V.V.Vanniaperumal college for women, Virudhunagar.
26-03-04 & 27-03-04	State Level	Women Entrepreneurship	V.V.Vanniaperumal college for women, Virudhunagar.
24-08-07 & 25-08-07	Refresher Course Cum Camp	Raise The Bar High	V.V.Vanniaperumal college for women, Virudhunagar.
22-12-07	One- day Worshop	Application of Statistical Tools in Social Research	Forum Of Commerce

			Teachers, Madurai
5-08-09	A Study on Constraints in Marketing of Edible oil seeds in Virudhunagar district	Research Methodology for Researchers in Commerce and Management	The Standard Fireworks Rajaratnam College for Women, Sivakasi
2-12-09, 3-12-09 & 5-12-09	Participated	Workshop on Curriculum Designing and Evaluation for Autonomous Colleges	V.V.Vanniaperumal college for women, Virudhunagar.
6-10-10	Participated	Computer Application in Social Science Research	V.V.Vanniaperumal college for women, Virudhunagar.
3-12-10 & 4-12-10	Seminar	Retraining of Teachers Programme	V.V.Vanniaperumal college for women, Virudhunagar.
17-02-11 To 19-02-11	Participated	Competence Building for Young teachers	V.H.N.Senthikumara Nadar College, Virudhunagar
29-08-11	Participated	Research Methodology in Management	V.V.Vanniaperumal college for women, Virudhunagar.
21-12-11	State Level workshop	Insurance	Sri Kaliswari College, Sivakasi.
20-01-12	Participated	Export Import Management	Global School of foreign Trade
1-02-12	International Workshop	Profiting Research Publication for Quality Research	Sri Sarada College for Women, Tirunelveli
23-8-12	State Level Workshop	Career Planning & Strategies	Sri Kaliswari College, Sivakasi.
22-9-12	Participated	Export Procedures and Documentation	Ayya Nadar Janaki Ammal College, Sivakasi
3.7.14 – 5.7.14	Participated	Analytical Tools for Researchers in Commerce and Computer Science	VVV College for Women UGC sponsored National seminar

17.2.15 & 18.2.15	National		
21.01.2016	VVV COMM FEST State Level Seminar	Investment in Gold: Trends and Issues	VVV College for Women, Virudhunagar
29.9.2016 & 30.9.2016	IQAC sponsored National Level Workshop	The Role of National Skills Qualifications Framework (NSQF) in Designing the Curriculum	V.H.N.S.N College, Virudhunagar.

VI Course attended (Refresher / Orientation / any other)

Name of the Course	Venue	Duration
Orientation	M.K.U	27.2.09 to 26.3.2009
Refresher Course	Kanyakumari	24.8.07&25.8.07
Refresher Course	M.K.U	7.9.11 to 27.09.11
Refresher Course	M.K.U	7.11.13 to 27.11.13
Refresher Course	M.K.U	10.03.2015 to 30.03.2015

VII Role in Academic Bodies : Nil

As a member of Board of Studies : NIL

University / College	Period	Board

**As a member in
Inspection Commission / Interview Panel / others**

Particulars	Date	Venue	Course / Post
Nil	-	-	-

Academic Audit

Year	Name of the University / College	Course
Nil	-	-

VIII Resource person / Chairperson NIL

Activity	Date	Topic / Theme	Event	Venue
NIL	-	-	-	-

IX Seminars / Conferences / Workshops organized

Date	Level	Theme
March,	College	Student faculty research forum

2012	level	
January, 2017	College level	Demonetisation and Cashless economy
		Investment opportunities, Entrepreneur Skills development

X Student - oriented Service : Counselling, ward tutor.
Staff - in - charge of various activities in the

i. **Institution**

2010 – 11	Hindu Samaiya Valipadu
2011 – 12	Student faculty research forum
2012 – 13	Research Cell & Association in charge
2013 – 14	Discipline Committee
2014 – 15	Planning Forum
2015-16	Youth Welfare
2016-17	Placement Cell
2017-18	Discipline Committee

ii. **Department**

2010 – 11	Book bank,dept library.
2011 – 12	Book bank,dept library extension.
2012 – 13	Department minutes,Association incharge
2013 – 14	Department minutes,Question paper.
2014 – 15	Department fund,Question paper.
2015-16	Department fund,Question paper.
2016-17	Association In charge, Department fund
2017-18	Consumer Forum & Autonomy file maintenance

iii. Any other information (Membership in various academic related bodies / societies / associations):-**Question setter in various colleges,practical examiner**

Residential Address : **“SRI KAUSIDH BHAVAN”,**

6/289/9A,Muthamil veethi,

Madurai road (opp. To VVV college),

Virudhunagar-626001.

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