

Curriculum Vitae of Dr. M. VASANTHA

A. General Information:

- a. Name : Dr. M. Vasantha**
- b. Residential Address : 20, Vania Chetty Street,
Woraiur, Trichy – 3.**
- c. Designation : Lecturer in Commerce(SG)**
- d. Department : Commerce**
- e. Date of Birth & Sex : 10.04.1965 & Female**
- f. Area of Specialization : Marketing**

B. Teaching Experience:

- a. Classes taught : Major Commerce**
- b. Regularly & Punctuality : Regular and Punctual**
- c. Details of Participation in the following**

University Evaluation :

- a) Examiner in B.Com., M.Com., M.Phil Viva Voce, Chief Examiner in B.com Board.**
- b) Examiner – UG Annamalai University**
- c) Examiner _ PG Annamalai University**

Internal Evaluation :

- a) **St. Joseph's College, Trichy**
- b) **Periyar EVR College, Trichy**
- c) **Jamal Mohammed College, Trichy**
- d) **H.H. The Rajah's College, Pudukkottai**
- e) **Bishop Heber College, Trichy.**

Paper Setting:

- a) **St. Joseph's College, Trichy**
- b) **Bishop Heber College, Trichy**
- c) **Periyar EVR College, Trichy**
- d) **Jamal Mohammed College, Trichy**
- e) **Alagappa University, Karaikudi**
- f) **Madurai Kamaraj University, Madurai**
- g) **Bharathiar University, Coimbatore**
- h) **Annamalai University, Chidambaram**

C. Details of Innovations / Contribution to Teaching:

- 1. **Teaching Method : Lecturing & Discussion methods**
- 2. **Education : Routine & self evaluation of students**
- 3. **Remedial Teaching**
Students through : Special attention given to weaker

Special classes : students by conducting special Classes.

D. Academic Records:

Degree	Name of Institution/University	Year of Passing	Class & % of Marks
B.Com	Holy Cross College, Trichy – 2.	April 1985	First 65%
M.Com	Periyar EVR College, Trichy – 22.	April 1987	First 66%
M.Phil	Urumu Dhanalakshmi College, Trichy – 19.	July 1992	First 74%
B.Ed	Annamalai University	1992	First 61%
M.Ed	Annamalai University	1995	First 61%
MBA	Alagappa University	May 2010	First 63%
Ph.D Commerce	Urumu Dhanalakshmi College, Trichy- 19.	2006	Commended
SIST	Universtiy of Madras	1990	

E. Classes taught : Major Commerce

F. Work Load : 16 Hours/Week

G. Improvement of Professional :

Competence by attending:

1. Orientation course at Bharathidasan University, Tiruchirappalli from 20.05.2000

2. Refresher course on Rural Development conducted by Annamalai University, Annamalai Nagar from 22.08.2002 to 11.09.2002.

3. Refresher course on Business studies conducted by Bharathidasan University, Tiruchirappalli, from 18.09.2009 to 8.10.2009.

H. Membership:

- **Acted as Department Library Incharge from 200 – 2011 (11 Years)**
- **Member of College Magazine Committee from 2000 onwards**
- **Member of Admission committee for UG Admissions.**
- **Member of sport committee from 2005 onwards**
- **Member of Women club from 2009 onwards**
- **Commerce Association co-ordinate form 2005 onwards**

I. Extension Work:

NSS, NCC AND Fine Arts:

- 1. NSS Programme officer from 1st Aug 2001 – August 2004
(3 Years)**
- 2. NCC Officer from 2006 – 2009 (3 Years)**
- 3. Fine Arts co-ordinator from 2000 till date**

- Acted as External Examiner for conducting M.Phil Viva-Voce examinations the autonomous and affiliated colleges of Bharathidasan University.

J. PARTICIPATION AND PRESENTATION OF PAPERS IN SEMINARS:

Seminar Attended

S.No	Name of the Seminar/Conference/Symposia/ Workshop, etc.	Name of the Sponsoring Agency	Place and date
1	National Level Workshop of Statistical tools in Research: Hands-on Experience with statistical Software	St. Joseph's College (Autonomous)	1 st – 6 th November at St. Joseph's College (Autonomous)
2	Save the earth – 2004	AICTE	11 th August 2004 at Srimath Andavan College.

3	The Management accounting strategies during economic uncertainties	Southern India regional council of the institute of cost and work accountants of India and Tiruchirappalli chapter of cost accountants	11 th Jan 2009 at Tiruchirappalli chapter of cost accounts
4	Employment for all	Association of economists of Tamilnadu	10 th October 2009 at Urumu Dhanalakshmi College
5	Quality Research Report Writing	Bharathidasan University	27 th feb 2014

List of Papers Presented

S.No	Title of the Paper	Sponsoring agency	Place	Date
1.	Is Advertising Boon or Bane	UGC	National College, Trichy	15 th & 16 th May 1999
2	Is problem maker or problem solver?	Indian Institute of Public Administration, New Delhi.	P.R. Institute of Management, Thanjavur	2 nd March 2006

3.	Sarvodaya – the only solution for rural poor	UGC	Urumu Dhanalakshmi College	28 th & 29 th Sep 2006
4	Empowerment of women through Micro Finance	Directorate of Distance Education	Annamalai University	7 th & 8 th May 2007
5	Challenges and opportunities of banking sector (Under Globalization Era)	Directorate of Distance Education	Annamalai University	12 th Oct 2007
6	Impact of WTO on Indian Agricultural Sector	UGC – National Seminar	Annamalai University	23 rd Jan 2008
7	Organization culture Paradox of diversity	Department of Management studies	Annai Mathammal Sheela Engineering College	9 th Oct 2009
8	Strategies for Time Management	Department of Commerce & Business Administration	Pavendar Bharathidasan College of Arts and Science	10 th Feb 2011

9	Smarter Money for smarter planet	UGC Sponsored National Seminar	Urumu Dhanalakshmi College	16 th & 17 th Mar 2012
10	Banking on Innovation	UGC Sponsored National Seminar	Urumu Dhanalakshmi College	16 th & 17 th Mar 2012
11	Convenience Banking through Mobile banking	UGC Sponsored National Seminar	Urumu Dhanalakshmi College	16 th & 17 th Mar 2012
12	Global Financial Crises and Impact on Indian Economy	International Conference	Annai Mathammal Sheela Engineering college, Erumapatty, Namakal	14 th September 2012
13	Issues of Agriculture sector in Indian Economy	ICSSR Sponsored – National Seminar	H.H. The Rajah's College, Pudhukkottai	27 th & 28 th Dec 2012
14	Quality Bench Marking in Higher Education	National Conference	Dhanalakshmi Srinivasan College of Arts & Science, Perambalur	30 th Jan 2013

15	Is Corporate Social Responsibility Window Dressing or Watch Dog	International conference	Bon Secours College for Women, Thanjavur	7 th Feb 2014
16	High commitment High Absenteeism	National Seminar	Seethalakshmi Ramasamy College, Trichy	12 th & 13 th Feb 2014

Journal Publications:

An analysis of Work Stress among college teachers in Self-Financing College, Perambalur District, Tamilnadu. Published in IOSR Journal of Business and Management. – August-2013 (vol -12).

K. Research accomplishment:

S.No	Title of the Project	Name of the funding agency	Duration	Remarks
1.	Socio Economic Consequences of Handloom Weavers	UGC		On Going

Details of Seminars / Conference organized:

S.No	Title of the Project	Name of the funding agency	Year	Remarks
1.	Role of Technology up graduation and its Impact on Banking Service Sector in the New Millennium	UGC	16 th & 17 th March 2012	Completed