

CURRICULUM VITAE



A. General Information

Name	R. Rajalakshmi
Qualification	MBA., M. Phil
Address (Residential)	20/44, South Sowrastra Street, Trichy-8
Designation	Assistant Professor
Department	Management Studies
Date of Birth	01-10-1989
Area of Specialization	Marketing
Email : ID	rashmi.rameshm@gmail.com
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B. Educational Qualification

Degree	College	University/Board	Year of passing	Grade/Class
M.Phil (Management)	Shrimati Indira Gandhi College for Women, Tiruchirappalli	Bharathidasan University, Trichy	2017	First Class with Distinction
MBA (Marketing)	GRG School of Management Studies (PSGR Krishnammal College for Women), Coimbatore	Bharathiar University, Coimbatore	2012	First Class
B.Sc (Computer Science)	Sourastra College for Women, Madurai	Madurai Kamaraj University, Madurai	2010	First Class
HSC	Capron Hall Girls Higher Secondary School, Madurai	State Board	2007	First Class
SSLC	Capron Hall Girls Higher Secondary School, Madurai	State Board	2005	First Class

C. Project profile

Course	Title of work / Thesis
M. Phil	A Study on Consumer Motivation towards purchase of Smartphone (with special reference to Poorvika Mobile Private Limited, Trichy)
MBA	A Study on Customer Expectation on BSNL 3G services with special reference to BSNL, Madurai

D. Additional Qualification

- The Degree of RASHTRABHASHA PRAVEEN [equivalent to B.A (Hindi)] awarded by THE EXECUTIVE COMMITTEE OF THE DAKSHINA BHARAT HINDI PRACHAR SABHA, MADRAS.
- The certificate awarded by Indian Academy of Sanskrit and Culture, Madurai, for the HIGHER DIPLOMA COURSE in Sanskrit.
- The Diploma is awarded for Honours Diploma in Computer Application (HDCA) Course at CSC (Computer Software College).
- Secured Second Class in Typewriting English (Junior Grade) at the Government Technical Examination in Commerce Subjects conducted by Department of Technical Education.

E. Teaching Experience

Designation	Department	Institution Name	From – To
Assistant Professor	Management Studies	Urumu Dhanalakshmi College, Tiruchirappalli	2019– till date
Assistant Professor	Business Administration	Chidambaram Pillai College for Women, Tiruchirappalli	2018 – 2019

F. Training Programmes, Workshop , FDP Attended

S. No	Programmes	Theme	Organized by	Date, Month & Year
1.	Faculty Development Programme	Securities Markets	National institute of securities markets (NISM) & the Department of Commerce and Financial Studies , Bharathidasan University, Trichy	15 th Feb. 2020
2.	Two days online Faculty Development Programme	Project proposals for funding agencies(UGC stride & ICSSR impress); preparation	Patrician college research committee, Patrician college of Arts and Science, Chennai	16 th & 17 th May 2020

		and submission protocol		
3.	Two days online Faculty Development Programme	Statistical Application using SPSS	Internal Quality Assurance Cell (IQAC) & SKC, Shri Shankarlal Sundarbai Shasun Jain College for women, Chennai	16 th & 17 th May 2020

G. National/ International Seminars, Conferences & Webinars

S. No	Programme	Organised by	Date, Month & Year	Participated/ Presented	Title of the Paper
1.	National Conference on Emerging Business Strategies in Economic Development	Department of Business Administration, ST. Joseph's College, Trichy	14 th Dec. 2016	Presented	Cashless Economy Currency to Card
2.	National Seminar on Emerging Business Practices in the Global Environment	PG & Research Department of Commerce, Jamal Mohamed College, Trichy	19 th Jan. 2017	Presented	Green Marketing: For an Eco-Friendly India
3.	National Seminar on FDI in Retailing	Department of Business Administration, Shrimati Indira Gandhi College for Women, Trichy	27 th Feb. 2017	Presented	Inflow of FDI in Retailing in India
4.	International Workshop on Good Writing and publication	BDU, Shrimati Indira Gandhi College for Women & SMART Journal of Business Management Studies, Trichy	29 th Jun. 2017	Participated	--
5.	Day Long International Workshop on Innovative Research Publication in Finance	Shrimati Indira Gandhi College for Women & SMART Journal of Business Management Studies, Trichy	5 th Jul. 2019	Participated	--
6.	Two Day International Conference on Human power in the Globalized Era	Department of Bank Management & Commerce, Urumu Dhanalakshmi College, Trichy	11 th & 12 th Sep. 2019	Participated	--
7.	International Conferences on Current Issues in Indian Economy 2020	PG & Research Department of Commerce, Bishop Heber College, Trichy	8 th Jan. 2020	Presented	Digitalized Economy: Cash to Card
8.	National webinar on "Brand Positioning & Brand Models"	Department of Management Studies, Dayananda Sagar College of Engineering, Bengaluru, Karnataka	27 th May 2020	Participated	--

9.	International HR Webinar on "Emotional Connection with Employees: During a Crisis"	Nehru Institute of Management Studies (NIMS), Coimbatore	3 rd Jun. 2020	Participated	--
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10	International Webinar on “Economic impact on Global pandemic (Covid-19)”	Department of Business Administration & PG and Research Department of Commerce, Thiagarajar College, Madurai	8 th Jun. 2020	Participated	--
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H. Article published in Journal

S.No	Name of the Journal	Title of the Article	ISSN	Co-Author	Month & Year
1.	International Skill Development Corporation (ISDC)	Digitalized Economy: Cash to Card	0474-9030	Ms.A. Kamila Begam	Feb. 2020

I hereby declare that the information furnished here are true to the best of my knowledge and belief.

Date :

Place:

Signature