

**SRI SARADA COLLEGE FOR WOMEN
(AUTONOMOUS) ARIYAKULAM, TIRUNELVELI – 627011
Department of Commerce (Corporate Secretaryship)
Staff Profile**



NAME : Dr.I.MEENAKSHI
DESIGNATION : Assistant Professor
DEPARTMENT : COMMERCE (CORPORATE SECRETARYSHIP)
MAIL : meenakshi165@gmail.com
Contact No : 7010938770
Nationality and Mother Tongue : Indian, Tamil
Teaching Experience : 2 years
Research Experience : 4 years
As a Research Scholar

- Ph.D Thesis - Area – Marketing
- M.Phil Dissertation – Area –Marketing

Academic Qualification : M.Com. (PGDCAB), M.Phil., Ph.d

Educational Qualifications:

- Ph.D. (2014-2018) in Commerce from Manonmaniam Sundaranar University, Tirunelveli.
- M.Phil (2012-2013) in Commerce from St.Xaviers' college, Tirunelveli.
- M. Com, PGDCAB (2010-2012) in Commerce from, St.Xaviers' college, Tirunelveli.
- B.Com (C.A) (2007-2010) in Commerce from Sadakathullah Appa College, Tirunelveli.

ACADEMIC ACHIEVEMENTS

- Won **First Rank** in Higher Secondary Education(2007)
- Won **First Rank** in B.Com(with Computer Application) (2007-2010)
- Won **First Rank** in first year(2009) Part I – Tamil in B.Com (C.A)
- Won **First Rank** in M.Com (PGDCAB) (2012)
- Won **First Rank** in M.Phil (2013)

WORK EXPERIENCE

- One year teaching experience in St.Xavier's College, Tirunelveli (From June 13 - Apr 14).
- One year teaching experience in Sri Sarada College for Women,Tirunelveli (From Jun 19- Apr 2020)

Details of Publications enclosed

Sl.no	Title	Name of the Journal National International	ISSN / ISBN
1.	Problems Faced By Micro Enterprises	Emerging opportunities and Challenges in Micro, small and medium Enterprises	ISBN No: 978-81-923975-0-4
2.	Green Initiatives In Insurance Companies With Particular Reference To LIC Of India	Green Management-Prospects and Challenges	ISBN No: 978-81-923975-7-3 Pp (203 – 207)
3.	Constraints And Challenges In Green Marketing	Green Marketing in India: Emerging Opportunities and Challenges	ISBN NO:978-93-82880-04-2 Pp (154 – 160)
4.	Service Quality In Banks With Special Reference To SBI St.Xavier's College Branch Palayamkottai.	Emerging trends in banking industry	ISBN No: 978-81-923975-5-9Pp (288 - 294)

5.	A Study on Service Quality Perception of Policyholders about LIC in Tirunelveli	Xaverian Journal of Marketing	ISSN No: 22786562 Volume 10; Number-10, July-Dec 2016
6.	A Study on Service Quality Perception of Customers about LIC of India in South Tamilnadu	Journal for Studies in Management and Planning	ISSN No: 2395-0463 Volume 3 Issue 1 Jan 2017.
7.	A Study on Service Quality Perception of Policyholders about private insurance companies in Tirunelveli district	International journal of research – Granthaalayah	ISSN No: 2350-0530(O), ISSN2394-3629(P) Volume 5; Issue-6 June 2017
8.	A Study on Preference of Policyholders about public and private insurance companies in Tirunelveli district	International journal of research – Granthaalayah	ISSN No: 2350-0530(O), ISSN2394-3629(P)Volume 6; Issue- 4April 2018
9.	Role of Government in Microfinance	Micro Finance” Department of Commerce with Computer Application, Holy Cross Home Science College, Thoothukudi	29 th January, 2013.
10.	Impact of International Financial Crisis On Indian Financial Sector (With Special Reference To Life Insurance Sector In India)	Global Financial Turmoil: Reflections on Indian Business” Department of Commerce, S.T.Hindu College Nagarcoil	15 th March 2013.
11.	Insurance Sector and Service for Business Growth.	Financial Sector Reforms in India” Department of commerce, Pope’s College, Sawyerpuram.	16 th &17 th October 2012.
12	Service Quality Perception Of Customers About LIC In Tirunelveli	New Vistas in Insurance Sector” – Indian Context” Department of Commerce, Nesamony Memorial College Marthandam	4 th & 5 th April 2013.
13	A study on Recent Trends in Indian Capital Market	International journal of analytical and experimental modal analysis	ISSN.No:0886-9367 Volume XI, Issue IX, September/2019

PARTICIPATED IN STATE/NATIONAL SEMINARS/ CONFERENCES & WORKSHOPS

- Participated in National Seminar on “Paradigm shift in human resources management-the changing facets”, Department of Business Administration, St.Xavier’s College, Palayamkottai on 5th October 2012.
- Participated in State Level Seminar on “Corporate Social Responsibilities – Changing Dimensions and challenges” Department of commerce & Department of Business Administration, St.Mary’s College (Autonomous) Tuticorin on 26th August 2011.
- Participated in the Seminar on “E-Resources for Research Scholars” Department of Library, St.Xavier’s College, Palayamkottai on 24th September 2012.
- Participated in the National Level Workshop on “Research Methodology and Applications of Tools and Analysis” Department of Commerce, St.Xavier’s College (Autonomous) Palayamkottai on 21-22 February 2012.
- Participated in the National Level Workshop on “Export Procedure and Documentation” Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 22nd September, 2012.
- Participated in one day workshop on “Research Methodology: Recent Trends and Effective Techniques” Organized by Xavier Institute of Business Administration (XIBA) on 15th Feb.2013.
- Participated in Two day State level workshop on Application of SPSS and Avoidance of Plagiarism in Research” Organized by St.Xavier’s college (Autonomous) Palayamkottai. On 7-8th March-2013
- Participated in National Level Seminar on “ A Paradigm Shift to Outcome Based Higher Education: Policies, Principals and Preparation” organized by the Sri S. Ramasamy Naidu memorial College, Sattur.
- Participated in Two days State Level Technical Workshop on “ Intellectual property rights” organized by Tamilnadu state council for science and technology, Sri S. Ramasamy Naidu memorial College, Sattur on July 2019

Publications:

Participated in National level Seminars/Workshops: **21**

Conference Paper Participated/Presented: 16

Journal : 05
