

RESUME

Name : P. ARUNA DEVI
Department : Commerce
Designation : Assistant Professor
Category : SF
Phone No : 9944527702
Email Id : cchandrandevi15@gmail.com
Date of Birth : 23.7.1980
Date of Joining : 1.7.2011



Qualification:

Sr.	Category	Name of the Degree	Specialization	Year of Passing	Name of the College/University	% of Marks / Grades Obtained	Class Obtained
1	UG	B.Com	commerce	2000	M.S.University- A.P.C.Mahalakshmi college for women	65%	I
2	PG	M.Com	commerce	2009	Annamalai university	57%	II
3	MFMM	MFMM	Finance	2006	Annamalai University	60%	I
4	M.Phil	M.Phil	commerce	2008	Alagappa University	59%	II
5	B.A (Hindi)	B.A (Hindi)		2006	Hindi Saba	II class	II
6	SET		commerce	2012	Bharatiyar University		

Papers Published:

Sr.	Name of the Author	Title of the Paper	Name of the Journal	Year	Vol. No. Issue No.	Page No	Impact of Factor
1	P.ARUNA DEVI	DIGITAL MARKETING VS TRADITIONAL MARKETING	DIGITAL MARKETING	2016	I	171-174	
2.	P.ARUNA DEVI	RURAL DEVELOPMENT THROUGH SUSTAINALBE ENTRAPRENURSHIP	JOURNAL OF B-RESEARCH	2016	17	24-28	
3.	P.ARUNA DEVI	E-COMMERCE VS M-COMMERCE	U-COMMERCE OPPORTUNITIES AND CHALLANGES	2016	I	126-129	
4.	P.ARUNA DEVI	HOUSING FINANCE AND CO-OPERATIVE SECTOR	CO-OPERATIVE SECTOR ISSUE AND CHALLANGES	2016	I	179-182	
5	P.ARUNA DEVI	TOTAL QUALITY MANAGEMENT-ADVANCED AND INTELLIGENT APPLICATIONS	EXCHANGE CONTROL IN INTERNATIONAL TRADE	2016	I	21-24	
6	P.ARUNA DEVI	DIGITAL BANKING	ATTITUDE OF CUSTOMERRS TOWARDS INTERNET BANKING IN THOOTHUKUDI	2017	I	105-108	
7.	P.ARUNA DEVI	IMPACT OF DEMONETIZATION ON SMALL AND MEDIUM SCALE INDUSTRIES	ATTITUDE OF PUBLIC TOWARDS DEMONETIZATION IN TUTICORIN CITY	2017	II	1-3	
8	P.ARUNA DEVI	PERSPECTIVES FOR MODERN MARKETERS	TOURISM MARKETING – AN OVERVIEW	2017	I	258-262	

9.	P.ARUNA DEVI	IMPACT OF GST ON CONSUMERISM	GOODS AND SERVICE TAX IN INDIA	2017	3	72-73	
10.	P.ARUNA DEVI	IMPACT OF GST ON SMALL AND MEDIUM SCALE INDUSTRIES	GST AND ITS WORKINGS IN PRESETN SCENARIO	2017	12	218-220	
11.	P.ARUNA DEVI	ECOLOGICAL STUDIES:CONCERNS AND CAUTIONS	ECOLOGY AND ITS IMPACT ON ECONOMIC ACTIVITES	2017	1	38-43	

Conference / Seminar / Workshop / Orientation / Refresher Course / Symposia / Training Programme Attended:

Sr.	Theme	Place	International / National / State Level	Year	Resource Person / Paper Presentation / Participation
1	CRM IN BANKING AND INSURANCE SECTOR	GOVINDAMMAL ADITANAR COLLEGE, TIRUCHENDUR	STATE LEVEL	2012	PARTICIPATION
2.	SPOKEN ENGLISH AND INTERVIEW SKILLS	KAMARAJ COLLEGE, THOOTHUKUDI	SATAE LEVEL	2015	PARTICIPATION
3.	EMERGING TRENDS IN GLOBAL BUSINESS	NEHRU MEMORIAL COLLEGE, TIRUCHY	INTERNATIONAL	2015	PAPER PRESENTATION
4.	MICRO FINANCE AND ENTREPRENURSHIP	V.O.C COLLEGE , THOOTHUKUDI	NATIONAL	2016	PAPER PRESENTATION
5.	EXPORT PROCEDURES AND DOCUMENTATION	DR.SIVANTHI ADITANAR COLLEGE OF ENGINEERING , TIRUCHENDUR	STATE LEVEL	2016	PARTICIPATION
6.	PESUM KALAIVALARKUM PAYILARANGAM	KAMARAJ COLLEGE, THOOTHUKI	STATE LEVEL	2016	PARTICIPATION
7.	RESEARCH METHODOLOGY IN	V.O.C COLLEGE , THOOTHUKUDI	NATIONAL	2016	PARTICIPATION

	SOCIAL SCIENCE RESEARCH				
8.	RURAL ENTREPRENERIAL OPPORTUNITIES AND CHALLANGES	DON BOSCO COLLEGE OF ARTS AND SCIENCE, KEELA ERAL	STATE LEVEL	2017	PARTICIPATION
9.	THINK LIKE ENTREPRENEUR	KAMARAJ COLLEGE, THOOTHUKI	STATE LEVEL	2018	PARTICIPATION
10.	THE ROLE OF GST IN INDIAN ECCONOMY	ADITANAR COLLEGE OF ARTS AND SCIENCE ,TIRUCHENDUR	STATE LEVEL	2018	PARTICIPATION
11.	CURRENT ISSUES IN INDIAN ECONOMY	KAMARAJ COLLEGE, THOOTHUKI	STATE LEVEL	2018	PARTICIPATION
12.	Fostering Transparency :Routing Out Plagiarism A To Z	St.Mary's College Thothukudi	NATIONAL	2018	PARTICIPATION
13	Consumer Awareness And Career Development	Kamaraj College , Thothukudi	STATE	2018	PARTICIPATION
14	Innovtive Practices In Management	Kamaraj College , Thothukudi	STATE	2018	PARTICIPATION
15	Current Issues In Indian Economy	Kamaraj College , Thothukudi	NATIONAL	2018	PARTICIPATION
16	Impact Of GST Implementation	Kamaraj College , Thothukudi	STATE	2018	PARTICIPATION
17	Logistics & Supply Chain Management	St.Mary's College Thothukudi	NATIONAL	2019	PARTICIPATION
18	Research report writing	Kamaraj College , Thothukudi	NATIONAL	2019	PARTICIPATION
19.	Best auditing practices	Kamaraj College , Thothukudi	STATE	20119	PARTICIPATION
20.	CURRENT SCENARIO IN INDIAN ECONOMY	Kamaraj College , Thothukudi	STATE	20119	PAPER PRESENTATION
21.	PERSONALITY	Kamaraj College ,	NATIONAL	2020	PARTICIPATION

	DEVELOPMENT – CARRIER GAURIDIANS	Thothukudi			
22.	INDUSRTY 4.0	St.Mary’s College Thothukudi	INTERNATIONAL	2020	PARTICIPATION
23.	SCIENTIFIC PUBLICATION AND EVALUATION : REFERENCE TOOLS,CITATION ANALYSIS AND PLAGIARISM	St.Mary’s College Thothukudi	NATIONAL	2020	PARTICIPATION
24.	MONETARY POLICY IN INDIA AND ITS EVALUATION	Kamaraj College , Thothukudi	STATE	2020	PAPER PRESENTATION

It is certified that all the information provided are true to the best of my knowledge.