

Government Arts and Science College

Kanyakumari – 629 401

FACULTY PROFILE

Department: Commerce

1. Name : Dr. K.JEMILA
2. Father's Name : P.Kalyanasundaram
3. Designation : Assistant Professor
4. Age and Date of Birth : 48, 31.03.1974
5. Gender : Male
6. Address for Communication: 95B, Ashok Nagar,
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9. Educational Qualification :

S.No.	Course	University/College	Year of Passing
1	B.Com	Sarah Tucker College, Tirunelveli	1995
2	M.Com	TDMNS College,, T.Kallikulam	1997
3	M.Phil (Com)	TNOU	2008
4	SET (Com)	Mother Teresa Women's University	2016
5	Ph.D (Com)	Manonmaniam Sundaranar University	2015
6	M.L.I.Sc	Madurai Kamaraj University	2002
7	SET (Lib.Sci)	Bharathidhasan University	2011
8	B.Ed	University of Madras	2005
8	M.Ed	University of Madras	2007
9	M.Phil (Edn)	St.Xavier's College of Education, Tirunelveli	2011
10	NET (Edn)	UGC	2012

9. Area of Specialization: Marketing

9. Experience:

S.No.	Name of Organisation	From	To	Year of Experience
1	PSN College, Tirunelveli	2007	2017	10
2	PRIST University, Madurai Campus	2017	2019	2.8
3	Government Arts & Science College, (Erstwhile MSUCC), Kanyakumari	2019	Till date	3.10

10. Publications:

S.No.	Title	Name of the Journal	ISSN / ISBN	Year
1	A Study on Brand Preference of the Home Appliance – Refrigerator in Tirunelveli District	SPEAR	ISSN – Vol.2	2014.
2	Identifying the Most Preferred Brand of Washing Machine and Associated Factors - A Survey	Golden Research Thoughts, International Recognition Multi disciplinary Research Journal.	ISSN 2231-5063, Vol.4,	February 2015
3	Women Consumers Preference and Satisfaction of Two Wheeler Bikes in Tirunelveli City	INFOKARA Research	ISSN 1021-9056, Vol 10, Issue 7	July 2021
4	Attitude of Semi-Urban Consumers towards Online Shopping	Journal of Interdisciplinary Cycle Research	ISSN 0022 – 1945, Volume –XIII, Issue -8	August 2021

11. Seminar / Conference / workshop / Attended & Paper Presented :

S.No.	Institution	Date & Year
1	“Role of Medium, Small and Micro Enterprises and Consumer Services” - Nandanam College of Arts & Science, Chennai.	21 st August 2009
2	“Teacher Educators are Value Creators” – Kanyakumari	18 th April

	Academy of Arts & Science, Kanyakumari	2009
3	“Globalisation and its Impacts on Higher Education in India” - Sourashtra College of Arts & Science, Chennai.	8 th September 2009
4	“Applications of SPSS in Research” – MS University, Tirunelveli.	8 th -10 th April 2011
5	“Financial Sector Reforms in India” – Pope’s College, Sawyerpuram	16 &17 th October 2012.
6	“Understanding the Role of Citation, Impact factors and Copyright in Research Publications” – Sri Sarada College for women, Tirunelveli.	14 th Feb 2014
7	“The Concession Given by Government for Dalits in Higher Education” – MS University, Tirunelveli	10 & 11 th April 2014.
8	“Vitalizing the Vision of Clean India: a Comprehensive Outlook” - MS University, Tirunelveli.	13 &14 th March 2015
9	“A Study on Brand Preference for Home Appliance - Mixer In Tirunelveli District” – VHNSN College, Virudunagar.	7 th October 2015
10	“Latest Trends in Commerce” – Sarah Tucker College, Tirunelveli	14 th May – 16 th May 2020

12. Faculty Development Programme Attended:

S.No.	Title	Held by	Date & Year
1	Digital Learning & Teaching based on Four-quadrant Strategy.	M. S. University, Tirunelveli.	22/07/2020 - 28/07/2020
2	Insurance and Mutual Fund Courses	NSE Academy &TNSDC – Govt.of Tamilnadu – Nan Mudhalvan Program at MS University	30/01/2023 – 03/02/2023

Dr.K.Jemila