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| Name | Dr.M.DEENA |
| Qualification | M.Com, M.Phil, Ph.D |
| Designation | Assistant Professor |
| Year of Joining | December 2023 |
| Specialization | Business Statistics, Marketing, Management Accounting. |
| E-mail Id | deenamahibanraj@gmail.com |



Seminars / Workshops / FDP / Webinar :

| Date | Paper Presented/ Participated | Title | Organised by | Workshop/ Seminar/FDP/ Webinar | Type |
|------------------------------|----------------------------------|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|--------------------------|
| 20.08.2024 | Participated | State Level Workshop on Elevate your Research : Author And Editor Insights for Publishing in a Reputed Journal | Marian Research Forum St.Mary's College (Autonomous) Thoothukudi | Workshop | State Level |
| 25.07.2024 | Participated | Professional Growth and Wealth Management | Department of Commerce (SSC), St.Mary's College (Autonomous) Thoothukudi | Conference | International Conference |
| 01.07.2024 to 10.07.2024 | Participated | NEP 2020-Orientation & Sensitation Programme | Malaviya Mission Teacher Training Centre (UGC-MMTTC), Bharathidasan University, Tiruchirappalli, Programme Code: MMC-085-2024-JUL-A-01458 | FDP | National |
| 01-05 June 2024 | Participated | Five Day Online National Workshop on UGC Net Paper-I | TCE Vedha Yoga International Academy | Workshop | National |
| 09-15 th May 2024 | Participated | One week National Level Faculty Development Programme on Advanced Research | Hi Learn Edutech Institute Bijapur/ Vijaipur Karnataka | FDP | National |

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| | | Methodology and Publishing | | | |
| 15 th - to 21 st April | Participated | One Week National Level Online Faculty Development Programmme on “How to write & Publish Research Papers” | Hi Learn Edutech Institute Bijapur/ Vijaipur Karnataka in collaboration with Rizvi College of Arts, Science, & Commerce Bandra, Mumbai, Maharastra | FDP | FDP |
| 19 th April 2024 | Participated | One Day National Online Workshop on Golden Oppourtunities in Higher Education | Vishwaniketan’s Institute of Management Entrepreneurship & Engineering Technology(I MEET) Mumbai, Maharastra | Workshop | National Online Workshop |
| 26 th March 2024 | Paper Presented/ Participated | International Conference On IPR- Maximation for Growth and Development “Recent Challenges on Enforcement of Intellectual Property Rights” | Holy Cross Home Science College Affiliated to Manonmanium Sundaranar University, Thoothukudi | Conference | International Conference |
| 20 th March 2024 | Participated | Glimpse on Open Education Resources (OER) in conjunction with tutorial on Zotero: A Reference Management Tool | The Library Committee in St.Mary’s College (Autonomous) Thoothukudi | Webinar | Webinar |
| 20 th March 2024 | Participated | One Day International E – Conference on “Research, Innovation & Development” | KaLa’s Research and Skill Training Organization (Regtd) in collaboration with Hi Learn Edutech Institute Bijapur/ Vijaipur Karnataka | Conference | International E- Conference |
| 13 th March 2024 | Participated | Plagiarism: Ways and Means to Curb the Menace in AI World | The Library Committee in St.Mary’s College (Autonomous) Thoothukudi | Webinar | Webinar |

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| 04,05 & 06 February 2024 | Participated | Three Days National Online Workshop On Research Project Proposal Writing & Report Writing | Hi Learn Edutech Institute Bijapur/ Vijaipur Karnataka | Workshop | National Online |
| 30,31 Jan & 1 Feb 2024 | Participated | Three Days National Online Workshop On AI Tools for Academic Research | Hi Learn Edutech Institute Bijapur/ Vijaipur Karnataka | Workshop | National Online |
| 17, 18, 19 November 2022 | Participated | Presentation Skills in a Class Room | ICT Academy | FDP | Three Day FDP |
| 27 th February 2023 | Participated | Online Webinar on Research Metrics | Research Committee By Holy Cross Home Science College Thoothukudi | Webinar | One Day Webinar |
| 13.03.2023 To 18.03.2023 | Participated | A Six Day National Online Workshop on “ Effective Filing of NAAC AQAR – Streamlining Institutional Performance” | Vardhman College of Engineering (Autonomous) Shamshabad, Hyderabad | Workshop | National Online |
| 12,13 &14 December 2023 | Participated | Three Days National Online Workshop On SPSS in Research | Hi Learn Edutech Institute Bijapur/ Vijaipur Karnataka | Workshop | National Online |
| 19.09.23 to 26.09.23 | Participated | Seven days International Level Virtual Faculty Development programme on “The Power of Positivity Approach in Teaching & Learning System of Cultural Transformation” | Department of Commerce, Hindustan College of Arts and Science Coimbatore. | FDP | International |
| 29.12.2021 and | Participated | Two Days National Online | P.G & Research Department of | Workshop | National Online |

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| 30.12.2021 | | Workshop on “Recent Trends in Research Methodology | History, Queen Mary’s College (Autonomous), Mylapore, Chennai- 600004. | | |
| 08.07.2021 and 09.07.2021 | Participated | NAAC Sponsored Two Days National Level Online Seminar on “NAAC Accreditation in New Paradigm: A Key To Quality Enhancement in Higher Education” | Internal Quality Assurance Cell, Holy Cross Home Science College. Thoothukudi. | Seminar | National Online |
| 8.05.2021 | Participated | International Seminar on “Disruptive Innovation – Opportunities for Digital Youth” | P.G and Research Centre For Commerce and IQAC Thiruvalluvar college Papanasam | Seminar | International Seminar |
| 2.11.2020 to 12.11.2020 | Participated | 10 Days Online National Skill Development programme on “GST- Registration Assessment and Filling of Returns – Phase III” | Rashthriya UchchatarShiksha Abhiyan (RUSA) Organized by Department of Commerce, Bharathiar University. | FDP | National |
| 30.10.2020 | Participated | One day Webinar on”UGC NET/SET Training on Legal Aspects of Business | G.Venkataswamy Naidu College (Autonomous), Kovilpatti – 628 502, Thoothukudi District. | Webinar | National |
| 3.7.2020 | Participated | Impact Lecture Series Session 2 on “Innovation | Sri Sarada College For Women (Autonomous), Tirunelveli | Webinar | National |

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| | | Technology and Entrepreneurship ” | | | |
| 24.6.2020 | Participated | Webinar On Ethical Issue in Retailing During Covid - 19 | Sri Sarada College For Women (Autonomous), Tirunelveli | Webinar | National |
| 21.6.2020 | Participated | National Level Webinar Yoga For Youth | Sri Sarada College For Women (Autonomous), Tirunelveli. | Webinar | National |
| 16.6.2020 | Participated | National Level E-Quiz on “Direct Taxes” | ThiruKolanjiappar Government Arts College (Grade-I), Vriddhachalam | E-Quiz | National |
| 15.6.2020 | Participated | National Level Online Faculty Development Program On “Writing Skills For Quality Research | Nanjil Catholic College of Arts & Science | FDP | National Level Online |
| 11.6.2020 | Participated | Webinar “Insurance for Business Management | Sadakathullah Appa College (Autonomous) Tirunelveli | Webinar | National |
| 29.5.2020 to 2.6.2020 | Participated | Five Days Hands On Workshop on “Patent Searching, Drafting and Filing | Panimalar Institute of Technology, Chennai- 600123. | Workshop | Online Workshop |
| 16.5.2020 | Participated | E-Quiz on “Current Developments in Commerce” | P.G & Research Department of Commerce, Sri Sarada College For Women (Autonomous), | E-Quiz | Online E-Quiz |

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| | | | Tirunelveli-11 | | |
| 10.5.2020 | Participated | Webinar on How to Write an Effective Paper | Organized by Matterhere | Webinar | Online |
| 22.4.2020 to 24.4.2020 | Participated | Three Days Online Course on Best Practices of Writing Research Paper | Learning With Chandan In Association With Voice of Environment | Course | Online Course |
| 19.4.2020 to 21.4.2020 | Participated | Three Days Online Workshop On Reference Management Tools and Online Citation Database | Indian Academic Researchers Association, Tiruchirappalli | Workshop | Online Workshop |
| 6.4.2020 To 12.4.2020 | Participated | One Week Online Course On Research Methodology For Social Science | Indian Academic Researchers Association, Tiruchirappalli | Online Course | Online Course |
| 27.05.2021 | Participated | One Day National Webinar on Recent Developments in Commerce, Business, Economics & Management | Department of Commerce with IQAC Anujman –e- Islam’s Nehru Arts, Science & Commerce College Ghantikeri, Hubballi 580020, Karnataka | Webinar | National Webinar |
| 12.02.2019 | Participated | National Seminar on “Logistics & Supply Chain Management | PG & Research Department of Commerce, St. Mary’s College (Autonomous), Thoothukudi. | Seminar | National Seminar |
| 16.3.2019 and 17.3.2019 | Participated | Two - Day National Workshop on “STATISTICAL DATA | Department of Business Administration at Sadakathullah Appa College, Tirunelveli. | Workshop | National Workshop |

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| | | ANALYSIS USING SPSS” | | | |
| 28.3.2019 | Participated | International Workshop on “Inculcating Innovative Entrepreneurial skills on Young Entrepreneurs” | P.G. & Research on Department of Commerce, The M.D.T. Hindu College, Tirunelveli. | Workshop | International Workshop |
| 19.7.2019 and 20.7.2019 | Participated | Two Days International Workshop on “Writing Quality Research Papers- Publishing in Scopus & Care Approved Journals” | Department of Commerce, Manonmanium Sundaranar University. | Workshop | International Workshop |
| 29.7.2019 | Participated | International Conference on “Digital Initiatives for Higher Education: Quality and Pertinence”(DIH EQP-2019) | Department of Commerce, Manonmanium Sundaranar University. | Conference | International Conference |
| 17.9.2019 and 18.9.2019 | Participated | Two - Day National Workshop on STATISTICAL DATA ANALYSIS USING SPSS | PG & Research Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli. | Workshop | National Workshop |
| 20.07.2018 | Participated | National Seminar on “Fostering Transparency : Routing out | Department of Library and Research Forum St. Mary’s College (Autonomous), | Seminar | National Seminar |

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| | | Plagiarism A to Z” | Thoothukudi. | | |
| 7.12.2018 | Participated | One Day Seminar on “Quality Research and Publications” | Centre for Research, Manonmaniam Sundaranar University, Tirunelveli | Seminar | One Day Seminar |
| 27.01.2017 and 28.01.2017 | Participated | National Conference on Cosmic Concerns: An Interdisciplinary Dialogue in Applied Ethics | IQAC of St. Mary’s College (Autonomous), Thoothukudi. | Conference | National Conference |
| 20.02.2016 | Participated | National Seminar on “ Multi-Disciplinary Research | St.Mary’s College (Autonomous), Thoothukudi. | Seminar | National Seminar |
| 11.01.2016 and 12.01.2016 | Participated | National Seminar On “ Trend on Micro Finance in the Indian Context” | St. Mary’s College (Autonomous), Thoothukudi. | Seminar | National Seminar |
| 07.01.2016 and 08.01.2016 | Participated | National Seminar on Quality Enhancement in Higher Education: Teaching, Learning & Evaluation, | St.Mary’s College (Autonomous), Thoothukudi. | Seminar | National Seminar |
| 04.05.2015 to 09.05.2015 | Participated | Summer Intensive Camp– Journey of Empowered Marians (JEM) | St.Mary’s College (Autonomous), Thoothukudi | FDP | FDP |

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| 20.09.2014 | Participated | One Day Seminar on “ Library Without Walls” (Electronic Resources) Department of Library and Research Forum : | St.Mary’s College (Autonomous), Thoothukudi. | Seminar | Seminar |
| 5.12.2014 | Participated | Technology Integrated Teaching – TT 2014, | Department of English (SSC), St. Mary’s College (Autonomous), Thoothukudi | FDP | FDP |

Paper Publications:

| Date | Paper Title | Organized By | ISBN/ISSN |
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| 26.03.2024 | “ Recent Challenges Towards Enforcement of Intellectual Property Rights” in International Conference of IPR | Holy Cross Home Science College Thoothukudi. | ISBN : 978-93-6163-637-0 Shanlax Publications, Vasanth Nagar, Madurai – 625003, Tamil Nadu, India |
| 18.05.2021 | Prospects & Challenges of Social Media Advertising, “Social Media Advertising : A Study on Influences and Buying Behaviour of” Social media Advertisement with Reference to Consumer Products in Tirunelveli District” | Edited By Mr.J.S Syed Mohamed Sadath, Assistant Professor, Imam Bin Faisal University Dammam, Saudi Arabia and Dr.S.Shanmuga Sundaram Assistant professor, Government Arts and Science College, Gudalur. | PP. no. 141-146 ; Vol. 1 , 2021, ISBN:978-1-956102-40-6 |

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| 18.05.2021 | Prospects & Challenges of Social Media Advertising, “Social Media Advertising : Opprtunities and Challenges with Reference to Household Electronic Products in Thoothukudi District” | Edited By Mr.J.S Syed Mohamed Sadath, Assistant Professor, Imam Bin Faisal University Dammam, Saudi Arabia And Dr.S.Shanmuga Sundaram Assistant professor, Government Arts and Science College, Gudalur. | Pp. no. 1-4, Vol. 1 , 2021 ISBN 978-1-956102-40-6 |
| 11.4.2021 | A study on Consumer Preference Towards Household Electronic Products From Retail Shops in Thoothukudi District” | Progressio Alas Journal | vol 1, Issue 2 , ISSN: 2582-7987 |
| 13.03.2021 | One Day Online International Conference on New Horizons in Commerce, Management & Economics: A Way Forward on, “Digital Transformation of Consumer Preferences towards Household Electronic Products in | KIHE Society’s Maharastra college of Arts, Science & Commerce, Mumbai & Kala’s Research & Skill Training Organisation, Vijaypur, Karanataka | ISSN:2455-6211; Vo.9, Issue 3, March 2021, Impact Factor 7.429; Online: www.ijaresm.com |

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| | Thoothukudi District” | | |
| 07.03.2021 | International Journal of Research in Engineering and Science (IJRES), “A Study on Consumer Favorites towards Household Electronic Products in Thoothukudi District” | International Journal of Research in Engineering and Science (IJRES) | ISSN (Online):2320-9364, ISSN (Print) :2320-9356, Vol.9, PP.no. 3 2021 |
| 08.01.2021 | National Conference on Strengthening IQAC for Quality Sustainability, “Digitalization of Higher Education to Promote Quality in Thoothukudi District”. | Internal Quality Assurance Cell (IQAC) Sri Sarada Niketa College For Women Karur. | PP no: 69-71 ISBN:978-81-34352-2-9. |
| 2020 | “Impact of Social Media on Marketing in Thoothukudi District” | Sri Parasakthi College for Women Coutrallam, Thenkasi, Tamilnadu | PP.no.117- 119 Shanlax Pulication ISBN: 978-93-5291-361-9 |
| 2020 | COVID-19 Invisible Enemy or Eye Opener Opportunities and Challenges, Covid 19- Impact on Livelihoods of Small-scale Fishers in Thoothukudi District | Department of Economics Government College for men, Chennai. | PP. no: 11- 15.ISBN: 978-93--5419-610-2 |

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| 12.3.2020 | “ Eat Right India” A Study on Consumer Buying Behaviour towards Ready to Cook Food products in Thoothukudi District, | Sri Parasakthi College for Women (Autonomous) Coutrallam-629003 | PP. no: 237-239 ISBN:978-93-5406-635-1 |
| 28.2.2020 | A Study on Rural Marketing Opportunities and Challenges in Thoothukudi District. | 10 th All India Conference organized by Scott Research Forum, Scott Christian College(Autonomous), Nagarcoil-629003 | PP. no: 237-239 ISSN:0973-2705 |
| 27.01.2020 | International Conference on “Global Economic Shift: Modus Operandi for Sustenance and Enhancement of Business in India”A Study on Changing Business Scenario and Corporate Governance in Tirunelveli District. | P.G and Research Department of Commerce St.Xavier’s College Tirunelveli | UGC CARE Approved International Indexed Journal Impact Factor 6.6 ISSN 0474-9030., Vol.68, Issue -1 January 2020. PP. no: 5177-5180 |
| 12.9.2019 | UGC Sponsored One Day National Seminar on “Business Perspectives and | Department of Economics Sadakathullah Appa College (Autonomous), Tirunelveli | PP.no: 351-353, ISBN:978-81-942482-3-1. |

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| | Economic Development in India “A Study on growth of small business and business Perspectives | | |
| 10.10.2019 | “A Study on Challenges Faced by Small Scale Entrepreneurship Management in Tirunelveli City” | Scopus- Restaurant Business | PP 244-251 ISSN: 0097-8043 Vol.118. |
| 26.9.2019 | International Seminar on “Emerging Horizons of HR in Commerce and Business Management Participated and Presented a paper on ‘A Study on Behaviour of Consumers in E-Marketing” | Department of Commerce Govundammal College for Women Tiruchendur. | PP. 89-90; ISSN: 2393-9796 Issue 2 Sep 2019 with impact factor 4.153 Quality Factor 0.90. |
| 13.9.2019 | National Conference on “Strategic Human Resource Management- A Global Perspective”, “Strategic HR Challenges Faced by FMCG Companies” | Marian Research Forum Research Advisory Committee, St. Mary’s College (Autonomous) Thoothukudi-628001 | ISBN: 978-93-89146-72-1. |

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| 1.8.2019 | “A Study on Consumer Preferences towards Household Electronic Products in Thoothukudi District” | Pragnavani Bi- Annual Journal, Sri Sarada College For Women (Autonomous) Tirunelveli | PP.no 32-35 ; Vol :14, Issue : 2, ISSN : 2249-6017. |
| 1.8.2019 | One Day International Conference on “Tax Performance of Central Government in India”, “A Study on Tax Reforms in India” | Department of Economics Wavoo Wajeetha Women’s College of Arts and Science Kayalpatnam, Thoothukudi District. | PP. no: 327-330; ISBN:978-93-89146-73-8. |
| 11.7.2019 | International conference On Women Empowerment is Mother India Empowerment and presented a paper on “ A study on Women Empowerment in India” | Department of Economics, Sri Sarada College for Women Tirunelveli. | PP.no:115-117, ISBN: 978-81-933821-9-6. |
| 14.2.2019 | UGC Sponsored One Day National Level Seminar on “Current Business and Economic Condition in India” , presented a paper “A | UGC Approved Journal, No. 64130; Sadakathulla Appa College (Autonomous) Tirunelveli | ISSN: 2347-7644 , Vol. VI, Special Issue 3, pp.215-219,March 2019. |

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| | Study on Current Business in India” | | |
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Books Published :

- **Banking and Insurance: Year 2023 based** on Manonmaniam Sundaranar University PG Syllabus with ISBN Number: 978-93-5762-284-4 by Alpha International Publications(AIP); web :www.alphainternationalpublication.com
- **Export Import Procedures and Documentation: Year 2023** based on Manonmaniam Sundaranar University PG Syllabus with ISBN Number : 978-93-5762-245-5 by Alpha International Publications(AIP); web :www.alphainternationalpublication.com

Resource Person:

- On 23.01.2023, act as a resource person for programme on “ Career Guidance for School Students” conducted by Tamilnadu Foundation, INC, Government School, Sekkarakudi.
- On 23.01.2023, act as a resource person for programme on “ Career Guidance for School Students” conducted by Tamilnadu Foundation, INC, Government School, Savalaperi.

Position Held

- Member in College Band (2015-2019)
- Member in Examination Committee(2016-2018)
- Member in CAT Team (2022)
- Member in Research Committee(2022)
- Member in College Magazine Committee (2022- Nov 2023)
- Co-Spoke Co-ordinator in EDI (2022- Nov 2023)
- Co-ordinator in Skill Development Course (2023)
- Member for Student Fund (2023)
- Member in CDP (2023)