

<b>Name</b>	Dr. J. AJITHA
<b>Qualification</b>	M.Com, M.Phil, Ph.D.
<b>Designation</b>	Assistant Professor
<b>Year of Joining</b>	1 <sup>st</sup> July 2019
<b>Specialization</b>	Financial Accounting & Banking
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#### Seminar/ Workshops/FDP

Date	Paper Presented/ Participated	Title of the Paper	Organised By	Workshop/ Seminar/ FDP	Type
25.7 2024	Participated	Professional Growth and Wealth Management	Department of Commerce (SSC), St. Mary's College (Autonomous) Thoothukudi	Conference	International
25.4.2022	Participated	Banking & Finance	Department of Commerce (SSC), St. Mary's College (Autonomous) Thoothukudi	Seminar	International level
1.3.2022	Participated	Importance of IP in scientific research – An overview	Marian Research forum	Webinar	International level

24.2.2022 - 25.2.2022	Participated	Entrepreneurial development	St.Mary's College (Autonomous)	Seminar	National level
15.06.2021	Participated	The effect of intangible assets on consumer behavior	Rajapalayam Rajus' college	Webinar	International level
12.07.2021	Participated	Social Science Research & Statistical Data Analysis using SPSS	Rajapalayam Rajus' college	Webinar	National level
30.04.2021	Participated	Government schemes for startup and qualities to become a successful entrepreneur	Infinite desire entrepreneurship solution	Seminar	National level
28.04.2021	Participated	NGOS & Trust – performance evaluation	St.Mary's College (Autonomous)	webseries	National level
16.04.2021	Participated	Intellectual property right	Holy Cross Home Science College	Seminar	National level

12.03.2021	Participated	Theory building Research	St.Mary's College (Autonomous)	Webinar	National level
30.03.2021	Participated	Communication of Affection for healthy work life integration- a global perception	St.Mary's College (Autonomous)	Webinar	International level
17.08.2020 to 23.08.2020	Participated	FDP on NTA NET/TNSET – T20	Hindusthan college of arts and science	FDP	National level
9.08.2020	Participated	Online teaching make it easy	Government arts and science college	Workshop	National level
9.08.2020	Participated	`Research frontiers of IoT	Dr. Harisingh gour vishwavidhyalya sagar	Webinar	National level
6.08.2020 & 7.08.2020	Participated	Emerging from the virus crisis	Sacred heart college	Colloquium	International level

3.08.2020	Participated	Research intelligence and scholarly communication	Einstein college of arts and science	Webinar	National level
4t.07.2020	Participated	Issue and implementation of Covid-19 on banking and financial sectors	Scared Heart College (Autonomous)	Webinar	National level
30.06.2020	Participated	Technology in banking and scope for engineering	Francis Xavier engineering college	Webinar	National level
27.06.2020	Participated	Entrepreneurship and family business	Velammal Engineering college- Department of Management	Webinar	National level
27.06.2020	Participated	Investment avenue and stress management during lockdown period COVID-19	Kalasalingam academy of Research and Education	Webinar	National level
28.06.2020	Participated	Relaxation techniques for Stress Management	St.Mary's College (Autonomous)	Webinar	National level

29.06.2020	Participated	Entrepreneurial opportunities for machine learning and data analysis	Francis Xavier engineering college	Webinar	National level
26.06.2020	Participated	Challenges and Complications in Research	Holy Cross Home Science College.	Webinar	National level
22.06.2020	Participated	NDLI and N-List- A twin E-resource package in Higher Education	Annammal college of education for women	Webinar	International level
20.06.2020	Participated	Career Opportunities in Capital Market	Vivekananda Institute of Management studies	Webinar	International level
20.06.2020	Participated	Art of writing project proposal	Arumugam pillai seethai ammal college	Webinar	National level
17.06.2020 to 19.06.2020	Participated	‘NET/SET Preparation’- commerce paper II	St.Mary’s College (Autonomous),	Three days Workshop	International level

11.06.2020	Participated	A role of a strong internal system in Organization	St.Mary's College (Autonomous),	Webinar	International level
8.06.2020	Participated	Implementation of COVID-19 on financial sector	V.P Institute of Management studies and Research	Webinar	International level
6.06.2020	Participated	Effective usage of ICT tools for Higher Education	Servant Arts and science College for Women	Webinar	International level
6.06.2020	Participated	Indian Economy	Madurai Diraviyam Thayumanavar Hindu College	Online Quiz	International level
29.05.2020	Participated	Research Reinvented	Indian Academy Degree College Autonomous	Webinar	International level
28.05.2020 to 30.05.2020	Participated	Data Analysis using SPSS	The American College, Madurai	Workshop	State

28.05.2020.	Participated	Effective Usage of J-Gate @ e-ShodhSindhu for Learning, Teaching, Research and Project work	Manonmaniam Sundaranar University	Webinar	National
28.05.2020	Participated	Research Reinvested	Indian Academy Degree College (Autonomous), Bangalore	Webinar	State
27.05. 2020	Participated	Manage Stress Before Stress Manage you	St. Mary's college (Autonomous)	Webinar	State
26.05.2020	Participated	Know Plagiarism! No Plagiarism	Tirunelveli Dakshina Mara Nadar Sangam College	Webinar	National level
25.05.2020	Participated	Managing your Finance and investment During pandemic and current economic Meltdown	St. Mary's college (Autonomous)	FDP	National level
25.05.2020	Participated	Intellectual Property	Guru Nanak college, Chennai	E-Quiz	State

25.05.2020	Participated	International level COVID-19 Awareness	Ashoka Center for Business and Computer Studies, Maharashtra	E-Quiz	International level
25.05.2020	Participated	Basics of Accountancy	The New College (Autonomous)	E-Quiz	International level
21.05.2020 & 22.05.2020	Participated	Data Analysis Using SPSS	Don Bosco College, Yelagiri Hills	Webinar	National
21.05.2020	Participated	Research Methodology	Sri Parasakthi College for Women	Online Quiz	State
18.05.2020	Participated	FDP on Corporate Governance	VELS-Institute for science Technology	Webinar	State
18.05.2020	Participated	Business Awareness	Nesamony Memorial Christian college	online Quiz	National level



18.05.2020	Participated	COMNEURONS-2020	Velmanoharan Arts and Science college	E-Quiz	State
13.05.2020 to 15.05.2020	Participated	Advanced Statistical Analysis for social sciences (SPSS, AMOS and R)	Vivekandha College	Three Day Workshop	State
9.05.2020 to 14.05.2020	Participated	Effective usage on ICT Tools for smart teaching	Jayaraj Annapackiam college for women, Theni	FDP	National Level
12.05.2020	Participated	Selection of Appropriate Statistical tools	St. Mary's college (Autonomous)	Webinar	State
7.05.2020	Participated	Cyber Crime during corona virus era, its prevention and protection	Mithibai college of Arts and science (Autonomous), Mumbai	Webinar	National
7.05.2020	Participated	B-Quiz 2020	Kamaraj College	E-Quiz	National level

6.05.2020	Participated	COVID-19 Awareness	Jamal Mohamed College (Autonomous)	E-Quiz	State
6.05.2020	Participated	Teaching Aptitude	Jamal Mohamed College (Autonomous)	E-Quiz	State
6.05.2020	Participated	Impact of COVID 19 on foreign investment	Tecnia Institute of Advanced Studies, Delhi	E-Quiz	State
6.05.2020	Participated	Online teaching Techniques and assessment	Holy Cross Home Science College	FDP	State
4.05.2020	Participated	E-Commerce	Sri Krishna Adithya College of Arts and science	E-Quiz	National level
4.05.2020	Participated	Post COVID 19 job opportunities and Entrepreneurial possibilities	FRANCIS Xavier College	Webinar	State

2.05.2020	Participated	Research Methodology	The Standard Fireworks Rajaratnam college for Women	E-Quiz	State
2.05.2020	Participated	COVID-19 Awareness	St. Joseph's College, Kerala	E-Quiz	State
30.03.2020 to 2.03.2020	Participated	Online college management and content creation tools	North stream Academy, Mumbai	Three day FDP	National level
29.03.2020	Participated	Fundamentals of intellectual property Rights, Trademark, copyright and design	Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)	Webinar	State
27.03.2020	Participated	Mental ability challenge	Shree Chandraprabhu Jain College, Minjur	online Quiz	National level
28.01.2020	Participated	Industry 4.0	St. Mary's college, Thoothukudi	Seminar	International

31.08.2019	Presented	Startup India- Challenges and Opportunities	E.M.G Yadava Women's College	Seminar	International
13.04.2019	Participated	Best Auditing Practices	Kamaraj college, Thoothukudi	Conference	State
6.04.2019	Participated	Research Report Writing	Kamaraj college, Thoothukudi	Workshop	National
23.02.2019	Participated	E-Content Development	Holy Cross Home Science College, Thoothukudi	FDP	State
12.02.2019	Participated	Logistics and Supply Chain Management	St. Mary's college, Thoothukudi	Seminar	National
20.12.2018 & 21.12.2018	Presented	Recent trends I Multi Disciplinary research	A.P.C Mahalaxmi college for women, Thoothukudi	Conference	International

16.09.2018	Participated	Impact of GST implementation	Kamaraj college, Thoothukudi	Workshop	State
7.09.2018 & 8.09.2018	Participated	Application of MS Excel, VBA & Cloud accounting tools	Manonmaniam Sundaranar University, Tirunelveli	Workshop	National
20.07.2018	Participated	Fostering Transparency: Routing out Plagiarism A to Z	St. Mary's college, Thoothukudi	Seminar	National
14.07.2018	Participated	Application of SPSS Software	Holy Cross Home Science College, Thoothukudi	Workshop	National
31.01.2017 & 1.02.2017	Participated	Research methodology & SPSS	St. Mary's college, Thoothukudi	Workshop	Regional
10.02.2017	Presented	Impact of GST on consumerism	Holy Cross Home Science College, Thoothukudi	Seminar	National

20.02.2016	Participated	Multi Disciplinary research	St. Mary's college, Thoothukudi	Seminar	National
24.10.2014	Participated	Building up the research design	St. Mary's college, Thoothukudi	Workshop	State
20.08.2014	Participated	Library without walls	St. Mary's college, Thoothukudi	Seminar	Regional
20.08.2012	Participated	Symposium on Global busines	St. Mary's college, Thoothukudi	Symposium	State
16.08.2011	Participated	Corporate social responsibilities	St. Mary's college, Thoothukudi	Seminar	State

## Papers Published

Paper Title	Author(s)	Journal	Year	Volume	Issue (ISSN)	Page No
A Study on Customers Collision Advertence to Electronic Banking in Canara Bank at Thoothukudi City	J. Ajitha	IJFANS International Journal of Food and Nutritional Sciences	Dec 2022	Volume 11, S Iss 3	ISSN Print 2319 1775 Online 2320 7876	pg no. 4821-4829
A Study on Customers' Satisfaction towards Core Banking In Tamilnadu Mercantile Bank at Thoothukudi District	J. Ajitha	International Journal of Early Childhood Special Education (INT-JECSE)	Dec 2022	Vol 14	ISSN: 1308-5581	1671-1675
A study on customer's practice of Mobile Banking	J. Ajitha	Entrepreneurship and Innovation ICSSR Sponsored proceedings	March-2022	Vol I	ISBN:978939 3737885	1-10
Impact of Electronic Banking With Reference To State Bank of India at Thoothukudi City	J. Ajitha	Tathapi (UGC Care Journal)	June-2020	Vol-19	ISSN: 2320-069 Issue-4	15-24

Need and impact of startup scheme in india	J. Ajitha	The international journal of analytical and experimental modal analysis	August 2019	Volume XI	ISSN: 0886-9367 Issue VII	442-448
A Study on investor's perception towards Mutual Fund in Thoothukudi	J. Ajitha	Journal of Emerging Technologies and Innovative Research (JETIR)	February 2019	Volume 6	ISSN: 2349-5162 Issue 2	889-895
The implementation of Goods and Service Tax and its impact on Indian Economy	J. Ajitha	International Journal of Multidisciplinary Researches	February 2017	Volume 3	ISSN: 2349-8684 Issue 2	01-Apr

### **Responsibilities Held:**

Name of the committees	Organisation	Year
Rotaract Club	St. Mary's college (Autonomous)	Current position
Eco Friendly Campus	St. Mary's college (Autonomous)	Current position
PTA	St. Mary's college (Autonomous)	2021-2022
Band	St. Mary's college (Autonomous)	2021-2022
Examination Committee	St. Mary's college (Autonomous)	2020-2021 & 2021-2022
Consumer Right Club	Holy Cross Home Science College, Thoothukudi	2018-2019