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| **NAVARASAM ARTS AND SCIENCE COLLEGE FOR WOMEN**ARACHALUR, ERODE-638101STAFF PROFILE |
| **Name** | Dr.N.BOOMATHI  |
| **Designation** | ASSOCIATE PROFESSOR  |
| **Qualification** | M.COM.,M.PHIL.,PGDCA.,PH.D.,  |
| **Department** | COMMERCE |
| **Phone No.** | **Office** | Nil |
| **Mobile** | 9489930730,9487041357 |
| **Email** | **boomathihrineeth@gmail.com** |
| **Areas of Interest/****Specialization** | **Finance and Marketing** |
| **Subjects Taught** | **UG:**  PG:  1.Principles of Auditing 1.Applied Cost Accounting2.Entrepreneurial Development 2.Management Accounting3.Principles of Marketing 3.Financial Management4.Principles of Management 4.Marketing Management5.Management Accounting 5.International Business6.Cost Accounting 6.Finacial Markets and Institutions7.Business Finance 7.Business Research Methods8.Banking Theory 8.Futures and Options9.Company Law and Practice 9.Business Environment10.Principles of Taxation 10.Human Resource Management |
| **Date of Joining in our Institution** | 15.06.2002 |
| **Experience (in Years)** | **Industry** | - |
| **Teaching** |  22 |
| **Research** | 17 |
| **Total** | 22 |
| **Research Publications in Journals** | **Enclosed** |
| **Papers Published in Conference Proceedings** |  **Enclosed** |
| **Books / Chapters** **Published** | **Nil** |
| **Patent Published** | **Nil** |

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| **Research Projects****Major/ Minor** | **Completed** | Nil |
| **Undergoing** | Nil |
| **Research Guidance** | **Awarded** | **Undergoing** |
|  **28** | **06** |
| **Conferences** | **Attended** | **Presented** | **Organized** |
| **National** | **21** | **22** | **04** |
| **International** | **15** | **15** | **01** |
| **Workshops** | **Attended** | **Organized** |
| **06** | **Nil** |
| **FDP** | **Attended** | **Organized** |
| **05** | **Nil** |
| **Seminar / Webinar** | **Attended** | **Organized** |
| **16** | **Nil** |
| **Membership** | **Nil** |
| **Acted as Resource Person** | **02** |
| **Awards** | **02** |
| **Online Courses** | **Completed** | **Enrolled** |
| **Nil** | **Nil** |
| **Extension Activities (NSS/YRC) / Club In charge** | * Board Studies in Commerce
* NSS Advisory Committee
* Women Counseling Cell
* Grievance Redressal Cell.
* Assembly Organizing Committee.
* NSS Programme Officer.
* External Audit Committee.
* Feedback Committee
* Environmental Awareness Protection and Various Academic Committees.
 |
| **Administrative Assignments Handled** |  |
| **Association with Professional Bodies** | **Enclosed** |
| **Any other Achievements** | * **Organizing Secretary** for the fund received from **ICSSR** **funding agency** for organizing National Level Seminar held on 14.08.2019.
* **Programme Co-ordinator** for the fund Received from **EDII funding agency** for Entrepreneurship Development Programme held from 19.12.2019 to 21.12.2019
* **Organizing Secretary** for the fund received from **ICSSR funding agency** for organizing National Level Seminar held on 04.11.2022
 |
| **Orchid / Google Scholar/****Research ID** |  |

**ARTICLES PUBLISHED**  : **11** (International - 05; National –06)

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| --- | --- | --- | --- | --- |
| **S.No** | **Name of the Journal** | **Name of the Publisher** | **Title of the research publication** | **Issue No. & Page No.** |
| 01. | Journal of Management and science | Non Olympic Times, Coimbatore. | Indian Financial and Banking sector in the context of globalised economy. |  ISSN: 2249-1260.Online ISSN: 2250-1819.Vol:5, Special Issue, January 2014.Page No: 99-103. |
| 02. | Rathinam Journal of Management | Rathinam institute of Management | Empowerment of women farmers for agricultural development. |  ISSN:2250-2009.Vol:1,Special Issue:4, Feb-2015, Page No:59  |
| 03. | VEL International journal of social sciences  | Vivekanandha college of arts and science for women,Elagempalayam-637205Tiruchangode(tk). | A comparative analysis of sensex and nifty on benchmark indices. | ISSN: 2394-1316.Vol:2,No:3,May-2015,PageNo: 45-47 |
| 04. | A Journal of Intercontinental Management Research consortium | Nandha arts and science college,Koorapalayampirivu,Erode- 638052,TN. | Innovative practices and it’s impact on business sustainability | ISSN: 2347-1670&2347-1662Vol.4, Special IssueFeb-2016, Page No:21-23. |
| 05. | International journal of Research in Commerce and Management | International journal of Research in Commerce and Management | Mothers’ perception towards children food behaviour with reference to Erode District. | ISSN:0976-2183.Vol No:9,Issue No:8August-2018Page No:18-21 |
| 06. | Wide spectrum Research Journal | Dr.G.R.Damodaran college of science,Coimbatore-641014. | A Study on Investor Awareness towards Selvamagal Savings Scheme with special reference to Tiruppur District. | ISSN:2250-2815 |
| 07 | GIS SCIENCE JOURNAL  | GIS Science Journal | An Analysis of Profitability of Solvency Position of Apollo Hospital Enterprises Ltd in India | Volume 8, issue 6, June 20-21, Impact Factor 6.1. |
| 08 | IRJMST | IRJMST  | Academic Stress and it’s Psychosocial impact on children’s in India (During Pandemic Period) | Vol-12,Issue -8, August 20-21, Impact Factor 8.1026, ISSN- 2250-1959(0) 2348-9367(P) |
| 09 | INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | IJCRT | An evaluative study of liquidity solvency and profitability of Dabur India ltd | Vol-10,Issue -10,oct 2022, Impact Factor 7.97, ISSN- 2320-2882 |
| 10 | INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT | IJNRD | An Analytical Study on Financial Health of Selected Personal care companies in India | Vol-7,Issue -10,Oct 2022, ISSN- 2456-4184Date:29.10.2022 |
| 11 | INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT | IJNRD | An analytical study of financial health of selected personal care companies in india | Vol-7,Issue -10,oct 2022, Impact Factor 8.76, ISSN- 2456-4184 |
| 12 | INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT | IJNRD | A study on financial performance analysis of Fortis healthcare limited in India | Vol-7,Issue -11,Nov 2022, Impact Factor 8.76, ISSN- 2456-4184 |
| 13 | INTERNATIONAL JOURNAL OF CURRENT SCIENCE | IJCS | Profitability Analysis of Selected Aerospace and Defense Companies In India | Vol-12,Issue -4,NOV 2022, ISSN- 2250-1770Date:26.11.2022 |
| 14 | INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT | IJNRD | Impact of Customer Relationship Management on Customer Satisfaction With Special Reference to Agricultural Equipment Dealer in Perundurai Taluk,Erode District,Tamilnadu | Vol-10,Issue-2,Feb2023,ISSN- 2349-9249 |
| 15 | INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | IJCRT | Evaluation of Financial Performance of Narayana Health-Hospitals Company in India | Vol-11,Issue -5,May 2023, ISSN- 2320-2882 |
| 16 | INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT | IJNRD | Customer Relationship Management Practices of Sonalika Tractor Dealers In Bhavani Taluk. | Vol-9,Issue -1,Jan 2024, ISSN- 2456-4184 |
| 17 | INTERNATIONAL JOURNAL FOR MULTY DISCIPLINARY RESEARCH  | IJFMR | Impact of Capital Structure on Profitability on Selected Aquaculture Companies in India | Vol-9,Issue -1,Jan 2024, ISSN- 2582-2160 |

**PAPER PRESENTED IN SEMINARS : 33 (International - 14; National –20)**

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| --- | --- | --- | --- | --- |
| **S.No** | **Date** | **Name of the organizing institution** | **Name of the Seminar** | **Title of the paper** |
| 01. | 21.02.2004 | Hindusthan college of Arts and Science,Coimbatore. | National seminar on Impact of globalization on Indian industry. | Impact of globalization on Indian industry |
| 02. | 07.08.2006 | Periyar University,Salem. | National seminar on Emerging trends in customer relationship management. | Emerging trends in customer relationship management |
| 03. | 07.02.2009 | Navarasam Arts and Science college for women,Arachalur, Erode. | National level seminar on The Global Financial crisis and its impact on India. | Impact on financial sector. |
| 04. | 23.02.2010 | Sreesaraswathithyagaraja college, Pollachi | One day National seminar on “ Emerging Trends in Financial Services” | Insurance  |
| 05. | 19.11.2011&20.11.2011 | Gobi Arts & Science college for women, Gobichettipalayam. | XXXII Annual conference of association of economists of Tamilnadu | 13th finance commission recommendation-An evaluation. |
| 06. | 06.01.2012 | Sankara college of science and commerce,Saravanampatti. | National level seminar on Role of it in commerce and industry | Challenges & issues faced in online trading. |
| 07. | 28.02.2012&29.02.2012 | Vellalar college for women,Erode-12 | Two – Day National seminar on Co-operative banking in a competitive environment. | Changing Environment & Co-op Banks  |
| 08. | 17.09.2012 | PKR Arts college for women,Gobi. | International conference on India towards Green Economy | Green banking |
| 09. | 08.02.2013 | Dr.N.G.P Arts and Science college,Coimbatore. | National conference on ”Corporate Finance- Structural Changes & emerging paradigms” | Investment banking |
| 10. | 04.10.2013 | Maharaja Arts & Science college,Coimbatore. | One day state level seminar on changing face of Indian financial system. | Indian banking systems -Contributions and Challenges |
| 11. | 02.01.2014 | Sri Vasavi College, Erode. | International Conference on Globalisation and its impact on Indian economy. | Indian Financial and Banking sector in the context of globalized economy.  |
| 12. | 04.01.2014 | Vivekanandha college of Arts and Science for women,Tiruchangode. | One day International Seminar on “Impact on global crisis on Indian business scenario” | Impact on global crisis on Indian business scenario. |
| 13. | 07.02.2014 | Park’s college,Tirupur. | National level conference on “Crop insurance in India-Need on the hour(NCCI-2014)” | “Crop insurance in India and schemes to cover the risk”. |
|  14. | 14.6.2014 | Kaamadhenu Arts and Science college,Sathyamangalam, Erode | National Conference on Consumer protection NCCP-2014 | E-Commerce and consumer protection. |
|  15. | 30.09.2014 | Dr.NGP Arts & Science college, Coimbatore. | National conference on Corporate Ethics and Business Sustainability  | Business ethics and Corporate social responsibility  |
|  16. | 23.01.201524.01.2015 | Rathinam Institute of Management, Rathinam college of Arts and Science, Coimbatore. | Two- day national seminar on “Rural empowerment in India through initiatives and innovations in agricultural sector”. | Women empowerment through agriculture. . |
| 17. | 30.09.2015 | Dr.NGP Arts & Science College, Coimbatore. | National level seminar on Opportunities &challenges in Rural marketing& its impact on Rural development. | Opportunities &challenges in Rural marketing& its impact on Rural development. |
| 18. | 05.02.2016 | Jayshri ram group institution school of management studies,Avinashipalayam, Tirupur. | National conference on “Advances in business trends and perspectives”.  | New business model. |
| 19. | 12.02.2016 | Nandha Arts and Science college,Erode. | National level seminar recent development in business. | Recent development in business. |
| 20. | 30.07.2016 | Navarasam Arts and Science college for women,Arachalur,Erode. | National level seminar on “Effective Teaching/Learning/ Evaluation methods in Higher Education”. | Effective Teaching/Learning/ Evaluation methods in Higher Education |
| 21. | 07.09.2016 | Bharathidasan college of Arts and Science,Ellispettai,Erode. | One day International Symposium on “Business challenges under globalization”. | “Business challenges under globalization”. |
| 22.  | 21.09.2016 | Navarasam Arts and Science college for women,Arachalur. | National conference on smart approaches in computer paradigms. | Smart approaches in computer paradigms” Ethical hacking”. |
| 23. | 10.02.2017 | Vellalar college for women,Erode. | International conference digital India: New perspectives in management of technology and innovation. | Challenges and opportunities. |
| 24. | 09.08.2017 | Nandha Arts and Science college,Erode. | Department of management studies International Symposium Relationship management: Prosperity&Issues.  | Relationship management: Prosperity&Issues. |
| 25 | 01.09.2017 | Bharathiar University Arts and Science college,Sivagiri. | National level seminar on digital economy opportunities and challenges. | Financial market |
| 26 | 12.09.2017 | Navarasam Arts and Science college for women,Arachalur. | International symposium on A climate change causes and impact on Demonetization | A climate change causes and impact on demonetization. |
| 27 | 20.09.2017 | Dr.NGP Arts & Science College, Kalapatti road,Coimbatore. | One day National level seminar on Remonetising India- Problems and prospects | Cash to cashless transaction. |
| 28 | 24.01.2019 | International Institute of Business studies,Airport campusBangalore  | One day International Conference on Disruptions in Industry 4.0-an opportunity for global sustainability | Disruptive management  |
| 29 | 29.07.2019&30.07.2019 | Periyar university,Salem. | Two days national seminar on Globalization, innovations in technology and consumer protection  | Role of NGOs in protecting consumer rights  |
| 30 | 14.08.2019 | Navarasam Arts and Science college for women, Arachalur. | ICSSR sponsored national level seminar on innovation &entrepreneurship in logistic management | Network design |
| 31 | 06.09.2019 | Erode Arts and Science college,Erode. | International conference on , Strategic human resource management  | Training and development  |
| 32 | 13.02.2020&14.02,2020 | Navarasam Arts and Science College,Arachalur,Erode. | ICWA Sponsered National Conference on “India-China’s New Digital Landscape” | Emerging Avenue of Investment India and Conceptual Framework. |
| 33 | 27.10.2022 | K.S.R College of Arts & Science for women | International conference on Green HRM for Sustainable Development | Green Business of sustainable growth |
| 34 | 23.08.2023 | KPR College of Arts Science and Research | International Collaborative Business Analytics Conference | Generative Artificial Intelligence in Analytical ERA |
| 35 | 07.03.2024 | Nandha Arts and Science College | Digital Evolution and its Impact on Indian Business Environment | The Digital Transformation and its impact on the Marketing Sector |

**PARTICIPATED IN WORKSHOPS/ FDP TRAINING PROGRAMMES: 10**

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| **S.No** | **Date** | **Name of the organizing institution** | **Name of the Programme** |
| 01. | 07.02.2015 | Bharathiar university post graduate extension centre,Erode. | One day workshop on effective teaching and learning in higher education. |
| 02. | 17.07.2015 | Sri Vasavi College, Erode.  | One day work shop on “Research report documentation and article writing”. |
| 03. | 02.07.2016 | Navarasam Arts and Science college for women,Erode. | Internal quality assurance cell faculty development programme on” Class room- psychology” |
| 04. | 08.08.2017 | Navarasam Arts and Science college for women,Erode. | A faculty department programme on “Reaching the unreached challenges in customizing pedagogical approaches”. |
| 05. | 06.02.2018 | PSGR Krishnammal college for women, peelameduCoimbatore  | One day national level workshop on union budget 2018 – 2019  |
| 06. | 07.08.2018-09.08.2018 | Vivekanandha college of arts and science for women,Elagempalayam-637205Tiruchangode(tk). | A Three-Day Faculty Development Programme on” Entrepreneurship for young faculty”  |
| 07 | 08.11.2018 | Navarasam Arts and Science college for women,Erode | Faculty Development Programme on Personality Empowerment. |
| 08. | 16.02.2019 | Navarasam Arts and Science college for women,Erode | One day workshop on , data analysis for business research |
| 09. | 12.04.2019 | Navarasam Arts and Science college for women,Erode | One day faculty department programme, teaching pedagogical techniques  |
| 10. | 22.08.2019 | Salem Sowdaswari college  | One day workshop on art of research writing and publishing  |
| 11. | 27.03.2022TO02.04.2022 | Navarasam Arts and Science College For Women and Sraddha Academy for Financial Education | Seven days national level faculty development programme  |
| 12. | 02.01.2023To06.01.2023 | Navarasam Arts and Science college for women,Erode | Teaching Pedagogy |

**PARTICIPATED IN ONLINE WEBINAR AND ONLINE FDP PROGRAMMES:15**

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| **S.no** | **Date** | **Name of the Organising Institution** | **Name of the Programme** |
| 01 | 22.04.2020 To 24.04-2020 | Rathinavel Subramanian college of Arts & Science | Three day National level online FDP on”Recent Trends in Artificial Intelligence and Impact on Teaching Professionals. |
| 02 | 24.04.2020,25.04.2020 | SNML College of Arts & Science | Two days webinar on Blockchain and Ethereum |
| 03 | 26.04.2020 | Audisankara college of Engineering & Technology, Bangalore. | Employability skills in Curriculum Design |
| 04 | 27.04.2020,28.04.2020 | Kaamadhenu Arts & Science college,Sathyamangalam, | How to Explode your Mental Block. |
| 05 | 28.04.2020 | Arasu college of Arts & Science for women. | Entrepreneurial Awareness andIdentifying Opportunities |
| 06 | 22.04.2020 To28.04.2020 | Indian Academic Researchers Association | One week Online FDP on Entrepreneurship,Critical thinking & Innovation. |
| 07 | 27.04.2020 To01.05.2020 | IJASR | Five day Online certificate course on Strategies to address the soft skill gap |
| 08 | 01.05.2020 | International Journal of Advance study and Research work ISSN(2581-5997) | Webinar on Recent Advancement of Education and Technology |
| 09 | 04.05.2020 | Arasu college of Arts & Science for women. | Webinar on Documentation using Latex. |
| 10 | 09.05.2020 | PKR Arts college for women. | Webinar on Economic challenges and opportunities of post Covid19 |
| 11 | 14.05.2020 | International School of Management,Patna,Bihar. | International E-panel Discussion. |
| 12 | 16.05.2020 | Navarasam Arts And Science CollegeForWomen,Arachalur,Erode. | International Webinar on Role of Education Institution in Rural Development after covid19 |
| 13 | 30.05.2020 | Navarasam Arts And Science CollegeForWomen,Arachalur,Erode. | One day webinar on Fundamentals of Data analysis for Research. |
| 14 | 12.06.2020 | Bharathiar University Arts & Science College,Modakurichi. | Innovative skill and strategies for young entrepreneurs. |
| 15 | 22.06.2020 | Bharathiar University Arts & Science College,Modakurichi. | International Webinar on Transformative Learning and Education for Sustainable Development.  |