



Name: Dr. Y. Fathima

Designation: Associate Professor

Specialization: Finance, Marketing

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Qualification

MFC., MBA., M.Phil., DGT., Ph.D

Work Experience

14yrs 9 months

Courses Facilitated

Member on Committees / Editorial Boards

Professional Memberships

Career Summary

- As an Assistant Professor at MSN Pioneer Meenakshi College for Women, Madurai from Dec 2019- Aug 2020
- As an Assistant Professor at E.M.G. Yadava Women's College, Madurai, Tamilnadu from Sep2011 - Dec2019
- As a Lecturer at MSN Pioneer Meenakshi College for Women, Madurai, Tamilnad from June 2006- June 2008
- As a Lecturer at Ambiga College of Arts and Science, Madurai, Tamilnadu from December2005 – April 2006
- As a Lecturer at Thiagaraja College of Arts and Science, Madurai, Tamilnadu from June 2003 – June 2005
- As a Lecturer at Alagappa University Study Centre, Madurai, Tamilnadu from June 2002 – June 2003

Research Interest

- Did *Ph.D. as a Full-Time Research Scholar* at Yadava College during July 2008-Aug2011
- Acted as a Research Guide for M.Phil. Research Scholars in Commerce

Research Publications

- An article entitled “*“A Study on Personality Traits and Career Development factors of Arts and Science stream Women academicians in Higher Education Management”*”published in **Journal of Education, Rabindra Bharati University, A Peer Reviewed Journal, ISSN :0972-7175, Vol.XXIII, No. 7 (II), 2020 - 2021(Special Issue) , pg.no 249 - 253.**
- An article entitled “*An Overview of Islamic Banking in India*”published in **Sambodhi , Indological Research General of L.D.I.I– UGC Care Journal, ISSN :2249-6661, Vol.44 No. 1(III),2021.**
- An article entitled “*A Study on Motivating factors of Entrepreneurs to start Small scale Industries with special reference to Readymade Garments*”published in **Sambodhi , Indological Research General of L.D.I.I– UGC Care Journal,**

ISSN :2249-6661, Vol.XLIV No. 1(III), March 2021, pg.no 147-152.

- An article entitled “*A Comparative study of Career Development Factors influencing the Women Managers working in Government, Aided and Self finance Arts and Science Colleges*” published in **Wesleyan Journal of Research, An International Journal, Science Section, ISSN :0975-1386, Vol.13, No. 4(VIII),2021, pg.177-180.**
- An article entitled “*Agripreneurship-An Overview*” published in **Shanlax International Journal of Commerce – A Peer-Reviewed-Refereed Quarterly Journal with Impact Factor 3.017, ISSN :2320-4168, Vol.5 No. 3 Special Issue. 1, September 2017.**
- An article entitled “*Consumer Behaviour towards Aachi Food Products in Madurai City*” published in **Shanlax International Journal of Commerce – A Peer-reviewed-Refereed Quarterly Journal with Impact Factor, ISSN :2320-4168, Vol.5 No. 1 Special Issue. 1, March 2017.**
- An article entitled “*Women Entrepreneurship in Madurai District – A Study*” published in **International Journal of Management Review, p.no 106, ISSN :2348-4373 ,Vol.3 No. 1 Special Issue. 1, November 2016.**
- An article entitled “*Problem & Constraints of Women Entrepreneurs*” published in **Bonfring International Journal of Industrial Engineering & Management Science, p.no.311, ISSN :2250-1096 ,Vol.5 No. 1 Special Issue. 1, August 2015.**
- An article entitled “*Impediments of Women Entrepreneurship in Tamilnadu*” published in **Global Journal of Research, Special Issue. 1, August 2014.**
- A Paper titled “*Problem of Women Entrepreneurs in Madurai*” Published in Sri Kaliswari College Journal named **Trends in Kalis Research**p.no19, Volume 6 No 1 December 2012. ISSN 0974 701X.
- A Paper titled “*Micro Finance Scheme- An Overview*” Published in Sri Kaliswari College Journal named **Trends in Kalis Research**p.no67, Volume 6 No 1 December 2012. ISSN 0974 701X

In Conference Proceedings

- A Paper titled “*Indian Education Sector: Rely on NEP 2020*” published in the Souvenir published at the conference entitled “**NAAC Sponsored Two Day Online National Seminar on New Education Policy : The Urge For Transformation In Higher Education** ” organized by IQAC,EMG Yadava Women's College , Madurai, Tamilnadu, on 10.02.2021 & 11.02.2021,First Edition (P.No 116, ISBN -978-81-950317-8-8).
- A Paper titled “*Enhancing Women Empowerment through ICT*” published in the Souvenir published at the conference entitled “**Recent Trends in Indian Service Marketing**” organized by PG Research Department of Commerce & BBA, Holy Cross College, Trichy, on 08.03.2012 & 09.03.2012 (P.No 131 ISBN -978-89-922545).

		<ul style="list-style-type: none"> • A Paper titled <i>“Analyzing Growth of Cellular Telecom Sector & Understanding Consumer’s Preferences in the Use of Cell Phone”</i> published in the Souvenir at the conference entitled <i>“Recent Trends in Indian Service Marketing”</i> organized by PG Research Department of Commerce & BBA, Holy Cross College, Trichy, on 08.03.2012 & 09.03.2012 (P.No 123 ISBN -978-89-922545). • A Paper titled <i>“Green Marketing in India –An Overview”</i> published in the Souvenir published at the conference entitled <i>“Innovative Marketing- Trends, Issues and Challenges”</i> organized by Department of Commerce & Economics, SRM University, Coimbatore on 06.03.2012 & 07.03.2012 (P.No 148 ISBN -978-93-81195-16-1). • A Paper titled <i>“Contemporary issues in Marketing Management”</i> published in the Souvenir published at the conference entitled <i>“Contemporary Issues in Global Marketing”</i> organized By Department of Commerce & Management, Karpagam University, Coimbatore on 03.02.2012(P.No 188 ISBN -978-93-80426-69-3).
	Articles / Case Studies	NIL
	Consultancy / Projects	NIL
	Books / Chapters	NIL
	Activities	NIL
	Recognition / Awards	Won <i>2nd Best Research Paper Award</i> in Online International Conference on <i>'Reimagining Entrepreneurship and Corporate Governance in the Digital Era'</i> held on <i>29th January 2021</i> organized by <i>Faculty Research Cell, School of Commerce, JAIN (Deemed- to- be University), Bangalore.</i>
	Seminar Conferences Attended	<p style="text-align: center;">Inter-National Level</p> <ul style="list-style-type: none"> • Attended and Presented a Paper titled <i>“A Study on Personality Traits and Career Development factors of Arts and Science stream Women academicians in Higher Education Management”</i> in A Virtual 2nd International Conference on 'Redefining Human Resource and Marketing Management Perspectives" held on <i>8th April 2021</i> organized by <i>Faculty Research Cell, School of Commerce, JAIN (Deemed- to- be University), Bangalore.</i> • Attended and Presented a Paper titled <i>“An Overview of Islamic Banking in India ”</i> in One day International Conference (Virtual Mode) on 'Advancement in Business in the Digital Era - 2021 " held on <i>17th February 2021</i> organized by <i>Post Graduate, Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli, Tamilnadu.</i> • Attended and Presented a Paper titled <i>“A Study on motivating factors of entrepreneurs to start small scale industries with special</i>

reference to readymade garments” in Online International Conference on 'Reimagining Entrepreneurship and Corporate Governance in the Digital Era' held on 29th January 2021 organized by Faculty Research Cell, School of Commerce, JAIN (Deemed- to- be University), Bangalore.

- Attended and Presented a Paper titled "A Comparative study of Career Development Factors influencing the Women Managers working in Government, Aided and Self finance Arts and Science Colleges" in Online International Conference on 'Business and Education in the New Global Realities" held on 22nd December 2020 organized by Faculty Research Cell, School of Commerce, JAIN (Deemed- to- be University), Bangalore.
- Attended and Presented a Paper titled "Agripreneurship- An Overview" in International Seminar on Entrepreneurship & Development of Small and Medium Scale Enterprises in Global Era" held on 26th August 2017 organized by PG Department of Commerce with Computer Application, Mangayarkarasi College of Arts & Science for Women, Madurai.
- Attended and Presented Paper titled " A Study on Impact of various factors on Consumer Preference towards Soft drinks in Madurai City" in two day International Conference on Innovative Trends in Technology and Management held on 30th & 31st March 2017 organized by Department of Business Administration and centre for Learning Technology, Kalasalingam University, Virudhunagar.
- Attended and Presented a Paper as a Research Guide titled " A Study on Telecommunication towards Vodafone with special reference to Madurai City" in two day International Conference on Innovative Trends in Technology and Management held on 30th & 31st March 2017 organized by Department of Business Administration and centre for Learning Technology, Kalasalingam University, Virudhunagar.
- Attended and Presented a Paper titled " A Study on Consumer Preference towards Nestle Chocolate with special reference to Madurai City" in two day International Conference on Innovative Trends in Technology and Management held on 30th & 31st March 2017 organized by Department of Business Administration and centre for Learning Technology, Kalasalingam University, Virudhunagar.
- Attended and Presented a Paper titled "Consumer Behaviour towards Aachi Food Products in Madurai District" in International Conference on Contemporary Issues of Commerce, Management & IT held on 4th March 2017 organized by PG Department of Commerce with Computer Application, Mangayarkarasi College of Arts & Science for Women, Madurai.
- Attended and Presented a Paper titled " Problems & Constraints of Women Entrepreneurship in Madurai District" in International Conference on Entrepreneurial Excellence held on 25th August 2015 organized by Department of Commerce, Sankara College of Science & Commerce, Coimbatore.
- Attended and Presented a Paper titled " E-Payment System on E-Commerce in Madurai District" in International Conference on The Impact of E-Commerce in Modern Business held on 12th August 2015 organized by School of Commerce, Rathinam College of Arts & Science, Coimbatore.
- Attended and Presented a Paper titled " Impediments of Women Entrepreneurship in Tamilnadu" during UGC sponsored International Seminar on Women entrepreneurship – A Global Perspective held on 6th & 7th August 2014 organized by K.B.N. College, Andhra Pradesh.
- Attended and Presented a Paper titled "Challenges & Strategies in International Marketing" in a two day International Conference on Emerging Trends in Commerce and Management: Challenges and Strategies in the Global Scenario held on 14th & 15th February 2012 organized by the PG Department of Commerce, Sri Kaliswari College, Sivakasi.
- Attended and Presented a Paper titled "Environmental Pollution" in the International Conference on Environmental Sustainability: Challenges

National Level

- ✓ Attended the Online National Seminar **and Presented Paper** titled on ***“Indian Education Sector:Rely on NEP 2020”*** Organized by the Internal Quality Assurance Cell, Supported by NAAC, Bengaluru, on 10th and 11th February 2021, at E.M.G. Yadava Women’s College, Madurai, Tamilnadu
- ✓ Attended and Presented Paper titled ***“Women Entrepreneurship in Madurai District – A Study”*** in 3rd National Conference on Management Challenges & Strategies for Competitiveness held on 5thNovember 2016organized at *Hallmark Business School,Trichy.*
- ✓ Attended and Presented Paper titled ***“Problems & Prospects of Women Workers in Unorganized Sector”*** in the National Seminar on Empowerment of Unorganized Women through Micro Finance held on 6thMarch 2015 organized by the *Department of Business Administration, St.Xavier’s College, Palayamkottai.*
- ✓ Attended and Presented Paper titled ***“Women Empowerment through Micro-Finance- An empirical study of Women Self Help Groups in Madurai District”*** in the National Seminar on Empowerment of Unorganized Women through Micro Finance held on 6thMarch 2015 organized by the *Department of Business Administration, St.Xavier’sCollege, Palayamkottai.*
- ✓ Attended and Presented Paper titled ***“Green Marketing in India: An Overview”*** in the National Conference on Innovative Marketing – Trends, Issues and Challenges held on 6th&7thMarch 2012 organized by the *Department of Commerce & Economics Faculty of Science and Humanities,SRM University, Kanchipuram.*
- ✓ Attended and Presented Paper titled ***“Empowerment of Women Through ICT”*** in the National Conference on Recent Trends in Indian Services Marketing held on 8th& 9thMarch 2012 organized by the *PG & Research Department of Commerce & Business Administration, Holy Cross College, Tiruchirapalli.*
- ✓ Attended and Presented Paper titled ***“Analyzing the growth of Cellular Telecom Sector and consumer preference towards mobile phone users in Madurai”*** in the National Conference on Recent Trends in Indian Services Marketing held on 8th& 9thMarch 2012 organized by the *PG & Research Department of Commerce & Business Administration, Holy Cross College, Tiruchirapalli.*
- ✓ Attended and Presented Paper titled ***“Customer Switching Behaviour- An evaluation of factors affecting Mobile users in Madurai City”*** in the one day National Seminar on Service Sector in the Globalization Era held on 22nd February 2012 organized by the *PG & ResearchDepartment of Commerce, Jamal Mohammed College,Tiruchirapalli.*

		<p>✓ Attended and Presented Paper titled “<i>Contemporary Issues in Global Marketing</i>” in the National Conference on Contemporary Issues in Global Business Management held on 3rd February 2012 organized by the <i>Department of Commerce & Management, Karpagam University, Coimbatore.</i></p> <p>✓ Attended and Presented Paper titled “<i>Globalization and its Impact on Business</i>” in the one day National Seminar on Impact of Globalization on Industry & Commerce held on 1st March 2008 organized by the <i>Department of Commerce and Research Centre, Sourashtra College, Madurai.</i></p>
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