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| **NAVARASAM ARTS AND SCIENCE COLLEGE FOR WOMEN**  ARACHALUR, ERODE-638101  STAFF PROFILE | | | |
| **Name** | Mrs.M.Prema | | |
| **Designation** | Assistant Professor | | |
| **Qualification** | M.Com.,M.Phil.,(Ph.D) | | |
| **Department** | Commerce | | |
| **Phone No.** | **Office** | NIL | |
| **Mobile** | 9944760099 | |
| **Email** | prems.kgm@gmail.com | | |
| **Areas of Interest/**  **Specialization** | Marketing and Finance | | |
| **Subjects Taught** | **UG:** 1. Financial Accounting-I **PG**: Business Research Methods   1. Financial Accounting -II 2. Principles of Accountancy 3. Company Law 4. Principles of Management 5. Principles of Marketing 6. E.Commerce Technology 7. Banking Law and Practice 8. Mercantail Law 9. Advanced Accounting 10. Cost Accounting 11. Principles of Auditing 12. Brand Management | | |
| **Date of Joining in our Institution** | 07.06.2023 | | |
| **Experience (in Years)** | **Industry** | | Nil |
| **Teaching** | | 3 years |
| **Research** | | Nil |
| **Total** | | 3 years |
| **Research Publications in Journals** | **Factors influencing customers loyalty in leading retail supermarket in coimbatore city** | | |
| **Papers Published in Conference Proceedings** | Nil | | |
| **Books / Chapters**  **Published** | Nil | | |
| **Patent Published** | Nil | | |

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| **Research Projects**  **Major/ Minor** | **Completed** | | Nil | | |
| **Undergoing** | | Nil | | |
| **Research Guidance** | **Awarded** | | **Undergoing** | | |
| Nil | | Nil | | |
| **Conferences** | **Attended** | **Presented** | | | **Organized** |
| **National** | Nil | Nil | | | Nil |
| **International** | Nil | Nil | | | Nil |
| **Workshops** | **Attended** | | | **Organized** | |
| 1. Startup Innovation-National Level 2. Research Methodology - International 3. General Paper on Teaching and Research Aptitude(UGC NET :Paper 1) 4. Foundation of Stock Market for beginners | | | Nil | |
| **FDP** | Attended | | | **Organized** | |
| 1. Impact of information Technology in Diverse Domains -International 2. Dimensions of Economics Today 3. Essential skills for professional Development in Higher Education | | | Nil | |
| **Seminar / Webinar** | Attended | | | **Organized** | |
| 1. Brand Image -An Innovative way of Marketing of Startup- National Level 2. Holistic and Multi-disciplnary approach towards National Higher Education Quality Framework - National Virtual Seminar 3. Navigating the landscape of Data Analysis and AI - National level | | | Nil | |
| **Membership** | Nil | | | | |
| **Acted as Resource Person** | Nil | | | | |
| **Awards** | Nil | | | | |
| **Online Courses** | **Completed** | | | **Enrolled** | |
| Nil | | | Nil | |
| **Extension Activities (NSS/YRC) / Club In charge** | **NIL** | | | | |
| **Administrative Assignments Handled** | Nil | | | | |
| **Association with Professional Bodies** | Nil | | | | |
| **Anyother Achievements** | Nil | | | | |
| **Orchid / Google Scholar/**  **Research ID** | Nil | | | | |