




**ARULMIGU PALANIANDAVAR COLLEGE OF ARTS AND CULTURE**  
**(Reaccredited With 'A' Grade by NAAC)**  
(Run by Arulmigu Dhandayuthapani Swamy Thirukkoil, H.R & C.E (Admin) Dept. Government of Tamilnadu)  
(A Government Aided College – Affiliated to Madurai Kamaraj University, Madurai)  
**DINDIGUL ROAD, PALANI - 624601**

Department of COMMERCE		
Name	Dr. A. LATHA	
Designation	ASSISTANT PROFESSOR	
Qualification	M.COM. M.Phil., Phd.,	
Email id	<a href="mailto:mklatha74@gmail.com">mklatha74@gmail.com</a>	
Alternative email id	<a href="mailto:amkumaran12051967@gmail.com">amkumaran12051967@gmail.com</a>	
Experience	4 years	
Date of joining	19.01.2015	
No. Of Journal Publication ( <b>International</b> )	2	
No. Of Journal Publication ( <b>National</b> )	4	
No. Of Conference Attended ( <b>International</b> )	2	
No. Of Conference Attended ( <b>National</b> )	10	

**Academic Credentials**

Level	Degree	Specialization	University	Year of Completion
UG	<b>Bachelor Degree (B Com)</b>	Commerce	Madurai Kamaraj University	1995
PG	<b>Master Degree (M. Com.,)</b>	Commerce	Annamalai University	2002
M.Phil.,	<b>M.Phil</b>	Commerce	Madurai Kamaraj University	2006
Ph.D.,	<b>Ph. D.,</b>	Commerce	Madurai Kamaraj University	2013
Other1	<b>MBA</b>	Human Resource Management	Madurai Kamaraj University	2011
Other2	B.Ed.,	Mentally Retarded	Bhoj University Madhya Pradesh	2008
Other 3	DCM	Computer	CADD CAE COMPUTER CENTRE	2002

## **DETAILS OF JOURNAL PUBLICATION**

### **Publication in International Journal**

1) Topic on “The Role of Rural Marketing in India regarding opportunities” published in “ International Journal of Science and Technology and Humanities, ISSN-2394-7209 EISSN-2394-7217 Special Issue, Volume I P.no.197 At Sri Vidya Mandir Arts and Science College, Uthangarai dated on January 2016.

2) Topic on “Challenges and opportunities regarding Demonetization in S.Vellaisamy Nadar College, Madurai Published in Shanlax International Journals ISS NO.2321-4643 Page No. 81

### **Publication in National Seminar**

1) Topic on “ A Study about encouraging Women become Entrepreneur published in ISBN Edited book ISBN NO 978-81-920808- 8-Page No. 310 to 316 Dr. N.G.P. Arts and Science college, Coimbatore on August 2016.

2) Topic on “A glimps on Women Entrepreneurship in India Published in ISBN Edited Book 978-81 -920808-7-1page No 473 at Dr. N.G.P. Arts and Science college, Coimbatore on August 2015

3) Topic on Consumer Satisfaction on Online shopping in Dindigul Town. Published in recent Trends in Indian E- Commerce. ISBN :13:978-81-9240815-56 Page No. 101 at Sadakathullah Appa College, Tirunelveli on October 2015

4) Topic on E-Banking regarding ATM Services in Palani Taluk in Dindigul district Published in E Banking in Rural Economic ISBN 978-81-929313-5-7 at Hajee Karutha Rowther Howdia College, Uthamapalayam on January 2016

### **Details of Conference/Seminar Attender:**

1) Topic on “The Role of Rural Marketing in India regarding opportunities” published in “ International Journal of Science and Technology and Humanities, ISSN-2394-7209 EISSN-2394-7217 Special Issue, Volume I P.no.197 At Sri Vidya Mandir Arts and Science College, Uthangarai dated on January 2016.

2) Topic on “Challenges and opportunities regarding Demonetization in S.Vellaisamy Nadar College, Madurai Published in Shanlax International Journals ISS NO.2321-4643 Page No. 81

### **NATIONAL LEVEL**

1) Topic on “ A Study about encouraging Women become Entrepreneur published in ISBN Edited book ISBN NO 978-81-920808- 8-Page No. 310 to 316 Dr. N.G.P. Arts and Science college, Coimbatore on August 2016.

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Name of the Seminars/ Conferences/ Symposium/ Workshop etc.,	Seminar Topic	Name of the Sponsoring Agency	Place and Date
Orientation Programme for Freshers	Class Room Psychology	UGC	APA College of Arts and culture on 23 <sup>rd</sup> December 2015
<b>National Level Seminar</b>  5)Economic Empowerment of Women through Entrepreneurship – Problems and prospectus	Challenges and opportunities of women Entrepreneur in India context	Indian Council of Social Science Research New Delhi	Dr. N.G.P. Arts and Science college, Coimbatore on 16 th August 2016
6)Recent Entrepreneurship development in Micro, Small & Medium Enterprises	Women Entrepreneurship in India	PG and Research Department	Dhanalakshmi Srinivasan College of Arts and Science for Women Peram-balur on 12 <sup>th</sup> February 2016
7)Contemporary issues in commerce and Management	Study on Stress management to Nurses	Department of Commerce and management	St. Joseph College of Arts and Science for women dated on 1 <sup>st</sup> Sept 2016
8)Foreign Direct Investment	FDI in India Policy and procedures	Department of Commerce	Sankara College of Science and Commerce dated 30/01/2017
9)National Seminar	Perspectives in Research Methodology	Sankara Research cell	Sankara College of Science and Commerce dated 4 <sup>th</sup> March 2017

10)National level Seminar	Biodiversity and Modern Bio Technology Prospects and challenges	Department of Botany	APA College of Arts and culture on 10 <sup>th</sup> March 2017
State Level Seminar	Recent trends in Advanced Physics	PG Department of Physics	APA College of Arts and culture on 10 <sup>th</sup> March 2017
MUTA IV ACADEMIC CONFERENCE	Towards Democratic secular & Inclusive Higher Education	MUTA	Angaleswari Hall Palani held on 6 <sup>th</sup> Janaury 2018