

PROFILE

Name : A.V.Chellamma
Qualification : M. Com., M. Phil., Ph.D
Designation : Assistant Professor
Department : Department of Commerce
Date of Birth : 04.04.1993
Date of Joining : 06.06.2018



Academic Qualification

Course	Institution	Year of Passing	Board/ University	Percentage
B.Com	A.P.C.Mahalaxmi College for Women, Thoothukudi	2013	Manonmaniam Sundaranar University	70%
M.Com	A.P.C.Mahalaxmi College for Women, Thoothukudi	2015	Manonmaniam Sundaranar University	72%
M.Phil	V.O.Chidambaram College, Thoothukudi	2016	Manonmaniam Sundaranar University	74.6%
Ph.d	V.O.Chidambaram College, Thoothukudi	Proceeding	Manonmaniam Sundaranar University	

Project

- UG – A study on consumer behaviour and preference of Dove products with reference to Thoothukudi City
- PG – A study on consumer attitude towards food safety in Thoothukudi City
- M.Phil – A study on consumer behavior towards liquid detergent in Thoothukudi City

Journal Publication

- ❖ Published a paper on the topic “**Fundamental Analysis of Media and Entertainment Industry in India**” in the *International Journal of Informative & Futuristic Research*, published on vol 3- issue 7, April 2016.
- ❖ Published a paper on the topic “**A study on Preference of Investment – With Special Reference to Salaried Class Women in Thoothukudi**” in the *International Journal of Informative and Futuristic Research*, published in Vol 4 – Issue 7, March 2017.

- ❖ Published a paper on the topic “**A Study on Consumer Behaviour towards Liquid Detergent in Thoothukudi Town**” in the *Zenith International Journal of Multidisciplinary Research*, published on vol 7 (8), Pp 33 – 42 , August 2017
- ❖ Published a paper on the topic “**A Study on factors influencing customers’ satisfaction level in purchasing Liquid Detergent at Thoothukudi Town**” in the *Contemporary Issues in Technology and Management*, Pp 55 - 63 Nov 2017
- ❖ Published a paper on the topic “**Fundamental Analysis of Sensex Companies**” in the *International Journal of Research in computer Application and Management*, published in Vol 8 (2018), Issue 04, April 2018
- ❖ Published a paper on the topic “**A Study on Awareness and Attitude of Consumers in Buying Foods through Online**” in the *International Journal of Recent Research Aspects*, ISSN: 2349 – 7688, Special Issue: Conscientious Computing Technologies, April 2018, pp. 515 – 518

Paper presentations

- ❖ Presented a paper on the topic “**Marketing Mixing in E-Marketing**” in the state level seminar conducted by Department of Commerce, Don Bosco College of Arts & Science, Keela Eral, Tuticorin.
- ❖ Presented a paper on the topic “**Technological Development in Banking Sector**” in the International Seminar on “*Managerial Perspectives on Globalization, Technology & Innovation*” conducted by the Department of Management Studies, University of Madras, Chennai.
- ❖ Presented a paper on the topic “**Micro Finance and Poverty Alleviation**” in the National level Seminar on “*Micro Finance and Entrepreneurship*” conducted by PG & Research Department of Commerce, V.O.Chidambaram College, Tuticorin.
- ❖ Presented a paper on the topic “**A Significance Triple Bottom Line and Sustainability report in accordance with sustainability of Listed Companies**” in a International Conference “*Triple Bottom Line for sustainability (Profit, Planet & People)*” conducted by PG & Research Department of Commerce, St.Xavier’s College (Autonomous), Palayamkottai.
- ❖ Presented a paper on the topic “**A Study on the status of women workers in export organization of Thoothukudi**” in a International Conference “*Women: Empowered to*

Lead” International Conference conducted by PG Department of Commerce (Unaided),
A.P.C.Mahalaxmi College for Women, Tuticorin

Awards

1. Awarded Third prize in State Level Seminar conducted by Department of Commerce, Don Bosco College of Arts and Science, Keelaeral, Thoothukudi
2. Awarded Best Presenter in the International Conference conducted by V.O.Chidambaram College, Thoothukudi

Seminar/ Conference/ Workshop/ Camps Attended:

- § Participated in a seminar titled ”**Empowering Women**” as a One Day Seminar organized by Women’s Studies Centre of Manonmaniam Sundaranar University at A.P.C.Mahalaxmi College, Thoothukudi.
- § Participated in “**My Classroom Experience**” , an Inter Collegiate Seminar conducted by Internal Quality Assurance Cell at A.P.C.Mahalaxmi College, Thoothukudi
- § Participated in “**India’s current Economic Turmoil – Causes and Controlling Measures**” as a One Day National Seminar organised by Department of Commerce held at A.P.C.Mahalaxmi College, Thoothukudi.
- § Participated in “**Communication**”, an international Workshop conducted by the Department of Management Studies at Infant Jesus College of Engineering, KeelaVallanadu.
- § Participated in “**Public Distribution System in India**”, a national seminar conducted by PG & Research department of Commerce held at V.O.C.College, Tuticorin.
- § Participated in “**Managerial Excellence in Global Competition**”, an international Seminar organized by Department of Commerce, Commerce (UA), Commerce CA held at A.P.C.Mahalaxmi College for Women, Thoothukudi.
- § Participated in “**Budding styles in banking industry**”, as a National Seminar conducted by Department of Commerce held at Sri Sarada College for Women, Tirunelveli.
- § Participated in “**Skill India-Employable Young India**” a Two Days National Workshop conducted by Department of Commerce, Commerce (UA), Commerce CA held at A.P.C.Mahalaxmi College for Women, Thoothukudi.
- § Participated in “**Recent trends in E-Marketing**” a State level seminar conducted by Department of Commerce, Don Bosco College of Arts & Science, Keela Eral, Tuticorin.

- § Participated in “**Managerial Perspectives on Globalization, Technology & Innovation**” an International Seminar conducted by the Department of Management Studies, University of Madras, Chennai.
- § Participated in “**Micro Finance and Entrepreneurship**” a National level Seminar on conducted by PG & Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.
- § Participated in “**National Level Three Day Workshop on Data Analysis and Interpretation using SPSS and AMOS**” organized by Department of Youth Welfare Studies, School of Youth Empowerment, Madurai Kamaraj University, Madurai.
- § Participated in “**Triple Bottom Line for sustainability (Profit, Planet & People)**” a International Conference conducted by PG & Research Department of Commerce, St.Xavier’s College (Autonomous), Palayamkottai.
- § Participated in “**E – Commerce Security Challenges and Solutions**” one day State Level Seminar conducted by PG Department of Commerce (Unaided), A.P.C.Mahalaxmi College for Women, Tuticorin.
- § Participated in “**Women: Empowered to Lead**” International Conference conducted by PG Department of Commerce (Unaided), A.P.C.Mahalaxmi College for Women, Tuticorin.
- § Participated in “**Changes in Indirect Taxes and its challenges**” One day National Level Seminar conducted by PG & Research Department of Commerce, Sadakathullah Appa College (Autonomous), Tirunelveli
- § Participated in “**Recent Trends in Multi Disciplinary Research**” International Conference held at V.O.Chidambaram College, Tuticorin