

PROFILE

Name : Dr. K. Chitra Chellam (UNAIDED)

Qualification : M. Com., D.G.T., S.L.E.T., M. Phil.,
Ph.D.,

Designation : Head of the Department and Assistant



Professor

Experience

S.No	Name of the Institution	Period	Years
1	Kamaraj College, Thoothukudi	2006 - 2013	7 years
2	A.P.C. Mahalaxmi College for Women, Thoothukudi	Since July 2013	4 years

UG : 11 years

PG : 4 years

Academic Qualification

Degree	College/ University	Year	University Rank
B.Com.	MS University, Tirunelveli	April 1998	11 th
M.Com.	MS University, Tirunelveli	April 2000	1 st
DGT	MS University, Tirunelveli	April 2000	-
M. Phil.	Manonmaniam Sundaranar University, Tirunelveli	May 2003	-
Ph.D	Manonmaniam Sundaranar University -Tirunelveli	December 2017	-

Ph.D. Thesis:

A Study on Jewellery Industry in Tamil Nadu

M. Phil. Dissertation:

A Study on Advertising Slogans of Select Consumer Products and Consumer Behaviour
with Reference to Tuticorin Town

Computer Skills :

MS-Office 2000

Journal Publications

1. Article on **‘Customers’ Preferences and Satisfaction towards Jewellery Marts in Southern Districts of Tamil Nadu’** in the journal, *Indian Journal of Research*, Volume 04, Issue 09, September 2015, ISSN – 2250-1991, Impact Factor – 3.4163, Page no.33-36
2. Article on **‘A Study on Occupational and Economic Background of Women Entrepreneurs in Thoothukudi City’** in the journal, *Indian Journal of Applied Research*, Volume 07, Issue 09, Sep.2017, ISSN – 2249-555X, Impact Factor – 4.894, Page no. 55-58.
3. Article on **‘Advertising Slogan- It’s Emphasis and Significance in Marketing’** in the journal, *International Research Journal of Management and Commerce’*, Volume 04, Issue 11, Nov. 2017, ISSN – 2348 - 9766, Impact Factor – 5.564, Page no.37-46.
4. Article on **‘Jewellery Industry in India’** in the journal, *International Journal of Marketing and Technology*, Volume 08, Issue 02, Feb. 2018, ISSN – 2249-1058, Impact Factor – 6.559, Page no.1-18.

Conference / Seminar Proceedings Publications

1. Article on **‘Role of SIPCOT in Entrepreneurship Development’** in *Emerging Entrepreneurship Strategies for Self Employment and Skill Development*, Dec 2008, Pg. no. 185-190.
2. Article on **‘Trend in Priority Sector Advances Management’** in *Banking Sector in the Current Scenario*, Volume II, Jan 2011, ISBN- 978-93-80812-06-9, Pg.no.349-357.

Paper Presentations

1. **‘Social Responsibility and Ethics towards Societal Development’** in the national seminar on *Corporate Social Responsibility Ethics* at Karpagam College of Engineering, Coimbatore on 21st September 2007.
2. **‘Women Entrepreneurship in India’** in the international conference on *Women: Empowered to Lead* at A.P.C.Mahalaxmi College for Women, Thoothukudi on 7th Feb. 2018.
3. **‘GST and Service Sector’** in the National Seminar on *GST and its Application on Indian Trade* at Nazareth Margochis College, Pillaiyanmanai on 23rd Feb 2018.

Seminar / Conference / Workshop Attended

1. Two day national level Faculty Development Programme on **‘Statistical Analysis and Interpretation using SPSS and AMOS’** at VHNSN College, Virudhunagar on 8th & 9th March 2013.
2. One day workshop on **‘Women Empowerment through Employment and Workplace Behaviour’** at M.S.University, Tirunelveli on 8th March 2016.
3. One Day **‘Orientation cum Workshop for Placement Officers’** at M.S.University, Tirunelveli on 18th March 2016.
4. Two day workshop on **‘SPSS in Commerce and Management Research’** at A.P.C. Mahalaxmi College for Women, Thoothukudi on 29th & 30th Dec. 2016.
5. Three day workshop on **‘CBSE NET / SLET Examinations – 2017’** at M.S University, Tirunelveli on 1st, 2nd, & 3rd Dec. 2016.
6. State level Workshop on **‘Guidance Programme to Attend Competitive Examinations’** at A.P.C. Mahalaxmi College for Women, Thoothukudi, 29th Jan. 2018.