

# PROFILE

Name: Dr .A.S. Lakshmi Rani  
Date of birth: 30.04.1970  
Nationality: Indian  
Religion: Hindu  
Community: Sourashtra –Back ward Class  
Permanent address: Door No: 12, Thiruppathi Nagar 1<sup>st</sup> Street,  
Avaniapuram, Madurai - 625022  
Phone and Email 9788947920 aslrsnc@gmail.com.  
Qualification: M.Com, M. Phil, PGDCA Ph. D  
Previous Experience: 8.08.2003 to 5.04.2013 – GTN Arts College, Dindigul.  
Year of experience: 6.04.2013 to Onwards  
Designation: Associate Professor,  
Department of Commerce  
Saraswathi Narayanan College, Perungudi  
Madurai-625 022.

## ACADAMIC CHARONICLES:

Course	Year of passing	Name of the Institution
SSLC	March-1986	St. Joseph's Girls Hr. Sec. School, Madurai
+2	March-1988	St. Joseph's Girls Hr. Sec. School, Madurai
B.Com	1991	Sourashtra College
M.Com	1993	Sourashtra College
M. Phil	2001	Madurai kamaraj university
PGDCA	2003	Madurai kamaraj university
Ph. D	2010(19 <sup>th</sup> JUNE) (Date of viva held)	Madurai kamaraj university

## PROFESSIONAL QUALIFICATION

Year	Name of the Institution	Designation
2002-2003	GTN Arts College, Dindigul	Teaching Assistant
2003-2006	GTN Arts College,(SSC) Dindigul	Lecturer, B, Com Department
2006-05.04.2013	GTN Arts College,(SSC) Dindigul	HOD,B.Com (CA) Department
06.04.2013 on words	Saraswathi Narayanan College, Perungudi Madurai – 625 022	Assistant professor PG & Research Department of Commerce

### M.Phil Project guided:

S.NO	NAME OF THE CANDIDATE	REG.NO	TITLE OF PROJECT	UNIVERSITY	DATE
1.	M. Shanmuga priya	B0910064	A Study On Preference Of Personal Computer Users In Dindigul Town	MKU	June-2011
2.	K. Mahalakshmi	B0910057	A Study On Advertisement Effectiveness With Reference To Purchase Of Home Theater In Dindigul City	MKU	June-2011
3.	N. Ratha	B1810108	A Study Of Morale Employees with special Reference to classic polo, Tirupur	MKU	June-2012
4.	V. Santhana Lakshmi	B1810110	Job Satisfaction of higher secondary school teachers in Dindigul Town	MKU	August-2012
5.	S. Thilagavathi	B7810410	A Study on Customer Satisfaction towards Arun Ice Cream with special Reference to Madurai City	MKU	December-2018

### M.Phil and Ph.D: Topics

Degrees	Title	Certificate Number and Date of Award	University
M.Phil.,	Advertisement Effectiveness with Reference To Purchase of Television Sets in Dindigul City	No:779, 09.10.2001	Madurai Kamaraj University
Ph.D.,	Impact of Reforms on Performance of Public Sector Banks in Dindigul District	SSK:50001946,19.06.2010	Madurai Kamaraj University

**A. Paper Presentation and seminars attended: State/ National / International Level**

SL. NO	Name of the Institution	Title of the Paper	Year
1	Vivekananda College, Thiruvudagum	Emerging Trends in Banking in the new millennium	October-2004
2	Erode Arts College	Rationale and impact of “Banking Sector Reforms”	February-2004
3	St.Stephens College, Uzhavoor, Kerala	Merger and Acquisition In Banking Sector	June-2005
4	Periyar University, Salem	“Customer Relationship Management- Emerging strategies in Banks”	September-2008
5.	Sourashtra college	Goods and Services Tax	
6.	Sourashtra college	Examining the Psychological Triggers and Socio-Economic Impact on Online Shopping Addiction in the Madurai Community	21 & 22-September’2023

**B. Workshop Attended:**

1	GTN Arts College, Dindigul	Impact of Globalisation on Key Sector	March-2005
2	GTN Arts College, Dindigul	Application of Statistical Tools for Research	October-2005
3	Arul Anandar College, Karumathur	Promotion of Research and Quality Improvement in Colleges	October-2004
4	HKRH College, Uthamapalayam	Commerce Research Meet	February-2009
5	Fatima College, Madurai	Recent development in Banking and Insurance	January-2005
6	GTN Arts College, Dindigul	Impact of Reforms on Performance of PSB’s Dindigul dist	January-2009
7	ICFAI National College, Dindigul	Union Budget- 2006	March-2006
8	Star International Foundation for Research and Education	5 Days On-line workshop on SPSS in Research	26.12.2023 – 30.12.2023

**C. Article Publications in Journals:**

1	Indian Economic Panorama	Challenges in Raising Indian Banking to International Standards	April-2004
2	Srinivasan College of Arts and	Women – No More Weaker Sex	February-2014

	Science, Trichy		
3	Sourashtra College, Madurai	Exodus of Employees- Headache for HR Managers	March-2014
4	Kongu nadu Arts and Science College, Coimbatore	Women's Role in Banking Sector	May-2014
5	ANJA College, Sivakasi	Health Care Industry in India- The Flip Side	December-2014
6	Kongunadu Arts and Science College, Coimbatore	Corporate Governance in India- No more Lip Service	May-2014
7	Sri Meenakshi Govt. College, Madurai	A Role of Women Entrepreneurs	February-2016

#### D. Published Papers in Journals

Sl. No.	Journal Name	Title with Page Nos.	ISSN/ ISBN No.
1	Aaivu Chinthanaigal	Corporate Governance in India-No Mere on Lip Service Page No:41 to 44	978-81-923792-8-9
2	Aaivu Chinthanaigal	Women's Role in Banking Sector Page No: 1774 to 1778	978-81-923995-5-3
3	Emerging Trends in Management	Exodus of Employees-Headache for HR Managers. Dharani Publications Page No: 46	978-81-904189-5-9
4	Research Explorer- "Sustainable Development through Global Business" in Indian Academic Researchers Association	Women- No more Weaker Sex- A Study with reference to Women Entrepreneurial Development Page No: 385 to 387	ISSN:2250-1940
5	Indian Service Sectors in the Information and Communication Technology Era: Emerging Trends, issues and prospectus	Health Care Industry in India- The Flip Side National Edition Page No: 114	978-93-83191-09-3
6	Imprints of Madurai in	Role of Women Entrepreneurs- Pavai Publications.	978-81-7735-850-6. Code No: P1392

	Literature	Page No:1168 to 1172	
7	Shanlax International Journal of Commerce- Recent Trends in Digital Marketing in the Global Business	A Study on Customer Relationship Management in Banking Sector in India Page No: 149 to 153	ISSN: 2320-4168
8	Challenges and Coping strategies to Women Empowerment in Cyber Viciousness	Legal Strategies to prevent and Challenges to Control of Cyber Violence Against Women and Girls (Page No: 171-177)	ISBN: 978-81-946383-5-3
9.	Work Life Balance of Nursing Professionals in Govt. Hospitals in Usliampatti Taluk	Zeichen Journal UGC Care Group II Journal (Page No: 59-61)	ISSN:0932-4747 Volume 09, Issue 08, 2023
10	Study on Customer Awareness towards Digital Banking Services	PAL ARCH- Scopus Indexed UGC Care Group – II Certified Journal	ISSN No: 1567-214X, Volume – 18, Issue – 1,2021
11	Merger and Consolidation of Indian Public Sector Banks – An Analysis	IJRESM- International Journal of Research in Engineering, service and Management	ISSN (Online): 2581-5792 SJIF Impact Factor: 4308 Volume-2, Issue-1, January- 2020
12	The Impact of Digitalisation on Employee Performance in Banking Sector	Management Insight- The Journal of Inclusive Analysers	ISSN- 0973 936X(Print) 2456 0936(Online) Volume. XV, No: 1, June, 2019

13	Attitude of the Community towards Digital Payments Usage in Thrissur District- With special reference to Digital-	PalArch's Journal of archaeology of Egypt/Egyptology	ISSN1567-214x Volume-18(1) - 2021
	Economy District Initiative		
14	The Impact Service charges perception on service Itilisation- With Focus on Public Sector Banks in Thrissur District- Kerala	Webology – 02.12.2021 Article ID: 2021- Webology-0181	ISSN-1735-188x
15	A Study on Role of Artificial Intelligence in Online Advertisement Industry.	IPE Journal of MAnagement	ISSN 2249-9040 with IF=7.138 Vol-15, No-1, January- June:2025.

#### E. Papers presented in Conferences, Seminars, Workshops, Symposia

S.No.	Title of the paper presented	Title of Conference / Seminar	Organized by	Whether International/ National / State / Regional / College or University level
1	Corporate Governance in India- No more Lip service	Ainthamil Research Association	Kongunadu Arts and Science College	National
2	Women's Role in Banking Sectors	Ainthamil Research Association	Kongunadu Arts and Science College	National
3	Role Women Entrepreneurs- A Study of Special Reference to Madurai City	University Grant Commission	Sri Meenakshi Government Women's College	International

4	A Study on Customer Relationship Management In Banking Sector in India	Recent Trend in Digital Marketing in the Global Business	Sourashtra College, Madurai	International
5	Women-No More Weaker Sex	Sustainable Development Through Global Business	Srinivasan College of Arts and Science	International
6	Health Care Industry in India- The Flip Side	Department of Commerce with Computer Application	Ayya Nadar Janaki Ammal College, Sivakasi	National
7.	Relationship of Consumer Awareness and Expectation in Determining the Actual Utilisation of Banking Services – Thrissur District	Management, Business, Economic, Sustainability- Paper No:GR-CN-BA-21-023	Global Research Conference forum	National
8.	Emerging Trends in Banking, Insurance & International Trade	Study on Youth Perception of Digital Payment Mode	Thiagarajar College, Madurai	International
9.	Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth	The Impact of Online Advertisements on the Consumer Behaviour and the Cultural Shift Among the Youth	MTN College, Madurai	International

#### **F. Participation in Seminars/ Workshop/ Training Programs – National Level**

<b>SL No:</b>	<b>Title</b>	<b>Organisation/Institution</b>	<b>Date</b>
1.	National Level Webinar on Quality Sustenance in Rural Colleges- Challenges and Strategies.	Saraswathi Narayanan College – Organised by IQAC.	27.07.2020
2.	Professional and Ethical Responsibilities of the Pedagogues	Saraswathi Narayanan College – Organised by IQAC.	16.03.2021

3.	Guest Lecture Session	Saraswathi Narayanan College- PG and Research Department of Commerce.	27.10.2022
4.	Recent Trends in Commerce and Industry	Saraswathi Narayanan College- PG and Research Department of Commerce.	3.11.2022
5.	Research for IPR for Sustainable Development	Fatima College	15.02.2023
6.	Live Smart with Financial Literacy	Saraswathi Narayanan College- Financial and Economic Literary Club	5.02.2024
7.	Campus – Corporate – Community – Connect Bridging the Gap Between Research and Application.	Fatima College	18.10.2023
8.	On SPSS in Research (5 Days Online Workshop)	Star International foundation For Research and Education	26.12.2023-30.12.2023
9.	National Intellectual Property Awareness Mission	NIPAM- National IP Awareness Mission- IP Office India	23.04.2024

### **G. Invited Lectures / Refresher / Orientation Courses class and Chairmanships**

#### **(a) Orientation Programme Attended:**

1	MKU- Human Resource Development Department	From 27.10.2015 to	23.11.2015
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#### **(b) Refresher Course Attended:**

1	MKU- Human Resource Development Department	From 2.11.2016 to	22.11.2016
2.	Teaching and Learning Centre, Ramanujan College, University of Delhi – Advanced Research Methodology	From 22.01.2022	05.02.2022
3.	Teaching and Learning Centre, Ramanujan College, University of Delhi. – Managing Online Classes & Co-Creating MOOCS 11.0”	From 7.02.2022	21.02.2022
4	Teaching and Learning Centre, Ramanujan College, University of Delhi – Advanced Research Methodology.	From 22.04.2023	06.05.2023

5.	Entrepreneurship Development for Commerce - Malaviya Mission Kurukshetra University, Kurukshetra.	From 20.11.2024	03.12.2024
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### Faculty Development Programme

**Name of the Faculty: Dr. A. S. Lakshmi Rani**  
**Department: Commerce**

Sl. No.	AY	Date	Title of the Program	Organisers	Sponsors
1	2021-2022	13.01.2022 to 19.01.2022	ICT Based Teaching and Learning and Assessment	Dr. Babashaheb Ambedkar Mahavidyalaya s, Amravathi	Guru Angad Dev Teaching and Learning Centre, SCTB Khalsa College, University of Delhi
2	2022 - 2023	16.11.2022	IP Rights – Break the Barriers- IPR Policy Implementations and IP	Saraswathi Narayanan College in Association with Startup TN, Madurai Regional	Madurai Regional Hub on
3	2023-2024	09.02.2024	Passing for Teaching	IQAC – Saraswathi Narayanan College, Madurai	Internal Quality Assurance Cell

#### I.Ph.D Guided:

Sl.No	Name	Title	Name of the University & Reg. No:	Remark
1.	E. Shanmugapriya	A Study on Digital Banking Services in Madurai District	MKU, P5494	- Completed

2.	P.R. Jeyalakshmi	An Analytical Study on Service Charges Charged by Selected Public Sector Banks in Thrissur District-Kerala	MKU, P5585	- Completed
3.	J.S. Roselin Sathyavathi	A Study on the impact of online advertisement on Consumer Behaviour Towards Consumer durables in Madurai District	MKU, MKU21PFOC10186	Doing
4.	M. Anand	Work Life Balance Of Nursing Professionals in Govt. Rajaji Hospital. Madurai	MKU, MKU22PFOC10374	Doing

#### **J. Academic Appraisal:**

- 1) MKU Recognised Research Guide – Commerce ID No: 1650 (From November’2017)
- 2) In- Service teacher training Programme Attended: Two Days – 17.05.2022 - 18.05.2022.
- 3) Acting as a Jury Member in EXPLORIA’24, Intercollegiate Research Competition on “Innovative to Bridge the Gap between/among Campus – Corporate – Community”- Organised by Research and Development Cell, Fatima College, Madurai On 22.02.2024

#### **K. Other Activities:**

- 1) Convenor – Women’s Entrepreneur Development Cell.
- 2) Acting member of Internal Examination Committee.
- 3) Co-ordinator of Consumer Forum.
- 4) Co-ordinator of Internal Complaints Committee.
- 5) Acting as a External Examiner in Various Colleges.
- 6) Question Setter in various Colleges.
- 7) Acting as a BOS member in other Colleges,
- 8) Acting as a member of College Library work.

