DEPARTMENT OF COMMERCE

I.   PERSONAL DETAILS

Name	Mrs. D. REENA	
Designation	Assistant Professor	
Qualification	M.F.C.,B.Ed., M.Phil.,DGT.	
Area of Specialization	Financial Accounting	
Mobile No.	8778136931	
e-Mail ID	Institutional: d.reena-com@emgywomenscollege.ac.in	
	Personal: reenaofficial8@gmail.com	

II.   EDUCATIONAL QUALIFICATION

S.NO	NAME OF THE DEGREE	NAME OF THE INSTITUTION/UNIVERSITY	YEAR OF PASSING
1	Doing Ph.D (Part time research scholar)	Madurai Kamarajar University, Madurai	2019- until
2	M.Phil(Comm)	Madurai Kamarajar University, Madurai	2016
	B.Ed	St. Stephen's College of Education	2010
3	M.F.C	Madurai Kamarajar University, Madurai	2000 – 2002
4	B.A(Economics)	Lady Doak College , Madurai	97-2000
5	Secondary Education	Nirmala Girls Higher Secondary School, Madurai	95 - 97

III.   TEACHING EXPERIENCE

S.NO	PREVIOUS TEACHING EXPERIENCE WITH NAME OF THE INSTITUTION	From-To	YEAR OF EXPERIENCE
1	EMG Yadava Womens College	2016-Till Date	6 years (2010-2016)

IV.   RESEARCH ACCOMPLISHMENTS

ORIENTATION/REFRESHER/MOOCs/FDP/ TRAINING PROGRAMMES ATTENDED			
S.NO	DATE	NAME OF THE COURSE/PROGRAMME	NAME OF THE INSTITUTION/UNIVERSITY
1.	2019	Application of Statistics in Social Science Research using SPSS	Workshop FDP / VHNSS /Viruthunagar / Research department
2.	2020	'An effective research paper writing skill	Four Days international level faculty skill development programme (UGC grant)/ Bhagwan Mahavir University, surat, Gujarat
3.	2020	Front Accounting 2.4.7 From	Participated and successfully completed 5 days FDP/ G.Venkataswamy Naidu College, Kovilpatti in association with Spoken Tutorial and IIT Bombay
4.	2020	Module Learning	Participated and successfully completed 5 days FDP/ G.Venkataswamy Naidu College, Kovilpatti in association with Spoken Tutorial and IIT Bombay
5.	2020	How to write effective case study'	five days training and successfully completed an online International FDP/ Amitya university, Rajkot, Gujart
6.	2020	Enhancing Research Communication Skill through Science Direct and Mendeleev	IQAC,SoE, faculty of Education Dayalbagh Education Institute, Dayalbagh Agra in collaboration with Elsevier
7.	2020	Accounting and Inventory Management with GST in TALLY.ERP9	online Tally Training/ AXN Info tech
8.	2020	Digital Tool for Smart Classroom in Higher Education'	Three days National Level online FDP/Jayaraj Annapackiam College for Women, periyakulam,theni Dist, tamilnadu.

	2020	Effective Usage of ICT Tools for Smart Teaching	five days National Level online FDP/Jayaraj Annapackiam College for Women, periyakulam,theni Dist, tamilnadu.
9.			
10	2020	Secrets to get quickly published as a Scientific Author and hasten your PhD Research Writing'	Aristocrat Research IT Solutions, Chennai
11	2020	Selection of Appropriate Statistical Tools: A Critical way for Successful Research	FDP/St Marys College, Thoothukudi
12	2020	Retail Marketing	Participated and successfully completed in one week online short term course/ Vivekananda College of Arts and Science College, Namakkal
13	2020	Digital Marketing	Participated and successfully completed in one week online short term course/ Vivekananda College of Arts and Science College, Namakkal
14	2020	Entrepreneurship create Business	Participated and successfully completed in one week online short term course/ Vivekananda College of Arts and Science College, Namakkal
15	2020	Stress Management	Participated and successfully completed in one week online short term course/ Vivekananda College of Arts and Science College, Namakkal
16	2020	Research Methodology for social science	Two days FDP/Shri Sankarlal Shasun Jain College for women, Chennai.
17	2020	Data Analysis using SPSS'	Two days Training /Elashadai Academy Vellor
18	2020	Research Insights'	FDP /S.S.DuraiswamyNadar Mariammal College, Kovilpatti
19	2020	Introduction of SPSS'	E-Workshop/ TiruppurKumaran College for Womens, Thirppur
20	2020	Art of Writing Research Article	FDP /EMG yadava womens college, Madurai/Department of Commerce
21	2020	Gateway to Research and Research Article'	Two days FDP/Hindusthan College of Arts and Science, Coimbatore
22	2020	Research Methodology: A Roadmap for Application of Statistical Tools for Social Science Research'	One week FDP / G.Venkataswamy Naidu College, Kovilpatti
23	2020	Research Publication Skill And Ethics	FDP Kumaraguru College of Technology, Tamilnadu. /

24	2020	Application of Parametric test in Research	Three days workshop / Senthil Research Advocacy Forum, Virudhunagar Hindu NadarsSenthilkumaraNadar College, Virudhunagar.

NATIONAL/INTERNATIONAL SEMINAR, WEBINAR, WORKSHOP, CONFERENCE & SYMPOSIUM ATTENDED			
S.NO	DATE	TITLE	EVENT NAME	INSTITUTION NAME
1.	2019	Consumer Attitude Towards E Marketing in Madurai city	International Seminar	EMG YadavaWomens College /paper presented/Department of Commerce
2.	2019	Application of Statistics in Social Science Research using SPSS	One week Workshop FDP	VHNSS /Viruthunagar / Research department
3.	2020	Capacity Building programme on outcome based education in the digital era	Two days PMMMNMTT Programme	ManonmaniamSundaranar University, tirunelveli,/ Department of Commerce
4.	2020	Millennial Entrepreneurs the Emeerging Paradigm to sustainable development	National seminar	HajeeKaruthaRowtherHowdia College / paper presented /PG Reasearch Department of Commerce
5.	2020	An effective research paper writing skill	International	BhagwanMahavir University
6.	2020	Impact of covid 19 Business and IT	State level	J.J.College of Arts and Science
7.	2020	Improve your skills	State level	Hindu Nadar'ssenthikumarNadar College Virdhunagar.
8.	2020	Future investment pattern of investors	National level	BhagwanMahavir College of Management, BM University, surat, Gujart
9.	2020	Education 4.0 future of Learning	State level	Anand Institute of Management studies, Anand Institute of Higher Technology, Chennai-13.

	2020			
10		Front Accounting 2.4.7	State level	G.Venkataswamy Naidu College, Kovilpatti in association with Spoken Tutorial and IIT Bombay.
11	2020	learning through Gamification'	State level	PSNA college of Engineering and technology Dindgul.
12	2020	Enriching Teaching Skills	State level	CEOA college of Arts and Science College, Virudhunagar
13	2020	Journey Towards Entrepreneurship'	National level	BhagwanMahavir College of Management
14	2020	How to write effective case study	International	Amity University Rajkot University
15	2020	Enhancing Research Communication Skill through Science Direct and Mendeley	National level	DayalbaghEduccationInstitude, Dayalbagh Agra
16	2020	Tally Training program on Accounting and Inventory Management with GST in TALLY.ERP9	State level	AXN Infotech.
17	2020	Industry 4.0		
18	2020	Impact of Covid 19 as Economy and management of finances during this period'	State level	
19	2020	Digital Tool for Smart Classroom in Higher Education'	State level	
20	2020	Building partnership and Resource	State level	Sri Kanyagaparameshwari Arts and Science college Chennai
21	2020	Effective Usage of ICT Tools for Smart Teaching	National level	JayarajAnnapackiam College for Women, periyakulam,theniDist, tamilnadu.
22	2020	Secrets to get quickly published as a Scientific Author and hasten your PhD Research Writing	State level	Aristocrat Research IT Solutions, Chennai.
23	2020	Social Entrepreneurship	State level	Rathinam College of Arts and Science College, Coimbatore
24	2020	E- Learning	National level	Swatantyasainik Suryabhanjipawar College, Maharashtra and EDfly

	2020			
25	2020	UGC Net / SET Paper I	National level	Mahashatra Arts and science college Mumbai
26	2020	Selection of Appropriate Stattistical Tools: A Critical way for Successful Research	State level	St Marys College, Thoothukudi.
27	2020	Value Investing – Key to create Long term wealth	State level	St,Andrews College of Arts and Science College
28	2020	Pandemic Pedagogy in higher education of covid19	International	Bharathiar University, Coimbatore
29	2020	Personality Development Psychological aspects Current affairs	State level	Shri SankarlalShasun Jain College for women, Chennai
30	2020	Digital Marketing Strategies for E commerce	State level	GTN Arts College ,Dindigul
31	2020	Online Learning and its positive and negative impact on future generation education	National level	International school of management patnabihar
32	2020	Tax Planning for Salaried Classes	State level	Shri SankarlalShasun Jain College for women, Chennai
33	2020	Challenges in Financial Management	State level	KovaiKalaimagal College of Arts and Science College, Coimbatore.
34	2020	Digital Marketing’	State level	KovaiKalaimagal College of Arts and Science , Coimbatore.
35	2020	Effective Teaching Pedagogy	State level	Stella Marys College for Women, Chennai.
36	2020	The Role on VR and AR in industry 4.0	State level	Alaguppa University
37	2020	Research Methodology for Social science	State level	Sri SankaralShasun Jain college for women chennai
38	2020	Retail Marketing	State level	Vivekananda College of Arts and Science College, Namakkal
39	2020	Stress Management	State level	Vivekananda College of Arts and Science College, Namakkal
40	2020	Digital Marketing	State level	Vivekananda College of Arts and Science College, Namakkal

	2020			
41		Entrepreneurship create business	State level	Vivekananda College of Arts and Science College, Namakkal
42	2020	Role of Insurance sector in covid pandemic situation	State level	Rathinam College of Arts and Science College, Coimbatore
43	2020	Effectiveness of online Learning and Teaching in Commerce	State level	The Pioneer Kumaraswamy College, Nagercoil
44	2020	Project for Funding Agencies (UGC STRIDE)	State level	Patrician College Research Committee Chennai
45	2020	Developing a future workforce for the exponential Technologies	National level	by Mount Caramel College, Bengaluru
46	2020	Coronovirus pandemic vs Stock market Volatility: Identifying meaningful Investment Avenues	State level	Vivekananda College of Arts and Science College, Namakkal
47	2020	Present challenges and opportunity in Indian business environment	State level	ShrimathiDevkunvarNamlal Bhatt M.O.P Vaishnav college for women, Chennai
48	2020	Data Analysis using SPSS	State level	Elashadai Academy Vellor
49	2020	Web Designing and UI/UX'	State level	Shri SankarlalShasun Jain College for women, Chennai
50	2020	My Life my pride my career	State level	Patrician College Research Committee Chennai
51	2020	Enhancing Teaching and learning through course plan	State level	PSG College of Arts and Science, Coimbatore
52	2020	Covid 19 Rejuvenation	State level	Nirmala college for women
53	2020	Assessment & Accreditation as a Measure of Internal Quality in HEI's	State level	LoganathaNaryanaswamy Government College , Ponneri, Chennai
54	2020	An Overview of GST	State level	Shri SankarlalShasun Jain College for women, Chennai
55	2020	Research Insights	State level	S.S.DuraiswamyNadarMariammal College, Kovilpatti.

56	2020	NTA NET Commerce Paper II	State level	Sri Parasakthi College for Women Courtallam
57	2020	Post Covid19 Rejuvenation	State level	Shri SankarlalShasun Jain College for women, Chennai
58	2020	conquering the invisible enemy strategies for cooperative in pandemic world	National level	Sri Ramakrishna mission Vidhyalaya arts college
59	2020	Artificial intelligence	National level	Anil Neerukonda Institute of Technology and science in Collaboration with brain O Vision & national youth council vishakapatnam
60	2020	Covid 19 and Continuing Relevance	International	The American College, Madurai
61	2020	Impact of Covid 19 on India's External sector	International	The American College, Madurai

PAPER PRESENTED IN NATIONAL/INTERNATIONAL SEMINAR, WEBINAR, CONFERENCE & SYMPOSIUM				
S.NO	**DATE**	**TITLE**	**EVENT NAME**	**INSTITUTION NAME**
1	2019	Consumer Attitude Towards E Marketing in Madurai city	International conference	EMGYWC
2.	2020	Millennial Entrepreneur in Future Among youngsters [Born with Digital]	National seminar	HAJI ROWDHAR , Uttamapalyam
3.	2021	Online Teaching And Learning In The Digital Education Among Students	National seminar	EMGYWC

NATIONAL/INTERNATIONAL SEMINAR, WEBINAR,WORKSHOP, CONFERENCE & SYMPOSIUM ORGANISED			
S.NO	**DATE**	**TITLE**	**EVENT NAME**
1.	2020	Retail Marketing	Certificate Course

S.NO	TITLE with DOI	NAME OF THE JOURNAL/MAGAZINE	NATIONAL/ INTERNATIONAL	IMPACT FACTOR	SCOPUS	h-index	VOLUME, ISSUE, MONTH &YEAR
	ARTICLES PUBLISHED IN JOURNALS / MAGAZINES						
1	"Major Factors Determining Job Satisfaction Of College Teachers"	IESRJ	INTERNATIONAL	5.391		E-ISSN NO : 2455-295X	VOLUME : 5 | ISSUE : 8 | AUGUST 2019
2	" Determinants Of Job Satisfaction Of College Teachers"	IJAEMA	International	6.3		ISSN NO: 0886-9367	Volume XI, Issue VIII, August/2019
3	Factors Influencing Job Satisfaction Of College Teachers	IEARJ	International	4.334		E-ISSN: 2456-6713	Volume 03, Issue 07, July 2019
4	Millennial Entrepreneur in Future Among youngsters [Born with Digital]	IJAEMA	International UGC Care	6.3		ISSN NO: 0886-9367	Volume XII, Issue II, February/2020
5	A Study On Entrepreneurial Intentions Of Rural women Students In Madurai Arts And Science College	Aut Aut Research Journal	National	5.1		ISSN NO: 0005-0601	Volume XII, Issue V, May/2021

BOOKS PUBLICATION				
S.NO	PUBLICATIONS	PUBLISHER DETAILS	ISBN	YEAR
1	**BOOK**	-	-	-
2	**MONOGRAPH**	-	-	-
3	**CHAPTERS**	PCF PUBLICATION	ISBN:978-93-92560-13-2	2021

LEADERSHIP/TEAM WORKING SKILLS			
S.NO	CELL/CLUB/COMMITTEE/ASSOCIATION	POSITIONS HELD (NODAL, COORDINATOR/ASSISTANT COORDINATOR /MEMBER)	DURATION MONTH/YEAR
1	Students service organiser	Assistant coordinator	2016-2018
2	Research	Member	2020-22

V. INNOVATIVE TEACHING SKILLS

TEACHING & LEARNING	
S.NO	ICT ENABLED TEACHING METHODS
1.	PPT
2.	Google Meet
3.	Zoom Meet
4.	Meet / Jio Meet
5.	Google Class Room
6.	Go To Meeting

			e- CONTENT DEVELOPED	
S.NO	**DATE**	**TITLE**	**SOCIAL NETWORK (YouTube, Slideshare, Blog, MOOCs, Others)**	**LINK**
1	29.12.2021	Financial Markets and services		**https://www.slideshare.net/ssusere9712c1/money-market-ppt-250914368**

VI. COLLABORATIVE TEACHING

	NAME OF THE OTHER INSTITUTION/AGENCY (MoU, etc.,)		
S.NO	**DATE**	**TITLE**	**NAME OF THE INSTITUTE**
1.	05.10.2021	Costing	Yadava College

VII. ADDITIONAL DEGREE/DIPLOMA ACQUIRED

S.NO	**NAME OF THE DEGREE**	**NAME OF THE INSTITUTION/UNIVERSITY**	**YEAR OF PASSING**
1.	DGT	MKU	2018

VIII. LANGUAGE PROFICIENCY

S.NO	**LANGUAGE**	**SPEAK**	**READ**	**WRITE**
1.	Tamil	✓	✓	✓
2.	English	✓	✓	✓

IX. OTHER SKILLS

S.NO	**SKILLS**
1.	Tally