

## RESUME



**Dr.(Mrs.)V. PUSHPALATHA**  
Principal i/c  
Head, Assistant Professor of Commerce

### EDUCATIONAL QUALIFICATION

Sl.No	Name of the Degree	Specialization	Name of the Institution	Year of Completion
1.	B.Com.	Commerce	P.S.G. Arts and Science College	2000
2.	M.Com.	Commerce	Madurai Kamaraj University	2006
3.	M.Phil.	Commerce	Madurai Kamaraj University	2007
4.	Ph.D	Commerce	Madurai Kamaraj University	2013
5.	HSM	Honors in Systems Management	National Institute of Information Technology	1991

### PUBLICATIONS

1.	“Problems & Constraints of Successful Women Entrepreneurship in South India-With Reference to Coimbatore City.” <i>GJRA</i> . Issue (2014).
2.	“A Study on the Leadership Qualities of Successful Women Entrepreneurship in Coimbatore City.” <i>Shanlax International Journal of Commerce</i> . Volume 1. Issue 4. (2017). ISSN: 2456-5571.
3.	“Constrains and Barriers of Women Entrepreneurship in Coimbatore City.” <i>Shanlax International Journal of Commerce</i> . Issue 1. (2017). ISSN: 2349-8684.

	“Impact of Personal Characters of Women Entrepreneurs in Coimbatore City.” <i>UGC Approved Shanlax International Journal of Arts, Science and Humanities</i> . Volume 5. Issue 2. Oct. 2017. ISSN: 2321-2788X Impact Factor 2.114.
4.	“An Analysis of Social Charactertics of Women Entrepreneurs in Coimbatore City.” <i>UGC Approved Shanlax International Journal of Management</i> . Volume 5. Issue 2. Oct. 2017. ISSN: 2321-4643. Impact Factor 2.082.
5.	“Government Policy Ecosystem for Entrepreneurship Development in MSEs Sector.” International Conference Proceedings. Issue Feb. 2019. ISSN: 2349-5138. UGC Journal No. 43602.
6.	A Study on Work - Life Balance of Women Entrepreneurs in International Journal of Multidisciplinary Researches. Issue 4 vol-5 ISSN: 2349-8684
7.	“Promoting Young Entrepreneurship in India as a Way of Improving in Indian Economy.” International Educational Scientific Research Journal. Volume 5. Issue 8 (2019). ISSN: 2455-295X. Impact Factor 5.391.
8.	“Study on the Socio- Economical Factors of SHG With Special Reference to Omachikulam Village in Madurai District.” Volume 3. Issue 7. (2019). ISSN: 2456-6713.
9.	“Determinants of Job Satisfaction of College Teachers.” UGC Approved The International Journal of Analytical and Experimental Modal Analysis. Volume 11. Issue 8 (2019). ISSN: 0886-9367. Impact Factor 6.3.
10.	Factors Influencing Job Satisfaction of College Teachers International Educational Applied Research Journal (IERJ) Volume 03, Issue 07, July 2019. E-ISSN : 24566713
11.	“Green Entrepreneurship: A Study on Consumers Views and Attitudes of Green Product in India.” UGC Approved The International Journal of Analytical and Experimental Modal Analysis. Volume 11. Issue 8 (2019). ISSN: 0886-9367. Impact Factor 6.3.
12.	An analysis of startup Entrepreneurial Ecosystem in India. International Journal of Analytical and Experiment Model Analysis- An UGC Care Approved Group. ANISO:7021-2008 Certified Journal, Volume XI, ISSUE VIII, Aug -2019
13.	Promoting Young Entrepreneurship in India As a way of Improving in Indian Economy. Paper publication on The International Educational Scientific Research Journal. Volume 5, Issue 8, August 2019
14.	Green Entrepreneurship: A study on consumer’s views and altitudes of Green product in India. The International Journal of Analytical & Experimental Model Analysis is an UGC-CARE approved group. ANISO:7021-2008 Certified Journal, Volume XI, ISSUE VIII, Aug - 2019
15.	Major Factors Determining Job satisfaction of College Teacher. International Educational Scientific Research Journal. Volume 5, Issue 8, August 2019
16.	Financial viability of Government Schemes for promoting Entrepreneurial venture. Paper presented on National Seminar on A Digital transformation – Entrepreneur & Infopreneur 2020
17.	Entrepreneurship Education In India Scope & Role of Entrepreneurship Education promoting Young Entrepreneur presented on National Seminar on A Digital transformation – Entrepreneur & Infopreneur 2020

18.	A Study on Entrepreneurship Education promoting Young Entrepreneur in Madurai District. Paper publication on International Journal of Analytical and Experiment Model Analysis- An UGC Care Approved Group. ANISO:7021-2008 Certified Journal, Volume XI, ISSUE VIII, Aug -2019
19.	Determinants of Job Satisfaction of College Teacher. Paper publication on International Journal of Analytical and Experiment Model Analysis- An UGC Care Approved Group. ANISO:7021-2008 Certified Journal, Volume XI, ISSUE VIII, Aug -2019
20.	Youth Entrepreneurship as a way of Boosting Indian Economy- Startups in Entrepreneurship. Paper publication on International Journal of Analytical and Experiment Model Analysis- An UGC Care Approved Group. ANISO:7021-2008 Certified Journal, Volume XI, ISSUE VIII, Aug -2019
21.	Fundamentals for growing startups in Entrepreneurship. Paper publication on The International Educational Scientific Research Journal. Volume 5, Issue 8, August 2019
22.	The Paper Publication on “A Study on Entrepreneurial Intention of Rural Women Students in Madurai Arts and Science College” in the Aut Aut Research Journal an UGC – CARE JOURNAL, Volume XII, Issue V, May – 2021, Impact Factor 5.1.
23.	A book chapter author on Entrepreneurship Development published on, “Acquisition of Entrepreneurial Qualities Based on Curriculum Development and Evaluation for Higher Education”. ISBN: 978-93-92560-13-2
24.	Entrepreneurship, Perspective and Practices “a Rising Transformation Dr Household Women to Entrepreneurs in volume 01 Issue, 01 June 2021

### **BOOK PUBLICATION**

**Title:** A TEXT BOOK ON BUSINESS ENVIRONMENT Author’s Name: Dr. V. PUSHPALATHA Published by: Shanlax Publications, Vasantha Nagar, Madurai – 625003, India Tamil Nadu, India Edition Details (I,II,III): I ISBN: 978-93-91373-23-8 Month & Year: December, 2021 Copyright @ Dr. V. PUSHPALATHA.

### **ORIENTATION PROGRAMME & REFRESHER COURSE**

Sl. No.	Date	Programme	Title
1.	10.07.2019 to 30.07.2019	Orientation Programme	UGC – Human Resource Development Centre, MKU
2.	01.07.2021 to 14.07.2021	Refresher Course	All India faculty Development programme on Emerging Trends in online Education

**PARTICIPATION  
IN STATE/NATIONAL/INTERNATIONAL -  
SEMINAR/CONFERENCE/SYMPOSIA**

06.08.2014 & 07.08.2014	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	Problems Constraints of Successful Women Entrepreneurship in South India- With special Reference to Coimbatore City	KBN College, Vijayawada Andrapradesh
31.03.2017		A Study on Women Entrepreneur in Tourism Sector with Special Reference to Tamil Nadu	Kalasalingam University, Krishnankovil.
16.02.2018		Women Entrepreneurship in MSMEs in Tuticorin	The American College, Madurai.
27.02.2018 & 28.02.2018		Problems and Challenges Faced by Rural Entrepreneurs in Oomachikulam Village in Madurai District	VH Senthilkumara Nadar College, Virudhunagar.
25.09.2018	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce & <b>Mrs.S.K.Sudha</b> Assistant Professor of Commerce	<b>National Conference:</b> A Study on Entrepreneurial Qualities Among Women Students in Arts and Science College in Madurai City. <b>National Conference:</b> A Study on the Impact of Skill Development on Women Empowerment in Madurai City.	Arul Anandar College, Karumathur, Madurai District.
06.02.2019	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce & <b>Mrs.S.K.Sudha</b> Assistant Professors of Commerce	Impact of Work Stress and Coping Behavior among Professional Women Entrepreneur.	Sermathai Vasan College, Madurai.
	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce & <b>Mrs.R.Jeyanthi</b> Assistant Professor of Commerce	<b>National Conference:</b> A Study on "Work-Life Balance of Women"	Sermathai Vasan College, Madurai.
13.02.2019 & 14.02.2019	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	<b>International Conference:</b> Government Policy Ecosystem for Entrepreneurship Development in MSMEs Sector.	Mangayarkarasi College of Arts and Science for Women, Madurai.
13.02.2019& 14.02. 2019	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	<b>International Conference:</b> Government Policy Ecosystem for Entrepreneurship	Manonmaniam Sundaranar University, Tirunelveli

		Development in MSEs Sector in	
10.07.2019 to 30.07.2019	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	UGC – Sponsored Orientation Programme – Human Resource Development Centre	Madurai Kamaraj University
31.08.2019	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	<b>International Seminar:</b> Determinants of Job Satisfaction of College Teachers	Startup India – Challenges and Opportunities, EMG Yadava Women’s College, Madurai.
		Green Entrepreneurship: A Study on Consumers’ Views and Attitudes of Green Product in India	
27.02.2018 & 28.02.2018	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	Problems and Challenges Faced by Rural Entrepreneurs in Oomachikulam Village in Madurai District. in National Conference: On Transformation of Youth - A Lead to Skilled and Developed India	V.H.N. Senthilkumara Nadar College, Virudhunagar.
26.05.2020	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	Online Quiz “Stress Management”	Mangalayatan University, Aligarh.
27.05.2020	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	“Awareness Programme on NAAC revised Accreditation Framework”	Kongu Arts and Science College, Erode
28.05.2020	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	“Commerce and Management” organized by P.G. and Research Department of Commerce and Computer Applications.	Annai Vailankanni Arts and Science College, Thanjavur
30.05.2020	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	Webinar “Business & Covid-19” Research Department of Business Administration	Arumugam Pillai Seethai Ammal College
02.06.2020	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	National Level ‘Covid-19’ Quiz Programme	S.V.C.College, Mannampandi, Mayiladuthurai.
	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	Online Quiz on Marketing conducted by the Department of Commerce	E.M.G. Yadava Women’s College, Madurai
06.06.2020	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	Webinar “Art of Writing Research Article”	E.M.G. Yadava Women’s College, Madurai

14.06.2020	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	National Level Webinar“7Tips to Increase Wealth during Economic slow— Down”	E.M.G. Yadava Women’s College, Madurai
06.02.2021 to 12.02.2021	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	Online Training Programme on Online Teaching / Learning / Evaluation	Centre for Academic Leadership and Education Management Aligarh Muslim University, Aligarh
1.07.2021 to 14.07.2021	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	Two Week All India Faculty Development Programme on Emerging Trends in Online Education	Trinity College for Women (Arts and Science) Namakkal, Tamil nadu. with UGC- Human Resource Development Centre, Baghat Phool Singh Mahila Viswavidhyalaya Haryana
11.10.2021	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	Title : “Missile Man Abul Kalam” The Longest Multinational confluence (2600+Hours ) – Virtual mode via multiple links, during the Commemoration of the 90 <sup>th</sup> Birth Anniversary of Dr.APJ Abdul Kalam, the 11 <sup>th</sup> President of India and the 10 <sup>th</sup> Year Anniversary Celebration of <b>Assist World Records</b> Research Foundation held between 25 <sup>th</sup> August 2021 and 15 <sup>th</sup> October 2021.	Tamil Nadu Teachers Education University, Chennai-97,

### PAPER PRESENTED

#### IN STATE/NATIONAL/INTERNATIONAL - SEMINAR/CONFERENCE/SYMPOSIA

25.09.2018	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	“National Conference on Enhancing Employability Through Enterprise Education”	National Conference	Arul Anadar College Karumathur
31.08.2019	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	Green Entrepreneurship: A Study on Consumer Views and Attitudes of Green Product in India	International Seminar	E.M.G Yadava Womens College, Madurai.

12.03.2021 & 13.03.2021	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	The Fourth Industrial Revolution Era(4.0) PG and Research Department Of Commerce and Department Of Administration at Valluvar College Science and Management, Karur, Tamilnadu	International Conference	Entrepreneurship Education Program In Upgrading Entrepreneurial Skill Among Arts and Science College Students”
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**ORGANIZED**  
**STATE/NATIONAL/INTERNATIONAL - SEMINAR/CONFERENCE/SYMPOSIA**

31.08.2019	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	<b>Startup India-Challenges and Opportunities:</b> Determinants of Job satisfaction of college Teachers	E.M.G Yadava Women’s College International Seminar
14.10.2021 to 15.10.2021	<b>Dr.(Mrs.)V.Pushpalatha</b> <b>Principal i/c</b> Head & Assistant Professor of Commerce	Title : “STORYTHON” The Longest Multinational confluence (2600+Hours ) – Virtual mode via multiple links, during the Commemoration of the 90 <sup>th</sup> Birth Anniversary of Dr.APJ Abdul Kalam, the 11 <sup>th</sup> President of India and the 10 <sup>th</sup> Year Anniversary Celebration of <b>Assist World Records</b> Research Foundation held between 25 <sup>th</sup> August 2021 and 15 <sup>th</sup> October 2021.	E.M.G. Yadava Women’s College and The Center for Capacity Building Programmes for School Teachers, Tamil Nadu Teachers Education University, Chennai- 97, Tamil Nadu and AC Enovation Pte Ltd, Singapore & AC Enovation India Pvt. Ltd.,
02.05.2022	<b>Dr.(Mrs.)V.Pushpalatha</b> <b>Principal i/c</b> Head & Assistant Professor of Commerce	Green Entrepreneurship Inclination Among Arts and Science College	“Environmental Issues in Business and Road Map for Innovative solution (ICEIB -2022)

**APPOINTED AS AN EXTERNAL EXAMINER**

<b>09.07.2019</b>	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	Appointed as an External Examiner	Yadava College. Madurai.
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### APPOINTED AS A UNIVERSITY NOMINEE

04.11.2019	<b>Dr.(Mrs.)V.Pushpalatha</b> Director, Head & Assistant Professor of Commerce	Appointed as a University Nominee	Devanga Arts College Aruppukottai
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### CHIEF GUEST

17 <sup>th</sup> September 2021	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	Invited as chief guest for the Art exhibition	Vedic Vidyashram School, Madurai
8 <sup>th</sup> March 2022	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	Chief Guest for Women's Day	Yadava College, Madurai

### AWARDS

4 <sup>th</sup> March 2021	<b>Dr.(Mrs.)V.Pushpalatha</b> Principal, Head & Assistant Professor of Commerce	Vocational Excellence Award for her service in career guidance	Rotary Club of Madurai Blossom
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The following duties are done in the years **(June 2015 - June 2020)**

Sl.No.	Academic Year	Duties
1.	2015-2016	<ul style="list-style-type: none"> <li>• Appointed as Self Finance Director</li> <li>• UGC Scheme Advisor</li> <li>• Member of the College Steering Committee</li> <li>• Member of Prospectus Committee</li> <li>• Member of IQAC</li> <li>• Chief Warden in College Hostel</li> <li>• Commencement of New Courses under Self Finance Director               <ul style="list-style-type: none"> <li>➤ M.Phil., (commerce) &amp; PG Diploma in Yoga</li> </ul> </li> </ul>
2	2016-2017	<ul style="list-style-type: none"> <li>• Director of Self-finance Course</li> <li>• UGC Scheme Advisor</li> <li>• Member of Academic Council</li> <li>• Chief Steering member of NAAC Reaccreditation Committee</li> <li>• Member of Prospectus Committee</li> <li>• Chief Warden in College Hostel</li> <li>• Commencement of New courses under Self Finance Director               <ul style="list-style-type: none"> <li>➤ M.Phil. (Tamil &amp; History) &amp; Certificate Course in Human System, Clinical Chemistry, Solar Energy and Temple Art</li> </ul> </li> </ul>
3.	2017-2018	<ul style="list-style-type: none"> <li>• Director of Self-finance Course</li> <li>• UGC Scheme Advisor</li> <li>• Member of the College Steering Committee</li> <li>• Member of Prospectus Committee</li> <li>• Member of IQAC</li> <li>• Chief Warden in College Hostel</li> <li>• Commencement of New Courses under Self-finance Director</li> </ul>
4.	2018-2019	<ul style="list-style-type: none"> <li>• Director of Self finance Course</li> <li>• UGC Scheme Advisor</li> <li>• Member of the College Steering Committee</li> <li>• Member of Prospectus Committee</li> </ul>



		<ul style="list-style-type: none"><li>• Member of IQAC</li><li>• Chief Warden in College Hostel</li><li>• Commencement of New Courses under Self-finance Director</li></ul>
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**Examination and Evaluation duties assigned**

- a. Question paper setting for Autonomous Colleges affiliated to Madurai Kamaraj University.
- b. Invigilation duty – E.M.G Yadava Women’s College, Madurai.