

CURRICULUM VITAE

INDUMATHI R

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CAREER OBJECTIVE

Seeking a career to share my knowledge and experience with students and I aspire to work for an institution which offers career growth and opportunities to learn and improve my knowledge.

EDUCATIONAL QUALIFICATION

Course	Institution	Board	Percentage	Year of Passing	Full Time /Part-Time
Ph.D (Commerce)	Guru Nanak College, (Autonomous)	University of Madras	--	Pursuing	Part-Time
M.Phil (Commerce)	University of Madras	University of Madras	86%	August, 2018	Full Time
M.Com	Ethiraj College for Women (Autonomous)	University of Madras	72%	May, 2016	Full Time
B.Com	Anna Adarsh College for Women	University of Madras	78%	May, 2014	Full Time
HSC	State Board	DTMSS	94%	May, 2011	Full Time
S.S.L.C	Matriculation	DTMSS	81%	May, 2009	Full Time

**Eligibility for Lectureship: Qualified Tamil Nadu State Eligibility Test (TNSET) 2018
for Assistant Professor**

ADDITIONAL QUALIFICATION

Typewriting : Achieved First class in Junior Grade Typewriting in English
(speed: 30 wpm), 2014

DBAA : Achieved Frist class in Diploma in Business Accounting
Application (include Tally.ERP 9), 2013

Certificate Course : Achieved Second class in certificate course in E-Commerce, 2012

CO-CURRICULAR ACHIEVEMENTS

- Won 3rd prize in “**Campus Social Responsibility**” – Road Safety Patrol, conducted by Ethiraj College for women.
- Participated in “**Career Development Program**”, conducted by 361 Degree minds Consulting pvt. ltd.
- Completed certificate course on “**Stock market and online trading**”.

RESEARCH PROJECT

PROJECT	TITLE	DURATION
M.Phil (Commerce)	A Study on Digital Marketing and Brand Building with special reference to Xiaomi smartphones	6 months (2018)
M.Com	A Study on Job Attrition in IT Companies in Chennai city	3 months (2016)

PUBLICATIONS:

Sl. No.	Title	Journal	ISSN \ ISBN	Issue
1.	“Influence of Digital Marketing on Brand Building”	Scopus Indexed Journal - “International Journal of Mechanical Engineering & Technology (IJMET)”	0976-6359	Volume 9, Issue 7, July 2018, pp. 235–243.
2.	“Impact of Electronic Gadgets on students”	“Consumer Awareness on E- instruments and Health”	978-81- 9213-160-3	pp.103-107, February, 2018
3.	“Consumer’s Perception on Digital Marketing Channels and their Influence on Buying Smartphone	“International Journal Of Multidisciplinary (RRJ)”	2455-3085	Special issuesep- 2018 pp.89-83.

List of Conferences/Seminars/Workshops Attended

Sl. No.	Topic	Place	National/ International	Date
1.	National Seminar on “Goods and Service tax in India – A Paradigm shift”	University of Madras, Chennai	National level	13 th February, 2018
2.	International conference on “Emerging trends in Social, Business and Management Science research”	Vellore Institute of Technology, Vellore	International level	15 th & 16 th June, 2018
3.	National seminar on “Consumer Awareness on E- instruments and Health”	Alpha Arts and Science College	National level	24 th February, 2018
4.	International Workshop on “Statistical Analysis using SPSS and AMOS”	University of Madras, Chennai	International level	4 th & 5 th January, 2018

Sl. No.	Topic	Place	National/ International	Date
5.	National Symposium on “Rebuild to Rejuvenate and Succeed”	Ethiraj College for women, chennai	National level	1 st December, 2014
6.	Conference on “International Youth Conclave”	Ethiraj College for women, chennai	International level	15 th October, 2015

WORK EXPERIENCE

- Assistant Professor, Department of Corporate Secretaryship (Unaided), D G Vaishnav College (Autonomous), Chennai. (June 2019 – Till Date)
- Assistant Professor, Department of Corporate Secretaryship, Alpha College of Arts and Science, Porur, Chennai. (Nov 2018 - May 2019)

PERSONAL PROFILE

Date of Birth : 09-01-1993

Marital Status : Married

Father Name : A L Raju

Languages Known : English and Tamil (R/W/S)

Communication Address : Door. 3/100, Vinayagar Kovil Street, Lakshmi Nagar, Maduravoyal, Chennai – 600 095

DECLARATION

I hereby declare that the above information and details provided by me are true to the best of my knowledge and belief.

Place: Chennai

Date:

(Indumathi. R)

References:

Dr. S. Yuvaraj
Assistant Professor,
Department of Commerce,
University of Madras, Chennai.
Mobile: 9677250996

Dr. R. Panchalan
Professor of Commerce,
Institute of Distance Education,
University of Madras, Chennai.
Mobile: 9444074621.

MEMBERSHIP IN COMMITTEES

S.No	Academic Year	Name of the Committee	Role	Name of the Institution
1	2023 - Till Date	Dissemination of Information	Team Member	DDGD Vaishnav College, Chennai
2	2022 – Till Date	NAAC Criteria 1	Team Member	DDGD Vaishnav College, Chennai
3	2023 – Till Date	E Governance	Team Member	DDGD Vaishnav College, Chennai
4	2020 - 2021	Online Monitoring	Team Member	DDGD Vaishnav College, Chennai
5	2021- Till Date	Department IQAC Coordinator	Department Coordinator	DDGD Vaishnav College, Chennai

Additional Roles and Responsibilities

S.No	Academic Year	Name of the Event	Role	Name of the Institution
1	2021- Till Date	Dyna Sec Association – Department Association	Joint Secretary	DDGD Vaishnav College, Chennai
2	2021- Till Date	Department Swayam/ Mooc	Coordinator	DDGD Vaishnav College, Chennai
3	2021-2022	Intercollegiate event – ELAN	Coordinator	DDGD Vaishnav College, Chennai
4	2021-2022	Ability Enhancement Series	Coordinator	DDGD Vaishnav College, Chennai
5	2021-2022	Career Prospects and Opportunities – A Roadmap from Classroom to Company Secretary	Coordinator	DDGD Vaishnav College, Chennai
6	2021-2022	Management Concepts in Literature	Coordinator	DDGD Vaishnav College, Chennai
7	2021-2022	Corporate Social Responsibility	Coordinator	DDGD Vaishnav College, Chennai
8	2021-2022	Manoranjitham – A Special Project of Inner Wheel District 323	Coordinator	DDGD Vaishnav College, Chennai
9	2020-Till Date	Department Discipline committee	Internal member	DDGD Vaishnav College, Chennai
10	2023-2024	SIP – Orientation Internal member	Internal member	DDGD Vaishnav College, Chennai
11	2023-2024	Career Counselling and Vocational Guidance Skills	Coordinator	DDGD Vaishnav College, Chennai
12	2023-2024	Department Value added course	Faculty Coordinator	DDGD Vaishnav College, Chennai
13	2019- Till Date	Distance Education Classes	Guest lecture	IDE, University of Madras
14	2021- Till Date	Distance Education Classes	Academic counsellor	IGNOU, Delhi

DETAILS OF MEMBERSHIP IN ACADEMIC AGENCIES/BODIES

Sl. No.	Name of the Journal/Magazine/Agency	Position in the Board	Year	MEMBERSHIP NO
1	Indian Accounting Association	Life Member	2021 Till Date	CHE-40/980
2	International Institute of Organized Research (I2OR)	Fellow Member	2022 Till Date	I2OR/2020/01119
3	Indian Academic Researchers Association	Fellow Member	2022 Till Date	--