

Govindammal Aditanar College, Tiruchendur

Faculty profile



1. Name (in Block Letters) : Dr. J. ANITHA NESAMALAR
2. Department : Commerce Batch II
3. Qualification : M.Com., M.Phil., PGDCA, MBA, Ph.D.
4. Present Designation : Associate Professor
5. Contact No. : 9788338129
6. Email id : anmalar7@gmail.com
- Vidwan id : 596133
- Vidwan Link : <https://vidwan.inflibnet.ac.in/profile/596133>
7. Date of joining : 15.06.2011
8. Field of specialization in research : Internet Banking.
9. Title of the Thesis : Internet Banking and Customer Acceptance in
Thoothukudi District.

10. Orientation/FDP programmes/other short-term courses attended

| Sl.No. | Name of the course | University/ Institute | Duration in days | From - To |
|--------|--|---|----------------------|--------------------------|
| 1 | Kayakalpa Course | Sri Sarada College for Women,Tirunelveli | One | 11.09.2014 |
| 2 | Entrepreneurship:Research,critical thinking and Innovation | Indian Academic Researchers Association,Tiruchirappalli | One week online FDP | 22.04.2020 to 28.04.2020 |
| 3 | Mutual Fund Guidance for the First Time Investors | Nallamuthu Gounder Mahalingam College,Pollachi | Four Days online FDP | 12.05.2020 to 15.05.2020 |
| 4 | Importance of Balancing Work | St.Teresa's Degree College | One Day | 27.05.2021 |

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|---|--|--|--------------------------------|--------------------------|
| | and Family | for Women,Bengaluru | International FDP | |
| 5 | Tricks & Trades in writing Research Papers | Institute of Gems & Jewellery | Training Workshop | 27.05.2021 |
| 6 | Relevance of Outcome Based Education in Teaching, Learning and Evaluation for Social Science | Indian Institute of Management and Commerce | Three Days online National FDP | 27.10.2021 to 29.10.2021 |
| 7 | Enhancing the Research Papers and Usage of Research Tools | Periyar Maniammai Institute of Science and Technology | Six Days FDP | 06.03.2023 to 11.03.2023 |
| 8 | IPR-New Horizons and Prospects | SRM Institute of Science and Technology,Kattankulathur | One week online FDP | 09.09.2023 to 15.09.2023 |

11. Participation /Presentation in seminar/workshop/symposia/conference:

| Sl .N o. | Level (State/national/international) | Participation /presentation | Title of the paper presented | Title of the seminar/workshop/symposia/conference (Specify online/offline) | Date and Venue |
|----------|--------------------------------------|-----------------------------|--|--|--|
| 1 | National Level Seminar | Presentation | A Study on Women Empowerment Through Beauty Parlor Entrepreneurs with reference to Tiruchendur Taluk | Enrichment of women entrepreneurs | 08.03.2013 Wavoo Wajeetha Women's College of Arts and Science, Kayalpatnam |
| 2 | National Level Seminar | Presentation | Attitude of ATM Card Holders Towards ATM | CRM in Commercial Banks in the Era of | 17 th & 18 th Aug |

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|---|---------------------------|---------------|--|---|---|
| | | | Services In Tirunelveli City | Globalisation | 2013,Aditan ar College of Arts and Science, Tiruchendur. |
| 3 | National Level Conference | Presentation | A study on Human Resource Management in Private Hospitals in Tirunelveli | Modern Trends & Development Strategies in Indian Business | 19.02.2014,S ri Ganesh College of Arts and Science, Salem |
| 4 | State Level Workshop | Participation | Participation | Effective Asanas and Special Mutras for Women's Health | 11.09.2014,S ri Sarada College for Women, Tirunelveli-11 |
| 5 | National Level Seminar | Presentation | A Study on Customer Satisfaction of TMB in Tiruchendur Area | Problems and Prospects of Rural banking and its Impact on Empowerment of Rural Households | 18.12.2014, Dr.N.G.P.Ar ts and Science College, Coimbatore |
| 6 | National level Conference | Presentation | A Study on Impact of Celebrity Advertisement in Tirunelveli | Innovation needed in Commerce,Economics and Management to meet the present crises and Craze | 24.09.2016, Mangayarka rasi College of Arts and Science for Women, Paravai, Madurai |
| 7 | National Level | Presentation | Impact of HRM | Talk-Ex'16 | 07.10.2016, |

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|----|------------------------|--------------|--|--|--|
| | Symposium | | practices on Employee's Performance of Textile Industry | | Dr.Sivanthi Aditanar College of Engineering, Tiruchendur |
| 8 | National Level Seminar | Presentation | A Study on Women Empowerment Through Beauty Parlor Entrepreneurs with reference to Tiruchendur Taluk | Women in Science and Technology | 02.03.2017, St.Xavier's College (Autonomous) Palayamkottai, Tirunelveli. |
| 9 | National Seminar | Presentation | A study on tax saving instrument used by tax payers in Thoothukudi district | Reforms in Indian Taxation | 25.01.2019, Pope's College Sawyerpura m |
| 10 | State Level Seminar | Presentation | A Study on Technology Implementation in Urban Co Operative Banks in Tirunelveli District | Impact of Digitalization in Co operative Sector | 05.03.2019, Thiruvalluvar College, Papanasam, Tirunelveli. |
| 11 | International Seminar | Presentation | Risk Based by Internet Bank – An Overview | Startup India-Challenges and Opportunities | 31.08.2019, E.M.G.Yadava Women's College, Madurai |
| 12 | International Seminar | Presentation | A Study on benefits and Risk of Online Banking in Thoothukudi District | Emerging Horizons of HR in Commerce and Management | 26.09.2019, Govindammal Aditanar College for Women, Tiru |

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| 13 | National Conference | Presentation | Influence of Internet Banking Service Quality on Customer Satisfaction-An Indian Experience | Progression of Strategies in Indian Business | 05.02.2021, Nazareth Margoschis College At Pillayanman ai |
| 14 | National Conference | Presentation | A Study on Attitude of Youngsters towards Entrepreneurs in Tiruchendur Taluk | Enhancing Entrepreneurship & Work-Based Learning in Higher Education | 26.02.2021, Alpha Arts and Science College, Porur Chennai |
| 15 | International Conference | Participation | Participation | IPR-Maximization for Growth and Development | 26.03.2024, Holy Cross Home Science College, Thothukudi |

12. Research publications:

| Sl.No. | Name of the Journal, Vol.& Issue no., year, pp. no.& ISSN no. | Title of the paper | UGC CARE listed journal (Yes / No) | Author Order |
|--------|---|--|------------------------------------|--------------|
| 1 | CRM in Commercial Banks in the Era of Globalisation, 2013, Page No: 75-79, ISBN No: 978-93-80314-15-0 | Attitude of ATM Card Holders Towards ATM Services In Tirunelveli City | No | Two |
| 2 | Indo Global Journal of Applied Management Science, Vol:2, Issue:2, March 2014, Page No: 156-159, ISSN No. 2320-7892 | A Study on Human Resource Management in Private Hospitals in Tirunelveli | No | One |
| 3 | Problems and Prospects of Rural banking and its Impact on | A Study on Customer Satisfaction of TMB in | No | One |

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|---|---|---|-----|-----|
| | Empowerment of Rural Households,18 th December 2014,Page No: 679-686 , ISBN No: 978-81-920808-6-4 | Tiruchendur Area | | |
| 4 | ROOTS International Journal of Multidisciplinary Researches ,Vol:3, Special Issue:5, September 2016,Page No:267-270,ISSN:2349-8684,ISRA – Impact Factor:0.811 | A Study on Impact of Celebrity Advertisement in Tirunelveli | No | One |
| 5 | The International Journal of Analytical and Experimental modal Analysis, Volume:XI,Issue:VIII,August 2019,Page No:611-620,ISSN No:0886-9367,Impact Factor-6.3 | Risk Based by Internet Bank – An Overview | No | One |
| 6 | Studies in Indian Place Names(SIPN),ISSN:2394-3114(UGC Care Journal) Vol.40 Issue:84 , March 2020,Page no:39-43 | A Study on Benefits and risk of Online Banking in Thoothukudi District | Yes | One |
| 7 | Progression of Strategies in Indian Business,05.02.2021, Page No:339-344, ISBN: 978-81-947819-7-4 | Influence of Internet Banking Service Quality on Customer Satisfaction–An Indian Experience | No | One |
| 8 | anvesak A bi-annual Journal , Vol.51No. 1 (VII), January-June 2021, Page No:114-118 ISSN : 0378-4568 (UGC Care Journal) | Study on Customer Acceptance of Internet banking in Tiruchendur Taluk | Yes | One |
| 9 | Proceedings of International Virtual Conference on Business Challenges and sustainable Strategies in the COVID Era, 24.09.2021 &25.09.2021,Page No:165-168,ISBN | Attention to E-Banking Services among Rural Customers in Eral Taluk | No | One |

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|----|--|--|----|-----|
| | No: 978-93-83191-79-6 | | | |
| 10 | Digital Technologies and small business development, 10.05.2022, pp 148-151, ISBN: 978-93-94725-00-3 | A review on customer loyalty in Internet banking | No | One |

13. Membership in the academic bodies of the University /other institutions:

Question **paper setting** for Madras University, Chennai.

14. Details of academic awards

Best Paper Presentation Award

| Title of the Seminar | Title of the paper presented | Date | Venue |
|--|---|------------|------------------------------|
| National Seminar on Reforms in Indian Taxation | A study on tax saving instrument used by tax payers in Thoothukudi District | 25.01.2019 | Pope's College , Sawyerpuram |

15. Seminars/Workshops/ Enrichment programmes organized

| Sl.No. | Date | Name of the programme | Level (National/State /University/college) |
|--------|------------|---|--|
| 1 | 31.01.2017 | E-Learning and Social Media Security Issues | College |