

Govindammal Aditanar College for Women, Tiruchendur
Faculty Profile



1. Name (in Block Letters) : Mrs. P. CHANDRA
2. Department : Commerce (Batch II)
3. Qualification : M.Com., M.Phil., SET, M.Ed.,
4. Present Designation : Assistant Professor of Commerce
5. Contact No. : 9486650890
6. Email id : chandrased132008@gmail.com
- Vidwan id : 593816
- Vidwan Link : <https://vidwan.inflibnet.ac.in/profile/593816>
7. Date of joining : 02.07.2018

8. Orientation / FDP programmes / other short-term courses attended:

S. No.	Name of the course	University/ Institute	Duration in days	From - To
1	Naan Mudhalvan – Freight Forwarding	MS University	5	24.07.2023 To 28.07.2023

2	Naan Mudhalvan – Retail Banking and Wealth Management	MS University	5	22.01.2024 to 24.01.2024 and 29.01.2024 to 30.01.2024
3	Research Methods for Social Sciences	Women’s Studies Centre, Sri Padmavati Mahila Visvavidyalayam, Tirupati	5	20.02.2022 To 26.02.2022
4	Innovations in Research	Idhaya College for Women, Sivagangai District	3	01.06.2021 To 03.06.2021
5	Effective and Quality Research Writing	Patrician College of Arts and Science, Adyar, Chennai	7	07.06.2020 To 13.06.2020
6	Basic Econometric Methods: Theory and Applications	Vivekananda College, Madurai	5	23.03.2021 To 27.03.2021

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

S. No	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	Presentation	A Strategy for Transforming Food Security: Zero Hunger	One-day National level Seminar on “A strategic approach for enhancing sustainable development in India”	08.01.2025 Aditanar College of Arts and Science, Tiruchendur
2	State	Participation	-	One-day State level workshop on “Entrepreneurship- A successful career	17.08.2023 Aditanar College of Arts and

				option”	Science, Tiruchendur
3	International	Presentation	An Economic status of women labourers in construction Industry in and around Tiruchendur	International conference on “Initiatives and Challenges in Industrial Era 5.0”	05.05.2022 St. Xavier’s College (Autonomous), Palayamkottai
4	International	Presentation	An Empirical study on Factors Influencing Employees’ Job Satisfaction in Automobile Service Workshop in Tirunelveli	International e-conference on “Talent Management and Effective Workforce” (Online)	09.11.2021 to 11.11.2021 Kamaraj College, Thoothukudi
5	National	Presentation	A study on Work Life Balance of Working Women in Thiruchendur Taluk	National conference on “Progression of Strategies in Indian Business”	05.02.2021 Nazerath Margoschis College, Pillaiyanmanai
6	State	Presentation	A study on Customers Attitude and Perception towards Corporate Social Responsibility of ICICI Prudential Life Insurance Company in Tirunelveli	State level conference on “Corporate Social Responsibility Practices (CSR) in Banking Sector”	24.03.2020 Thiruvallur College, Papanasam
7	International	Presentation	A study on Customers Awareness towards Information Technology Services of Canara Bank	International seminar on “Emerging Horizons of HR in Commerce and Business Management”.	26.09.2019 Govindammal Aditanar College for Women, Tiruchendur
8	International	Presentation	A study of Parental Attitudes on Television Advertising Directed at Children in Tiruchendur Taluk	International seminar on “Progress of Emerging Sectors in India”	26.08.2019 Rani Anna Government College for Women, Tirunelveli
9	International	Presentation	Academic Stress of Student Teachers in relation to Advertisement style in Virudhunagar District.	International conference on “Perspectives of Global Human Resource”.	05.09.2018 St. John’s College, Palayamkottai, Tirunelveli

10	Regional	Participation	-	One day seminar on “Social Welfare in Current Scenario”	14.03.2019 Bishop Caldwell College, Thoothukudi
11	National	Presentation	Soft Skills in Teacher Education for Effective Teaching	National conference on “Paramount Skills in Teacher Education for Modern Epoch”.	05.04.2018 and 06.04.2018 Sri Sundareswari College of Education, Sivakasi
12	National	Presentation	An Impact of FDI in Retail Sector with special reference to Employment and Output in India	National Seminar on “Foreign Direct Investment in Indian Retail Sector”	11.09.2014 and 12.09.2014 Devanga Arts College, Arupukottai
13	State	Participation	-	State level one day Seminar on Nehru and India	03.10.2012 Wavoo Wajeetha Women’s College, Kayalpatnam
14	National	Presentation	Stress Management for Self Financing College Teachers	National Seminar on “Emerging Trends in Management”.	03.04.2012 and 04.04.2012 St. Xavier’s College Palayamkottai
15	National	Presentation	Energy Management and Economic Development	National level seminar on “Impact of Climate Change	05.03.2012 and 06.03.2012 A.N.J.A College, Sivakasi

10. Research publications:

S. 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	International Journal of Arts, Science and Humanities, vol. 11, special issue. 1, 2023, pp. 158-162, ISSN.: 2321-788X	A study on women entrepreneurship in Beauty Parlour service in Thoothukudi District	No	1
2	Journal of the Asiatic Society of Mumbai, Vol. 95, 2022, pp. 70-73, ISSN: 0972-0766	An Empirical study on Factors Influencing Employees' Job Satisfaction in Automobile Service Workshop in Tirunelveli	Yes	1
3	Indo Global Journal of Commerce and Economics, Vol. 2, Issue 2, 2019, pp. 15-17, ISSN: 2393-9796	A study on Customers Awareness towards Information Technology Services of Canara Bank	No	1
4	Shanlax International Journal of Commerce, Vol. 7, Special Issue: I, 2019, pp. 114 - 117, ISSN: 2320-4168	Women Entrepreneurs – A study with special reference to Beauty Parlours in Virudhunagar District	Yes	1
5	International Journal of Research and Analytical Reviews, Special Issue II, pp. 290-293, 2018, ISSN 2349-5138	Academic Stress of Student Teachers in relation to Adjustment style in Virudhunagar District.	Yes	1

11. Book / Chapter Publications:

S. No.	Title of the book	Name of the publisher and the year of publication	ISBN No.
1	Proceedings of A One Day National Level Seminar on “A Strategic Approach for Enhancing Sustainable Development in India”	Department of Economics, Aditanar College of Arts and Science, Tiruchendur, 2025, pp. 67-71	978-93-94293-97-7

2	Proceeding of National Seminar on Transforming India	Department of Economics, Aditanar College of Arts and Science, Tiruchendur, 2023, pp. 62-64	978-93-94293-86-1
3	Industrial Era 5.0 (Initiatives and Challenges)	Shanlax Publication, 2022, pp. 168- 173	978-93-94899-30-8
4	Progression of Strategies in Indian Business	Muthra Publishers, Tirunelveli, 2021, pp. 427-430	978-81-947819-7-4
5	Corporate Social Responsibility (CSR) Practices in Banking Sector	Elakkiya Pathipagam, Tamilur, 2020, pp. 145-150	978-81-941014-6-8
6	Progress of Emerging Sectors in India	Mayas Publication, 2019, pp. 195-201	978-81-942153-9-4
7	Foreign Direct Investment in Indian Retail Sector, pp.102-107, ISBN : 936068654-4 2014	Shanlax Publications, 2014, pp.102-107	978-93-80686-54-7

12. Research achievements:

Editorship of journals : Guest Editor in (Indo Global Journal of Commerce and Economics, Vol. 2, Issue 2, 2019, ISSN: 2393-9796)

13. **Details of academic awards** : Best Paper Presentation Award -09 to 11 November 2021 (International e-conference on “Talent Management and Effective Workforce”)