

## CURRICULAM VIATE

P. ANNIE RABECCA,  
NO:3/9 RAVUTHAN MEDU,  
THUVAKUDI TRICHY-620015.  
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### **OBJECTIVE:**

I would like to make best use of my acquired skills with an opportunity to improve on the same and contribute to the growth of the Institution in every way I can.

### **EDUCATIONAL QUALIFICATION:**

S.NO	DEGREE	COLLEGE NAME	UNIVERSITY	YEAR OF PASSING	PERCENTAGE %	Comments
1	B.COM	HOLY CROSS COLLEGE	BDU	2002	59	
2	M.COM(FM)	URUMU DHANALAKSHMI COLLEGE	BDU	2004	72	
3	M.Phil	URUMU DHANALAKSHMI COLLEGE	BDU	2005	75	
4	MBA	MADURAI KAMARAJAR UNIVERSITY	MKU	2010	58	
5	MBA	CHRISTHURAJ COLLEGE	BDU	2012	72	
6	PHD	HOLY CROSS COLLEGE	BDU	IN PROCESS		Guide Name: Prof. Dr. S. Vasanthi (Holy Cross College)

**AREA OF INTEREST:**

- ❖ Human resource management
- ❖ Marketing
- ❖ Finance
- ❖ Statistics and operation research.

**SUBJECT TAUGHT:**

- ❖ Financial management
- ❖ Management accounting
- ❖ Financial accounting
- ❖ Business environment
- ❖ Business law, organizational Behaviour
- ❖ Marketing Management
- ❖ Security analysis portfolio management
- ❖ Cost Accounting
- ❖ Business Law, Company Law

**EXPERIENCE:**

- ❖ Teaching Experience - One year in Holy Cross College. (2006-2007)
  - Ten years in Christhuraj College. (October 2010- July2021)
  - From August 2021 to October 2023 in AIMAN College of Arts & Science.
  - From November 2023 to till working in Holy Cross College (Autonomous), Trichy.

**SWAYAM COURSES COMPLETED:**

- ❖ Course Name: Advances in Strategic Human Resource Management  
Conducted by: SWAYAM, NPTEL Online Certification (Funded by the MoE, Govt. of India)
- ❖ Course Name: Leadership (4-week course)  
Conducted by: SWAYAM, NPTEL Online Certification (Funded by the Ministry of HRD, Govt. of India.
- ❖ Course Name: Training and Development (12-week course)

Conducted by: SWAYAM, NPTEL Online Certification (Funded by the Ministry of HRD, Govt. of India.

**JOURNAL PUBLICATIONS: (4)**

- ❖ Publish Paper on Samdodhi “The Study on the Indian Consumer Behavior Towards Globalized Lifestyle Store” Impact Factor 5.80, Volume 43- No-04, UGC Approved Journal
- ❖ Publish Paper on Journal of Emerging Technologies and Innovative Research (JETIR) “The usage pattern of social networking sites on Facebook s advertising influencing purchase intention among social media users in Tiruchirappalli city, Impact Factor 7.95, Volume 9, Issue 5, 17/05/2022, UGC Approved Journal.
- ❖ Publish paper on journal of emerging technologies and innovative research (JETIR) “The usage pattern of social networking sites (SNS) on Facebook social media use integration among e users in Tiruchirappalli CITY”, Impact Factor 7.95, Volume 9, Issue 5, 17/05/2022, UGC Approved Journal.
- ❖ Publish Paper on Journal of Emerging Technologies and Innovative Research (JETIR) “Queen of the hills attracting tourists towards heritage sites “Impact Factor 7.95, Volume 9, Issue 9, 17/09/2022, UGC Approved Journal.

**PAPER PRESENTED /PUBLISHED AT NATIONAL AND INTERNATIONAL CONFERENCES:**

- ❖ Presented paper on National Conference on a topic of” Enterprise Resource Planning” organised by AadaikalaMatha college, Vaillam, Thanjavur- 613403, held on 28<sup>th</sup> January 2011.
- ❖ Presented paper on National Conference on Contemporary issues in HRM on a topic of” Knowledge Management” organised by Department of Commerce, Dhana Lakshmi Srinivasan College of Arts and Science for Women, Perambalur, held on 2<sup>nd</sup> March 2011.
- ❖ Presented paper on National Conference on Business and Finance (NCBF 2012) on a topic of” Portfolio Management” Jamal Institute of Management, Jamal Mohamed College, Trichy, held on 3<sup>rd</sup> March 2012.
- ❖ Presented paper in International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development” on a topic of “A Study on Foreign

Direct Investment in India “Organised by Sri Ganesh School of Business Management, Salem, held on 22<sup>nd</sup> February 2013.

- ❖ Presented paper in International Journal of Management and Social Development (A Double – blind peer Reviewed Monthly Journal) Topic on “Achieving Competitive Advantage through Customer Relationship Management (CRM)” organised by Swami Vivekananda Institute of Management (SVIM), Thanjavur, held on 13<sup>th</sup> February 2015. ISSN 2348-1919.
- ❖ Presented paper on National Seminar on MSMEs in India: Challenges & Opportunities on a topic of” Complications Faced by Women Entrepreneurs in Trichy District” organised by Bharathidasan University Constituent Arts & Science College (CO-ED) Navalur Kuttapattu, Trichy, held on 11<sup>th</sup> March 2016. ISBN NO: 978-93-83213-13-9
- ❖ Presented Paper in International Conference on “Digitalization of Banking Operations: Outreach Challenges and Impact on Economy” on a topic of “Digital Banking: The new Hybrid Element of the Promotion Mix “Organised by Department of Commerce, Alpha Arts and Science College, Chennai, held on 1<sup>st</sup> March 2019. ISBN NO – 978-93-5351-550-8
- ❖ Presented paper on National Seminar “Awareness and services provisions for persons with Multiple Disabilities for requiring Early Rehabilitation in Tamilnadu”- Sponsored by Indian Council of Social Science Research (ICSSR), Organised by Periyar Maniammal Institute of Science & Technology, Thanjavur, held on 3<sup>rd</sup> to 5<sup>th</sup> December 2019
- ❖ Presented Paper in International Multidisciplinary Conference on Information Science, Management Research and Social Sciences on a topic of “Transformational and transactional leadership effects on teacher’s job satisfaction, organization commitment and organisational citizen behaviour in Primary Schools. The Tanzanian case “Organised by Department of Commerce, Alpha Arts and Science College, Chennai, held on 19<sup>th</sup> March 2021.
- ❖ Presented Paper in International Seminar (Virtual Mode) on Service Sector in India: Making New Avenues in Indian Economy on a topic of “A study on the Indian Consumer Behaviour towards Globalized Life Style Store “Organised by PG & Research Department of Commerce, Jamal Mohamed College, Trichy, held on 13<sup>th</sup> Jan 2021.
- ❖ Participated in International Seminar on “Health Economics & Management” Sponsored

by The Indian Council of Medical Research (ICMR) New Delhi & Tamilnadu State Council for Science & Technology with TISSL International - Belgium organised by PG & Research Department of Economics, Rajah Serfoji Government College (Autonomous), Thanjavur – 613005, held on 15<sup>th</sup> & 16<sup>th</sup> December 2011.

- ❖ Participated in National Seminar on “New Paradigm in Promotion of Human Rights Education” Sponsored by University Grants Commission and TISSL International – Belgium, Organised by PG & Research Department of Economics, Rajah Serfoji Government College (Autonomous), Thanjavur, held on 5<sup>th</sup> and 6<sup>th</sup> January 2012.
- ❖ Participated in AICTE Sponsored Seminar on a topic of’ Women Entrepreneurs – Issues & Challenges” organised by AadaikalaMatha Institute of Management, college, Vaillam, Thanjavur- 613403, held on 20<sup>th</sup> and 21<sup>st</sup> January 2012
- ❖ Participated in International Seminar on “Health Economics & Management” Sponsored by The Indian Council of Medical Research (ICMR) New Delhi & Tamilnadu State Council for Science & Technology with TISSL International - Belgium organised by PG & Research Department of Economics, Rajah Serfoji Government College (Autonomous), Thanjavur – 613005, held on 13<sup>th</sup> & 14<sup>th</sup> December 2012
- ❖ Participated in International Conference on “Indian Economy – Strengths and Weaknesses” Organised by PG Department of Commerce, AIMAN College of Arts & Science for Women, Trichy, held on 7<sup>th</sup> and 8<sup>th</sup> August 2019.
- ❖ Participated in National Level Virtual Symposium, C – INGENUITY”21 on a topic of’ Unbox your Career – How to Conquer Challenges to plan for exciting future” Hosted by C. Abdul Hakeem College of Engineering and Technology, held on 1<sup>st</sup> July 2021.
- ❖ Participated in One Day Webinar on “Drafting Impactful Research Articles, Project Proposals & Patents” Organized by the IQAC, IIC in association with the Departments of Physics & Chemistry, Ramco Institute of Technology, Rajapalayam , held on 4<sup>th</sup> September 2021.
- ❖ Participated in Two Days Webinar on “Significance of Intellectual Property for Researchers and Entrepreneurs” Conducted by the BECH – RUSA 2.0 and Intellectual property Rights Cell, Bharathidasan University, Trichy., held on 8<sup>th</sup> and 9<sup>th</sup> September 2021.
- ❖ Participated in International Webinar on “Effective Research Writing and Scholarly

Publishing” under UGC STRIDE Scheme, Organised by V.O. Chidambaram College, Thoothukudi, held on 19<sup>th</sup> and 20<sup>th</sup> August 2021

- ❖ Participated in International Seminar on “Service sector in India: Making New Avenues in Indian Economy” Organised by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy, held on 13<sup>th</sup> January 2021.
- ❖ Attended Seminar on “Research Writing and Journal Selection Powered by Scopus” Organised by Holy Cross College, Trichy, and Elsevier, held on 28<sup>th</sup> February 2022.
- ❖ Attended Seminar on “Leveraging Science Direct Platform for Maximum Impact” Organised by Holy Cross College, Trichy, and Elsevier, held on 1<sup>st</sup> March 2022.
- ❖ Participated in National Level Webinar on “Money Wisdom” Organised by Department of Commerce with Professional Accounting, PSG College of Arts & Science, Coimbatore, held on 9<sup>th</sup> and 10<sup>th</sup> March 2022.
- ❖ Presented paper in A Two-Day National Seminar Organized by Department of Business Administration, ICSSR, New Delhi Sponsored, Jamal Mohammed College, Trichy. On the topic “The usage pattern of social networking sites on face book’s advertising influencing purchase intention among social media users in Tiruchirappalli city”. Held on 12<sup>th</sup> and 13<sup>th</sup> October 2022.
- ❖ Participated and Published paper on One Day International Seminar on “Impact of Digital payment system in the Indian Economy” at Urumu Dhanalakshmi College, Trichy, held on 8<sup>th</sup> September 2023.

**FDP ATTENDED:**

- ❖ Participated in One Day Workshop on “Transformation Game of inefficiency to efficiency – I<sup>3</sup>”, Organised by Christuraj Institute of Management, Christuraj College, Trichy-12, held on 14<sup>th</sup> September 2012,
- ❖ Participated in Fifteen Days’ Workshop on “Business Analytics Techniques for Decision Making”, Organised by M.A.M. College of Engineering & Technology, Siruganur, Trichy-621105, held on Jan 23<sup>rd</sup> – Feb 6<sup>th</sup> 2015.
- ❖ Participated in One Day Workshop on “Prospects and Perspectives in Multidisciplinary Research- A Transitional Approach”, Organised by Aiman College of Arts & Science for Women, Trichy. held on 30<sup>th</sup> January 2016.
- ❖ Participated in One Day Empowerment Series V on “Writing a Research Proposal Beyond

the Conventional way”, Organised by Center for Research and Publication and Innovation Institutional Council, Holy Cross College, Trichy- 620002, held on 25<sup>th</sup> September 2020.

- ❖ Participated in Three Days Empowerment Series VI on “Insights on Start-up & Entrepreneurship Development Programme”, Organised by Center for Research and Publication and Institutional Innovation Council, Holy Cross College, Trichy- 620002, held on 28<sup>th</sup> - 30<sup>th</sup> September 2020.
- ❖ Participated in One Day Empowerment Series VII on “Entrepreneurship as a Career Option”, Organised by Center for Research and Publication and Institutional Innovation Council, Holy Cross College, Trichy- 620002, held on 17<sup>th</sup> October 2020.
- ❖ Participated in Two Days Empowerment Series VIII on “Art of Writing a Research Paper”, Organised by Center for Research and Publication and Institutional Innovation Council, Holy Cross College, Trichy- 620002, held on 19<sup>th</sup> and 20<sup>th</sup> October 2020.
- ❖ Participated in One Day Empowerment Series X on “Application of Statistical Tools in Research”, Organised by Center for Research and Publication and Institutional Innovation Council, Holy Cross College, Trichy- 620002, held on 23<sup>rd</sup> October 2020.
- ❖ Participated in One Day Webinar on Orientation on “Innovation Voucher Program “, Organised by Center for Research and Publication and Institutional Innovation Council, Holy Cross College, Trichy- 620002, held on 1<sup>st</sup> December 2020.
- ❖ Participated in Five Days’ Workshop on “Advanced Statistical Analysis using SPSS”, Organised by Kristu Jayanti College, Autonomous, Bengaluru, held on 14<sup>th</sup> – 18<sup>th</sup> December 2020.
- ❖ Participated in One Day Faculty Development Program Conducted by Christuraj Institute of Management and Research, Christuraj College, Trichy – 12, held on 4<sup>th</sup> January 2014.
- ❖ Participated in National Level Seven Days Faculty Development Program on “Innovative Entrepreneurship” Organised by Department of Management Studies of Anand Institute of Higher Technology, Chennai., held on 13.07. 2020 to 19.07.2020.
- ❖ Participated in Six Days International E- Faculty Development Program on “Emerging Innovative trends in the pedagogy of quality research paper writing and publishing in top-notch journals Tips & Techniques” Organised by C.Abdul Hakeem College of Engineering and Technology, held on 24<sup>th</sup> July – 29<sup>th</sup> July 2020.
- ❖ Participated in Two Days Faculty Development Program on “Contemporary Areas in

Commerce” Organised by School of Management & Commerce, Vels Institute of Science, Technology & Advanced Studies, Chennai., held on 9<sup>th</sup> and 10<sup>th</sup> December 2020.

- ❖ Participated in Six Days Faculty Development Program on “Latex” Organised by Christ Academy Institute for Advanced Studies, held on 22<sup>nd</sup> February – 27<sup>th</sup> February 2021.
- ❖ Participated in International Three Days Faculty Development Program on “Re-vitalizing Education during pandemic & Beyond” Organised by School of Management, C.Abdul Hakeem College of Engineering and Technology, held on 23<sup>rd</sup> July – 25<sup>th</sup> July 2021.
- ❖ Participated in Four Days Faculty Development Program on “Recent Trends in Commerce” Organised by Department of Commerce and Corporate Secretary ship, Chennai National Arts and Science College, Avadi, Chennai-54, held on 13<sup>th</sup> sep to 16<sup>th</sup> September 2021.
- ❖ Participated in Online Workshop on “Role of One District One Product (ODOP) approach in making India Self-reliant”, Organised by department of Higher Education, Ministry of Education, Government of India, Mahatma Gandhi National Council of Rural Education, held on 22<sup>nd</sup> February 2022.
- ❖ Participated in One-week National Level Online Faculty Development Program on “Investor Awareness and Education”, Jointly Organised by Sraddha Academy and PG & Research Department of Commerce, Jamal Mohamed College, Trichy, held on 18<sup>th</sup> to 26<sup>th</sup> March 2022.
- ❖ Participated in One Week Faculty Development Program on “Framework and preparation of AQAR”, Jointly Organised by Indian Academic Researchers Association, Trichy, in association with West Bengal State Universities, Kolkata, & Arumugam Pillai Seethai Ammal College Tiruppathur, Sivangangai District, held on 15<sup>th</sup> to 21<sup>st</sup> June 2022.
- ❖ Participated in One-week National Level Virtual Faculty Development Program on “National Education Policy”, Organised by Department of Management Studies in Association with IQAC, ST. Peters Institute of Higher Education and Research, held on 19<sup>th</sup> to 25<sup>th</sup> September 2022.
- ❖ Participated in One Day Level Faculty Development Program on Structural Equation Modelling (Using AMOS & Smart PKS), Organised by Department of Management Studies, Shrimathi Indira Gandhi College, Trichy, held on 18/08/2023.
- ❖ Participated in Seven Day National Level Faculty Development Program on “E-Content: Design & Applications”, Organised by Department of Management , Kristu Jayanthi



College(Autonomous),Bengaluru, held on 06<sup>th</sup> to 13<sup>th</sup> February 2023.

- ❖ Participated in Five Day National Level Online Faculty Development Program on “AI Tools for Smart Teaching and Blended Learning”, Organised by PG & Research Department of Commerce, Department of Commerce BPO and Department of Commerce Voc .(BFSI), held on 22.01.2024 to 27.01.2024.
- ❖ Participated in Five Days Virtual Faculty Development Program on “Emerging Trends and Innovations”, Organised by Department of Business Administration in association with IQAC, Vel Tech Ranga Sanku Arts College, Avadi, Chennai held on 19<sup>th</sup> to 23<sup>th</sup> August 2024.

**OTHER ACHIEVEMENTS:**

1. Completion of One-week Online Certificate Course on “Digital Teaching Techniques  
“Organized by ICT Academy from 27th December 2021 to 31<sup>st</sup> December 2021.
2. Completed online NAN MUTHALVAN Microsoft Essential course in the Month of August 2023
3. Completed Online Innovation Ambassador Training conducted by Innovation cell & AICTE during 2022-2023.

**PERSONAL DETAILS:**

- ❖ Father name : S. Pancaras
- ❖ Date of Birth : 18/10/1981
- ❖ Gender : Female
- ❖ Religion : Christian.
- ❖ Community : BC
- ❖ Marital status : Married
- ❖ languages known : Tamil, English
- ❖ Phone number : 9894498370, 8528980598