

Profile



Name : Dr. K. Chitra Chellam

Qualification : M.Com., D.G.T., S.L.E.T., M.Phil., Ph.D.,

Designation : Head & Assistant Professor of Commerce,
A.P.C. Mahalaxmi College for Women,
Thoothukudi

Experience : Seven years in Kamaraj College, Thoothukudi
Working in A.P.C. Mahalaxmi College for Women,
Thoothukudi (Since July 2013 to till date)

Total Experience: 17 years 6 months

Area of Specialization : Financial Accounting, Marketing & Entrepreneurship
Development

Academic Qualification

Course	Institution	Year of Passing	Percentage of Marks (%)	University Rank
Ph.D.	Scott Christian College, Nagercoil. (Research Centre), Manonmaniam Sundaranar University	2017		

M.Phil.	Manonmaniam Sundaranar University	2003	72.5	
S.L.E. T	Bharathiar University, Coimbatore	2002		
D.G. T	St.Mary's College, Thoothukudi	2000	66	
M.Com	St.Mary's College, Thoothukudi	2000	71.1	I
B.Com.	St.Mary's College, Thoothukudi	1998	74.9	XI
XII Std	Holy Cross Anglo Indian Higher Secondary School, Thoothukudi (Higher Secondary Course Certificate)	1995	83.4	
X Std	Holy Cross Anglo Indian Higher Secondary School.	1993	75.9	

Project:

M. Phil - A Study on Advertising Slogans of Select Consumer Products and Consumer Behaviour with Reference to Tuticorin Town.

Ph.D - A Study on Jewellery Industry in Tamil Nadu

Positions held in the College:

- Head, Department of Commerce (Aided) since June 2018.
- Member of IQAC since 2018
- Coordinator of Entrepreneurship Development Cell since 2019

Recognitions:

- IIC Innovation Ambassador since 2020

- Member of Board of Studies for Commerce in St.Mary's College, Thoothukudi since 2021.
 - Approved Guide for Ph.D in Manonmaniam Sundaranar University, Tirunelveli.
 - One of the Panel Members for interviewing candidates for Accountancy & Economics in July 2020.
 - Question Paper Setter for November 2019 Examinations in Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar.
 - Examiner for Field Work Viva Voce April 2019 Examination in Holy Cross Home Science College, Thoothukudi.
- One of the Chief Guests at 23rd& 24th Anniversaries of M.GopalaRajan-Mangaleswary Book Bank, Thoothukudi on 15th July 2018 and 27th July 2019.
- Resource Person for the Guest Lecture organised by the Department of Corporate Secretaryship, Kamaraj College, Thoothukudi in 2021.
- Resource Person for the Guest Lecture organised by J.P. College of Engineering, Tenkasi in 2022.
- Programme partner in Ekalai Academy, Coimbatore (Junior MBA Programme) since July 2022.
- Resource Person for the Guest Lecture organised by Holy Cross Home Science College Thoothukudi in 2023.

Books Published:

1. Manithavala Melaanmaiyan Makathuvam – Tamil Book (co-author), ISBN: 9788194283249, , Maha Publications, 2019
2. Human Resources – A Gateway to Organisational Success, ISBN:9788194405894, Maha Publications, 2019
3. E-Commerce: Its Applications in Business, ISBN:9788195307241, Sara Publications, 2021.
4. Personality Development- ISBN:978-93-91478-11-7, Sara Publications, September 2022.

5. Entrepreneurship: The Seed to be Sown in Youth, Sara Publications, 2023
6. Having a separate **You Tube Channel** in the name of **Commerce for All**
7. Having a separate **Blog** in the name of **chitrachellam.blogspot.com**

Journal Publications

1. Published an article on **‘Customers’ Preferences and Satisfaction towards Jewellery Marts in Southern Districts of Tamil Nadu’** in the Journal, Indian Journal of Research, Volume04, Issue 09, September 2015, ISSN – 2250-1991, Impact Factor – 3.4163, Page no.33-36
2. Published an article on **‘A Study on Occupational and Economic Background of Women Entrepreneurs in Thoothukudi City’** in the Journal, Indian Journal of Applied Research, Volume 07, Issue 09, Sep.2017, ISSN–22\49-555X, Impact Factor–4.894, Page no. 55-58.
3. Published an article on **‘Advertising Slogan-It’s Emphasis and Significance in Marketing’** in the Journal, International Research Journal of Management and Commerce’, Volume 04, Issue 11, Nov. 2017, ISSN – 2348 - 9766, Impact Factor – 5.564, Page no.37-46.
4. Published an article on **‘Jewellery Industry in India’** in the journal, International Journal of Marketing and Technology, Volume 08, Issue 02, Feb. 2018, ISSN–2249-1058, Impact Factor – 6.559, Page no.1-18.
5. Published an article on **“A Study on Jewellery Retailing in Southern Districts of Tamil Nadu”** in Journal of Emerging Technologies and Innovative Research, an UGC approved journal, Volume 06, Issue 01, January 2019, Impact factor – 5.87.
6. Published an article on **“Occupational Background of Master Goldsmiths in Southern Districts of Tamil Nadu”** in Muktsabd Journal, UGC care Group – I Journal, ISSN No.2347-3150; Volume IX; Issue IV; April 2020 -Impact Factor:4.6
7. Published an article on **“Traffic Performance in V.O. Chidambaranar Port Trust: An Overview”** in Dogo Rangsang Research Journal, UGC CARE Group- I Journal, ISSSN – 2347-7180; Volume 11; Issue 04; April 2021; Impact Factor: 7.12.
8. Published an article on **“A Study on Stress Level of Home Makers during Covid-19**

pandemic Period with Special Reference to Thoothukudi City” in Dogo Rangsang Research Journal, UGC CARE Group- I Journal, ISSSN – 2347-7180; Volume 12 & Issue 4 347-7180, 2022, Impact Factor: 7.12.

9. Published an article on **“Customer Relationship Management in Retail Sector”** in Shodh Praba, Volume 47, Issue 2, 2022, 0974-8946

Conference / Seminar Proceedings Publications

1. Article on **‘Role of SIPCOT in Entrepreneurship Development’** in *Emerging Entrepreneurship Strategies for Self-Employment and Skill Development*, Dec 2008, Pg. no. 185-190.
2. Article on **‘Trend in Priority Sector Advances Management’** in the Book *Banking Sector in the Current Scenario*, Volume II, Jan 2011, ISBN- 978-93-80812-06-9, Pg.no.349-357.
3. Article on **“Women Entrepreneurship in India”**, in Enrich – Special Issue – ISSN 2319 – 6394
4. Article on **“E-Commerce in the Retail Banking Industry”** in Conference Proceedings on Innovative Practices in Management Concepts, St. Mary’s College, Thoothukudi - ISSN - 978-93-94428-50-8, 2023.

Paper Presentations

1. Presented a paper on the topic **‘Social Responsibility and Ethics towards Societal Development’** in the National Seminar on *Corporate Social Responsibility Ethics* at Karpagam College of Engineering, Coimbatore on 21st September 2007.
2. Presented a paper on the topic **‘Women Entrepreneurship in India’** in the International Conference on *Women: Empowered to Lead* at A.P.C. Mahalaxmi College for Women, Thoothukudi on 7th February 2018.
3. Presented a paper on the topic **‘GST and Service Sector’** in the National Seminar on *GST and its Application on Indian Trade* at Nazareth Margochis College, Pillaiyanmanai on 23rd February 2018.

Seminar / Conference / Workshop Attended

1. Participated in Two Day national level Faculty Development Programme on **“Statistical Analysis and Interpretation using SPSS and AMOS”** at VHNSN College, Virudhunagar on 8th and 9th March 2013.
2. Participated in One day workshop on **“Women Empowerment through Employment and Workplace Behaviour”** at M.S.University, Tirunelveli on 8th March 2016.
3. Participated in One Day **“Orientation cum Workshop for Placement Officers”** at Manonmaniam Sundaranar University, Tirunelveli on 18th March 2016.
4. Participated in Two Day workshop on **“SPSS in Commerce and Management Research”** at A.P.C. Mahalaxmi College for Women, Thoothukudi on 29th and 30th December 2016.
5. Participated in Three Day workshop on **“CBSE NET / SLET Examinations– 2017”** at Manonmaniam Sundaranar University, Tirunelveli from 1st to 3rd December 2016
6. Participated in State level Workshop on **“Guidance Programme to Attend Competitive Examinations”** at A.P.C. Mahalaxmi College for Women, Thoothukudi on 29th January 2018.
7. Participated in Faculty Development Programme on **“E-Content Development”** organized by IQAC of Holy Cross Home Science College, Thoothukudi on 23th February 2019
8. Participated in Two Day International Workshop on **“Writing Quality Research Papers – Publishing in Scopus & CARE Approved Journals”** organized by Manonmaniam Sundaranar University, Tirunelveli on 19th and 20th July 2019
9. Participated in Seminar on **“The Role of Faculty in Institutional Development”** organized by V.O. Chidambaram College, Thoothukudi on 17th August 2019.
10. Participated in Two Day Workshop on **“Intellectual Property Rights & Entrepreneurship”** organized by AURCT – IEDP Hub, Anna University Regional Campus, Tirunelveli at Francis Xavier Engineering College on 28th and 29th November 2019

11. Participated in the “**IIC Innovation Ambassador Training Series**” at Sri Krishna College of Engineering and Technology, Coimbatore on 6th and 7th January 2020
12. Participated in a Two Day FDP on “**Developing New Generation Teachers**” organised by A.P.C. Mahalaxmi College for Women, Thoothukudi on 21st and 22nd April 2020.
13. Participated in the online Faculty Development Programme on “**Certificate Making and Invitation Designing the Hassle-Free Way**” organised by Department of English, Internal Quality Assurance Cell, A.P.C. Mahalaxmi College for Women, Thoothukudi on 28th April 2020.
14. Participated in the online Faculty Development Programme on “**Front Accounting**” organised by V.O. Chidambaram College, Thoothukudi from 29th April to 5th May 2020.
15. Participated in the online webinar on “**Post Lockdown Period Challenges and Solutions**” organised by Department of History, A.P.C. Mahalaxmi College for Women, Thoothukudi on 12th May 2020.
16. Participated in the online Faculty Development Programme “**E-Content Preparation – Finding Copyright Free Images and Sounds**” organised by Loyola College of Education, Chennai in association with Universal Teachers Academy on 13th May 2020
17. Attended a webinar on “**Eat – A – Way for Healthy Lifestyle**” organised by Department of Zoology, V.O. Chidambaram College, Thoothukudi on 15th May 2020.
18. Participated in the National Level webinar on “**Assessment and Accreditation: A Revised Accreditation Framework for Affiliated Colleges**” organised by the Government College of Arts and science, Aurangabad, IQAC Cluster India & White Code Technology Solutions Pvt. Ltd. from 21st to 23rd May 2020.
19. Participated in the National Level webinar on “**Conquering less attended areas in NAAC & Outcome Based Education**” organised by IQAC Cluster India & White Code Technology Solutions Pvt. Ltd. on 6th June 2020

20. Participated in the National Level webinar on “**Introducing Skill Oriented Courses in Colleges and Universities**” organised by IQAC Cluster India & White Code Technology Solutions Pvt. Ltd. on 9th July 2020.
21. Attended the **Advanced level Innovation Ambassador Training Programme** (online) conducted by MoE’s Innovation Cell & AICTE, Delhi in 2021.
22. Attended an **Online Awareness Programme related to Innovation & Entrepreneurship** Conducted by Rein Labs on 11.01.2022.
23. Attended **One Week Faculty Development Programme** conducted by Programme Monitoring Office – Innovation & Entrepreneurship Development Programme, EDII, Chennai from 24.8.2021 to 28.8.2021.
24. Attended **Three Day Faculty Development Programme** for Junior M.B.A. Programme conducted by Ekalai Academy Coimbatore from 24.06.2022 to 26.06.2022
25. Attended **Six Day International Level Faculty Development Programme** on “Innovative Teaching and Learning Methods” conducted by PG & Research Department of Commerce (Shift I), Patrician College of Arts and Science, Adyar, Chennai from 11.07.2022 to 16.07.2022.
26. Attended a **One Day National Seminar** on “NAAC Accreditation Process: Preparation & Stakeholders Feedback” organised by V.O. Chidambaram College, Thoothukudi on 12.11.2022.
27. Attended **Five Days Faculty Development Programme** on “Tally Prime Level I II” conducted by St.Mary’s College for Women, Thoothukudi from 14.11.2022 to 19.11.2022.
28. Participate in the **International Online FDP** on “Preparing Teachers for Artificial Intelligence Driven Education” organized by Annammal College of Education, Thoothukudi from 06.11.2023 to 10.11.2023.
29. Participated in **National Level Virtual Faculty Development Programme** on “Best Practices Benchmarking HEI’s for Quality Enhancement” organised by Guru Shree Shantivijai Jain College for Women” from 26th to 31st October 2023.

Vidwan-ID: 173126

Programmes Organised

- Have organised various programmes during the past 5 years as the Head of the Department of Commerce, Member of IQAC, Coordinator of Entrepreneurship Development Cell and Member of Career Guidance & Placement Cell of our College.

Dr.K.Chitra Chellam