

FACULTY PROFILE

Personal Details

Name : TAMILARASI M

Designation : Assistant Professor

Department : Commerce

Date of Birth : 04-02-1989

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Area of specialization: Accounting, HRM, Marketing



Educational Qualification

Degree/ Diploma	Subject	Institution/University	Year of Completion	Grade/ Percentage
B.Com	COMMERCE	Thiruvalluvar University	2009	66%
M.Com	COMMERCE	Thiruvalluvar University	2011	72%
M.Phil.,	COMMERCE	Thiruvalluvar University	2012	76%
Ph.D.,	COMMERCE	Thiruvalluvar University	Pursuing	

Teaching Experience

Sl.No.	Name of the college/institution	Year		Service	
		From	To	Year(s)	Month(s)
1.	Krishnasamy College of Science, Arts & Management for Women, Cuddalore	10/7/2013	31/3/2016	2	8
2.	Immaculate College for Women, Cuddalore	16/7/2018	Still now	4	2

Orientation/Refresher/Faculty Development Programme Attended

Title of the Programme	Place	DATE
Guideline to write Research Project Proposals and Publication of Research articles	Annamalai University	23th Feb 2022

Workshop/Seminar Programme Attended

Title of the Programme	Place	DATE
Academic writing Ethical issues – International workshop	Online	16 th -18 th September 2023
Ten days National level workshop on Data analysis using SPSS	Online	20 th September to 29 th September 2022
National workshop on cyber crime awareness	Online	14 th August 2021
Three days National level E-workshop on Research Methodology	Online	29 th July – 31 st July 2021
Quality Assessment, Enhancement & Sustenance in Higher Education in view New RAF of NAAC	Online	15 th -18 th July 2020
Consumer Awareness, Consumer Rights, Revisiting Perception – 2 days Seminar	Periyar University, Salem	29 th & 30 th July 2019
National level workshop on Research Methods & Techniques in Humanities	St. Josph's College of Arts & Science (Autonomous)	12 th July 2019
Emerging Trends in Finance, Accounting & Management of Business – National Seminar	Krishnasamy College of Science, Arts & Management for women	28 th February 2019

Electronic and Mobile Banking the future – National seminar	Pondicherry University- Karaikal	24 th March 2012
Research Methodology – Workshop	St. Josphe’s College of Arts & Science (Autonomous) - Cuddalore	30 th January- 10 th February 2012
Information, Communication & Technology – State Level seminar	St. Josphe’s College of Arts & Science (Autonomous) - Cuddalore	23 rd February 2012
Contemporary Issues in Human Rights	St. Josphe’s College of Arts & Science (Autonomous) - Cuddalore	19 th February 2011

National/International Conference Attended

Title of the Conference	Place	DATE
The role of Women Entrepreneurship in Modern World – International Conference	St. Joseph’s College of Arts & Science, Cuddalore	12 th December 2019
Perception of Organic Food among Consumer- International Conference	Immaculate College for Women, Cuddalore	April 26 th to 29 th 2022
Emotional Intelligence Developing Strong “People Skill” – International Conference	St. Joseph’s College of Arts & Science, Cuddalore	13 th & 14 th March 2015
Rural Empowerment for Economic Growth – 2 days National Conference	Coimbatore Institute of Engineering & Technology - Coimbatore	11 th & 12 th April 2012
Staff Training & Development – A Vital tool for organizational Effectiveness – International Conference	Adaikalamatha Institute of Management - Thanjavur	28 th January 2012
E- Business: Challenges & Opportunities – National level Conference	Dhanalakshmi Srinivasan College of Arts & Science for Women - Perambalur	25 th January 2012
Financial Literacy and its importance in India – National Conference	Holy Cross College (Autonomous) - Tiruchirappalli	4 th & 5 th March 2011
Stress Management – National Conference	Adaikalamatha Institute of Management - Thanjavur	28 th January 2011

Research Papers Presented

Title of the Paper	Place	DATE

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Research Papers Published

Title of the Paper	Journal	ISSN/Volume/Year
Perception Level of consumers towards green FMCG products with special reference to Chennai	Journal of the Asiatic Society of Mumbai	2021, XCIV, No. 10.
A Study on the Purchase Behavior And Cosmetic Consumption Pattern among Young ladies in Cuddalore	IJS DR	Volume 7 issue 12, December 2022
Perception on Celebrity Endorsement towards Purchase Intention of Boost among the Consumers of Cuddalore District	International Journal of Research in Commerce & Management	Volume No. 14 (2023), Issue No. 1 ISSN: 0976-2183

Key Positions/Responsibilities Held / Holding

Position/Responsibility	Institution/Organization	Period	
		From	To
RRC Member	ICW	2023	Still now
Association Secretary	ICW	2019	2020

Project Guidance

S. No	Project Guided	No. of Students
	UG	
	PG	6
	M .Phil	

Other Details (if any)

S.No	Details
1.	Swayam course on Research Methodology and statistical analysis