




**ARULMIGU PALANIANDAVAR ARTS COLLEGE FOR WOMEN  
(Autonomous)**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

Name	Dr.B.SHARMILA	
Designation	Assistant Professor	
Qualification	M.Com.,M.Phil.,MBA.,Ph.D.,	
Date of Joining	22.07.2019	
Year of Experience in Teaching	12 Years and 8 Months	
Year of Experience in Research	8 Years and 7 Months	
Email id	sharmiapacw@gmail.com	
No. of Seminar / Workshop / Conference / Refresher Course/ FDP/ Orientation attended	42	

**Educational Qualification:**

S.No	Degree	Subject	Institution / University	Year of Completion	% of Marks
1	B.Com(CA)	Commerce	Arulmigu Palaniandavar Arts College for Women, Palani – Madurai Kamaraj University	2002	81
2	M.Com	Commerce	Arulmigu Palaniandavar Arts & Culture, Palani- Madurai Kamaraj University	2004	73
3	M.Phil	Commerce	Madurai Kamaraj University, Maduari	2005	75
4	MBA	Marketing	Madurai Kamaraj University, Madurai	2008	64
5	Ph.D	Marketing	Bharathiar University, Coimbatore	2020	-

**Teaching Experience : Total 12 Years and 8 Months**

**UG :12 Years and 8 Months**

**PG :8 Years and 7 Months**

S.No	Name of the Institution	Position	Period	No. of Years
1	V.P.M.M Arts and Science College for Women, Srivilliputhur	Lecturer	Aug 2005 to May 2006	10 Months
2	Vidyasagar College of Arts and Science, Udumalpet	Lecturer	June 2006 to Aug 2010	4 Years 2 Months
3	Vidyasagar College of Arts and Science, Udumalpet	Assistant Professor	July 2011 to April 2015	3 years 9 Months
4	Arulmigu Palaniandavar Arts College for Women, Palani	Assistant Professor	July 2019 to till	3 years 10 Months

**Area of Specialisation :**

- **Marketing**
- **Finance**

**Research Articles Published:**

S.No	Name of the Journal	Title	ISSN/ Volume	Month & Year	Nature of Journal
1	Star Research Journal	A Empirical study on Consumers Buying Behaviour of Electronic Home Appliances in Dindigul District	2321-676X, Vol:2, Issue 9(4)	Sep.2014	Refereed Journal
2	Wesleyan Journal of Research	Impact of Demographic factors on Impulse Buying Behavior of Consumers	0975-1386, Vol:14 No: 19:2021, Impact Factor : 6.5	May 2021	UGC care
3	Journal Of the Asiatic Society of Mumbai	A study on level of Acceptance to cope up the Challenges of Corporate Retailing in Salem City	0972-0766, Vol: XCV, NO: 11	2022	UGC care
4	-	Innovations in Rural Entrepreneurship	ISBN: 978-81-930409-1-7	March 2023	-

**Orientation Course:**

- Attended **One** month orientation course conducted by Bharathiar University, Coimbatore.

**National / International Seminar / Workshop / FDP / Conference attended:**

<b>Date</b>	<b>Conference/Seminar/Workshop</b>	<b>Venue</b>
28.10.2006	National FDP on “Innovative Teaching Methodologies”	ICFAI National College, Coimbatore
08.02.2007 & 9.02.2007	National Seminar on “ Transforming the Indian Rural Economy through Self Help groups- Issues & Challenges presented a paper titled in ‘Role of self help groups in women empowerment’	Vellalar College for Women, Erode.
13.03.2007 & 14.03.2007	National Conference on “ Recent Trends in Financial sector Reforms and Information Technology” presented a paper titled in ‘Recent trends in E-Banking’	Bharathiar University, Coimbatore
25.09.2007	National Seminar on “ Recent Developments in Commerce” presented a paper titled in ‘Recent trends in Electronic Fund Transfer’	RVS College of Arts and Science, Coimbatore
25.11.2007	One day Workshop – Skill Oriented Teaching Methods	Vidyasagar College of Arts and Science, Udumalpet
1.03.2008	National Conference on “Information Technology- Its impact on Global Business” Acted as a Co-ordinator	Vidyasagar College of Arts and Science, Udumalpet
2.04.2008	National Seminar on “Recent Trends in Banking” presented a paper titled in ‘On-line Banking in State Bank of India’	Tamilnadu College of Engineering , Coimbatore
20.02.2010	National Seminar on “Soft Computing” presented a paper titled in ‘Intelligent Techniques for E-Commerce’	Vidyasagar College of Arts and Science, Udumalpet
06.03.2010	National Conference on “ Role of Information and Communication Technologies in the development of SMEs” presented a paper titled in ‘Problems relating to MSMEs	Vidyasagar College of Arts and Science, Udumalpet
25.01.2012	National Seminar on “ Impact of Globalisation on Indian Economy”	Hindustan College of Arts and Science, Coimbatore

	presented a paper titled in 'Foreign Direct Investment'	
17.02.2012	National Seminar on "Emerging Trends in Indian Banking Sector" presented a paper titled in 'Emerging Trends in Technology adoption by Indian Banks and IT Governance'	APA College for Women, Palani
20.02.2012	National Workshop on " Indian Agriculture under Reforms: A Diagnosis of Problems and prospectus"	APA College for Women, Palani
27.02.2012	National Seminar on " Impact of Euro- Zone Debt Crisis on the Indian Economy"	Vidyasagar College of Arts and Science, Udumalpet
09.03.2013	National Seminar on "Impact of FDI, FOREX and Foreign Trade on the Indian Economy" presented a paper titled in 'FDI in Financial Inclusiveness and Banking Sector'	Vidyasagar College of Arts and Science, Udumalpet
27.03.2013	IQAC National Seminar on "Role of Stakeholders in Quality Enhancement of Higher Educational Institutions in India"	Vidyasagar College of Arts and Science, Udumalpet
28.09.2013	IQAC National Seminar on "Dimensions for Faculty Enrichment"	Vidyasagar College of Arts and Science, Udumalpet
07.02.2014	National Conference on " Crop Insurance in India" presented a paper titled in 'Evolution of Crop Insurance'	PARK'S College, Tirupur
28.02.2014	National Conference on " Growth of Indian Economy" presented a paper titled in 'Growth of Indian Economy'	Periyar University College of Arts and Science, Salem
08.08.2014	International workshop on " Transformational Upshot	Nehru Arts and Science College, Coimbatore
29.09.2014	IQAC National Seminar on "Academic Excellence for Quality Sustenance in HEIs"	Vidyasagar College of Arts and Science, Udumalpet
23.02.2015	National Conference on "Strategies for the Sustainable Industrial Development- Road Map to Make in India " presented a paper titled in 'FDI in Indian Scenario'	Vidyasagar College of Arts and Science, Udumalpet
17.10.2019	National Conference on "GST Implications-Employability Perspective"	APA College for Women, Palani
17.12.2019	International Conference on	APA College for Women, Palani

	“Tamilaham’s Trade Contract with the World Countries prior to the British Colonial Rule” presented a paper titled in ‘The Colonization Effect on Foreign Trade in India’	
09.03.2020	Orientation and Retraining of Teachers	APA College for Women, Palani
19.03.2020	National Workshop on “Train the Trainer Programme Initiative ”	APA College for Women, Palani
20.01.2020	International Conference on “Environmental Degradation and its Impact on Society: Measurement Management and Conservation” presented a paper titled in ‘Environmental Education and Awareness in India’	APA College for Women, Palani
13.02.2020	Selfie Contest – Judge for Feminaa Delight & Talenron’20	Vijay Institute of Management, Dindigul
20.03.2020	National Workshop on “Workshop on Capacity Building for Teachers”	APA College for Women, Palani
01.08.2020-07.08.2020	National FDP on “ Ethical standards in a Professional Context”	APA College for Women, Palani
22.04.2020-24.04.2020	National FDP on Recent Trends in Artificial Intelligence and Impact on Teaching Professionals	RathnavelSubramaniam College of Atrs and Science, Sultur.
04-05-2020 - 06-05-2020	National FDP on Teaching, Learning and Evaluation	APA College for Women, Palani
09.06.2020-15.06.2020	National FDP on New Directions and Dimensions in Higher Education	APA College for Women, Palani
10.03.2021-16.03.2021	National FDP on “Cognizance and formation of core values in Higher Education”	APA College for Women, Palani
23.08.2021-28.08.2021	National FDP on “Digital Teaching Methods in Higher Education”	Hindusthan College of Arts & Science, Coimbatore
05.07.2021-11.07.2021	National FDP on Life Skills and wellness during Pandemic	AMET Business School, Coimbatore.
01.06.2021-14.06.2021	Two weeks virtual national FDP “Industry Institute Interaction- A Holistic Approach Insight out”	SRM Institute of Science and Technology, Coimbatore
14.09.2022	Challenges & Problems faced by Women Entrepreneurs in Indian Society after Covid 19 Pandemic – Presented paper titled “The Impact on Women Entrepreneurs of after Covid -19”	Sankara College , Coimbatore.
18.11.2022-	National FDP on Confluence of	APA College for Women, Palani

25.11.2022	Revised Guidelines of IQAC	
12.12.2022- 19.12.2022	National FDP on Research Methodology	PPG College of Arts and Science, Coimbatore
30.01.2023- 04.02.2023	National FDP on Ethics in Academic Research Writing	AMET University, Coimbatore
08.02.2023	National FDP on Data Analysis Using SPSS	Impact Institute of Management Studies, Bengaluru
13.02.2023- 17.02.2023	International FDP on Challenges for students in the new normal	Government Arts College . Coimbatore.
30.03.2023 & 31.03.2023	National Seminar on Innovative Entrepreneurship and Sustainable Development- presented paper titled “Innovations in Rural Entrepreneurship in India”	APA College for Women, Palani

### Members in Academic Bodies

- External Examiner in NGM College and Other Colleges
- Question Paper setter in NGM College & other Autonomous Colleges
- External Practical Examiner in Bishop Thorp College & Other Colleges
- Subject Expert in Board of studies at NGM College
- Member in Academic Audit at NGM College
- Got Qualification Approval from Bharathiar University
- Got Guideship from Bharathiar University

### Additional Responsibilities

- Acted as a Discipline Committee member in College
- Commerce Association In-charge in the Year 2023-24

### M.Phil Projects Guided:

S.NO	Name of the Student	Register No of the student	Title of the Project	Period
1	Mr.R.Veeraputhiran	2008R1066	Consumer preference in Branded Instant Food Items With special reference to Oddanchatram Taluk	2009
2	Ms.E.Hemalatha	2013R1218	Production and Marketing of Coconut with Special reference to Madathukulam Taluk	2013

**PG PROJECTS GUIDED: 5**

<b>S.NO</b>	<b>Name of the Student</b>	<b>Register No of the student</b>	<b>Title of the Project</b>	<b>Period</b>
1	S.Induja	18PPCOS06	A Study on Consumer Preference towards Smart Phone with Reference to Palani Town.	2019-20
2	V.Geetha	19PPCOS06	A Study on Buying Behaviour of Skincare Products. (With Special Reference to Palani Town)	2020-21
3	B.Subra devi	19PPCOS16	A Study on Consumer Behaviour of Himalaya Products. (With Special Reference to Palani Town)	2020-21
4	A.Kalaivani	20PPCOS05	A Study on Customer Satisfaction Towards VKC Footwears. . (With Special Reference to Palani Town)	2021-22
5	V.Sneka	21PPCOS11	A Study on Consumer Satisfaction Towards Royal Enfield - with Special Reference to Palani Town.	2022-23

**UG PROJECTS GUIDED: 8**

<b>S.NO</b>	<b>Name of the Student</b>	<b>Register No of the Student</b>	<b>Title of the Project</b>	<b>Period</b>
1	M.Bhuvaneshwari	17PUCAA03	A Study on Consumer Satisfaction Towards Branded Television With Special Reference to Palani Taluk	2019-2020
	G.Gayathri	17PUCAA15		
	V.Maheshwari	17PUCOA15		
	S.Nivetha	17PUCOA23		
	G.Shanmuga priya	17PUCOA34		
	J.Sumithradevi	17PUCOA38		
	S.Veeramanju	17PUC0A43		
2	M.Abitha	17PUCAA02	A Mothers Participation of Nestle Baby Food Product with Special to Palani Taluk	2019-2020
	R.Magudeeswari	17PUCAA13		
	S.Srinithi	17PUCAA26		
	M.Thaslima Parveen	17PUCAA29		
	G.Deepika	17PUCOA05		
	A.Kanageswari	17PUCOA09		
	R.Savitha	17PUCOA33		
3	K.Jayashree	18PUCAA06	A Study on Consumer Satisfaction of Sakthi Masala Powder	2020-21
	D.Kanimozhi	18PUCAA10		
	S.Mala	18PUCAA13		

	V.Manimegalai	18PUCAA14		
	A.Masutha Banu	18PUCAA15		
	J.Rohini Devi	18PUCOA27		
	M.Sabareeswari	18PUCOA28		
	K.Santhanakumari	18PUCOA29		
4	S.Saranya	18PUCOA30	A Study on Behaviour of College Students using Smartphone(With special Reference to Palani Taluk)	2020-21
	M.Sarumathi	18PUCOA31		
	K.Selvanayaki	18PUCOA32		
	M.Sharmila	18PUCOA33		
	T.Kowsalya	18PUCAA11		
	S.Mageswari	18PUCAA12		
	S.Monisha	18PUCAA16		
S.Nithya	18PUCAA17			
5	D.Barani Devi	19PUCAA01	A Study on Customer Buying Behaviour Towards Shampoo With Special Reference to Palani Taluk.	2021-22
	B.Pavithra	19PUCAA13		
	R.Sathya	19PUCAA19		
	R.Anandhi	19PUCOA02		
	D.Jeyasri	19PUCOA16		
	M.Kavitha	19PUCOA19		
	P.Sreenaagakrithigaa	19PUCOA38		
G.Yasotha	19PUCOA42			
6	S.Haritha	19PUCAA04	A Study on Consumer Buying Behaviour of Organic Products with Special Reference to Palani Taluk	2021-22
	P.Kaviya	19PUCAA08		
	G.Ramya	19PUCAA16		
	K.Chitrabanu	19PUCOA07		
	S.Indhumathi	19PUCOA13		
	A.Mahasri	19PUCOA20		
	R.Narmatha	19PUCOA28		
7	S.Haripriya	20PUCOA09	A Study on Problems faced by Women Entrepreneurs after Covid Period with Special Reference to Palani Town.	2022-23
	G.Kanimozhi	20PUCOA15		
	T.Murugeswari	20PUCOA24		
	N.Sindhuja	20PUCOA36		
	M.Vennila	20PUCOA40		
	M.Victoriya	20PUCOA41		
M.Varshini	20PUCAA26			
8	S.Bavani	20PUCOA03	A Study on Passengers Perception & Preference towards Public Transport in Palani Town.	2022-23
	T.Kanimozhi	20PUCOA16		
	M.Sobiya	20PUCOA38		
	S.Archana	20PUCAA03		
	M.Ashwini	20PUCAA04		
	J.Geetha	20PUCAA09		
	M.Sharmila	20PUCAA23		



