

RESUME



DR. S. MABEL LATHA RANI
Assistant Professor
Pg & Research Department of Commerce
Rani Anna Government College for Women
Tirunelveli -627 008
TAMILNADU

PERSONALDETAILS

Date of Birth : 20.05.1968
Qualification : M. Com, MPhil, BEd, PhD, MBA
Designation : Assistant Professor
Department : PG & Research Department of commerce
Community : BC
Religion : Christian
Nationality : Indian
Email ID : lathasam68@gmail.com

ACADEMIC QUALIFICATIONS				
Degree	Specialization	College	University	Year of Passing
B.Com	Commerce	Muslim Arts College	M.K.University, Madurai	1988
M.Com	Commerce	ST Hindu College	M.K.University, Madurai	1990
B.Ed	Commerce	ST Hindu College	Manonmaniam Sundaranar University, Tirunelveli – 12	1995
MBA	Management	Alagappa University	Alagappa University	2013
M.Phil	Commerce	Scott Christian College	Manonmaniam Sundaranar University, Tirunelveli – 12	1988
Ph.D	Commerce	Scott Christian College	Manonmaniam Sundaranar University, Tirunelveli – 12.	2008

TEACHING EXPERIENCE	
Date of Appointment	Self Financing: 18.01.2000 Government: 28.02.2011
Date of Retirement	31.05.2028
Teaching Experience	UG: 23yrs
	PG: 23yrs
	M.Phil: 9yrs
Research	Ph.D: 11yrs

COURSES/ CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
B.Com & M.Com	Sarah Tucker College	January 2000	February 2011	11
B.Com & M.Com	Rani Anna Govt College for Women	March 2011	Till Date	
M.Phil	Rani Anna Govt College for Women	2016 onwards	Till Date	
Ph.D	Rani Anna Govt College for Women	2012 onwards		

**ORIENTATION/REFRESHER COURSES/FACULTY DEVELOPMENT
PROGRAMME UNDERGONE(0)**

S.No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	Intensive training programme (Orientation)	UGC-Academic Staff College, University of Madras	04.05.2011 to 02.06.2011
2	Refresher Course	University of Kerala	04-09-2012 to 25-09-2012
3	Refresher Course	Pondicherry University	05-08-2015 to 25-08-2015
4	Refresher Course	University of Delhi	02-07-2020 to 17-07-2020
5	Refresher Course	University of Delhi	11.05.2021 to 25.05.2021

RESEARCH PROJECTS CARRIED OUT				
S.No	TitleoftheProject (Minor)	Nameof theFunding Agency& Amount	Duration	
1	Sustainability Through Agriculture -“A Study On The Natural Rubber Farming To Identify The Challenges of Farmers In Kanyakumari) dated March 2014 TNMS026).	UGC 12 th Plan Amount: 1,50,000/- (sanctioned) Received 1,38,000/-	2 year	
2	Socio-Economic Status of Slum Dwellers in Tirunelveli District	TNSCHE 2020-2021 Amount: 1,00,000	1 Year	

PUBLICATIONS				
BOOKS	BOOKC HAPTERS	SCOPUSI NDEXED	WEB OFSCIEN CE	UGCLIST ED
2	0	1	0	11
OTHERINDEXED	ASA RESOURCE PERSON	PAPERS PRESENTEDIN NATIONALAND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	PATENT
0	0	5	0	

PUBLICATIONS:BOOKS(5)			
S.No	Titleof theBook	Publication	Year
1	Pros and Cons of FDI in Retail Sector	ISBN 978-81-92904-73-3 B-DIGEST Publication Nagercoil	2014
2	Tally ERP.9 Accounting Principles and Concepts	Tally ERP.9 Accounting Principles and Concepts ISBN 978-93-84734-07-7 B-DIGEST Publication Nagercoil	2014

BOOK CHAPTERS (7)			
S.No	TitleofthePaper	Nameof theBook	ISSNNo., Pg.No
1	Work Life of Women Entrepreneurs in Tirunelveli District	Journal of Teacher Learner and Researcher	ISSN:2348-8409, pp.578-60
2	Consumer attitudes towards organic food products in Tirunelveli District	Current Trends in Economics, Business and Sustaininability	ISSN: 2731-8311
3	A Study on Consumer's Perception Towards Personal Care Green Products in Trichy District	Proceedings of National e-Conference on CSR Impetus: Rural Development and Sustainable Growth in India - 3rd December 2020	ISBN:978-81-947343-0-
4	An Analysis of Problems Faced by Patients in Government and Private Hospitals with Special Reference to Tirunelveli District	International Journal of Business and Management Invention	ISSN (Online): 2319-8028, ISSN (Print): 2319-801X, pp.50-54
5	Role of Depository Participants for Capital Markets in Chennai City	RAC Journal of Research	Volume 2/No 15/August 2017 pp 80--89 ISSN:2230-7362
6	E-banking Service Qualities	RAC Journal of Research	Volume 2/No 15/August 2017 pp 60-68 ISSN:2230-7362
7	A study on investment pattern of working women with special reference to Chennai city	RAC Journal of Research	Volume 2/No 15/August 2017 pp 48--59 ISSN:2230-7362

PUBLICATIONS:SCOPUSINDEXEDJOURNALS (0)WEB OFSCIENCE(0)			
S.No	TitleofthePaper	Name of theJournal	ISSNNo., Volume, Issue, Impactfactor&Pg. No
1	Motivational Factors to Purchase Organic Food Products in Tirunelveli District	Central European Management Journal	ISSN: 2336-2693 E-ISSN: 2336-4890 Vol.30, Iss.32022 pp1817-1823.

PUBLICATIONS:UGCLISTEDJOURNALS(0)			
S.No	TitleofthePaper	NameoftheJournal	ISSNNo.,Volume,Issue,Impactfactor&Pg.No
1	Consumer's Perception towards the Purchase of Organic Green Vegetables In Tirunelveli District	South India Journal of Social Sciences	ISSN: 0972 – 8945, Vol. XXI, No.18, January to June 2023, pp.54-59
2	Challenges Faced by the Teachers on Online Teaching	UGC-Care Approved, Research and Reflections on Education	ISSN: 0974-648X(P), Vol 21 / No 1A, March 2023, pp.260-272
3	A Study on Consumer's Perception Towards Personal Care Green Products in Trichy District	Shodhsamhita : Journal of Fundamental & Comparative Research Care Approved, Peer Reviewed and Referred Journal Kavikulaguru Kalidas Sanskrit University	ISSN: 2277-7067Vol. VII, No. 12(V),2021 pp 76-82
4	An Analysis of Problems Faced by Patients in Government and Private Hospitals with Special Reference to Tirunelveli District	International Journal of Business and Management Invention	ISSN (Online): 2319-8028, ISSN (Print): 2319-801X, Volume 8, Issue 4April 2019 pp50-54
5	Rural Health And Health Status of Tamilnadu with Special Reference to Tirunelveli District	District Journal of Merging Technologies and Innovative Research	ISSN: 2349-5162 Volume 6, Issue 2 February 2019 pp275-279
6	Social – Economics Status of Slum Dwellers in Tirunelveli District”	Journal of Emerging Technologies and Innovative Research	ISSN: 2349-5162 Volume 6, Issue 1 January 2019
7	Beneficiary Satisfaction towards Community Development Activities of TNSCB to the Slum Dwellers of Tirunelveli District	International Journal of Research and AnalyticalReviews	E-ISSN: 2348-1269 P-ISSN: 2349-5138 Volume 6, Issue 1

8	Factors Influencing The Purchasing Behavior and Promotional Strategies of Mall Shoppers”,	Journal of Emerging Technologies and Innovative Research International Journal,	ISSN-2349-5162 Voulme 5, Issue November 2018 11 ,
9	Attitudes of Customers towards the First Choice of Shopping Malls in Navi Mumbai .	International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences	ISSN 2349-7300 Volume 6, Issue 6, November-December 2018
10	A Study On Financial Literacy Among Stock Market Investors”	2018 IJCRT	ISSN: 2320-2882 Volume 6, Issue 1 March 2018 pp138-152pp 36-47 Impact Factor 5.97 www.ijcrt.org
11	“Study on Customer’s Perception and Satisfaction towards FMCG products with Special reference to Thoothukudi District”	JETIR May 2018,	Volume 5, Issue 5 pp. 395-404 www.jetir.org (ISSN-2349-5162) 5.87 Impact Factor5.87

Date : 08.07.2023

NAME: Dr. S. Mabel Latha Rani