

RESUME



Dr. I. Irismargaret
Guest Lecturer of Commerce,
Rani Anna Government
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Tirunelveli, 627008
Tamilnadu

PERSONALDETAILS

DateofBirth : 03.04.1983
Qualification : M.Com ;M.Phil ; Ph.D
Designation : Guest Lecturer
Department :Commerce
Community : BC
Religion :Christian
Nationality :Indian
EmailID :margaretiris1983@gmail.

ACADEMIC QUALIFICATIONS				
DEGREE	SPECIALIZATION	UNIVERSITY	YEAR OF PASSING	GRADE
B. Com	Commerce	M.S. University	2003	II Class
M.Com	Commerce	M.S. University	2005	II Class
M.Phil	Commerce	Annamalai University	2008	II Class
Ph.D	Commerce	M.S. University	2018	Awarded

TEACHING EXPERIENCE	
Date of Appointment	15.07.2010
Date of Retirement	
Teaching Experience	13 Yrs

COURSES/ CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
B.Com	Rani Anna Government College for Women, Tirunelveli	15.07.2010	Till Date	13

ADMINISTRATIVE EXPERIENCE			
S.No	DESIGNATION	INSTITUTIONS	YEAR
1	Guest Lecturer	Rani Anna Government College for Women, Tirunelveli	13

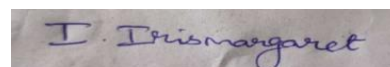
FACULTY DEVELOPMENT PROGRAMME UNDERGONE			
S.No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	“Capacity Building Programme on Outcome Based Education in the Digital Era”	PMMMNTT	Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli. 24 & 25 January 2020
2	Quality Assurance in Higher Education	Internal Quality Assurance Cell (IQAC)	Annai Hajira Women’s College, Tirunelveli. 18 & 19.06.2020

DETAILS OF RESEARCH WORK		
Research Stages	Title of the Thesis	University where the work was carried out
2018 Completed	A study on consumer behavior of durable goods in Tirunelveli District	Manonmaniam Sundaranar University, Tirunelveli

AREAS OF RESEARCH
Marketing

PUBLICATIONS:UGCLISTEDJOURNALS(2)			
S.No	TitleofthePaper	NameoftheJournal	ISSNNo., Volume, Issue, Impactfactor&Pg.No
1	Purchase behavior of consumer durable goods	International Journal of Movement Education and Social Science	ISSN: 2278-0793(Print) 2321-3779(Online)Vol.7 Impact Factor :5.62
2	Consumers acquisition pattern of durable goods	International Journal of Research in Social Sciences	Vol.8 Page No.755-770

PUBLICATIONS:OTHERINDEXEDJOURNALS(0)International:0			
S.No	TitleofthePaper	NameoftheJournal	ISSNNo., Volume, Issue, Impactfactor&Pg.No
1.	Reasons For a Brand Preference of Consumer durable Goods	Research Directions	Vol.7 Page No.167 -174
2.	Consumer Behaviour and factors influencing the purchase decision of durable goods with reference to Tirunelveli dist	Roots- International Journal of Multidisciplinary researches	ISSN : 2349-8684 Vol.2 Impact Factor : 4.075 Page No: 19-23
3.	An overview of Consumer durable market in india	RAC Journal of Research (Journal of Multidisciplinary researches)	ISSN : 2230-7362 Vol .2 Page No : 16-20



Date : 05.07.2023

NAME : I.Irismargaret

