

IDHAYA COLLEGE FOR WOMEN
AROCKIA NAGAR, SARUGANI, SIVAGANGA DIST- 630 411

FACULTY PROFILE

Department: Commerce

1. **Name** : Mrs. S. Sobitha
2. **Father's name** : Mr.S.Sethu
3. **Educational Qualification** : M.Com., M.Phil., B.Ed.,
4. **Designation** : **Assistant Professor**
Department of Commerce
Idhaya College for Women, Sarugani,
Sivagangai Dt.630 411.
5. **Teaching Experience** : 12 Years
6. **Date of Birth** : 31.05.1983
7. **Gender** : Female
8. **Address for Communication (Res)** : Puliadithammam(PO), Sarugani (Via)
Sivagangai Dist. – 630 411.
Phone No. : 9442319354
Email – id : sobithacomw@gmail.com
9. **Area of Specialization** : Income Tax, Accountancy
10. **Publications:**

S. No.	Title	Name of the Journal/ Institution	ISSN/ ISBN No.	Month & Year
1.	Brand Building In India	International Journal Of Management Review(IJMR)	ISSN: 2348- 4373	April-2015
2	Emerging Opportunities & Policy Issues for Service Sector An Over View	EIJFMR	ISSN: 2395- 5929	Jan-2016
3	Online Shopping	Aanada College Devakottai	ISBN: 978-81- 92361-08-1	Feb-2017
4	Problems On Women Entrepreneur	Aanada College Devakottai	ISBN: 9788190778817	March-2017

5	A Study On Online Shopping	Trends In Kalis Research,	ISSN:0974-701X	July-2017
6	A Study On Consumer Perception Towards Plastic Money	Sankara College, Coimbatore	ISBN:978-93-86638-26-7	Sep-2017
7	Effectiveness Of Viral Marketing	Shanlax International Journal	ISSN: 2320-4168	Feb-2018
8	Issues & Challenges On Micro Finance In India	Bothi International Journal	E-ISSN:2456-5571	Feb-2018
9	Impact Of E- Learning On Rural Area	Shanlax International Journal	ISSN:2320-4168	Oct-2018

11. Paper Presented in Inter National Conference

S. No.	Title	Institution	Date and Year
1.	Challenges & Issues of Internet Shopping Sites	Aanada College Devakottai	20.02.2019

12. Seminars / Conferences / Workshops Attended:

1. Faculty Development Programme on “**Capital Market**” Organized by Alagappa University, Karaikudi on 21st January 2013.
2. National Seminar on “**Emerging Trends in Indian Financial Market**” organized by Dr.Umayal Ramanathan College, Karaikudi on 06th September 2013..
3. One Day National Seminar on “**Colloquium –Triad on Higher Education Quality**” Sponsored by UGC and Organized by Alagappa University, Karaikudi on 10th December 2014.
4. The national workshop on “A Life changing journey” by department of commerce, Idhaya college for women, sarugani on 07.03.2016
5. Seven Days “**NSS Orientation Training**” Organized by Avinashilingam University, Coimbatore on 10.09.2016 to 16.09.2016.
6. Two Days National Seminar on “**SPSS & AMOS**” Organized by Primax Foundation, Madurai, on 21.10.2016.& 22.10.2016.
7. State Level Seminar on “ **Implementation of GST**” Organized by Govt. Arts College Paramakudi on 10th August 2017.
8. State Level Seminar on “**Empowering Teachers of Prepare Professionals of Tomorrow**” Organized by Alagappa University Karaikudi, on 21st August 2017.

9. State Level Seminar on “ **Accreditation – Quality Sustenance Measures**” Organized by IQAC Idhaya College for Women, Sarugani on 9thSeptember 2017.
10. National Workshop on “**Secret of Global Business in the Digital era**”on 19th February 2018 Organized by Madurai Kamaraj University Madurai.