

**Faculty- Profile**

**Name of the Department** : Economics  
**Name of the faculty member** : Mrs. K.Sumathi  
**Present Designation** : Assistant Professor  
**Residential Address** : 50/12 Ganeshapuram,  
 Arumuganeri-628202  
**Contact Nos.** Landline/Mobile : 8678990275  
 Email : @wavoowajeehacollege  
**Gender** : Female  
**Community** : BC

**PAN Number** : HXKPK8636L      **AadhaarNumber**: 568468805136

**Date of Birth and Age** : 10.07.1990, 33 Years

**Date of Joining the present post** : 02.01.2023

**Particulars of Educational Qualifications:**

| Category | Name of the Degree | Specialization | Year of Passing | Name of the College                      | Name of the University                         | % of Marks / Grades secured | Class obtained               |
|----------|--------------------|----------------|-----------------|--|--|-----------------------------|------------------------------|
| UG       | BA                 | Economics      | April 2010      | Govindamal Aditanar College, Tiruchendur | Manonmaniam Sundaranar University, Tirunelveli | 80.14%                      | First Class With Distinction |
| PG       | MA                 | Economics      | April 2012      | Aditanar College, Tiruchendur            | Manonmaniam Sundaranar University, Tirunelveli | 80.14%                      | First Class With Distinction |
|          | M.Phil             | Economics      | April 2014      | Aditanar College, Tiruchendur            | Manonmaniam Sundaranar University, Tirunelveli | 80%                         | First Class With Distinction |

**Additional Qualification**      **NET / SLET**      : SET qualified in 2012

**Academic Experience:**

| Name of the College   | Govt/Aided/ S.F. | Designation         | Joining Date | Relieving Date | Experience |          |           |
|---|------------------|---------------------|--------------|----------------|------------|----------|-----------|
|   |                  |                     |              |                | Year s     | Mont hs  | Days      |
| WavooWajeeha Women's College of Arts and Science, Kayalpatnam | Self-finance     | ASSISTANT Professor | 17.06.2015   | 30.04.2017     | 1          | 9        | 13        |
| WavooWajeeha Women's College of Arts and Science, Kayalpatnam | Self-finance     | ASSISTANT Professor | 01-03-2014   | Till Date      | -          | 6        | 13        |
| <b>Total</b>  |                  |                     |              |                | <b>2</b>   | <b>3</b> | <b>26</b> |

### Paper Published in Books

| S.No | Title of the Book                                     | Publisher Details            | Book Name with Issue No, Page No, Vol.No, ISBN                            | Month & Year |
|------|---|------------------------------|---|--------------|
| 1.   | Effectiveness of social media and customer engagement | Kamaraj College, Thoothukudi | Effectiveness of social media and customer engagement, 276, 9788195147342 | 28.02.2023   |

### Papers Presented in Conference/Seminar

| S.No | Title of the Paper  | Level (National/ International/ State/ Regional) | Proceedings Name with Issue No ,PageNo,Vol.No ISSN                                    | Date (dd-mm-yyyy) |
|------|---|--|---|-------------------|
| 1.   | Challenges due to the advent of FDI in Indian Retail Trade                          | National   | National level seminar on Issues of FDI in Multibrand Retail sector in India          | 08.02.2013        |
| 2.   | An Economic Evaluation of MGNREGP in Paramankurichi village of Thoothukudi District | National   | UGC Sponsored Two Day National Seminar on MGNREGP – Challenges, Problems and Remedies | 3 & 4 Jan 2014    |
| 3.   | Transforming India's Digital payment landscape                                      | National   | Paradigm shift with special reference to India's Economic Development                 | 03.02.2023        |
| 4.   | A Study on Rural Non- farm sector in india  | State  | Rural Non-Farm Employment and Indian Economy: Evidences, issues and challenges        | 27.02.2023        |
| 5.   | Impact of social media on consumer buying behaviour at Arumuganeri                  | International                                    | Effectiveness of social media on customer engagement                                  | 28.02.2023        |
| 6.   | How Entrepreneurs develop and grow the economy                                      | International                                    | Entrepreneurship & Startups   | 03.03.2023        |
| 7.   | Women Empowerment   | National   | Contemporary issues in Indian Economy   | 13.03.2023        |