

## Faculty- Profile



<b>Name of the Department</b>	<b>: Economics</b>
<b>Name of the faculty member</b>	<b>:Mrs. K.Sumathi</b>
<b>Present Designation</b>	<b>:Assistant Professor</b>
<b>Residential Address</b>	<b>: 50/12 Ganeshapuram, Arumuganeri-628202</b>
<b>Contact Nos.</b>	<b>Landline/Mobile : 8678990275 Email :@wavoowajeehacollege</b>
<b>Gender</b>	<b>: Female</b>
<b>Community</b>	<b>:BC</b>
<b>PAN Number</b>	<b>:HXKPK8636L AadhaarNumber:568468805136</b>
<b>Date of Birth and Age</b>	<b>: 10.07.1990, 33 Years</b>
<b>Date of Joining the present post</b>	<b>: 02.01.2023</b>

### 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