

RESUME



Name: ASMA T.U.

Designation: ASSISTANT PROFESSOR

Department: COMMERCE

Address 121, MYLAKADER STREET,

MELAPALAYAM,

TIRUNELVELI

PERSONAL DETAILS

Date of Birth : 21/02/1994

Qualification : M.Com, M.Phil, SET, NET

Designation : ASSISTANT PROFESSOR

Department : COMMERCE

Community : BCM

Religion : ISLAM

Nationality : INDIAN

Mobile : 7598458226

Email ID : asmatu1994@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
PhD	Commerce	St. Xavier's College	Manonmaniam Sundaranar University	Pursuing
M.Phil	Commerce	St. Xavier's College	Manonmaniam Sundaranar University	2017
M.Com	Commerce	St. Xavier's College	Manonmaniam Sundaranar University	2016
B.Com	Commerce	Rose Mary College of Arts & Science	Manonmaniam Sundaranar University	2014

ACADEMIC IDENTITY

*VIDWAN ID	290004
*ORCID ID	https://orcid.org/register
*SCOPUS ID	
*RESEARCHER ID/ PUBLONS ID	GPP-2898-2022
GOOGLE SCHOLAR LINK	

TEACHING EXPERIENCE

Date of Appointment	17.06.2019
Date of Retirement	
Teaching Experience	UG 5 years
	PG 1 year
	M.Phil.
Research	Guided M Phil: Guided Ph D: Guiding Ph Scholar:

COURSES/CLAS	NAME OF THE	DURATION	
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SES TAUGHT	INSTITUTIONS	From	To	Years
B.Com, M.Com	Rose Mary College of Arts & Science	16/06/2017	31/05/2018	1 year
B.Com	Sarah Tucker College	05/07/2018	31/05/2019	11 months
B.Com	St. Xavier's College	17/06/2019	Present	3 years

AWARDS RECEIVED	
1.	
2.	
3.	
4.	
5.	

ADMINISTRATIVE EXPERIENCE			
S. No	DESIGNATION	INSTITUTIONS	YEAR

MEMBERSHIP		
S. No	Designation	Particulars
1.		
2.		
3.		
4.		
5.		

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE ()

S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	Orientation		St. Xavier's College

			23/07/2022
2	Orientation (2 days)		St. Xavier's College 15 th & 16 th July 2022
3	Orientation(3 days)		Thozhamai Illam, Kanyakumari 05.06.2019 to 07.06.2019
4	FDP (4 weeks)		Online mode, organised by Ramanujan College, New Delhi 20/06/2022 – 19/07/2022
5	FDP		Online mode, organised by
6	FDP		Online mode, organised by
7	FDP		Online mode organised by

DETAILS OF RESEARCH WORK

Research Stages	Title of the Thesis	University where the work was carried out
Ongoing	Work Environment and Challenges in Overseas Employment – A study on migrant workers in United Arab Emirates from Tirunelveli District	Manonmaniam Sundaranar University

AREAS OF RESEARCH

RESEARCH PROJECTS CARRIED OUT

S. No	Title of the Project (Minor)	Name of the Funding Agency & Amount	Duration

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
				1
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	
5		14	25	

PUBLICATIONS: BOOKS ()			
S. No	Title of the Book	Publication	Year

BOOK CHAPTERS ()			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No

PUBLICATIONS: SCOPUS INDEXED JOURNALS () WEB OF SCIENCE ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No

PUBLICATIONS: UGC LISTED JOURNALS (1)			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1	An Empirical Study on the Challenges and Problems Faced By the Migrant Employees in UAE From Tirunelveli District	Studies in Indian Place Names (UGC Care Journal)	ISSN: 2394-3114 Vol-40- Issue-50-March-2020, Pp 4080

PUBLICATIONS: OTHER INDEXED JOURNALS (5)			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No
1	A qualitative study on the causes and effects of labour turnover in private organisations	Xaverian Journal of Marketing	ISSN 2278-6562 Page No. 62 - 65
2	A study on the impact of advertisements on consumer durables in Palayamkottai	Xaverian Journal of Marketing	ISSN 2278-6562 Page No.38- 41
3	The Evolution Of Green Marketing in India- an overview		ISSN 0975-2617 Page No. 215-219
4	A Study on Cross- Culture Management and its Significance in Organizations		ISSN 0975-2617 Page No. 189-192
5	Digitalisation - an Emerging trend in Human Resources Practices	Journal of Commerce & Management	ISSN 0975-2617 Impact factor: 4.2

AS A RESOURCE PERSON (26)

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date

**WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP
PAPER PRESENTED: National (8) International (6)**

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	International Conference		held on 20/08/2016 organised by V.H.N. Senthikumara Nadar College
2	National Conference		held on 29/09/2016 organised by V.H.N. Senthikumara Nadar College
3	National Seminar		held on 10/01/2017 organised by St. Xavier's College
4	National Conference		held on 19/01/2017 organised by V.H.N. Senthikumara Nadar College
5	International Conference		held on 20/12/2016 organised by Sarah Tucker College
6	National Seminar		held on 27/01/2017 organised by

			St. John's College
7	National Seminar		held on 08/02/2017 organised by St. Xavier's College
8	International Conference		held on 03/03/2017 organised by St. John's College
9	International Conference		held on 03/03/2017 organised by St. John's College
10	National Seminar		held on 19/08/2016 organised by V.O. Chidambaram College.
11	National Seminar		held on 17/12/2016 organised by St. Xavier's College.
12	International Conference		held on 11/01/2017 organised by St. John's College
13	National Seminar		Held on 30.01.2019 Organised by St. Xavier's College

14	International Conference		Held on 27.01.2020 Organised by St. Xavier's College
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WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP ATTENDED:			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	National Webinar on Economy during COVID-19		Organised by NMKRV College for Women, Bangalore Held on 19.05.2020
2	International webinar on Accelerating Education 4.0 using ICT tools – POST COVID PARADIGM		Organised by St. Xavier's College, Palayamkottai Held on 17.06.2020
3	National webinar on E- Resources for Research in Management		Organised by Dr. N.S.A.M. First Grade College, Bengaluru Held on 03/06/2020
4	National webinar on Marketing in New Paradigm		St. Joseph's College of Engineering Held on 31/05/2020
5	National webinar on Future of Entrepreneurship and Employment Opportunities		Nehru Institute of Technology, Coimbatore Held from 13.05.2020 to 15.05.2020
6	International webinar on HR Practices in Pandemic		St. Joseph's College (Arts & Science), Kovur,

			Chennai Held on 29.05.2020
7	International webinar on Impact of Corona on Placements		V.O.Chidambaram College, Tuticorin Held on 13.05.2020
8	National webinar on Digital Marketing Strategies for E-Commerce		G.T.N. Arts College (Autonomous), Dindigul Held on 14.05.2020
9	National webinar on Common errors in the construction of Doctoral Thesis		St. Xavier's College of Education Held on 30.05.2020
10	International webinar on The Impact of COVID 19 on Banking Sector - A Global Scenario		V.O.Chidambaram College, Tuticorin Held on 29.05.2020
11	National webinar on Research Methodology		Loyola College (Autonomous), Chennai Held on 12.06.2020 & 13.06.2020
12	International Conference		held on 20/08/2016 organised by V.H.N. Senthikumara Nadar College
13	National Conference		held on 29/09/2016 organised by V.H.N. Senthikumara Nadar College
14	National Seminar		held on 10/01/2017 organised by St. Xavier's College
15	National Conference		held on 19/01/2017 organised by V.H.N. Senthikumara Nadar College

16	International Conference		held on 20/12/2016 organised by Sarah Tucker College
17	National Seminar		held on 27/01/2017 organised by St. John's College
18	National Seminar		held on 08/02/2017 organised by St. Xavier's College
19	International Conference		held on 03/03/2017 organised by St. John's College
20	International Conference		held on 03/03/2017 organised by St. John's College
21	National Seminar		held on 19/08/2016 organised by V.O. Chidambaram College.
22	National Seminar		held on 17/12/2016 organised by St. Xavier's College.
23	International Conference		held on 11/01/2017 organised by St. John's College
24	National Seminar		Held on 30.01.2019 Organised by St. Xavier's College
25	International Conference		Held on 27.01.2020 Organised by St. Xavier's College

COUNTRIES VISITED

**EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES
ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)**

1. Won 1st prize in the Essay Writing (English) competition conducted by the PG & Research department of commerce, St.Xavier’s College(Autonomous), Palayamkottai
2. Won 1st prize in the Essay Writing (English) Competition in the Inter–Departmental cultural competitions–INDECO15 organized by St.Xaviers College (Autonomous),Palayamkottai

Date: 30/07/2022

Name: T.U. ASMA