

Profile



Name : Dr.K.Chitra Chellam

Qualification : M.Com., D.G.T., S.L.E.T., M.Phil., Ph.D.,

Designation : Assistant Professor of Commerce,
A.P.C. Mahalaxmi College for Women,
Thoothukudi

Experience : Seven years in Kamaraj College, Thoothukudi
Working in A.P.C. Mahalaxmi College for Women,
Thoothukudi (Since July 2013 to till date - 8 years)

Total Experience: 15 years

Area of Specialisation : Financial Accounting and Marketing

Academic Qualification

Course	Institution	Year of Passing	Percentage of Marks (%)	University Rank
Ph.D.	Scott Christian College, Nagercoil. (Research Centre), Manonmaniam Sundaranar University	2017		
M.Phil.	Manonmaniam Sundaranar University	2003	72.5	

S.L.E. T	Bharathiar University, Coimbatore	2002		
D.G. T	St.Mary's College, Thoothukudi	2000	66	
M.Com	St.Mary's College, Thoothukudi	2000	71.1	I
B.Com.	St.Mary's College, Thoothukudi	1998	74.9	XI
XII Std	Holy Cross Anglo Indian Higher Secondary School, Thoothukudi (Higher Secondary Course Certificate)	1995	83.4	
X Std	Holy Cross Anglo Indian Higher Secondary School.	1993	75.9	

Qualified S.L.E.T. in 2002

Computer Skills : MS-Office 2000

Project:

M. Phil - A Study on Advertising Slogans of Select Consumer Products and Consumer Behaviour with Reference to Tuticorin Town.

Ph.D - A Study on Jewellery Industry in Tamil Nadu

Positions held in the College:

- Head, Department of Commerce (Aided) since June 2018.
- Member of IQAC since 2018

- Coordinator of Entrepreneurship Development Cell since 2019

Others:

- IIC Innovation Ambassador since 2020
- Member of Board of Studies for Commerce in St.Mary's College, Thoothukudi.
- Approved Guide for Ph.D in Manonmaniam Sundaranar University, Tirunelveli.
- One of the Panel Members for interviewing candidates for Accountancy & Economics in July 2020.
- Question Paper Setter for November 2019 Examinations in Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar.
- Examiner for Field Work Viva Voce April 2019 Examination in Holy Cross Home Science College, Thoothukudi.
One of the Chief Guests at 23rd& 24th Anniversaries of M.GopalaRajan-Mangaleswary Book Bank, Thoothukudi on 15th July 2018 and 27th July 2019.

Books Published:

1. Manithavala Melaanmaiyn Makathuvam – Tamil Book (co-author), ISBN: 9788194283249, , Maha Publications, 2019
 2. Human Resources – A Gateway to Organisational Success, ISBN:9788194405894, Maha Publications, 2019
 3. E-Commerce: Its Applications in Business, ISBN:9788195307241, Sara Publications, 2021.
- Having a separate **You Tube Channel** in the name of **Commerce for All**
 - Having a separate **Blog** in the name of **chitrachellam.blogspot.com**

Journal Publications

1. Published an article on '**Customers' Preferences and Satisfaction towards Jewellery Marts in Southern Districts of Tamil Nadu**' in the Journal, *Indian Journal of*

- Research*, Volume04, Issue 09, September 2015, ISSN – 2250-1991, Impact Factor – 3.4163, Page no.33-36
2. Published an article on ‘**A Study on Occupational and Economic Background of Women Entrepreneurs in Thoothukudi City**’ in the Journal, *Indian Journal of Applied Research*, Volume 07, Issue 09, Sep.2017, ISSN–2249-555X, Impact Factor– 4.894, Page no. 55-58.
 3. Published an article on ‘**Advertising Slogan-It’s Emphasis and Significance in Marketing**’ in the Journal, *International Research Journal of Management and Commerce*, Volume 04, Issue 11, Nov. 2017, ISSN – 2348 - 9766, Impact Factor – 5.564, Page no.37-46.
 4. Published an article on ‘**Jewellery Industry in India**’ in the journal, *International Journal of Marketing and Technology*, Volume 08, Issue 02, Feb. 2018, ISSN–2249-1058, Impact Factor – 6.559, Page no.1-18.
 5. Published an article on “**A Study on Jewellery Retailing in Southern Districts of Tamil Nadu**” in Journal of Emerging Technologies and Innovative Research, an UGC approved journal, Volume 06, Issue 01, January 2019, Impact factor – 5.87.
 6. Published an article on “**Occupational Background of Master Goldsmiths in Southern Districts of Tamil Nadu**” in Muktsabd Journal, UGC care Group – I Journal, ISSN No.2347-3150; Volume IX; Issue IV; April 2020 -Impact Factor:4.6
 7. Published an article on “**Traffic Performance in V.O. Chidambaranar Port Trust: An Overview**” in Dogo Rangsang Research Journal, UGC CARE Group- I Journal, ISSN – 2347-7180; Volume 11; Issue 04; April 2021; Impact Factor: 7.12.

Conference / Seminar Proceedings Publications

1. Article on ‘**Role of SIPCOT in Entrepreneurship Development**’ in *Emerging Entrepreneurship Strategies for Self-Employment and Skill Development*, Dec 2008, Pg. no. 185-190.
2. Article on ‘**Trend in Priority Sector Advances Management**’ in the Book *Banking Sector in the Current Scenario*, Volume II, Jan 2011, ISBN- 978-93-80812-06-9, Pg.no.349-357.

3. Article on “**Women Entrepreneurship in India**”, in Enrich – Special Issue – ISSN 2319 - 6394

Paper Presentations

1. Presented a paper on the topic ‘**Social Responsibility and Ethics towards Societal Development**’ in the National Seminar on *Corporate Social Responsibility Ethics* at Karpagam College of Engineering, Coimbatore on 21st September 2007.
2. Presented a paper on the topic ‘**Women Entrepreneurship in India**’ in the International Conference on *Women: Empowered to Lead* at A.P.C. Mahalaxmi College for Women, Thoothukudi on 7th February 2018.
3. Presented a paper on the topic ‘**GST and Service Sector**’ in the National Seminar on *GST and its Application on Indian Trade* at Nazareth Margochis College, Pillaiyanmanai on 23rd February 2018.

Seminar / Conference / Workshop Attended

1. Participated in Two Day national level Faculty Development Programme on “**Statistical Analysis and Interpretation using SPSS and AMOS**” at VHNSN College, Virudhunagar on 8th and 9th March 2013.
2. Participated in One day workshop on “**Women Empowerment through Employment and Workplace Behaviour**” at M.S.University, Tirunelveli on 8th March 2016.
3. Participated in One Day “**Orientation cum Workshop for Placement Officers**” at Manonmaniam Sundaranar University, Tirunelveli on 18th March 2016.
4. Participated in Two Day workshop on “**SPSS in Commerce and Management Research**” at A.P.C. Mahalaxmi College for Women, Thoothukudi on 29th and 30th December 2016.
5. Participated in Three Day workshop on “**CBSE NET / SLET Examinations– 2017**” at Manonmaniam Sundaranar University, Tirunelveli from 1st to 3rd December 2016

6. Participated in State level Workshop on “**Guidance Programme to Attend Competitive Examinations**” at A.P.C. Mahalaxmi College for Women, Thoothukudi on 29th January 2018.
7. Participated in Faculty Development Programme on “**E-Content Development**” organized by IQAC of Holy Cross Home Science College, Thoothukudi on 23th February 2019
8. Participated in Two Day International Workshop on “**Writing Quality Research Papers – Publishing in Scopus & CARE Approved Journals**” organized by Manonmaniam Sundaranar University, Tirunelveli on 19th and 20th July 2019
9. Participated in Seminar on “**The Role of Faculty in Institutional Development**” organized by V.O. Chidambaram College, Thoothukudi on 17th August 2019.
10. Participated in Two Day Workshop on “**Intellectual Property Rights & Entrepreneurship**” organized by AURCT – IEDP Hub, Anna University Regional Campus, Tirunelveli at Francis Xavier Engineering College on 28th and 29th November 2019
11. Participated in the “**IIC Innovation Ambassador Training Series**” at Sri Krishna College of Engineering and Technology, Coimbatore on 6th and 7th January 2020
12. Participated in a Two Day FDP on “**Developing New Generation Teachers**” organised by A.P.C. Mahalaxmi College for Women, Thoothukudi on 21st and 22nd April 2020.
13. Participated in the online Faculty Development Programme on “**Certificate Making and Invitation Designing the Hassle-Free Way**” organised by Department of English, Internal Quality Assurance Cell, A.P.C. Mahalaxmi College for Women, Thoothukudi on 28th April 2020.
14. Participated in the online Faculty Development Programme on “**Front Accounting**” organised by V.O. Chidambaram College, Thoothukudi from 29th April to 5th May 2020.
15. Participated in the online webinar on “**Post Lockdown Period Challenges and Solutions**” organised by Department of History, A.P.C. Mahalaxmi College for Women, Thoothukudi on 12th May 2020.

16. Participated in the online Faculty Development Programme “**E-Content Preparation – Finding Copyright Free Images and Sounds**” organised by Loyola College of Education, Chennai in association with Universal Teachers Academy on 13th May 2020
17. Attended a webinar on “**Eat – A – Way for Healthy Lifestyle**” organised by Department of Zoology, V.O. Chidambaram College, Thoothukudi on 15th May 2020.
18. Participated in the National Level webinar on “**Assessment and Accreditation: A Revised Accreditation Framework for Affiliated Colleges**” organised by the Government College of Arts and science, Aurangabad, IQAC Cluster India & White Code Technology Solutions Pvt. Ltd. from 21st to 23rd May 2020.
19. Participated in the National Level webinar on “**Conquering less attended areas in NAAC & Outcome Based Education**” organised by IQAC Cluster India & White Code Technology Solutions Pvt. Ltd. on 6th June 2020
20. Participated in the National Level webinar on “**Introducing Skill Oriented Courses in Colleges and Universities**” organised by IQAC Cluster India & White Code Technology Solutions Pvt. Ltd. on 9th July 2020.

Programmes Organised

- • Have organised various programmes during the past 3 years as the Head of the Department of Commerce (Aided), Member of IQAC and Coordinator of Entrepreneurship Development Cell of our College.