

STAFF PROFILE



- 1) Name: Dr. A. S. Lakshmi Rani
2) Designation: Assistant Professor
3) Department: Commerce
4) Qualifications:

Academic: M. Com., M. Phil., PGDCA., Ph.D

Additional: Nil

- 5) Experience (in years): Teaching: 10 years and 5 Months Research: 5 Years
6) Area of Specialization: Banking, Corporate Accounting, Marketing, HRM
7) Contact: 9788947920 E-mail: aslrnc@gmail.com Mobile Number: 9788947920
8) Grants Received (Conference/Workshop/Seminar/any other):

Event Title	Agency	Fund Received	Date
Nil	Nil	Nil	Nil

- 9) Project Completed:

Project Title	Agency	Fund Received	Duration
Nil	Nil	Nil	Nil

- 10) Project ongoing :

Project Title	Agency	Fund Received	Duration
Nil	Nil	Nil	Nil

- 11) Research Guidance:

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	Nil	4
M. Phil.	Nil	8

- 12) Research Publications:

	International	National
Total Number of Publications	6	

List of International Publications:

For e.g.:

- K.Suresh, R.Kottaimuthu, T.SelvinJebarajNormon, R.Kumuthakalavalli and Sabusimen, 2011. Ethnobotanical Study of Medicinal Plants used by Malayali tribes in**

- 1) Study on Youth Perception on Digital Payment Mode
- 2) Impact of Digital Banking Among Consumers
- 3) A Study on Customer Awareness towards Digital Banking Services
- 4) "Attitude of the Community towards Digital Payments Usage in Thrissur Distric- With special reference to Digital-Economy district Initiative"
- 5) Relationship of Customer Awareness and Expectation in determining the actual Utilisation of Banking Services- Thrissur District.
- 6) Challenges and Coping strategies to Women Empowerment in Cyber Viciousness

List of National Publications:

13) Chapters in Books: Nil

14) Other Publications (Proceedings): Nil

15) Books Published: Nil

16) Presentation in Seminar / Conference:

International: Nil

National: 1) Challenges and Coping strategies to Women Empowerment in Cyber Viciousness

2) Attitude of the Community towards Digital Payments, Users, in Thrissur District – With special reference to Digital – Economy district Initiative at Madura College On 19th and 20th March 2022.

17) Participation in Conference: 3

1) Goods and Services Tax

2) Relationship of Customer Awareness and Expectation in Determining the Actual Utilisation of Banking Services

3) Two days International Conference on “Dynamics of Research in Commerce- A Solace to Sustainable Business Decisions “at Madura College on 19th and 20th March, 2021.

18) Participation in Seminar:

1) National Seminar – Fatima College, Research and IPR For sustainable development on 15th Febrary’2023.

2) Participated In- Service Teacher Training Programme in Commerce held at MKU, Madurai- TANSCHÉ on 17th and 18th May 2022

19) Participation in Workshop:

20) Participation in Orientation Programme/ Induction Programme/ Short term Courses:

Orientation Course	HRDC - Madurai Kamaraj University	28	27-10-2015	23-11-2015
Refresher Course	HRDC- Madurai Kamaraj University	21	02-11-2016	22-11-2016

Refresher Courses:

Online Interdisciplinary Refresher Course in Advanced Research Methodology	Teaching and Learning Centre, Ramanujan College, University of Delhi Under the Aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	14	22-01-2022	05-02-2022
Online Interdisciplinary Refresher Course in Managing Online Classes & Co-creating MOOCs	TLC Ramanujan College, University of Delhi, Managing Online Classes & Co- creating MOOCs .	14	07-02-2022	21-02-2022

21) Participation in Faculty Development Programme

1) ICT Based Teaching, Learning and Assessment from 13-19th January, 2022

22) Conference/ Seminar/ Workshop Organized: Nil

23) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop: Nil

24) Other Co-curricular / Administrative Responsibilities:

1) Co-ordinator Consumer Forum

2) Co-ordinator Vishaka Committee

25) Member in Board of Studies: Yes

26) Editorial/ Review Board Member: Nil

27) Membership in Professional Bodies: Nil

28) Awards received: Nil

29) Consultancy: Nil

30) Patents: Nil

31) Any other information: Nil

* Note : Please provide the total Numbers and details for each metrics