

JAMAL MOHAMED COLLEGE (AUTONOMOUS)

TIRUCHIRAPPALLI – 20

DEPARTMENT OF COMMERCE – SF WOMEN

RESUME as on (15.09.2015)

1. **Name** : G.REKA
2. **Date of Birth** : 14.03.1990
3. **Address**

Residential

No.10- A,
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Office

Assistant Professor,
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Trichy – 620 020.



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4. **Designation** : Assistant Professor
5. **Educational Qualification**

Qualification	Board / University	Year of Passing	Class	%
HSC	Tamil	March	Outstanding	94%
B.Com	Holly cross College, Trichy.	April	Distinction	75%
M.Com	Jamal Mohamed College, Trichy.	April	Distinction	78%
M.Phil	Jamal Mohamed College, Trichy.	April	Distinction	84%
M.B.A	Bharathidasan University, Trichy.	April	First class	71%

6. **Experience**

UG : 3 months

PG : 3 months

Sl No	Designation	Institution	Date	Period
1	Assistant Professor	Jamal Mohamed College Trichy – 20	16.06.2014 till date	3months

7. **Areas of Specialisation** : Finance & HR

8. **Languages known** : Tamil, English – Speak & Write

9. **Subjects Taught**

UG : Personnel Management PG : Retail Marketing

Value education

Research methods

Business Economics

10. **Details of Paper Presented and published**

Sl No.	Title of the Paper	Name & Place of the Seminar	Date
1	Green Marketing In India – Issues And Challenges In Current Business Scenario	International Conference On Contemporary Issues In Business. Bishp Heber College , Trichy -17	5 th & 6 th Dec 2014
2	Marketing strategies for service sector	National seminar on Marketing Strategies For Make In India Products And Services. Jamal Mohamed College, Trichy- 20	24 th Jan 2015
3	Analysis Of Non Performing Assets With Special Reference To State Bank Of India. (Received Best Paper Award)	International Conference On Emerging Trends In Management, Commerce, Education And Economics. Swami Vivekananda institute of management, thanjavur	13 th Feb 2015

4	An Empirical Analysis Of Customer Attitude Towards F – Commerce	International Conference On’’ Innovative Practices In The Contemporary Business Scenario’’. Vivekanandha College Of Arts And Science For Women, Namakkal	26 th Feb 2015
5	Green Banking In India : A Commitment Towards The Global Initiatives	International seminar on inclusive economic growth. Jamal Mohamed College, Trichy- 20	13 th & 14 th Aug 2015
6.	E-Tailing – The Mantra Of Modern Retailers’ Success	‘‘International Conference On Innovating Marketing Strategies For Sustainable Growth- Issues And Challenges’’ Sankara College Of Science And Commerce- Coimbatore-641035	16 th Sep 2015

11.Details of Paper Presented

Sl No.	Title of the Paper	Name & Place of the Seminar	Date
1	Micro finance	5 th national conference on business & finance. Jamal Mohamed College, Trichy – 20	3 rd Mar 2012
2	Emerging trends in leadership qualities	National level seminar on Emerging trends in leadership qualities National college, trichy- 01	15 th Mar 2012
3	Marketing strategies in service sector	State level seminar on problems & prospects of service sector in india Jamal Mohamed College ,Trichy – 20	12 th Jan 2013
4	Issues and challenges in public sector enterprise	National level seminar on public enterprises and economic development-	22 nd Jan 2013

		current scenario Jamal Mohamed College ,Trichy – 20	
5	Global competitiveness of MNCs in india	International seminar on global competitiveness – a challenge for sustenance and excellence Jamal Mohamed College ,Trichy – 20	16 th & 17 th Aug 2013
6	A study on College students perception and attitudes towards careers in the tourism industry	National seminar on ‘new vistas in employment relations in public and private sector undertakings’ Jamal Mohamed College ,Trichy – 20	5 th Feb 2015
7	A study on perception of people in Trichy towards the Islamic banking system	National Level Seminar On ‘Comprehensive Study On Indian Economy’ Jamal Mohamed College ,Trichy – 20	10 th Feb 2015
8	Analysis Of Non Performing Assets With Special Reference To State Bank Of India. (Received Best Paper Award)	International Conference On Emerging Trends In Management, Commerce, Education And Economics. Swami Vivekananda institute of management, thanjavur	13 th Feb 2015

12. Details of Seminar / Conference / Workshops attended

Sl No.	Title of the Paper	Place of Seminar	Date
Workshops attended			
1	Research colloquium	Tamil Nadu Open University Chennai- 15	31 st Oct & 1 st Nov 2014
National Level Seminar attended			
1	Financial inclusion – a way of equitable growth	Jamal Mohamed College Trichy – 20	21 st Sep 2013
State Level Seminar attended			

13. Details of Seminar / Conference / Workshops organized : Nil

14. Details of Incharge / Membership in committee for autonomous programme implementation : Nil

15. Awards :

1. **Best orator in Tamil** from holy cross college 24 Mar 2013
2. **Best paper award from** Swami Vivekananda institute of management, thanjavur **on** 13th Feb 2015 for the article titled as ‘‘Analysis Of Non Performing Assets With Special Reference To State Bank Of India’’.