

PROFILE



1. Name : Dr.(Mrs.) J.Jaya Lakshmi
2. Education Qualification : MA., M.Phil., Ph.D.,
3. Department : Economics
4. Designation : Assistant Professor
5. Official Address : Department of Economics,
Virudhunagar Hindu Nadars' Senthikumara Nadar
College(Autonomous),
Virudhunagar - 626 001.
6. Residential Address : 3/116/3/1A,Thirveyanatha Puram,
Near Ayya Kovil,Rosalpatti,
Virudhunagar- 626 001.
7. Contact Number : 8675227362
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karhijaya4@gmail.com
9. Teaching Experience : 7 Years (M.Phil.- 1 Year; PG -1 Year; UG -7 Years)
10. Research Experience : 5 Years
11. Date of Birth : 10/01/1978

❖ RESEARCH EXPERIENCE

- **Ph.D. Thesis** entitled “**Impact of Micro-Finance on Women Empowerment in Virudhunagar District**” - Madurai Kamaraj University, Madurai - 2015.
- **M.Phil. Dissertation** entitled “**An Economic Study of Match Industries in Virudhunagar District - A Case Study**” - Periyar University, Salem - 2007.

❖ PUBLICATION OF RESEARCH ARTICLES IN JOURNALS : 8

S. No.	Title of the Article	Name of the Journal	Impact Factor	Scopus Value
1	India's Foreign Trade – An Analysis	RJ Journal of VVV College, Vol.1, No.1, October 2013, pp. 128-133. ISSN : 2347-3967		
2	Women Driven in a Micro Credit Economy	B-DIGEST, Vol.5,No.1, Jan-June 2013, pp. 85-94. ISSN : 0975-2617		
3	Micro Finance and Performance Analysis of self Help Group Members	Sadhana Vol.8,No.1, August 2015, pp. 1232- 1236. ISSN : 0974-6838		
4	Empowering Women's Psyche through SHGs - An Analysis	International Journal of Multidisciplinary Research Review, Vol.1,No.1, December 2015, pp. 59-62. ISSN : 2395-1885	2.262	

5	Growth and Development of Self Help Groups in Tamilnadu	Peninsular Economist, Vol.XXXVI,No.1, 2015-16, pp. 222-224. ISSN : 0976-8270		
6	A Study on Accessibility of Amenities Before and After Joining SHGs	EPRA International Journal of Economics and Business Review, Vol.4,No.8, August 2016, pp. 5-8. ISSN : 2349-0187	5.509	
7	Some Experiences of Health for All in India	Paripex-Indian Journal of Research, Vol.7,No.2, February 2018, ISSN : 2395-1885	6.761	
8	Revitalization of Villages to Smart Villages-A March towards A Green Economy	The International Journal of Analytical and Experimental Modal analysis, Vol.9,No.9, September 2019, ISSN : 0886-9367	6.3 (UGC APPROVED)	
9	Ground Water Status Of Tamilnadu	Alochana Chakra Journal, Vol 9, No.12, December	6.3 (UGC	

		2020, ISSN NO: 2231-3990.	APPRO VED)	
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❖ **PUBLICATION OF RESEARCH PAPERS IN EDITED BOOKS**

International Level: 4

National Level : 6

International Level

1. “Role of Micro-Finance in Rural Women Entrepreneurship”, Rural Entrepreneurship Development Programme in India, August 2011, pp.401- 404, ISBN: 978-81-921895-0.
2. “Financial Management through Self-Help Groups”, Global Trade and Management, February 2012, pp.199 – 203, ISBN: 978-93-80530-42-0.
3. “Attitude of Customers towards Mobile Marketing”, Change Ahead, July 2012, pp.263-267, ISBN: 978-93-81723-05-0.
4. “Micro-Finance and Its Impact on Self-Help Groups in Empowering Women”, Micro Finance & Women Entrepreneurship, II, 2012, pp.345-350, ISBN: 9-788192-397528.

National Level

1. “Micro-Finance and Its Contribution to Women’s Health Reference to Virudhunagar District”, Emerging Social Perspectives and Parallel Issues of Business Management, February 2012.
2. “Micro- Finance and Women Empowerment-The Reality Count”, Inclusive Growth and Women Empowerment, March 2012, pp.607-609, ISBN: 81-85517-89-4.
3. “Role of Training Programme in Sustaining Entrepreneurship through SHGS”, Innovative Practices In Functional Management, October 2015, pp.162-168, ISBN: 978-9381723-47-0.
4. “Micro Finance and Its Multi Facets”, Innovative Advances and Challenges in Management, October 2017, pp.172-176, ISBN: 978-93-81723-78-4.
5. “E-Shakthi-Digital Initiatives for SHGS”, Trajectory of Transformation in Rural Indian Youth From Techno Illiterates to Technocrats for Actualising Skill India” April 2019, ISBN: 978-81-935892-3-6.

6. “Entrepreneurship: Weapon for Enhancement of Women Status,” on “Women Entrepreneurship in Comprehensive Environment –A Paradigm Shift in Indian Economy” February 2019, ISBN: 978-81-935892-0-5.

❖ **PUBLICATION OF RESEARCH PAPERS IN PROCEEDINGS**

1. “An Economic Comparison: India the Crouching Tiger; China the Hidden Dragon”, Proceedings, 2012.
2. “Innovative Methods of Teaching Social Science”, Proceedings, 2012.
3. “Risk Management – An Ex-Ante Strategy in Micro Finance Institutions”, Proceedings, 2013.
4. “Microfinance to Women Self Help Groups: A Promising Conduit for Economic Development”, Proceedings of ICETSS, Kuala Lumpur, Malaysia-2019.

❖ **PAPERS PRESENTED /PARTICIPATED IN SEMINARS/CONFERENCES**

International Level: 13

National Level : 18

S.No.	Date	Level	Title of the paper	Venue
1	25.8.2011 & 26.8.2011	National Level Seminar	Role of Micro-Finance in Rural Women Entrepreneurship	Government Arts College, Melur, Madurai.
2	23.9.2011 & 24.9.2011	UGC Sponsored National Level Seminar	Food Insecurity	Jamal Mohamed College, Tiruchirappalli.
3	19.11.2011 & 20.11.2011	XXX11 Annual Conference of Association of Economist of Tamilnadu	Public Private Partnership in Education in India	Gobi Arts and Science College, Gobichettyalayam.
4	11.01.2012	National Level	Paraphrasing the Facets of Islamic	Jamal Mohamed College,

		Conference	Economics in Relations to General Economics	Tiruchirappalli.
5	13.02.2012 & 14.02.2012	National Conference	An Economic Comparison : India the Crouching Tiger China; The Hidden Dragon	St.Joseph College, Trichy.
6	14.02.2012	International Conference	Financial Management Through Self-help Groups	Sri Kaliswari College, Sivakasi.
7	15.02.2012.	International Conference	Emerging Trends in Commerce and Management: Challenges and Strategies in the Global Scenario	Sri Kaliswari College, Sivakasi
8	28.02.2012	National Level Conference	Dynamic Growth of Service Sector	Fatima College, Madurai.
9	06.03.2012 & 07.03.2012	National Level Conference	Innovative Method of Teaching Social Science	VVV College for Women, Virudhunagar.
10	23.07.2012	International Level Conference	Attitude of Customers Towards Mobile Marketing	VHNSN College, Virudhunagar.
11	23.07.2012 & 24.07.2012	International Conference	Shifting Paradigms of Business	VHNSN College, Virudhunagar.
12	25.08.2012	Inter Departmental Seminar	The Economic Pyramid: India the Tiger; China the Firing Dragon	VVV College for Women, Virudhuanagr.
13	13.08.2013	International Conference	Financial Services – Issues and Challenges	P.K.R Arts College for Women, Gobichettypalayam.
14	13.08.2013	International Level Conference	Ex-Ante Strategy in Micro Finance Institutions	P.K.R.Arts College, Gobichettypalayam.
15	22.09.2017	State Level	GST – At a	Ayya Nadar Janaki

		Seminar	Glance	Ammal College, Sivakasi.
16	28.10.2017	XXXVII Annual Conference of AET	Participated	Mannar Thirumalai Naicker College, Madurai.
17	07.02.2018 & 08.02.2018	ICSSR Sponsored National Level Seminar	Weapon for Enhancement of Women Status	VVV College for Women, Virudhunagar.
18	02.04.2018 & 03.04.2018	ICSSR Sponsored National Level Seminar	E-Shakthi-Digital Initiatives for SHGS	VVV College for Women, Virudhunagar.
19	02.04.2019 & 03.04.2019	International Conference	Futuristic Vision in Functional Management for Global Green Economy	VVV College for Women, Virudhunagar.
20	03.05.2019	International Level	Microfinance to Women Self Help Groups: A Promising Conduit for Economic Development	ICETSS, Kuala Lumpur, Malaysia.
21	21.08.2019	International Seminar	Revitalization of Villages to Smart Villages-A March towards A Green Economy	VVV College for Women, Virudhunagar.
22	05.05.2020	National Webinar	Impact of Lockdown on the Economy	St. Xavier's College for Women, Aluva.
23	19.05.2020&21.05.2020	National Webinar	Creating interactive E- Content	Tamil Nadu Teachers Education University, Chennai.
24	20.05.2020	National Webinar	Monetary of Policy: Prominence on Financial Management	PSG College, Coimbatore.
25	25.05.2020	International	Revitalization	Sri G.V.G Visalakmi

		Webinar	India's Economic Priorities and Sustainable Livelihood Improvement Strategies	College,Udumalepet.
26	27.05.2020	International Webinar	Spillover Effect of COVID-19 on Global Economies-Problems and Prospects	Center for Development Economics Studies, Trivandapuram.
27	06.05.2020	National Webinar	Pandemic Threats In Indian Agriculture	V.V.V.College, Virudhunagar.
28	26.02.2021	National webinar	AHA' Moment: Role of Creativity in Marketing Communication	Research Department of Business Administration, VHNSN College
29	18.02.2022	International Seminar	Work Force Participation by Young to Antique Participation: Road Ahead	V.V.V.College, Virudhunagar.
30	22.04.2022	International Seminar	Rethinking to Meliorate Women's Labour Participation Force	V.V.V.College, Virudhunagar.
31	28.09.2022	ICSSR Sponsored National Level Seminar	Online Food Delivery Services: A Millennial Trend	Holy Cross College, Thrichippali

❖ **WORKSHOPS /FACULTY DEVELOPMENT PROGRAMME ATTENDED**

- National Level Workshop on “Green Health Therapy – Sustainable Utilization and Conservation of Medical Plants”, VVV College for Women, Virudhunagar - 20.01.2012.
- NAAC sponsored National Level Workshop on “NSQF in Designing the Curriculum”, VHNSN College, Virudhunagar – 29.09.2016 & 30.09.2016.
- Faculty Development Programme, IQAC, VHNSN College, Virudhunagar -07.01.2017 & 09.01.2017.
- Faculty Development Programme, IQAC, VHNSN College, Virudhunagar- 15.02.2017 & 16.02.2017.
- UGC sponsored Workshop on “Perspectives on Indian Economy”, Madura College, Madurai – 20.3.2017.
- Workshop on Excel Application in Data Management, MEPCO College, Sivakasi – 3.08.2017 & 4.08.2017.
- Faculty Development Programme, “ENABLE relationship –ENHANCE skills – EMPOWER Students”, VHNSN College, Virudhunagar-19.09.2019.
- Online Faculty Development Programme on “Stress Management”, AVS College, Salem – 13.04.2020 – 17.04.2020.
- Ministry Of Human Resources sponsored Online Faculty Development Programme on “Managing Online Classes and Co-Creating MOOCS”, Ramanuja College, University of Delhi, New Delhi – 20.40.2020 – 06.05.2020.
- International Online Workshop on “The Role of Language and Researcher”, Immaculate College, Vellore - 27.04.2020 - 29.04.2020.
- Online Faculty Development Programme on “Enriching Teaching Skills”, Nazia College, Virudhunagar - 30.04.2020.
- Online International Faculty Development Programme on “How to Write Effective Case Study”, Atmiya University, Gujarat – 02.05.2020.
- Online Faculty Development Programme on “Outcome Based Education – A Paradigm Shift”, Christ College, Karnataka – 04.06.2020 – 11.06.2020.

- Ministry Of Human Resources sponsored Online Faculty Development Programme on “Open Source Tools for Research”, Ramanuja College, University of Delhi, New Delhi – 08.06.2020 – 14.06.2020.
- Ministry Of Human Resources sponsored Online Faculty Development Programme on “Statistical Analysis Using SPSS”, Manormaniam Sundaranar University, Thirunelveli – 05.08.2020 – 11.08.2020.
- Ministry Of Human Resources sponsored Online Faculty Development Programme on “Psychological Skills for Effective Teaching and Learning”, Ramanuja College, University of Delhi, New Delhi – 01.06.2021 – 7.06.2021.
- Online Faculty Development Programme (UGC Pramars Scheme) on “Research in Social Science”, Department of Economics, ANJA College, Sivakasi – 29.09.2021 – 25.09.2021.
- Faculty Development Programme on “Ignite the Mind”, IQAC, VHNSN College, Virudhunagar – 09.12.2021.
- Online Faculty Development Programme on “Development and Psychometric Analysis Using EFA and CFA”, Department of Commerce (SF), VHNSN College, Virudhunagr – 29.08.2022 – 30.08.2022.

❖ INVITED LECTURES DELIVERED

S.No.	Date	Organization	Topic
1	23.11.2015	Ayya Nadar Janaki Ammal College, Sivakasi	Healthy Physique for a Happy Psyche
2	16.12.2016	Personality Development Cell, VHNSN College, Virudhunagar	Know your personality
3	24.02.2017	UG (E-Commerce) Association, VHNSN College, Virudhunagar	Oddities of Indian Economy- Demonetization
4	12.09.2017	Personality Development Cell, VHNSN College, Virudhunagar.	Think About Your Thinking
5	06.07.2018	RJ Mantra English School, Virudhunagar	Cost and Revenue Analysis
6	19.02.2019	Personality Development Cell, 2018.	Smart Work Vs Hard Work

		VHNSN College, Virudhunagar.	
7	28.02.2019	PG (Mathematics) Association -2019. VHNSN College, Virudhunagar.	Emotional Intelligence in Every day Practices
8	10.10.2019	Personality Development Cell, 2018. VHNSN College, Virudhunagar.	Master your Thoughts
9	12.8.2021	Women Cell, Department of Economics, ANJA College, Sivakasi	Choose to Challenge
10	7.12.2021	Personality Development Cell, 2021. VHNSN College, Virudhunagar.	Strive for greatness

❖ **ACTED AS RESOURCE PERSON**

- **Rapporteur/Chairperson** in a technical session in State Level Seminar on “Impact of GST on Indian Economy” ANJA College, Sivakasi -2017.
- **Rapporteur/Chairperson** in a technical session in ICSSR sponsored National Level Seminar on “Women Entrepreneurship in Comprehensive Environment –A Paradigm Shift in Indian Economy” VVV College for Women, Virudhunagar-2018.
- **Rapporteur/Chairperson** in a technical session in ICSSR sponsored National Level Seminar on “Trajectory of Transformation in Rural Indian Youth From Techno Illiterates to Technocrats for Actualizing Skill India”, VVV College for Women, Virudhunagar-2019.

- **Rapporteur/Chairperson** in International Level Conference on “Futuristic Vision in Functional Management for Global Green Economy”, VVV College for Women, Virudhunagar -2019.
- **Rapporteur/Chairperson** in a technical session in International Level Seminar on “Human Resource strategies: Paradigm shift in the Globalised Secnario”, VVV College for Women, Virudhunagar -2022.

❖ COURSES ATTENDED

- ICSSR sponsored “Training Course in Research Methodology and Computer Application in Social Science” at Ghandhigram Deemed University, Gandhigram - 24.11.2011 to 5.12.2011.
- Orientation Course at Pondicherry University, Pondicherry- 02.11.2018 to 29.11.2018.
- Certificate Course from NPTEL, IIT- Elite Certificate on “Soft Skills” NPTEL Online courses conducted by Indian Institute of Technology (IIT), Roorkee- July to October 2017.
- Online Certified Course on ‘Behavioral Economics: An Introduction’ conducted by Udemy – 6.6.2020.
- UGC STRIDE Scheme sponsored Online Refresher Course on ‘Research Methodology: Tools and Techniques’ at Mizoram University, Mizoram, - 07.7.2020- 20.7.2020.
- MHRDC sponsored Online Refresher Course (Economics) on “ ‘ Indian Economy’ exploring new Economic Opportunities in Post Pandemic Period” at University of Delhi, Delhi, - 29.04.2021 to 13.05.2021.
- UGC HRDC sponsored Online Refresher Course on ‘Challenges of Indian Economy’ at Madras University, Madras - 8/12/2021-21/12/2021.

❖ SEMINARS ORGANISED AS COORDINATOR / MEMBER

- Organizing Committee Member for UGC sponsored National Level Seminar on “Impact of Sectors on Indian Economy” ANJA College, Sivakasi, 2016.
- Organizing Committee Member for UGC sponsored National Level Seminar on “Impact of GST on Indian Economy,” VHNSN College, Virudhunagar, 2017.
- Organizing Committee Member for International Conference on “Emerging Trends in Science and Social Science”, Kuala Lumpur, Malaysia, 2019.
- Organizing Committee Member for UGC sponsored “ Merger of Nationalized Banks in India: Socio-Economic Perspectives” National Level Seminar on VHNSN College, Virudhunagar,2020.
- Organizing Secretary for Guest Lecture for Personality Development Cell, “Importance of Healthy Boundaries”, on VHNSN College, Virudhunagar, 2022.

❖ POSITIONS HELD/ MEMBERSHIP IN ACADEMIC BODIES

- Life-Time Member in Indian Economic Association (IEA).
- Life-Time Member in Association of Economist in Tamilnadu.
- Life-Time Member in Primax Foundation, Bangalore.
- Staff –in-Charge, Planning Forum , VVV College for Women, Virudhunagar - 2011-13.
- Staff-in-Charge, Youth Welfare Organization, VVV College for Women, Virudhunagar - 2012-13.
- Discipline Committee Member, VHNSN College, Virudhunagar- 2016-2022
- Member in Personality Development Cell, VHNSN College, Virudhunagar - 2016- Till date.
- Member in H-TEL Swayam NPTEL, VHNSN College, Virudhunagar -2019-2020.
- Member in Flying Squad for Summative Examination, VHNSN College, Virudhunagar -2017 to 2020.
- Member of helpline for online summative exam .VHNSNC College, Virudhunagar -2020 to till date.

❖ ANY OTHER INFORMATION

- Handled Classes for IGNOU and TNPC Group VI, VVV College for Women, Virudhunagar -2013.
- External Examiner (Viva-voce) for Certified Course on 'Functional English' VHNSN College, Virudhunagar -2017.
- Acted as a Judge for Rangoli Competition, UG (Zoology) Association, VHNSN College, Virudhunagar - 2017.
- External Question Setter, S.V.N. College, Madurai.
- Handled Classes for students enrolled in CMA, VVV College for Women, Virudhunagar- 2018.
- External Examiner, VVV College for Women, Virudhunagar.
- Polling Officer 2 in Lok Sabha Election-2019.
- Event co-coordinator in regards to platinum jubilee celebration for the following competition: short biography, Travel day contest, Flower jewellery contest, Teachers day contest, and T-shirt painting contest.1/9/2021-5/9/2021.
- Acted as a member of interview panel at KVS Centenary School, Virudhunagar on 26.07.2021.
- Recognized as a research supervisor to guide Ph.D registrants in Economics .
- Acted as event coordinator for "Pinnacle o Wisdom" conducted online, VHNSN College, Virudhunagar - from 01.08.2021 to 03.01.2022.
- Acted as judge for International Women's Day Celebration, VHNSN College, Virudhunagar – 2022.
- Acted as judge for State Intra Collegiate Literary Fiesta, Department of English, VHNSN College, Virudhunagar – 2022.
- Executive member in the event "Mega Job Fair" VHNSN College, Virudhunagar – 2022.

