



KHADIR MOHIDEEN COLLEGE
(M.K.N. MADHARASA TRUST WAQF)
ADIRAMPATTINAM



STAFF PROFILE

1. Name : M.SHAMSATH BEGAM
2. Gender : Female
3. Date of Birth : 14.06.1974
4. Designation : Assistant Professor
5. Date of Joining in Teaching Profession : 01.07.2006
6. Date of joining in our Institution : 19.09.2019
7. Address :
Residential: 2/14 Sheik Ali Shajahan Tower
Canara Bank Upstairs
East Coast Road
Adirampattinam-614701
Cell No.: 9487826402
Official: Khadir Mohideen College
East Coast Road
Adirampattinam-614701
Mail Id.: shamsathibrahim@gmail.com
8. Google Scholar Link : -----
9. Educational Qualifications (from UG level)

S.No.	Examination Passed	College	University	Year of Passing	Class
1.	B.Com.,	Government Arts college,Melur.	Madurai Kamaraj university, Madurai.	April 1996	Second
2.	M.Com.,	Annamalai University(DDE), Chidambaram.	Annamalai University, Chidambaram.	May 1999	Second
3.	M.Phil.,	Madurai Kamaraj university(DDE), Madurai.	Madurai Kamaraj university, Madurai.	April 2006	First
4.	B.Ed.,	St.Stephenes College of Education, Kadachanendal.	Tamilnadu Teachers Education University, Chennai.	December 2009	First
5.	Ph.D.,	Khadir Mohideen College, Adirampattinam	Bharathidasan University, Trichy.	April 2016	Highly commended
6.	SET	-----	Mother Terasa Women's University, Kodaikkanal.	February 2016	Qualified

10. Teaching experience as on 01.01.2023:

	Unaided			Aided			Total		
	Y	M	D	Y	M	D	Y	M	D
U.G:	13	2	16	3	3	13	16	5	29
P.G:	13	2	16	3	3	13	16	5	29
M.Phil.:	-	-	-	-	-	-	-	-	-
Ph.D.:	-	-	-	-	-	-	-	-	-

11. Research Area of Specialization : Services Marketing, Export Marketing

12. Teaching Area of Specialization :

Financial Accounting, Human Resource management, Quantitative Techniques, Auditing, Marketing, Banking Theory Law & Practice , Financial Services, Organizational Behaviour

13. Languages known : Tamil, English
 14. Computer Proficiency : MS Office
 15. Research Supervision : -----
 Ph.D.: Awarded- Submitted Pursuing

Details of Ph.D. awarded scholars:

S.No.	Name of the Scholar	Title of the Thesis	University/College	Date of Viva
1	-----	-----	-----	-----
2	-----	-----	-----	-----

Details of Ph.D. thesis submitted scholars:

S.No.	Name of the Scholar	Title of the Thesis	University/College	Date of submission
1	-----	-----	-----	-----
2	-----	-----	-----	-----
3	-----	-----	-----	-----

Details of ongoing Ph.D. Scholars:

S.No.	Name of the Scholar	Title of the Thesis	University/College	Date of Registration
1	-----	-----	-----	-----
2	-----	-----	-----	-----
3	-----	-----	-----	-----

M.Phil Degree (Year wise from date of joining) : -----

Awarded :

Pursuing :

16. RESEARCH PAPER PUBLICATIONS (NATIONAL/INTERNATIONAL)

S.No.	Title of the Paper & Authors	Journal Name	Vol & Number	Month & Year	Citation index	Impact Factor
1	Impact of Telemarketing on Retail Enterprises; A Case of Madurai City in Tamil Nadu. M.Shamsath Begam	Roots International Journal of Multidisciplinary Researches. ISSN:2349-8684	6 (4)	May 2020	-----	4.075
2	Analyzed View of Factors that Determine the Marketing of Small Sized Enterprises by Whatsapp Marketing. M.Shamsath Begam	International Journal of Multidisciplinary Educational Research. ISSN:2277-7881	9 (6)	May 2020	-----	6.514
3	An Empirical Analysis of Online Media on Buying Behavioral of Consumers in Madurai District. M.Shamsath Begam	Research Explorer. ISSN:2250-1940 (P) 2349-1647 (O)	VIII (27)	June 2020	-----	3.655
4	Driving Factors for the Sales Promotion of E-Cycle in Urban Areas. M.Shamsath Begam	Alochana Chakra Journal ISSN:2231-3990	IX (XI)	November 2020	-----	6.3

5	Responsibility of Resolution Professionals in Corporate Insolvency Resolution and their Problems in Practice. M.Shamsath Begam	Research and Reflections on Education. ISSN:0974-648X (UGC-CARE I Listed)	19 (1A) Special Issue	April 2021	-----	-----
6	Strategy for Digitalized Advancement of Industrialized Products: A Qualitative Analysis. M.Shamsath Begam	Vidyabharati International Interdisciplinary Research Journal ISSN: 2319-4979 (indexed by WoS and UGC Care List Group II)	special issue of "Emerging Techniques in Interdisciplinary sciences"	October 2021	-----	-----
7	Observed Consumer Oriented Marketing Strategies of Organic Products Variability and Changes over Tamil Nadu. M.Shamsath Begam	Towards Excellence ISSN: 0974-035X UGC Care List Group I	VOL.13.I SSUE NO.4.	Dec,2021	-----	-----
8.	Influence of Finance Technology in the Delivery of Financial Services. M.Shamsath Begam	Towards Excellence ISSN: 0974-035X UGC Care List Group I	VOL.14.I SSUE NO.3	Sept, 2022	-----	-----

17. RESEARCH PAPER PUBLICATIONS (NATIONAL/INTERNATIONAL CONFERENCE PROCEEDINGS)

S.No.	Title of the Paper & Authors	Name of conference	Vol & Number	Month & Year	ISBN Number
1.	Investigation on Trade Behavioural of Ornamental Accessories Consumption Addictive Motives. M.Shamsath Begam	Digital Transformation in Commerce and Management	-----	April 2022	ISBN: 978-93-84734-97-8,.Page 9-13

18. Resource Person in State Level / Symposium/ National / International Conferences: -----

19. Papers Presented in State Level / Symposium/ National / International Conferences

1) Presented a paper on "Investigation on Trade Behavioural of Ornamental Accessories Consumption Addictive Motives" in Proceeding of International Conference on Digital Transformation in Commerce and Management organized by St.Jhon's College of Arts & Science, Ammandivilai held on 29th April 2022 in the Edited Book ISBN: 978-93-84734-97-8,.Page 9-13.

20. Seminars / Conferences / Workshops Organized

1) Acted as Organizing Committee Member in 'Exhibition-Cum-Sale of Handicrafts' organized by PG and Research Department of Commerce, Khadir Mohideen College, Adirampattinam, on 07.04.2022.

2) Acted as Organizing Committee Member of sirappu karuththarangam in 'Women – The Epitome of Power and Strength' organized by Women Development Cell, Khadir Mohideen College, Adirampattinam, on 12.12.2021.

3) Acted as Organizing Committee Member in 'International Women's Day Celebration' organized by Women Development Cell, Khadir Mohideen College, Adirampattinam, on 12.12.2021.

4) Acted as Organizing Committee Member of vizhilippunarvu karuththarangam in 'Penmaiyum Avalin Menmaiyum' organized by Women Development Cell jointly with NSS, Khadir Mohideen College, Adirampattinam, on 10.11.2022.

5) Acted as Organizing Committee Member of vizhilippunarvu karuththarangam in 'Penmaiyum Avalin Menmaiyum' organized by Women Development Cell jointly with NSS, Khadir Mohideen College, Adirampattinam, on 10.11.2022.

21. Seminars / Conferences / Workshops Attended

1) Participated in the ICSSR sponsored International Conference on "Digital Transformation and Local prospects in India" held at Bon secures College for Women, Thanjavur on March 6th & 7th 2020.

2) Attended the Twelve days Faculty Development Programme on Online Teaching-Learning and Research Methodology from July 18 – July 29, 2020. Govt.P.G. College, Bilaspur, Rampur-Uttar Pradesh in association with RUSA.

3) Participated in One Week Faculty-Student Development Programme on Education and Development Under the UGC Scheme, "STRIDE Component-I (Research Capacity Building)" organized by Vinayakrao Patil Mahaviyalaya, Vaijapur on 8th March to 13th March 2021.

4) Participated in a Thirty Hours Online Training Programme on 'Research and Publication Ethics' organised by School of Education, Central University of South Bihar, Gaya, Bihar, India under 'Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching' (PMMMNMTT) Scheme of Ministry of Education, Govt. of India from 15th March to 22nd March, 2021.

5) Participated in a One Day National Webinar on MOOC Development and Delivery conducted (online mode) on 24.03.2021 organised by UGC (HRDC), Guru Nanak Dev University, Amritsar.

6) Participated in the ICPR, New Delhi sponsored National Level webinar on World Philosophy Day on 29th March, 2021 organised by Madurai Kamaraj University, Madurai.

7) Participated in the ICPR Sponsored Two-Day Periodical Lecture Series entitled "Philosophy of Man and Language", organized by Ramakrishna Mission Vidyamandira on May 24 & 25, 2021.

8) Attended the National webinar on "Through a sexist Lens: Stereotyped Portrayal of Women in Indian Advertisements" organized by G.Venkataswamy Naidu College, Kovilpatti in collaboration with UGC, New Delhi on 08.06.2021.

9) Participated in the National Level webinar on "Covid'19 Outbreak: Escalation of Violence Against Women and Children" organized by G.Venkataswamy Naidu College, Kovilpatti in collaboration with UGC, New Delhi on 11.06.2021.

10) Participated in One week National Level Faculty Development Programme on "Transformation in Indian Education through New Education Policy- Challenges and Opportunities" from 05-07-2021 to 11-07-2021 (Under Paramarsh Scheme sponsored by UGC) organised by Government First Grade College for Women, Balmatta, Mangaluru in association with St Aloysius College (Autonomous), Mangaluru.

11) Participated in the ICSSR sponsored Two-Days Virtual International Conference on 'Industry 4.0 – Leading Business Practices for Sustainable Milieu' organized by Alagappa Institute of Management, Alagappa University, Karaikudi, on 25th and 26th August 2021.

12) Participated in Two Days Online National Workshop on Data Analysis Using Amos & E-Views sponsored by ICSSR-SRC, Hyderabad and organized by Alagappa Institute of Management, Alagappa University held on 07th & 08th October, 2021.

13) Participated in Three Day National Virtual Workshop on “SPSS & AMOS” sponsored by ICSSR – SRC held at G.T.N. Arts College, Dindigul on 24th, 25th & 26th November 2021.

14) Participated in ICSSR sponsored National level Workshop on “Micro & Macro issues of Research Design in Social Science Research ” organized by Government College of Arts & Science, Aurangabad on 07th January 2022.

15) Participated in the National webinar on “IoT: New Era of Digitization” organized by Tuljaram Chaturchand college, Baramati.(Pune) in association with RUSA on 08.01.2022.

16) Participated in the National Level Webinar on “Cyber Security” under the aegis of RUSA organized by Tuljaram Chaturchand college of Arts, Science & Commerce, Baramati.(Pune) held on 11.01.2022.

17) Participated in software training on “Nvivo-Qualitative Data Analysis Software” from 27th to 30th January 2022 organized by School of Economics, Indore. under UGC-STRIDE (Component-1).

18) Participated in a Five day online FDP Programme on “Research Methodology in Social Sciences” organized by Bhavan’s Vivekananda College, sainikpuri, Secunderabad in collaboration with ICSSR-SRC from 18th to 22nd April, 2022.

19) Participated in the UGC-Sponsored Webinar on ‘Educational Framework for Global Citizenship’ organised by UGC-HRDC, Bharathidasan University, Tiruchirappalli, on 27.06.2022.

20) Participated in the UGC-Sponsored Webinar on ‘Internationalization of Higher Education’ organised by UGC-HRDC, Bharathidasan University, Tiruchirappalli, on 28.06.2022.

21) Participated in the UGC-Sponsored Webinar on ‘Academic & Research Integrity’ organised by UGC-HRDC, Bharathidasan University, Tiruchirappalli, on 29.06.2022.

22) Participated in the UGC-Sponsored Webinar on ‘National Skills Qualification Framework’ organised by UGC-HRDC, Bharathidasan University, Tiruchirappalli, On 30.06.2022.

23) Participated in the UGC-Sponsored Webinar on ‘NEP 2020: Global Outreach of Higher Education’ organised by UGC-HRDC, Pondicherry University, Puducherry, on 26.07.2022.

24) Participated in the UGC-Sponsored Webinar on ‘NEP 2020: Promotion of Indian Knowledge System’ organised by UGC-HRDC, Pondicherry University, Puducherry, on 27.07.2022.

25) Participated in the UGC-Sponsored Workshop (Online) on ‘NEP 2020: Technology Use and Integration’ organised by Goa University, Goa, held on 29.08.2022.

26) Participated in the UGC-Sponsored Webinar on ‘Digital Governance’, organised by UGC-HRDC, Bharathidasan University, Tiruchirappalli, on 30.08.2022.

27) Participated in the UGC-Sponsored Webinar on 21st Century Education: Changing Role of Teachers on 07.09.2022 organised by Bharathidasan University, Tiruchirappalli.

28) Participated in the UGC-Sponsored Workshop (Online) on ‘NEP 2020: Global Outreach of Higher Education’ organised by Goa University, Goa, held on 19.09.2022.

22. Books Written and Published : -----

23. Member in Editorial Board : -----

24. Reviewer of the following journal : -----

25. Membership in Academic Body/Board of Studies : -----

26. Guest Lecturer : -----

27. Membership of Professional Bodies : -----

28. Details of Major/Minor Research Projects taken so far:

S.No.	Title of the Project	Funding Agency	Minor/Major	Grant	Period
1	-----	-----	-----	-----	-----
2	-----	-----	-----	-----	-----

29. Details of participation in extra and co-curricular activities in our and other colleges:

S.No.	Name of Activity	Period
1	<p>Administrative responsibilities</p> <p>a) In-charge for girl students discipline at department level.</p> <p>Examination and evaluation duties assigned by the college</p> <p>a) Question Paper setting, Invigilation and evaluation of examination for Internal Assessment Exam.</p> <p>b) Acted as an Invigilator for University Theory Examinations November 2019 at Khadir Mohideen College, Adirampattinam.</p> <p>c) Acted as Question setter in Sadakathullah Appa College, Tirunelveli, for UG Degree examination April-2020</p> <p>d) Acted as Question setter in Yadava College, Madurai, for PG Degree examination April-2020</p> <p>Student Related co-curricular, extension and field-based activities</p> <p>a) Project Work Guide for PG students (Reg.No: P18110068,P18110077)</p>	2019-2020
2	<p>Administrative responsibilities</p> <p>a) In-charge for Department Stock Verification.</p> <p>b) Acted as a member of admission committee.</p> <p>c) Acted as a member of girl students discipline committee.</p> <p>d) Record and maintain the daily department time table and staff leave particulars (August 2020 to March 2021).</p> <p>Examination and evaluation duties assigned by the college</p> <p>a) Question Paper setting, Invigilation and evaluation of examination for Continuous Internal Assessment Exam.</p> <p>b) University Examination relevant duties (online exam November 2020 and April 2021 answer scripts acknowledged from the students).</p> <p>c) Examiner of UG & PG University Examinations Valuation - November 2020 of Bharathidasan University, Tiruchirappalli held at Khadir Mohideen College, Adirampattinam</p> <p>d) Acted as Question setter in Sadakathullah Appa College, Tirunelveli, for UG Degree examination April-2021</p> <p>Student Related co-curricular, extension and field-based activities</p> <p>a) Class In-charge for UG-II year (Batch-2019-2022).</p> <p>b) Mentor for UG-II year – Girl Students (Batch-2019-2022).</p> <p>c) Project Work Guide for PG students (Reg.No: P19110127,P19110128, P19110129).</p>	2020-2021

3	<p>Administrative responsibilities</p> <p>a) Member of Disciplinary Committee. b) Member of Dropout Management Cell. c) Member of Women Development Cell. d) Member of NAAC Criteria - Wise Committee (For Criteria I – Curricular Aspects) e) In-charge for Department Stock Verification. f) Acted as a member of admission committee. g) Acted as a Co-ordinator for conducting the Continuous Internal Assessment Test for odd semester from June 2021 to November 2021. h) Maintenance of daily time table and to record the same in a note book including staff leave particulars.</p> <p>Examination and evaluation duties assigned by the college</p> <p>a) Question Paper setting, Invigilation and evaluation of examination for Internal Assessment Exam. b) University Examination- November 2021 relevant duties (online question-send to the students, answer scripts received from the students). c) Examiner of UG & PG University Examination Valuation - November 2021. d) Acted as an Invigilator for University Theory Examinations April 2022 at Khadir Mohideen College, Adirampattinam. e) Examiner of UG & PG University Examinations Valuation - April 2021 of Bharathidasan University, Tiruchirappalli held at Khadir Mohideen College, Adirampattinam.</p> <p>Student Related co-curricular, extension and field-based activities</p> <p>a) Class In-charge for UG-III year (Batch-2019-2022). b) Mentor for UG-III year – Girl Students (Batch-2019-2022). c) Project Work Guide for PG students (Reg.No: P20110118,P20110120)</p>	2021-2022
4	<p>Administrative responsibilities</p> <p>a) Member of Disciplinary Committee. b) Member of Dropout Management Cell. c) Member of Women Development Cell. d) Member of commerce association staff committee. e) Member of department IQAC committee. f) Discipline related duties at department level. g) Admission and canvas related duties at department level.</p> <p>Examination and evaluation duties assigned by the college</p> <p>a) Acted as Question setter in A.V.C.College, Mannampandal, for PG Degree examination November 2022. b) Acted as Question setter in Sadakathullah Appa College, Tirunelveli, for UG Degree examination November 2022. c) Acted as an Invigilator for University Theory Examinations November 2022 at Khadir Mohideen College, Adirampattinam.</p> <p>Student Related co-curricular, extension and field-based activities</p> <p>a) Mentor for I B.Com. b) In-charge for arrange a field trip and field work for PG students regarding their project work. Conduct seminars for final year PG students.</p>	2022-2023

30. Orientation / Refresher/Short Term/MOOC/Other Courses Attended

S.No.	Name of the Course	Place of the Course	Duration	Period
1	Faculty Induction Programme	UGC-HRDC, Bharathidasan University, Tiruchirappalli	30 days	20.01.2021 to 18.02.2021
2	MOOC	NPTEL – AICTE (IIT, Roorkee)	12 weeks	January to April, 2022
3	Refresher Course in Commerce & Management	UGC-HRDC, Bharathiar University, Coimbatore	14 days	02.06.2022 to 15.06.2022
4	Short-Term Professional Development Programme	IGNOU under PMMMNMTT	9 days	21st to 29th September, 2022

31. Honors and awards received: -----