

**Aditanar College of Arts and Science
Virapandianpatnam – 628216
Tiruchendur
Bio – Data**



Name of the Department	: COMMERCE
Name of the faculty member	: Mrs. T. CAROLINE KANMANI ANATHI
Qualification	: M.Com., M.Phil., PGDCA.,NET
Present Designation	: Assistant Professor
Vidwan id	: 419234
Residential Address	: 396, A, 6th Middle Street, Thiyagarajanagar, Tirunelveli
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Email	: carolinerajkumar02@gmail.com
Gender	: Female
Community	: BC
Date of Birth and Age	: 07.04.1969, 54
Date of joining	: 10.07.2009
Date of Retirement	:

I. Particulars of Educational Qualification

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	B.com	Commerce	1989	Sarah Tucker College	Madurai Kamaraj University	58.68	II
PG	M.com	Commerce	1991	Sarah Tucker College	Madurai Kamaraj University	63.75	I
M. Phil	M.Phil	Commerce	2008		Annamalai University	51.2	II
Ph.D.							

II Additional Qualification : NET
NET/SLET

III Title of Ph.D. Thesis :

IV Faculty/Discipline/Subject in which Ph.D. was awarded :

List of Publications : (Details Attach separate sheet)

No. of Candidates Completed Ph.D. under your Guidance : (Details Attach separate sheet)

No. of candidates doing Ph.D. under your Guidance : (Details Attach separate sheet)

V Academic Experience :

Name of the College	Whether Govt/Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Aditanar College of Arts and Science	S.F.	Assistant Professor of commerce	10.07.2009		14	3	05
				Total			

VI Administrative/other Experience :

VII Other Relevant Information :

Book chapters or Papers published in national/international conference/Seminar/ workshop proceedings

Title of the Chapter/paper	Name of the authors	Title of the Book/ Proceedings of the conference	Name of the conference	National/ International	Year of publication	ISBN number of Book/ proceedings	Publisher/Affiliating Institute at the time of Publication
Customer Relationship Management –An imperative need for the indian banking sector as a strategic tool	T.caroline kanmani ananathi G,Parvathi Devi	Recent trends in Commerce and Management	International conference on Recent trends in commerce and management	International level	5th feb 2014	9-789381-724279	Jairam Arts and Science college,salem
Consumer Awareness towards Food and Nutrition Safety	G.Parvathi Devi T.Caroline Kanmani Ananathi	Proceedings of the National Seminar on Eat Right India		National Level	12th 2020	978-93-5406-635	Sri,Parasakthi college for women courtallam
A study on training and development program of employees with special reference to DCW ltd. Thoothukudi District	T.Caroline Kanmani Ananathi	Proceedings on National seminar on Entrepreneurship and innovation		National	2022	97-93-93-73788-5	St.Mary's College Thoothukudi
A study on Impact of Digital marketing in small business	T.Caroline Kanmani Ananathi	Proceedings of National conference on Impact of social media on youngsters	National conference on Impact of social media on youngsters	National	2023	978-81-19042-36-4	Dr.Sivathi Aditanar college of Engineering

Research papers published in the Journals:

Title of paper	Name of the authors	Name of journal	Volume, Issue, Page No, Year	ISSN number	Is it listed in UGC Care list
A study on impact of digital marketing in small business	Mr.D.Jeyaraman, Mrs.T.Caroline Kanmani Ananthi	Sadakth – A Research Bulletin	2023	2347 – 7644	