

Curriculum Vitae

Dr. L.A. RAZIA FATHIMA

Site : 46, Poorna Nagar, Cotton city,
Chinnametupalayam,
Coimbatore – 641035.

Email Id: raziafathima.la.bco@kclas.ac.in

Personal ID: raziafathima211@gmail.com

MOBILE NO.: 7200124000

Academic Profile

QUALIFICATION: M.Com (CA), M.Phil., MBA., Ph.D.,

Degree	Subject	Institution / University	% of Marks & Class Obtained	Month & Year of completion
Ph.D	Commerce	Bharathiar University	-	Oct 2017
M.Phil	Commerce	Bharathiar University	67.3% & First	Dec, 2009
M.Com (CA)	Commerce with Computer Applications	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	85.8% & First (University Third Rank)	April, 2008
MBA	General	Bharathiar University – School of Distance Education	66.5 % & First	May, 2012
B.Com (CA)	Commerce with Computer Applications	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	76.5% & First Class with Distinction	April, 2006

WORKEXPERIENCE: 14 yrs

March 2022 to Present	Assistant Professor II, School of Commerce, Kumaraguru College of Arts and Science, Coimbatore.
June 2018 to 2022	Assistant Professor, School of Commerce and International Business, Dr. G. R. Damodaran College of Science, Coimbatore.
July 2011 to April 2018	Assistant Professor, PG and Research Department of Commerce with CA, Hindusthan College of Arts and Science, Coimbatore.
July 2010 to June 2011	Lecturer, Department of Commerce (CA), Dr. SNS Rajalakshmi CollegeOf Arts and Science, Coimbatore.

SUBJECTS HANDLED

UG:

1. Performance Management –ACCA Syllabus
2. Advanced Performance Management – ACCA Syllabus
3. Financial Management – ACCA Syllabus
4. Financial Accounting
5. Cost Accounting
6. Management Accounting
7. Database Management System
8. Marketing
9. Banking and Insurance etc.,
10. Higher Financial Accounting
11. OOPS with C++

PG:

1. Financial Management
2. Business Research Methods
3. Object Oriented Programming with C++
4. Global Business Environment
5. Visual Basic

ARTICLE PUBLISHED IN JOURNALS (28)**International Journals - 18**

1. "Customers Satisfaction towards select E-Commerce Platforms during Pandemic Situation", Global Journal for Research Analysis, Vol.10, Issue. 7, July 2021, ISSN: 2277 – 8160, pp. 18 – 20.
2. "Positive Word of Mouth Influence on Restaurants in Coimbatore city", International journal of Multidisciplinary Educational Research, Vol. 9, Issue4(10), April 2020, ISSN: 2277 – 7881, pp. 140 – 145.
3. "Issues and Challenges of E-Technology Services in the Modern Commercial Banks", Iconic Research and Engineering Journal, Vo. 2, Issue. 5, Nov. 2018, ISSN: 2456 – 8880, pp. 46 – 50.
4. "Customer's Perception Towards E-Service Charges levied by Banks – A Multiple Regression Analysis", International Journal of Current Research in Life Science, Vol. 7, No. 6, June 2018, ISSN: 2319-9490, pp. 2156 – 2158.
5. "Effects of Stress and its Consequences on Consumer Savings Pattern", International Journal of Research in Commerce, IT & Management, Vol. 7, Issue. 12, December 2017, ISSN: 2231-5756, pp. 26 – 27.
6. "Tourists' Perception in Off Season Travel with Special Reference to Ooty", Global Journal For Research Analysis, Vol.6, Issue. 11, November 2017, ISSN: 2277-8160, pp. 192 – 194.
7. "Investment Preference and Impact of Insurance Sector", International Educational and Research Journal, Vol.3, Issue. 8, August 2017, ISSN: 2454-9916, pp. 78 – 79.
8. "Influential Factors of Advertisement on Children's Purchase Decision", International Journal Of Current Research, Vol. 9, Issue. 7, July 2017, ISSN: 0975-833X, pp. 55264 – 55266.
9. "Factors Influencing to Save money with effect to Stress on Spending", Global Journal for Research Analysis, Vol.6, Issue. 2, February 2017, ISSN: 2277-8160, pp. 573 – 574.
10. "Listening Attitude of Audience towards FM Radio", International Journal of Current Research, Vol.8, Issue. 12, December 2016, ISSN: 0975-833X, pp. 43156 – 43158.
11. "Causes of stress among women in working environment", International Journal of Applied Research, Vol.2(12), December 2016, ISSN: 2394-5869, pp. 695 – 697.
12. "Online and offline spending pattern of credit cards by customers in Coimbatore city", Global Journal of Research Analysis, Vol. 5, Issue. 12, December 2016, ISSN: 2277-8160, pp. 394 – 396.
13. "Impact of Policy measures and the trends in Indian Iron and Steel Industry", Global Journal for Current Research Analysis, Vol. 5, Issue. 11, November 2016, pp. 450 – 452.
14. "Adoption of E-Banking in Digital Era", Pune Research World – An International Journal of Interdisciplinary Studies, Special Issue 1, Oct 2016, ISSN: 2455-359X, pp. 1 – 6.
15. "Factor Analysis of Customer Preference towards E-Banking Services with Special Reference to Coimbatore City", An International Journal PARIPEX – Indian Journal of Research, Vol.5, Issue. 3, March 2016, ISSN: 2250-1991, pp. 57 – 58.
16. "Women Customers Buying Behaviour in Gold Jewellery with Reference to Coimbatore City", International Journal of Social Science & Interdisciplinary Research, Vol. 5(3), March 2016, ISSN: 2277-3630, pp.85 – 90.

17. “Consumer Preference and Satisfaction towards Uzhavar Sandhai with Reference to Coimbatore City”, International Journal of Social Science & Interdisciplinary Research, Vol. 4(11), Nov 2015, ISSN: 2277-3630, pp. 73 – 80.
18. “Customer Perception towards E-Banking Services in Coimbatore City”, International Journal of Marketing, Financial Services & Management Research, Vol.4, No. 2, Apr – June 2015, ISSN: 2277-6788,pp. 30 – 35.

National Level Journals - 10

1. “Subscription Economy in the Digital Age: Navigating Challenges and Enhancing Customer Experience”, UGC care journal (Print) Rabindra Bharati University Journal of Economics, Vol. XXVIII, No.23, 2024, pp. 106 - 115
2. “ AR, VR Technology in the Enhancement of Educational Sector with reference to Educational Apps”, Journal of Asiatic Society of Mumbai, Vol. 99, Issue. 8, Oct 2023, ISSN: 0972 – 0766, pp. 133 – 141.
3. “Policy Development towards implementation of Sustainable Development Goals in Higher Educational Institutions” , Journal of Interdisciplinary cycle of Research, Vol.15, Issue. 5,May 2023,ISSN: 0022- 1945, pp. 59 - 67.
4. “An Analysis on Empowerment of Women Entrepreneurs through Microfinance”, Journal of Interdisciplinary cycle of Research, Vol.14, Issue. 11, Nov 2022,ISSN: 0022- 1945, pp. 229 – 236.
5. “Analysis of Social media usage and its influential factors”, Journal of Emerging Technologies and Innovative Research, Vol. 5, Issue. 12, December 2018, ISSN: 2349 – 5162, pp. 100 – 105.
6. “Impact of E-Cash Trading”, A Journal of Intercontinental Management Research Consortium, Vol.6, Issue 1 (Special Edition I), February 2018, ISSN: 2347-1670/2347-1662/2347-1654, pp. 162 – 164.
7. “Apartment Lifestyle Playing a Role of Supremacy in Coimbatore City”, Indian Journal of Applied Research, Vol. 7, Issue. 11, November 2017, ISSN: 2249-555X, pp. 209 – 210.
8. “ Customer Satisfaction Regarding the Tupperware Products in Coimbatore City”, Indian Journal of Applied Research, Vol.6, Issue. 9, Sep 2016, ISSN: 2249-555X, pp. 68 – 70.
9. “ Awareness and Consumption of Millets by Women – A Study on Coimbatore City”, Indian Journal of Applied Research, Vol. 6, Issue.2, Feb 2016, ISSN: 2249-555X, pp . 20 -23.
- 10.“ Study on Demographic Variables Influencing Migration”, Indian Journal of Applied Research, Vol.5, Issue.11, Nov 2015, ISSN: 2249-555X, pp. 1 – 3.

Faculty Development Programme/Workshops Attended

S. NO.	DATE	Topic	Institution
1	25-08-2012	Appreciative Inquiry A Positive Approach	Hindusthan College Of Arts And Science
2	22-09-2012	Tapping Of Research Funds And Class Room Psychology	Hindusthan College Of Arts And Science
3	27-03-2013	Common Errors In English	Hindusthan College Of Arts And Science

4	04-11-2013 & 05-11-2013	Workshop on Research Methodology And Applications Of Spss In Research	Hindusthan College Of Arts And Science
5	14-12-2013	Communication Skill	Hindusthan College Of Arts And Science
6	30-08-2013	Portfolio Construction And Risk Management Using Financial Derivatives	Indo Asian Journal Of Management And Entrepreneurship
7	25-01-2014	Discover The Teacher In You	Hindusthan College Of Arts And Science
8	07-02-2014	Inflation The Curse For Indian Economy	Hindusthan College Of Arts And Science
9	29-09-2015 & 30-09-2015	Workshop on Abdul Kalam's Economic Policy – India, World Economy: Issues And Challenges	Providence College For Women
10	17.11.2016 to 18.11.2016	3 Day Workshop on Research Methodology	PSG Institute of Management
11	28.01.2017	National Human Rights Commission Sponsored Workshop on Human Rights and Values – Promotion and Protection	Dr. NGP Arts and Science College
12	29.06.2019	Managing the Climate Change	Dr. G. R. Damodaran College of Science
13	08.07.2019	International Workshop on Recent trends in Research Methods in Commerce and Management	Swami Dayananda College of Arts and Science, Tiruvarur
14	8.05.2020	Examinations in Wake of COVID -19 – Mr. Yogesh Pawar	Patrician College of Arts and Science, Chennai.
15	16.5.2020	Economic Meltdown Poses Threat to Financial Stability COVID 19	Rathinam College of Arts and Science in association with ACCA UK & ISDC.
16	18.5.2020 to 21.5.2020	Online FDP on Post Covid 19 Rejuvenation	Nirmala College for Women
17	12.06.2021 to 18.06.2021	Online FDP on “ Nurturing the Next Generation Educators”	PPG College of Arts and Science

18	22.07.2022	One day Workshop on Fintech: Block chain & Crypto currency	KPR College of Arts, Science and Research
19	11.07.2022 to 16.07.2022	One week Virtual FDP on Innovative Approaches in Management Teaching for Excellence	Sree Saraswathi Thyagaraja College
20	13.06.2022 to 19.06.2022	7 day Professional development Programme on Effective and Quality Research Writing	Patrician College of Arts and Science.
21	27.03.2023 to 29.03.2023	Three days International FDP on Use of Tools and Techniques in Research Methodology	Hindusthan College of Arts and Science
22	30.10.2023 to 03.11.2023	Five Day Faculty development program on US Individual Taxation	ICT Academy, hosted by Dr. NGP Arts and Science College.
23	20.11.2023 to 26.11.2023	Seven Day Faculty Development Program on “ Building up the insights on Qualitative and Quantitative Aspects of Research”	SRM Institute of Science and Technology, College of Science and Humanities, Chennai.

International, National and State Level Seminars Attended

S. NO.	DATE	Topic	Institution
1	30-10-2010	National Seminar on Indian Environmental Issues And Solutions	Navarasam Arts And Science College For Women
2	29-09-2010	National Seminar on Mobile Banking	Kongunadu Arts And Science College
3	30-09-2011	National Seminar on Globalization And Its Impact	KSG College Of Arts And Science
4	04-02-2011 & 05-02-2011	National Seminar on Corporate Governance And Capital Market	Sree Saraswathi Thyagaraja College , Pollachi
5	24-02-2011	State level Seminar on Recent Trends In Banking And Internet Banking	Nandha Arts And Science College
6	25-01-2012	National Seminar on Business Ethics In Global Environment	Hindusthan College Of Arts And Science

7	03-04-2012 & 04-04-2012	UGC Sponsored National Seminar on Trends In Merger And Acquisition In Indian Industry	School Of Economics, Bharathiar University
8	06-09-2012 & 07-09-2012	International Seminar on Co-Operative In Crisis	Tiruppur Kumaran College For Women
9	17-09-2012	International Conference on Green Marketing	P.K.R.Arts College For Women
10	04-10-2012	National Conference on Cross Cultural Marketing	Nirmala College For Women
11	22-02-2013	National Seminar on Recent Development In EDP Audit	S.N.R.Sons College
12	15-03-2013	UGC Sponsored National Seminar on Role Of Banking Technology In Financial Inclusion	Ayya Nadar Janaki Ammal College
13	10-04-2013	National Conference on Compensation Management	S.N.R.Sons College
14	22-08-2013	International Conference on E-Mail Marketing	Kongu Nadu Arts And Science College
15	06-02-2015	International Conference on Hedging The Risk In E-Banking	Hindusthan College Of Arts And Science
16	20-02-2015	International Conference on Customer Preference Of E-Banking Service	Sri Ganesh School Of Business Management
17	28-01-2015	UGC Sponsored National Seminar on Women Entrepreneurship	Mercy College , Palakkad
18	23-09-2015	International Seminar on Risk Management In Banking Sector, Special Reference In E-Banking	Dr.R.V. Arts And Science College
19	11-02-2015	National Seminar on A Glimpse At Social Entrepreneurs And Bioethics	P.S.G.R. Krishnammal College
20	05.02.2016	International Conference on Blue Sky Thinking on B3	Hindusthan College of Arts and Science
21	20-02-2016	National Conference on Mobile Banking: Innovative Strategy Of Banking Industry	Kg College Of Arts And Science
22	27.08.2016	International Symposium on Accelerating Global Economic Growth Through Knowledge And	KSR College Of Arts And Science
23	07.09.2016	International Symposium on Contemporary Issues On Modern Research	Nandha Arts And Science College

24	09.03.2017	National Conference on Green Marketing - Unplugged	Sri Ramakrishna College for Women
25	07.01.2017	NAAC Sponsored Seminar on Quality Enhancement in Higher Education	Sankara College of Science and Commerce
26	30.08.2017	International Symposium on Remonetisation: Introspect and Prospect	Vellalar College for Women
27	31.01.2018	National Conference on Techno - Commerce	SNMV Collge of Arts and Science & Institute of Management
28	09.02.2018	National Level Seminar on Cash Vs Cashless Trade.	Nandha Arts and Science College
29	06.09.2018	National Conference on Indian Business in the Era of Reforms	Dr. G.R. Damodaran College of Science
30.	05.10.2018	International Conference on Social Media for Social Cause	Hindusthan College of Arts and Science
31	25.01.2019	National Conference on Inclusive Economic and Business Growth through Information Technology	Aksheyaa College of Arts and Science
	09.03.2020	International Seminar on Business Strategies for Sustainable Growth – A Global Perspective	Sri G.V.G. Visalakshi College for Women
32	28.04.2020	Webinar on Future Investment Pattern of Investors – College of Management	Bhagwan Mahavir College of Management, Surat.
33	24.4.2020 to 29.4.2020	Webinar on Implications of E-Learning on Traditional Learning System – Department of Information	Excel Engineering College, Komarapalayam
34	30.4.2020	Webinar on Working and learning Online during Pandemic – Dr. Shilpa Gopal	Kaamadhenu Arts and Science College.
35	02.5.2020	Webinar on Industrial Automation Level – I by Mr. D. K. Singh	AKGEC Skills Foundation, Ghaziabad.
36	14.5.2020	Webinar on Personal Effectiveness – Need of the Hour – Management Studies	Sakthi Institute of Information and Management Studies, Pollachi
37	13.5.2020 to 15.05.2020	Webinar on Future of Entrepreneurship and Employment Opportunities – Mr. Arun Prasad, Mr.	Nehru Institute of Technology
38	22.05.2020	Digital seminar on Data Management Features in MS Excel – Kumaravelan Kaadai	Viyash Holistic Learning Consultancy
39	28.05.2020	International Webinar on Business Opportunities: Post COVID 19	Emerald Heights College for Women.

40	4.06.2020	Webinar on CEO's Word series	Dr. G.R. Damodaran College of Science
41	26.05.2020	Webinar on Face to Face by Mr. Sam Cawthorn	Dr. G.R. Damodaran College of Science
42	15.05.2020	National Webinar on COVID 19 – Resilience and Recovery Strategies	Hindusthan College of Arts and Science
43	21.05.2020	Webinar on Energy, Energy Everywhere, How to harness it?	V.O. Chidambaram College
44	31.05.2020	National Webinar on Modus Operandi of Cyber Crimes	Thiruvalluvar Government Arts College
45	10.06.2020	Webinar on Digital Marketing and Infilim branding	CMS College of Science and Commerce
46	19.06.2021	International Webinar on “ Cloud Computing – Microsoft Azure”	Nehru Arts and Science College
47	25.08.2023	National Level Conference on “ E-Commerce, Management and Social Innovation – Embracing changes, Transformation 2023”	SRM Institute of Science and Technology, College of Science and Humanities, Chennai.
48	24.01.2024	National Seminar on “ India 2.0: Vision for India 2047 – Digital Ecosystem and Harnessing Artificial Intelligence”	Nallamuthu Gounder Mahalingam College, Pollachi.
49	23.02.2024	National Conference on “AI and RPA Revolution: Accelerating Business Beyond Boundaries”	PSGR Krishnammal College for Women, Coimbatore.

MOOC Courses:

1. “The Fundamentals of Digital Marketing” offered by Google Digital Unlocked
2. “ Blockchain and Bitcoin Fundamentals” offered by Udemy.
3. “Introduction to Personal Branding” offered by University of Virginia – Coursera.
4. “ Business Analytics with Excel” offered by Skillup Simplilearn.
5. Forensic Accounting offered by West Virginia University – Coursera
6. Guided Project Power BI for Beginners : Preparing Data for Analysis – Coursera
7. Process Improvement offered by Illinois – Coursera
8. Guided Project How to use the TOWS matrix to Analyse and Set strategy – Coursera
9. ChatGPT for Beginners: Using AI for Market Research – Coursera Project Network
10. “Mindfulness and Well-being: Foundations” - Coursera

Other Activities

- **Assistant Editor** in International Journal of Commerce and Management Research.
- **Assistant Editor** in International Journal of Management and Commerce Research.
- Acted as **Editorial Board Member for Special Issue** of Pune Research World – An International Journal of Interdisciplinary Studies, October 2016.

- Acted as **Editorial Board Member for Special Issue** of Shanlax International Journal of Commerce, Vol.5, Special Issue1, ISSN: 2320-4168, December 2017.
- Acted as a External Examiner for Bharathiar University Examinations.
- Being as a question paper setter for various Autonomous Colleges/Universities.
- Acted as a Organising Committee member for International, National, State Level Seminars and Works shops in Commerce CA Department.
- Acted as Resource Person – Sri Ramakrishna college of Arts and Science – An Overview of Financial Leverage
- Acted as a Resource Person – Hindusthan College of Arts and Science – Capital Market

Self-Appraisal While Discharging Duties:

1. Dedicated, Devoted and Disciplined.
2. Receptive, Responsive and Responsible.
3. Planning my lessons, using appropriate teaching aids and enjoying teaching as sacred profession with moral mission and ethical vision.
4. Knowing out students, making them knowledgeable up-to-date and Decorous in thoughts, words and deeds.
5. Caring for our students psychologically and educationally.

Personal Details

Date of Birth and Age	: 01.08.1985; 36 yrs
Gender	: Female
Marital Status	: Married
Nationality	: Indian
Religion	: Muslim
Mother tongue	: Tamil
Languages Known	: Tamil (R/W/S), English (R/W/S)
Permanent Address	: Site 46, Poorna Nagar, Cotton city, Chinametupalayam, Coimbatore - 641035

Hereby, I declare that all the above mentioned details are true, complete and correct to the best of my knowledge and belief.

Dr. L.A. Razia Fathima

Place: Coimbatore

Date: 02.04.2024