

Name	Ms.Ahila.D
Designation	Assistant Professor
Education Qualification	M.Com., M.Phil.,
DOB	04.02.1990
E.mail	ahila.logu@gmail.com
Teaching Experience	5 years
Area of Interest	Marketing management and Business Management
Research Guidance	-
Presenting Guest Lecture	-
Seminar, Workshop, Conference Attended	12
Faculty Development Program Attended	5
Resource Person in seminar/FDP/Conference/ Workshop	-
Paper Presented	1
Paper Published in Journals	2
Paper published in conference /Proceeding	1
Books Published	-

Seminar Attended

- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has presented two day international seminar on ***Emerging Trends In Personal Financial Management*** on 26.02.2016 to 27.02.2016 organized by the Faculty of Commerce, Sree Saraswathi Thyagaraja College, Pollachi.

Workshop/Conference Attended

- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has presented Two Day National Conference on ***Rural Entrepreneurship: An Inclusive Strategy For Managing Regional Imbalances*** on 18.12.2013 to 19.12.2013 organized by the Department of commerce & International Business and Centre for Entrepreneurial Development, Sree Saraswathi Thyagaraja College, Pollachi.

- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in the one day workshop on ***“SPSS- Applications in Biostatistics”***, organized by PG and Research Department of Botany, NGM College, Pollachi on 4th October 2016.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in the ***“State Level Symposium 2k17 on Overseas Trade”*** organized by PG Department of Commerce with International Business, NGM College, Pollachi on 3th January 2017.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in the ***“State Level Symposium on Entrepreneurship in 4G Era”*** organized by PG Department of Commerce (Finance), NGM College, Pollachi on 16th March, 2017.
- ❖ .Ahila, Assistant Professor, Department of Commerce (SF), has participated in the Two – Day National Level Conference on ***“Changing Paradigms In Indian Business”*** organized by School of Commerce and Management, NGM College, Pollachi during 24th and 25th March 2017.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF) has participated in the National Conference on ***“Impact of Demonetization (2016) on Indian Economy”***, organized by Department of Economics, NGM College, Pollachi held on 28.07.2017.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has attended in the ***National Level Workshop on “Entrepreneurship and Business Solutions”*** organized by Department of Business Administration, on 22.02.2018, NGM College, Pollachi.

- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in Workshop on ***“Workshop on E-Content Development”*** held on 11.04.2018, NGM College, Pollachi.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in State Level Workshop on ***“Research Methods and Data Analysis using SPSS”*** organized by the Post Graduate and Research Department of Commerce on 24th & 25th July 2018 NGM College, Pollachi.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in one day International Level Workshop on ***“Leadership and Management Skills (LEMAS 2018)”***, organized by Department of Business Administration, on 11.12.2018, NGM College, Pollachi.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in one day Workshop on ***“E-BANKING – THE DIGITAL WAYS”***, organized by Department of Commerce on 29.01.2019, NGM College, Pollachi.

Faculty Development Program Attended

- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in the ***Faculty Orientation Programme*** on 01.09.2016 to 03.09.2016 organized by the Department of Human Excellence, Academy for Professional Development & Training and Placement Cell, NGM College, Pollachi.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in the Faculty Development Programme on ***“Business Analytics Using R”*** organized by Centre for Faculty Development, Sakthi Institute of Information and Management Studies, Pollachi held on 26th December 2016.

- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in the Faculty Development Programme on ***“Computerised Accounting Using Tally ERP 9”*** organized by the Department of Commerce, NGM College, Pollachi on 16th and 17th February 2017.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in the Faculty Development Programme on ***“Goods and Services Tax”*** organized by the PG Department of Commerce with Computer Applications, NGM College, Pollachi on 5th August 2017.
- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), has participated in Faculty Development Programme entitled ***“Mentoring the Mentors”*** certificate by Karunya Institute of Technology and Science, Coimbatore on 21.07.2018.

Paper Presented

- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), Presented a paper entitled ***“Challenges and Opportunities of Digital India”*** in International conference on ***New Digital Economy in India- Challenges & Opportunities*** conducted by Rathinam College of Arts & Science, Coimbatore on 18th August, 2017.

Paper Published in Journals

- ❖ Published a research article entitled ***“Consumer Behaviour on Aavin Milk and Dairy Products in Pollachi Taluk of Tamil Nadu”*** in ***International Journal of Commerce, Business and Management*** Volume 4 Issue6, ISSN 2319-2828: Page No:774-778 December-2015.
- ❖ Published an article in ***International Journal of Multidisciplinary Educational Research*** on May 2016, Topic: ***“Consumption Pattern of Milk and its Impact on Aavin Products”***Volume 5 Issue 5(6), ISSN: 2277-7881; Page No.: 33-46.

Paper published in conference /Proceeding

- ❖ D.Ahila, Assistant Professor, Department of Commerce (SF), Published a research article entitled ***“Challenges and Opportunities of Digital India”*** in International conference on ***New Digital Economy in India- Challenges & Opportunities*** conducted by Rathinam College of Arts & Science, Coimbatore on 18th August, 2017.