

Name	V.RUBA
Designation	Assistant Professor
Qualification	M.com,M.Phil,
DOB	25.08.1990
Department	Commerce
E-mail	rubavelumani90@gmail.com
Teaching Experience	Two Years
Area of Interest	Marketing
Article Published	2
Paper Presented	3
Seminar/Conference/FDP/Workshop Attended:	8
ONLINE:	
FDP/National	2
FDP/International	4
Webinar /National	8
Webinar/International	4
Quiz/National	11
Quiz/International	2
Online Course	2

Article Published:

- Presented an Article entitled “**Technological Development in Banking**” Changing Paradigms in Indian Business, Volume. 1, page no. 255, organized by School of Commerce and Management, NGM College, Pollachi.
- Presented an Article entitled “**Consumer Satisfaction on Patanjali Productb**” IJIRAH, Volume. 3, Issue 2, 2018.

Paper Presented:

- Participated and presented a paper entitled “**Impact of Demonetization on Black Money**” organized by Dept of Commerce with Computer Application, PSGR Krishnammal college for Women, Coimbatore(22nd February 2017)
- Participated and presented a paper entitled “**Make in India**” organized by Post Graduate & Research Dept of Economics, Erode Arts and Science College, Erode(19th November 2016)
- Participated and presented a paper entitled “ **Technological Development in Banking**”, Organized by Nallamuthu Gounder Mahalingam College, Pollachi(24th and 25th March 2017)

Seminar/Conference/FDP/Workshop Attended:

- Participated in the “**State level symposium 2k17 on overseas trade**” organized by the Department of Commerce with International Business, NGM College, Pollachi(3rd January 2017)
- Participated in Two days national level conference on “**Changing paradigms in Indian business**” organized by school of commerce and management, NGM college, pollachi(24th and 25th March 2017)
- Participated in one-day national level faculty development Programme on “ **Goods and services Tax**” organized by the PG Department of commerce with computer application, NGM college, pollachi(5th August 2017)
- Attended the Faculty Development Programme entitled “**Recent Trends in Higher Education in Science and Humanities to Rural Students**”, Organized by Nallamuthu Gounder Mahalingam College, Pollachi.(12.06.2019 -14.6.2019)
- Participated in One Day National Level Workshop on “ **Scientific Research and Data Analytics**” , Organized by Nallamuthu Gounder Mahalingam College, Pollachi.(12th October 2019)
- Participated in One-Day International Level Workshop on “**Current Trends in Business Sector**”, Organized by Nallamuthu Gounder Mahalingam College, Pollachi.(3rd January 2020)
- Participated in International Conference on “ **Trade,Cultural and Economic Development**” Organized by Vivekanandha College of Arts and Science for Women,(10th and 11th February 2020)
- Participated in One Day National Level Seminar on “**Technological Development And Employability Opportunity For Young Generation**” Organized by Park’s College, Tirupr(26th February 2020)

THROUGH ONLINE

FDP/NATIONAL LEVEL:

- Participated in the National level Faculty Development Programme on “**Incubation Manager Approach to Students and Early Stage Entrepreneur**” organized by PSGR Krishnammal College for women, Coimbatore(22nd April)
- Participated in Online Faculty Development Programme on “**The Art of Teaching**” organized by Nallamuthu Gounder Mahalingam College, Pollachi(12th May 2020)
- Participated on “**Implementation of GST in Tally ERP 9**”, Organized by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi(20th May to 26th May 2020)

FDP /INTERNATIONAL:

- Participated in Faculty Development Programme “**Demonstration cum hands on exposure**” organized by Spoken Tutorial Project, IIT Bombay at Sri Krishna Arts and Science College, Coimbatore(19th April to 24th April)
- Participated in “**DHRONA-The Art of Teaching and Learning for the Nxt Gen**”Organized by Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai.
- Participated in “**Faculty Development Programme**” Organized by GuruNanak College, Chennai.(20th May to 25th May)
- Participated in FDP on “**New Paradigms of Teaching**” Organized by Nallamuthu Gounder Mahalingam College, Pollachi.

WEBINAR/NATIONAL LEVEL:

- Participated in National webinar on “**Impact of COVID-19 on Indian Stock Market**” organized by L.R.G Government Arts College for Women, Tirupur (4th June 2020)
- Participated in National Level Webinar on “**Revitalizing MSMEs post COVID-19**” Organized by Avinashi Lingam Institute for Home Science and Higher Education for women, Coimbatore on(11th June 2020)
- Attended National Level Webinar on “**Safeguard Yourself in Cyber Space**” organized by Sri Kanyaka Parameswari Arts and Science College for Women, Chennai(4th June 2020)
- Participated in the Webinar on “ **Ethics in Research**” Organized by D.K.M College for Women, Vellore.(6th June 2020)
- Participated in the One Day National Level Webinar on “**E-Learning Video Creation and Online Assessment Tools**” Organized by Arulmigu Palaniandavar Arts College for Women, Palani (16th June 2020)
- Participated in National Webinar on “**Master Class on Data Driven Digital Marketing 4 D for Business**” Organized by S.B. Patil Institute of Management and Business School, Pune. (17th June 2020)
- Participated in Webinar on “ **Strategies of MSME in Covid-19**” Organized by Bharathiar University Arts and Science College, Pollachi (19th June 2020)
- Participated in National Webinar on “**Seizing the Opportunities in the Stock Market- Stratagems and Setbacks**” Mar Ivanios College, Thiruvananthapuram.(19th June2020).

WEBINAR/INTERNATIONAL LEVEL:

- Participated in International Webinar on “**International Business Beyond COVID-19**” Organized by Graduate School of Management Studies, Gujarat Technological University, Ahmedabad (1st May 2020 – 5th May 2020)
- Participated in Inetrnational Webinar on “ **Role Of Information Technologies in Health Services**” Organized by Nallamuthu Gounder Mahalingam College, Pollachi (10th June 2020)
- Attended International Webinar on “ **Research Paper Publications in Indexed Journals**” Organized by Arulmigu Palaniandavar Arts College for Women, Palani (13th June 2020)

- Participated in International webinar on “**Stress Management Problems and Challenges in Higher Education Global Perspective**”, Organized by G.S. College of Commerce and Economics, Jabalpur, Madhya Pradesh (15th June 2020)

QUIZ / NATIONAL LEVEL:

- Participated in National Level Online quiz on “**COVID-19 Awareness**” organized by Nallamuthu Gounder Mahalingam College, Pollachi
- Attended online quiz on “**Combating COVID-19**” Pandemic organized by Ramachandra College of Engineering, Eluru (17th April 2020)
- Participated in Online “**General Awareness Quiz on COVID-19**” organized by PSG College of Arts and Science, Coimbatore (1st May 2020)
- Completed the National Level Awareness quiz on “**Test your Immunity on Fact Versus Fake news on COVID-19**” Organized by SIIMS, Pollachi (11th May 2020)
- Participated in the quiz on “**World Telecommunication Day**” Organized by Akshaya College Engineering and Technology, Coimbatore (17th May 2020)
- Participated in II National Level Quiz for “**NET/SET Aspirants in Commerce**”, Organized by Sri Paramaklayani College, Alwarkurichi (22nd May 2020)
- Completed National Quiz on “**COVID-19 Awareness**” conducted by Akshaya College Engineering and Technology, Coimbatore.
- Completed National Level Online Quiz on “**Public Awareness Program on COVID-19**” Organized by Government Arts College, Coimbatore (24th May 2020)
- Taken part in E-Quiz on “**General Business Knowledge**” Organized by Shanmuga Industries Arts and Science College, Thiruvannamalai (6th May 2020)
- Participated in National Level Online quiz on “**Fundamentals of Accounting**” Organized by Government Arts and Science College, Valparai (10th May 2020)
- Completed the National Level Quiz on “**General Economics**” Organized by Nallamuthu Gounder Mahalingam College, Pollachi (18th June 2020)

QUIZ/INTERNATIONAL LEVEL:

- Participated in International Level Online Quiz on “**Management Accounting**” Organized by Rathinam College of Arts and Science, Coimbatore (11th May 2020)
- Participated in International Level Online Quiz on “**Cost Accounting**” Organized by Rathinam College of Arts and Science, Coimbatore (11th May 2020)

ONLINE COURSE:

- Completed a course on “**GST REGISTRATION**” Organized by Sri Krishna Adithya College of Arts and Science, Coimbatore (2nd May 2020)
- Participated in “**Statistical Theoretical Distribution**” Organized by Arulmigu Palaniandavar College of Arts and Culture, Palani (15th June 2020)