

RESUME

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Career Objective

An aspiring career in a reputed institution, which provides high quality of work life through challenging opportunities, meaningful career growth and professional development.

Academic Chronicle

- **M.B.A from M.O.P. Vaishnav College for Women, Nungampakkam, Chennai-34,**
University: Madras University
Year of completion: (2009-2011) (HR & Finance)
- **B. Com from Ayya Nadar Janaki Ammal College – 626123,**
Percentage of Marks: 72 %(up to 4rd Sem)
University: Madurai Kamaraj University
Year of completion: (2006-2009)
Percentage of Marks: 81.27%
- **H.S.S (Commerce) from Jaycees Matric Higher Secondary school, Sivakasi.**
Board: Matric Board
Year of completion: (2004-2006)
Percentage of Marks: 89.67%
- **S. S. L. C from S.H.N.V. Hr. Sec. School, Sivakasi.**
Board: State Board
Year of completion: 2004
Percentage of Marks: 74%

NET Exam

- **Passed NET Exam on 30 December 2012**
- **Roll No. 36170226**

Work Experience

Name of the Institution	Designation	Period of Experience
Gojan School of Business and Technology	Lecturer (MBA Dept.)	8 months (July 2012 – Feb 2013)
Thiruthangal Nadar College	Assistant Professor (BBA Dept.)	1 year & 8 months (From 1 st June 2016 – 26 th Jan 2018)
LIVEWIRE – A division of CADD Centre (Sivakasi)	Business Manager (Part Time)	9 months (June 2018 – Feb 2019)
Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam	Assistant Professor	17-6-2019 to Till date

Papers Handled:

Financial Services	Business Communication	Business Ethics and Values
Economic Analysis and Financial Accounting	Logistics and Supply Chain Management	Organizational Behavior
Principles of Management	Business Regulatory Framework	Human Resource Management
Business Statistics	Advertising Management and Sales Promotion	International Trade
Managerial Economics	Business Taxation	

Responsibilities in LIVEWIRE:

- Approaching Colleges for Seminar & Workshop in Virudhunagar District.
- Handling Seminar Session based on the topics Machine Learning, IOT & Data Science.
- Complete the online process like student registration, certificate process, ordering books.
- Arranging and conducting in-house seminars and functions

Technical skills

- **Office Suite : Microsoft Office (Word/Excel/PowerPoint)**

Extra Certificate Courses

Export Management: 2007-08 in Ayya Nadar Janaki Ammal College, Sivakasi.

Supply Chain Management: 2010-2011 in M.O.P. Vaishnav College for Women, Nungampakkam

Swayam NPTEL: Business Statistics – June 2021.

Projects Undertaken

- **MBA project in “Equitas Microfinance Pvt Ltd.” on the topic “Impact of Equitas Microfinance in Household Standard of Living”.**
- **Internship in “Lucas Indian Service” for the period of a month from April 15th to May 15th, 2010.**
 - **Preparing invoice, verifying purchase and sales books, preparing payroll and debit note calculation are the works given to me.**

Papers Published

- **M. Mahalakshmi Priyadharshini (2017), “Cyber Frauds – Issues and Challenges”. National Conference on “Digital India – Problem and Prospects” in VLB Janakiammal College of Arts and Science, Coimbatore.**
- **M. Mahalakshmi Priyadharshini (2020), “A study to analyze the opportunities and challenges in business with special reference to Women Homepreneur”. The New Economist (ISSN 2347 - 7172) - An initiative by PG & Research Department of Economics and Department of Business Administration in Redefining Economics & Business in the context of 3Cs - Contemporary Challenges, Ceaseless Competition & Changing Consumerism on the Global Confront 2020.**

- **“A Study to measure the effectiveness of Digital Media in influencing the buying decisions of the viewers – With special reference to Social Media Marketing” (2021). International Virtual Conference on “Transformation in Commerce – POST COVID (2.0)” organized by Sri Kanyaka Parameswari Arts and Science College for Women. Published in UTKAL Historical Research Journal, Volume – XXXIV, pp. 143-148.**

Resource Person

SL. No	Name of the Event	Institution	Date
1	Dhrona - The Art of Teaching and Learning for the NXT GEN	BBA – Dwaraka Doss Goverdhan Doss Vaishnav College	11-04-2020
2	NTA NET Management	VV Academy, Chennai	14-5-2021 to 16-5-2021
3	Trainer in Aptitude – Loyola Summer Camp - 2021	LSSS, Loyola College, Chennai	12-6-2021 to 26-6-2021
4	Mathematical Reasoning – UGC Sponsored NTA NET Coaching Class	USAB – University of Madras, Chennai	27-9-2021 to 28-9-2021

Soft Skills

- Ability to manage groups of pupils and deal with challenging behavior.
- Organization skills
- Good Inter-personal Communicator
- Excellent written and verbal communication skills
- Excellent presentation skills
- Encouraging personal development via tutorial/pastoral work

Personal Particulars

Name : M.Mahalakshmi Priyadharshini
D. O. B : July 3rd, 1989
Personal Status : Female/Indian/Hindu
Qualification : M.B.A., B.Com, NET
Marital status : Married
Languages Known : English & Tamil.

Declaration

I hereby declare that all the details furnished above are true to the best of my knowledge.

Place: Sivakasi

yours truly,

Date:

(M.Mahalakshmi Priyadharshini)