

**VSS GOVT. ARTS COLLEGE**  
**POOLANGURICHI**

**STAFF PROFILE**



NAME OF THE STAFF :K.USHA KUMARI  
DESIGNATION :GUEST LECTURER  
DEPARTMENT :COMMERCE

**1. CONTACT**

Address : NO-2 P.U CHINNAPPA NAGAR ,  
1<sup>st</sup> STREET, PDKT  
Contact Phone (Office) :  
Contact Phone (Mobile) : 9843874986  
Contact e-mail(s) : USHAHARISH2006@GMAIL.COM  
Skype id :

**2. ACADEMIC QUALIFICATIONS**

Degree	College/University/Board	Year of Passing/ Awarded
UG	H.H THE RAJAH'S COLLEGE PDKT/BHARATHIDASAN UNIVERSITY-TRICHY	APRIL,1995
PG	H.H THE RAJAH'S COLLEGE PDKT/BHARATHIDASAN UNIVERSITY-TRICHY	NOV,1997
M.PHIL	H.H THE RAJAH'S COLLEGE PDKT/BHARATHIDASAN UNIVERSITY-TRICHY	AUG,2000
PH.D	KHADIRMOHIDEN COLLEGE/BHARATHIDASAN UNIVERSITY	DEC,2013
B.ED	KEERAI TAMIL SELVAN COLLEGE OF EDUCATION	JUN,2009

**3. TEACHING EXPERIENCE**

S. No.	Institution	Duration	No. of Years	
			UG	PG
1	ARPUTHA COLLEGE OF ARTS AND SCIENCE-ALANGUDI	2005-2006	1YR	-
2	PAVENDHAR BHARATHIDASAN COLLEGE OF ARTS AND SCIENCE-TRY	2009-2014	5YRS	5YRS
3	SRI BHARATHI ARTS AND SCIENCE COLLEGE-PDKT	2014-2019	5YRS	5YRS

4	V.S.S GOVERNMENT ARTS COLLEGE- PULANKURICHI/ALAGAPPA UNIVERSITY	2019-TILL DATE	17.06.2019- TILL DATE	17.06.2020- TILL DATE
---	---	-------------------	-----------------------------	-----------------------------

**4. RESEARCH EXPERIENCE (in years)** 5YRS

**5. AREA OF RESEARCH** :MARKETING,HR

**6\*\*. RESEARCH GUIDANCE(In Numbers)**

Program of Study		Completed	Ongoing
Research	Ph. D.	-	-
	M. Phil.	11 STUDENTS	-
Project	PG	17 STUDENTS	-

**7\*\*. PUBLICATION(S) (In Numbers)**

Journal(s)		Proceeding(s)		Book(s) / Chapter(s) / Monograph(s) / Manual(s)
International	National	International	National	
3	2			

Cumulative Impact Factor (as per JCR)	
h-index	
Total Citations	

**8\*\*. PRESENTATION(S) (In Numbers)**

Events	International	National	State	Regional
Conference(s)				
Seminar(s)		UGC-MARCH 2010		

**9\*\*. PARTICIPATION (In Numbers)**

Events	International	National	State	Regional
Conference(s)				
Seminar(s)			5	
Workshop(s)				7
Symposium(s)				8

**10\*\*. PROFESSIONAL DEVELOPMENT (In Numbers)**

Orientation Programme(s)	Refresher Course(s)	Faculty Development Programme(s)	Short Term Course(s)	Online Course(s)

--	--	--	--	--

#### 11. FUNDED RESEARCH PROJECT(S)

List of ongoing Project(s)					
S. No.	Agency	Period		Project Title	Grant Allocated (Rs. In Lakhs)
		From	To		

List of Completed Project(s)					
S. No.	Agency	Period		Project Title	Grant Allocated (Rs. In Lakhs)
		From	To		

Consultancy Project(s)	
Patent(s) (Applied/Received)	

#### 12. DISTINCTIVE ACHIEVEMENT(S) / RECOGNITION(S) / AWARD(S)

#### 13. OVERSEAS EXPOSURE / VISIT(S) (Academic & Research)

#### 14. EVENT(S) ORGANIZED

S. No.	Name of the Programme	Role of Responsibility held	Name of the Resource Person	Date of the Event

#### 15. ACADEMIC / ADMINISTRATIVE RESPONSIBILITIES HELD

#### 16. SERVED AS A RESOURCE PERSON (INVITED TALKS / GUEST LECTURES)

#### 17. DETAILS OF MEMBERSHIP

Editorial Board	
Referee (Peer Reviewed Journal)	
Academic Bodies (Board of studies)	
Professional Bodies	

#### 18. EXTENSION ACTIVITIES / OUTREACH PROGRAMME

S.No	Title	Place	Date	Beneficiaries

#### 19. ANY OTHER ACTIVITIES

Articles published in Newspaper(s) / Magazine(s)	
Products Developed	
Number of Ph. D. thesis evaluated	
Number of Ph. D. Public Viva Voce Examination conducted	

#### 20. DETAILS OF RESEARCH GUIDANCE

Ph. D. (Completed)			
S. No.	Name	Title of thesis	Year of award
M. Phil. (Completed)			
S. No.	Name	Title of thesis	Year of award
1	G.SELVI	A STUDY ON AN OUTDOOR ADVERTISEMENT	2015
2	R.ANBUKKARASI	A STUDY ON THE AMBITION ORIENTED OF CAREER PLANNING AMONG THE TEENAGERS AT PUDUKKOTTAI	2016
3	B.DIVYA	A STUDY ON THE STRESS MANAGEMENT ABOUT THE TEENAGERS	2016
4	A.SUMATHI	A STUDY ON AWARENESS OF EMPLOYMENT OPPORTUNITIES AVAILABLE FOR THE JOB SEEKERS IN AND AROUND PUDUKKOTTAI	2016
5	V.RADHIKA	A STUDY ON AN CUSTOMER SATISFACTION ABOUT MOBILE PHONES	2017
6	J.SOPHIA	A STUDY ON AWARENESS OF ONLINE SHOPPING	2017
7	A.ISWARYA	A STUDY ON CONSUMER RESPONSE TOWARDS ELECTRONIC PRODUCTS WITH	2018

		<b>SPECIAL REFERENCE IN PUDUKKOTTAI TOWN</b>	
8	R.PRIYA	A STUDY ON IMPACT OF ADVERTISING,TOWARDS EATING HABITS OF CHILDREN WITH SPECIAL REFERENCE TO TRICHY TOWN	2018
9	R.SATHYA DEVI	A STUDY ON CONSUMERS BEHAVIOR TOWARDS SHOPPING MALL IN PUDUKKOTTAI TOWN	2018
10	M.VIDHYA	A STUDY ON CUSTOMER SATISFACTION TOWARDS ASSURE PRODUCTS IN PUDUKKOTTAI DISTRICT	2019
11	S.SOWMIYA	A STUDY ON CUSTOMER SATISFACTION ABOUT ROYAL ENFIELD	2019

## 21. DETAILS OF PUBLICATIONS

### (a) JOURNAL(S)

S. No.	Name of the author/s	Title of the paper with e-link	National/ International	Name of journal	Volume Page No & Year	ISSN

### (b) PROCEEDING(S)

S. No.	Name of the author/s	Title of the paper	National/ International	Name of Conference	Page No & Year	ISBN

### (C) BOOK(S) / CHAPTER(S) / MONOGRAPH(S) / MANUAL(S)

S. No.	Details

## 22. DETAILS OF PRESENTATION(S)

### (Conference(s) / Seminar(s))

S. No.	Name of the Paper	Name of the Conference / Seminar	National/ International	Place	Duration/ Date

**23. DETAILS OF PARTICIPATION****(Conference(s) / Seminar(s) / Workshop(s) / Symposium(s))**

S. No.	Name of the event(s)	Sponsored by	Conducted by	Place	Duration/ Date
<b>Conference(s)</b>					
<b>Seminar(s)</b>					
<b>Workshop(s)</b>					
<b>Symposium(s)</b>					

**24. DETAILS OF PROFESSIONAL DEVELOPMENT****(Orientation / Refresher Course / FDP / Short Term Course / Online Course)**

S. No.	Name of the events	Sponsored by	Conducted by	Place	Duration/ Date
<b>Orientation Programme</b>					
<b>Refresher Course</b>					
<b>Faculty Development Programme</b>					
<b>Short Term Course(s)</b>					
<b>Online Course(s)</b>					