

Name	O.Sony
Qualification	M.Com.,M.Phil.,SET
Designation	AssistantProfessor
Yearof Joining	03.12.2010–31.12.2019(SSC) 02.01.2020 till date (Regular)
Specialization	CorporateAccountingand Marketing
Emailid	sonyfdo84@gmail.com



Seminars/Workshops/FDP

Date	PaperPresented/Participated	Topic	OrganizedBy	Workshop /Seminar/ FDP	Type
21 st Mar 2025	Participated	Marketing 5.0 and Regenerative Economics	PG and Research Department of Commerce	Conference	International
23 rd -24 th January 2025	Participated	Environmental Impact and clean technology	Dept of Commerce VO Chidabaram College	Conference	National
19 th Dec 2024	Participated	Exploring the Frontiers of Research	Marian Research Forum	Conference	International
19 th Sept 2024	Participated	Read today to Lead Tomorrow	Library and MHRM	Seminar	National
11 th Sept 2024	Participated	Integrating ESG Strategies for Business Success	Dept of Botany and Commerce	Seminar	National

20.08.2024	Participated	Elevate your Research: Author and Editor Insights for Publishing in a Reputed Journal	Marian Research Forum	Workshop	State
26.08.2024 to 30.08.2024	Participated	Website Designing	Shri Krishnaswamy College for Women, Chennai	Online FDP	State
13 th March 2024	Participated	Plagiarism : Ways and Means to Curb the Menace in AI World	Department of Library ,St.Marys College (Autonomous)	Webinar	State
20 th Jan 2024	Participated	Navigating Consultancy,Filing Patent and Designing Research Article- Insights and Strategies	Marian Research Forum and IQAC	Seminar	National
18 th Jan 2024	Participated	Girls Education Strengthen our Society	Department of Commerce, HKBK Degree College	Webinar	National
15 th Sept 2023	Participated	Research Writing Skills and Applications for Social Sciences Research	Department of Commerce, Kamaraj Womens College	Workshop	State
7 th Sept 2023	Participated	Chat GPT and other Artificial Intelligence(AI) Tools for Classroom Teaching and Research”	Department of Library St.Marys College	Workshop	State
11 th August 2023	Participated	AI Tools for Education with special reference to Chat GPT,GPT 47,LAMMA	Department of Library St.Marys College	Workshop	State
15 th Mar2023 – 17 th Mar 2023	Participated	Innovative Startups	Fisheries College and Research Institute ,Thoothukudi	FDP	National

20 th Aug 2022	Participated	Business Model Canvas	IIC & PG & Research Department of Commerce	Webinar	National
11 th March 2022	Participated	Legal Aspects of Start ups & Career Opportunities	IIC & PG & Research Department of Commerce	Webinar	National
10 th Jan 2022	Participated	Library without Walls	Department of Library	Webinar	National
11 th December 2021	Participated	Impediments for Women Career Advancements	PG & Research Department of Commerce St.Marys College	Webinar	National
2 nd December 2021	Participated	Motivational Speech-Don't Say Why Me? Say Try Me	PG & Research Department of Commerce St.Marys College	Webinar	International
26 th November 2021	Participated	Problem Solving & Ideation	Institution Innovation Council Radhadevi College ,Akola	Workshop	National
9 th November to 11 th November 2021	Participated	Talent Management and Effective Workforce	Department of Business Administration, Kamaraj College	Conference	International
20 th August 2021	Participated	Social Media Addiction and Artificial Intelligence	Department of Mathematics St.Marys College	Conference	International
19 July 2021 To 17 August 2021	Participated	Induction/ Orientation Programme	TLC, Ramanujan College University of Delhi		
12- July 2021	Participated	Research Methodologies - Application of Statistical Tools for Decision Making	PG & Research Department of Commerce Marudhur Kesari Jain College for Women, Vaniambadi	FDP	International
08- June 2021 to 11- June 2021	Participated	International Debate on Examinations 2021	Council of Examiners - 2021 & Skill Skate Foundations	Conference	International

09-June -2021	Participated	The Impact of COVID 19 Pandemic on Marketing	Sadakathullah Appa College (Autonomous), Tirunelveli	Webinar	National
26-May 2021 to 31- May-2021	Participated	Strategic Resilience and Organisation Agility	Valluvar College of Science and Management ,Karur	Virtual FDP	National
01-May-2021	Attended	Evolution of Container Terminal Business In India	Department of Commerce St.Mary's College, (Autonomous) Thoothukudi	Webinar	Regional
30-Apr-2021	Attended	Govt. Schemes for Start-up and Qualities to become a Successful Entrepreneur	Department of Commerce St.Mary's College, (Autonomous) Thoothukudi	Webinar	Regional
28-Apr-2021	Attended	Trust, NGOs- Performance Evaluation	Department of Commerce St.Mary's College, (Autonomous) Thoothukudi	Webinar	National Level
27-Apr-2021	Attended	Financial Inclusions, Services and Opportunities in Digital Age	Department of Commerce St.Mary's College, (Autonomous) Thoothukudi	Webinar	National Level
24-Apr-2021	Attended	Interdisciplinary Research Perspectives: Integration of Science and Humanities in Bio-Diversity Conservation	St.Mary's College, (Autonomous) Thoothukudi	Virtual Conference	International
30 -Mar -2021	Attended	Communication of affection for healthy Work life Integration	St.Marys College, Thoothukudi	Conference	International
19- Mar- 2021 to 20 -Mar -2021	Attended	Statistical Tools – SPSS	VO Chidambaram College Thothukudi	Workshop	State Level
18 -Mar -2021	Attended	Eureka 2021	Tolani College of Commerce, Mumbai	Intercollegiate Workshop	National

16-Mar-2021	Attended	Theory Building Research	Marian Research Forum, St.Marys College (Autonomous)	Webinar	International
08-Mar-2021	Participated	Women in Leadership	Kristu Jeyanthi College (Autonomous) Bengaluru, Karnataka Attended	Conference	National
21.07.2020-23.07.2020	Participated	Research Methodology & Data Analysis in Business Research	Department of Commerce, St. Marys College	Webinar	
21.07.2020	Participated	Challenges faced by Women Leaders: Lesson learned and Future strategies	Manonmaniam Sundaranar University	Webinar	International
18.07.2020	Participated	Cyber Sex Trafficking and remedies under Law	Manonmaniam Sundaranar University	Webinar	National Level
12.07.2020	Participated	Covid 19 & the Indian Economy: Impact, Effect & Challenges	Yehwantaro College of Arts & Science	Webinar	National Level
11.07.2020	Participated	Learning to live with Covid 19: Embracing the new Reality	IQAC, St. Marys College	Webinar	National Level
28.06.2020	Participated	Introduction to E – Learning and its Challenges	Patrician College of Arts and Science, Chennai	Webinar	International Level
27.06.2020	Participated	Branding	Aditanar College	Webinar	International Level
25.06.2020	Participated	Active Listening skills	Department of Commerce & Commerce CASri. Krishna samy Arts and Science college	Webinar	International Level
24.06.2020-25.06.2020	Participated	Art of Research Publications	PG & Research Department of Commerce, The Quaide Milleth College for Men, Chennai	FDP	National Level

17.06.2020-19.06.2020	Participated	Net/Set Preparation Commerce Paper-II	Department of Commerce, St. Mary's College	Workshop	Online
10.06.2020-14.06.2020	Participated	Five Days E-FDP on Statistical Applications Using SPSS	G.L Research Academy Bengaluru	FDP	National Level
12.06.2020	Participated	Microfinance for Entrepreneurs	Department of Commerce, St. Mary's College	Webinar	National Level
08.06.2020	Participated	“Future of Examinations: Bloom's Taxonomy and Multiple Assessment Tools”	GTN Arts College (Autonomous) Dindigul	FDP	National Level
06.06.2020	Participated	E-Learning and Tools for Effective Teaching and Learning	PG & Research Department of Commerce Voorhees College Vellore	Webinar	National Level
03.06.2020	Participated	Effective Usage of ICT Tools in Higher Education	Servite College for Women, Thogaimalai	Webinar	International Level
31.05.2020	Participated	Slides Carnival	IQAC & Department of Accountancy Thakur College of Science and Commerce Mumbai	Power point Event	National Level
31.05.2020	Participated	How to use open Educational Resources to Desire	Department of Physics (SSC) St. Mary's College	Webinar	Online
30.05.2020	Participated	Challenges experienced by Young Entrepreneurs strategy to way forward	Department of BBAS St. Mary's College (Autonomous) Thoothukudi	Webinar	International Level

27.05.2020	Participated	Manage Stress before Stress Manages You	Department of Commerce (SSC) St. Marys College (Autonomous) Thoothukudi	Webinar	Online
25.05.2020	Participated	Managing Your Finances and Investments During Pandemic and Current Economic Meltdown	Department of Commerce, St. Marys College (Autonomous) Thoothukudi	Webinar	National Level
25.05.2020	Participated	Physical Education & Covid 19	Department of Physical Education Saraswathi Narayan College Madurai	Quiz	Online
20.05.2020	Participated	Facing the Future	Department of Commerce V.O Chidambaram College Thoothukudi	Webinar	Online
18.05.2020- 22.05.2020	Participated	Effective Online Teaching Methodologies	Department of Corporate Secretaryship Kamaraj College	Workshop	Online
18.05.2020	Participated	Role of Marketing Management for Economic Development Post Covid 19	SEMT Harris College & Kalsekar College of Commerce & Mgmt Maharashtra	Webinar	National Level
18.05.2020	Participated	Water Conservation in Post Pandemic World	Department of Commerce, Kristu Jeyanthi College (Autonomous) Bengaluru	Webinar	Online
15.05.2020- 17.05.2020	Participated	Dare to do	PG & Research Department of Mathematics G.V.N College, Kovilp	Online Quiz	International Level

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15.05.2020	Participated	Arena after Corona	Department of Commerce, Providence College for Women Coonoor	FDP	Online
13.05.2020-14.05.2020	Participated	Mental Health & Psychosocial consideration during Lockdown	St. Marys College in association with Aathi Foundation CBE	Workshop	Online
11.05.2020	Participated	Psychological first Aid	Department of Psychology, St. Marys College (Autonomous) Thoothukudi	Webinar	Online
20.02.2020	Presented	Intellectual Property and Entrepreneurship	Holy Cross Home Science College	Conference	International Level
18.02.2020-22.02.2020	Participated	Capacity Building Workshop on e content	IQAC, St. Marys College		
20.01.2020	Participated	Innovation- A Path for Outcome Based Research.	Marian Research Forum	Conference	National Level
28.01.2020	Participated	Industry 4.0.	Department of Commerce, St. Marys College	Conference	International Level
03.02.2020	Participated	Scientific Publication and Evaluation: Reference Tools, Citation Analysis and Plagiarism.	Department of Library, St. Marys College	Conference	National Level

12.02.2019	Participated	Logistics and Supply Chain Management	Department of Commerce, St. Marys College	Conference	National Level
07.09.2019	Participated	Ethical Values as a means of Effective Communication.	Department of Tamil (SSC) & Department of Psychology St. Marys College	Conference	International Level
13.09.2019	Presented	Strategic Human Resource Management- A Global Perspective.	Marian Research Forum	Conference	National Level
18.10.2019 & 19.10.2019	Presented	Contemporary Issues and Challenges of Business Environment in India ICBE'19.	Kamaraj College	Conference	International Level
23.10.2019	Participated	Innovative Practices in Management and Sustainability of Entrepreneurial Ventures.	Department of BB A St. Marys College	Conference	International Level
04.10.2019	Presented	Digital Innovation- A Transformative tool for Economic Growth.	Department of Commerce SSC St. Marys College	Conference	National Level
15.06.2019	Participated	Faculty Development Programme	Aadhi Foundation	FDP	Regional
09.12.2017	Participated	Academic and research integrity in the digital world	Research Forum & Department of Library St. Marys College	Seminar	National Level
27.01.2017 & 28.01.2017	Participated	Cosmic concern: An Interdisciplinary dialogue in Applied Ethics	St. Marys College	Conference	National Level

07.01.2016& 08.01.2016	Participated	Quality Enhancement in Higher Education: Teaching Learning & Evaluation	IQAC, St. Mary's College	Seminar	National Level
11.01.2016& 12.01.2016	Participated	Trend of Micro Finance in the Indirect Context	Department of Commerce, St. Mary's College	Seminar	National Level
31.01.2014& 01.02.2014	Participated	Institutional Quality Improvement: Role of Information and Communication.	IQAC, St. Mary's College	Seminar	National Level
05.12.2014& 06.12.2014	Participated	Technology Integrated Teaching- TIT 2014.	St. Mary's College	Workshop	--
08.03.2013	Participated	Enrichment of Women Entrepreneurs	Wavoo Wajeetha College for Women	Seminar	National Level
20.02.2012	Participated	Global business	St. Mary's College	Symposium	Regional
15.10.2012	Participated	CRMI in Banking and Insurance sector	St. Mary's College	Seminar	State Level
5.03.2012& 06.03.2012	Participated	Emerging Trends in Management	St. Xavier's College	Seminar	National Level
26.08.2011	Participated	Corporate Social Responsibilities – Changing dimensions and challenges	St. Mary's College	Seminar	State Level
27.08.2010	Participated	Trends in Accounting Taxation and management	St. Mary's College	Seminar	State Level

05.10.2005	Participated	Export Potential to Latin American Countries & CIS Countries	AICCI, Tuticorin	Seminar	Regional
24.09.2005	Participated	Globalization and its Impact	Govindammal Aditanar College Tiruchendur	Seminar	State Level

PAPERS PUBLISHED

Title of the Paper	Journal	Year	Vol	Issue/ISSN	Page No
Women fish Vendors in Thoothukudi : A study of their Marketing and Distribution Approaches	ShodhKosh : Journal of Performing Arts	2024	Volume 5	ISSN -25827472 Issue 6	2864 - 2871
Marketing and Distribution Strategies of Women Fish Vendors in Thoothukudi – Challenges and Opportunities in a Competitive Market	International Journal of Food and Nutritional Sciences	2022	Volume 11	ISSN 23207876	1826-1843
A Micro level study of Women in Seafood Processing Units in Thoothukudi	Shodha Prabha (UGC CARE Journal),	2022	Vol. 47	ISSN: 0974-8946 Issue 03 No.6 :	12-14
A Micro Level study on the Vulnerability of Women Entrepreneurs in fish value chain	Xi'an Shiyu University Natural Science Edition	2022	VOLUME 18 ISSUE 01	ISSN : 1673-064X	38-41
Role of Women Participation in the Distribution of Sea Foods in Thoothukudi District	“Our Heritage”(UGCCare List Journal)	2020	Vol-68	Special Issue- 55, February 2020 ISSN :0474-9030	1-6
Stress Management of the people working abroad	Strategic Human Resource Management	2019	ISBN	978-93-89146-72-1	61-65
Women Entrepreneurs Role and Challenges faced in the Society	The International Journal of Analytical and Experimental Modal Analysis (UGC-CARE List)	2019	Vol XI,	Issue IX, September 2019 ISSN:0886-9367	138-143
Socioeconomic status of the fisher folk in Thoothukudi district”	Proceedings of the International Conference	2019	ISBN	978-93-5391-739-5	427-430

ResponsibilitiesHeld

- Member of the Orchestra 2024-2025
- Coordinator of Human Rights Forum 2024-2025
- Coordinator for the subject Value Based Education
- Incharge of CDP - 2021-2022
- Advisor ofthe StaffUnionCouncil-2021-2024 & 2014-2015
- CoordinatoroftheNSSProgrammeinSSCStream-2018-2019
- JointSecretaryoftheOldStudentsAssociation-2018-2019
- MemberoftheChoirCommitteesince2011
- MemberoftheFacultyEnrichmentProgramme
- PublicRelationsOfficer (2019- 2021)