DR.J. Ellora, M. Com., M. Phil., Ph. D

Associate Professor of commerce,

St. Mary's College (Autonomous), Thoothukudi.

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Thoothukudi – 628 001 Ph. No.: 9952849413

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Career Objective:

To instil upright values in the young minds, to develop their capacity to cope positively with the changing society and to train them to become enthusiastic job providers.

Academics:

2011 - Doctor of Philosophy

1985 - Master of Philosophy

Madurai Kamaraj University, Madurai.

1980 - Master of Commerce

Madurai Kamaraj University, Madurai.

1978 - Bachelor of Commerce

Madurai Kamaraj University, Madurai.

Relevant Experience:

HODship

28 years (1985-2012)

Teaching Experience:

U.G. - 35 years

P.G. - 35 years

Languages Known:

- English (Speak, Read and Write)
- Tamil (Speak, Read and Write)

Area of Specialisation: Finance

Membership:

- Member of Academic Staff Council, St. Mary's College (Autonomous).
 Thoothukudi from 2008 to 2012.
- Chairperson of Board of Studies in Commerce, St. Mary's College (Autonomous), Thoothukudi from 2008 to 2012.
- Member of College Council, St. Mary's College (Autonomous), Thoothukudi from 2008 to 2012.
- Member of College Development Committee, St. Mary's College (Autonomous).
 Thoothukudi from 2008 to 2012.
- Member of Awards Committee, St. Mary's College (Autonomous), Thoothukudi from 2008 to 2012.
- Member of Admission Committee
- Member of Governing Body Meeting (2013 -2015)
- Member of Research Committee

Chairperson

 Chairperson of P.G. / U. G. Valuation in Commerce, St. Mary's College (Autonomous), Thoothukudi from 2008 to 2012.

Coordinator

- Coordinator of Certificate courses
- Coordinator of JEM Summer camp

At Present

- Member of Admission Committee
- Secretary, Alumnae Association
- Member of Student Welfare Committee
- Coordinator of Clubs and Forums
- Coordinator of Campus Vigilance Cell

Papers Published and Presented:

1. Published an article titled "Socio-economic Study of Child Labour in Ottapidaram

- Taluk, Tuticorin District" in socio-economic disparities among social groups in India, Serials Publications, 2010.
- Published a paper on "Financial Constraints in Motorised Marine Fishing Sector in Thoothukudi District in Marian Quest- a Bi- annual Multidisciplinary Research Journal, St. Mary's college, Tuticorin Vol.1, No.1, Feb. 2012 issued by (ISSN 2249-7145),pp. 142-150.
- Published an article titled, "A study on Productivity of Motorised Marine Fishing Sector in Thoothukudi District" in Indians Streams Research Journal, Vol.3. Issue 1, Feb. 2013 Associated and indexed by EBSCO, USA, in (ISSN 2230-7850) RNI: MAHMUL / 2011 / 38595 Impact factor:0.2105 pp. 1-6.
- Published an article titled, "Role of Institutional Finance in Motorised Marine Fishing Sector in Thoothukudi District of Tamilnadu" in Golden Research Thoughts, Vol. III, Issue.1 / July 2013, ISSN No. 2231-5063, pp.30-34
- Presented a paper at National Seminar organized by Department of Economics,
 Periyar University, Salem. On "The emerging need for community participation of protecting the environment in a globalised arena" on 28.03.2008
- 6. Presented a paper at National Seminar organized by Dept. of Plant Biology and
 Plant Biotechnology, St. Mary's College, (Autonomous) Tuticorin. on "Socio-economic status of Fishermen in Tuticorin District" on 12.12.2009
- Presented a paper at National Seminar organized by IQAC, St. Mary's College,
 Tuticorin on "Need and Realization of Gender Equality in Education" on 20.02.2009
- 8. Presented a paper "Effectiveness of Costing Techniques in a Competitive Business Environment" at National Level work shop on "Trend in Accounting, Taxation, Management Today and Tomorrow" at St. Mary's College (Autonomous) Tuticorin during 9th and 10th Dec 2010.

Orientation Course:

- Attended Orientation Course on Value Education at St.Xavier's College, Palayamkottai on 12th August 1986.
- Attended Orientation Training Course sponsored by Ministry of Education and Culture,
 Govt. of India at Shri Avinashilingam Home Science College for Women, Coimbatore from 8-6-81 to 19 6 81

Refresher Course

- ➤ Participated in the Refresher course conducted by Shri Avinashilingam Education Trust Institutions Training and Orientation Centre, NSS under the auspices of Dept. of Youth Affairs on Sports, Ministry of HRD, Govt. of India from 10/11/86 to 15/11/86.
- ➤ Participated in the Refresher course for the College Teachers on "Financial Market Reforms" conducted by the Academic Staff College of MKU, from 03/10/97 to 25/10/97.

Research work:

- ➤ Completed M.Phil. under FIP on "A study on Growth of Sea Food Industry at Tuticorin" under the Guidance of Dr. Thanulingom Nadar, H.O.D. of Commerce, MKU during 1984 1985
- ➤ Completed Ph.D., study under FIP titled "A Study on Credit Management of Motorised Marine Fishing Sector in Tuticorin District under the Guidance of Dr. N. Maria Navis Soris, Associate Professor, Research Centre of Commerce, V O C College, Tuticorin during 2010-11.

Projects Guided:

U.G - 14 P.G - 36 M.Phil. - 3

M.Phil. Guidance:

| Title | Researcher | University | Year | |
|---|------------------|------------|------------|--|
| Customer satisfaction towards the services rendered by Maruti Udyog | P.Justice Saroja | MSU | 2010-2011 | |
| Ltd., through Sree Ganapathy Motors, Nagercoil | | | | |
| A study on Women Entrepreneurship in Beauty Parlours in Thoothukudi | Nilanthini | MSU | 2014- 2015 | |
| A study on Customer satisfaction towards Products and Services offered by ICICI bank in Thoothukudi | Pushpakala Devi | MSU | 2014- 2015 | |

Meetings presided

| Date | Nature | Topic | Venue |
|----------|---|-------------------|--|
| 04.09.07 | N.S.S. Camp | Green Environment | NSS Camp at Bharathi Nagar |
| 12.09.07 | C | 1 . | Evening College, St. Mary's College, Tuticorin |
| 15 12 00 | Commerce Association | Goal Setting | A.P.C College, Tuticorin |
| 20-7-14 | 19 th Annual Free Books Distribution Function | Positive Thinking | M. Gopalrajan Mangaleswari Book Bank Trust, Tuticorin |

Seminars Attended:

| Date | Nature | Topic | Organised by |
|-----------------------------------|-----------------------|--|--|
| | National Symposium | Customer Relationship Management | Sri. Parasakthi College for Women Courtallam. |
| 29.2.08 | Seminar | Union Budget | ICAI Bhavan – Tuticorin. |
| 01.07.08 | Seminar | Communication and Leadership Skills | Tuticorin Branch of SIRC of ICAI |
| 25-26 th Sept. 2008 | ational Seminar | Socio-Cultural Movements | Dept. of History St. Mary's College, Thoothukudi |
| 20-02- 09& 21-02-09 | ational Seminar | Quality Sustinance in Higher Education | IQAC, St. Mary's College, Thoothukudi |
| 11-12-09 &12-12- 09 | lational Seminar | Marine resources- Sustainable Utilisation and Conservation | Dept.ofPlantBiology&PlantBiotechnology, St.Mary'sCollege, Tuticorin. |
| 3.12.11 | Logistics | "Emphasis on latest technology in Logistics sector" | Confederation of Indian Industry, Tuticorin |
| 27.04.12 | | "Supply Chain Management & Warehousing" | Confederation of Indian Industry, Tuticorin |

| 20. 09.14 | 0 | Library without walls | St. Mary's College(Autonomous), Thoothukudi in Technical Collaboration with SALIS- Tirunelveli Chapter |
|------------|-----------------------------|-------------------------|--|
| 11-02-2015 | International Conference | Solar Energy INCSE 2015 | Department of Physics St. Mary's College(Autonomous), Thoothukudi |

Extra Curricular Activities:

- NSS Programme officer from 1981-1988
- External Examiner for M.Com. Project VIVA VOCE
- Had been member of Commission for B.Com. course, Bishop Caldwell College,
 Tuticorin.
- Had been member of Staff Selection Committee of Vikasa school, Tuticorin.
- Participated in the work shop on Curriculum Development, M.S.University, at St.
 Xavier's College Palayamkottai. on 23-Jan 2000
- Had been a member of
 - Dance committee
 - Women Cell
 - Skit Committee
 - Magazine Committee
 - Tableau Committee
 - Academic and Career Guidance Committee
 - Examination Cell
 - Quiz Club
 - Student Welfare Committee
- In charge of Placement File- 1999 2007.