

Mrs. P. Jothilakshmi

Assistant Professor

Department of Commerce and CA

Jayarani College

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Academic Background

- Bachelor of Education in Commerce
St. Basil College of Education for Women, Salem-8
(Affiliated to Tamil Nadu Teachers Education University, Chennai)
Graduated: 2020
- Master of Philosophy in Commerce
Periyar University, Salem-11
Graduated: 2012
- Master of Commerce
Government Arts College, Salem-7
(Affiliated to Periyar University)
Graduated: 2011
- Bachelor of Commerce
Government Arts College, Salem-7
(Affiliated to Periyar University)
Graduated: 2009

Professional Experience

- Assistant Professor
Jayarani Arts and Science College for Women, Nethimedu, Salem-02
Tenure: 27th November 2012 to 25th March 2014 (1 Year 4 Months)
Tenure: 10th June 2023 to Present (1 Year 4 Months)

Achievements

- 10th Rank – Master of Philosophy (M.Phil), Periyar University

Areas of Specialization

- Accounting
- Marketing
- Human Resource Management
- Auditing
- Business Management

Research Contributions

- Master of Philosophy Thesis:
A Study on Customers' Enthusiasm and Earnings Performance of Beauty Parlors in Salem City, August 2012
- Postgraduate Project:
A Study on Cost Analysis and Management in the Textile Sectors in Salem City, March 2011

Research Publications and Conferences

- *Development and the Environment*: Presented at the International Conference on Corporate and Business Response to Climate Change, Periyar University, Salem, 8th December 2011.

Seminars, Workshops, and Training Programs Attended

- Presented a paper on *Marketing Management* at Periyar University, Salem, October 2011.
- Participated in the International Conference on *Emerging Trends in Commerce and Management*, St. Joseph College of Arts and Science for Women, Salem, 13th October 2023.
- Attended a National Workshop on *Artificial Intelligence Tools for Social Science Research*, Sowdeswari College for Women, Salem, 16th October 2023.

- Participated in the International Conference on *AI-Driven Innovations in Commerce Management and Entrepreneurship*, St. Joseph College of Arts and Science for Women, Salem, 27th September 2024.

Research and Internship Activities

- Undergraduate Supervision: Guided 15 students; currently guiding 12 (Total Students Supervised: 32)
- Postgraduate Supervision: Guided 5 students; currently guiding none

Positions Held at JCS

- Coordinator (TNPSC)
- Coordinator (Entrepreneurship Development Cell)
- Coordinator (Naan Mudhalvan)
- Class Advisor

Positions Held Outside JCS

- Class Advisor
- Assistant Professor of Commerce

Additional Honors and Responsibilities

- Delivered a career guidance session at Kamarajar Higher Secondary School, Manakadu, Salem-8, as part of the Career Counseling and Guidance Program on 7th February 2024, aimed at inspiring 12th standard students.
- Coordinator for *Naan Mudhalvan* program across all 2nd-year departments, excluding the Computer Science Department.