

**Dr. M. THARANI, M.Com., MBA, Ph.D.,**  
Assistant Professor – III, Department of Management Studies  
Velammal College of Engineering and Technology, Madurai  
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**EDUCATIONAL QUALIFICATION**

- **Ph.D** from Anna University, Chennai.
- **MBA** from Madurai Kamaraj University, Madurai.
- **M.Com** from Madurai Kamaraj University, Madurai.

**EXPERIENCE IN YEARS : 7.5 Years**

**EMPLOYMENT HISTORY :**

S. NO.	NAME OF THE ORGANIZATION	DESIGNATION	PERIOD
1	RL Institute of Management- Madurai & Subbalakshmi Lakshmi pathy College of Science	Head (In-Charge) – Department of Commerce (Honours & ACCA) - SLCS	1 Year 2 Months
		Assistant Professor - RLIMS	1 Year
		Visiting Professor - RLIMS	6 Months
2	OAA-MAVMM School of Management - Madurai	Assistant Professor	1 Year 10 Months
3	Madurai School of Management - Madurai	Assistant Professor	1 Year
4	Visiting Faculty (Hourly- Basis)	Anna University- Chennai, Regional Centre - Madurai	1 Year
5	India Infoline Ltd., Madurai	Equity Advisor	1 Year

**INTERESTED RESEARCH AREAS : Finance, Marketing, Entrepreneurship**

**FUNDED RESEARCH PROJECTS :**

Funding Agency : **Tamilnadu State Council for Science and Technology (TNSCST)**

Title : “Free Bus Travel Scheme for Women Increased the  
Work Participation Level – A study with special reference to  
Working Women Passengers in Madurai region”.

Year : 2023

Principal Investigator(PI) : Dr. M. Tharani

## **PUBLICATIONS DETAILS:**

### **International Journal Publication Details: 5**

- ✓ M. Tharani, “Financial Institutions in Promoting Entrepreneurship in India”, International Journal of Scientific Research and Reviews, Volume 8(1) Jan. – Mar., 2019.
- ✓ M. Tharani, ” Entrepreneurship in Indian Food Processing Industry: Opportunities and Challenges”, International Journal of Research and Analytical Reviews, February 2019, Volume 6, Issue 1.
- ✓ M. Tharani, “Mediational Model of Micro Small and Medium Sized Business’s Growth”, Asian Journal of Research in Social Sciences and Humanities, Volume 6 (5), May 2016.
- ✓ M. Tharani, “Government Policy for the Growth of Entrepreneurship through MSMEs in India” Volume: III Issue: III of June, 2015 “European Academic Research”.
- ✓ M. Tharani, “Environment of MSMEs' in Rapid Emerging Economy: The Case of India. Golden Research Thoughts, Volume – 3(12), June – 2014.

### **International & National Conference Presentation Details: 13**

- ✓ Presented paper on “Reviews on Capital Asset Pricing Model And Arbitrage Pricing Theory” at International Conference on “Innovation Needed in Commerce, Economics and Management to Meet the Present Crises and Craze” on 01<sup>st</sup> October 2022 conducted by Mangayarkarasi College of Arts and Science for Women.
- ✓ Participated in One day Webinar on "Applications of Nature Inspired Optimization Techniques for solving Real Life Problems( 8th October 2020)"
- ✓ Participated in Webinar entitled “Understanding health insurance and COVID coverage” on 12-08-2020 conducted by the Subbalakshmi Lakshmi pathy College of Science, Madurai and Madurai Insurance Institute.
- ✓ Participated in “Legal and Academic Awareness Programme” organized by St. Alphonsa College of Arts and Science in collaboration with District legal services authority, Nagercoil on 15/07/2020

- ✓ Participated in AICTE sponsored 6-day online Short Term Training Programme (STTP) on “Implementation of Outcome Based Education to Enhance the Quality of HEIs” organized by Sri Ramakrishna College of Arts and Science, Coimbatore from July 15 to 21, 2020.
- ✓ Participated in National Level Seminar on “Empowering Faculty as Leader” at Anna University, Regional Centre, Madurai, Tamil Nadu, held on 29th and 30th July, 2013.
- ✓ Presented paper on “MSME: Significance and Contribution in Indian Economy “ at National Level Management Seminar on “Management in 21st Century” at St. Michael College of Engineering & Technology, Kalayar koil, Sivagangai Dist., TamilNadu, held on 12th October, 2012.
- ✓ Presented paper on “Role of Banks in Growth of MSME – In Emerging Indian Economy” at National Conference on Reaching the Unreached-A Challenge to Technical Education at Anna University: Chennai – 600025, Madurai Regional Centre, on 5th September 2012.
- ✓ Participated in National Level Seminar on “Organized Retailing” at Fatima College, Madurai, Tamil Nadu, held on 9th March 2012.
- ✓ Presented paper on “Role of Women as an Entrepreneur” at International Conference on “Women Empowerment” at Raja College of Engineering and Technology, Madurai, Tamil Nadu, on 8th March 2012
- ✓ Presented paper on “A Study on need of ERP in Business” at International Conference on “Contemporary Emerging Trends in Management” at Fatima Michael College of Engineering and Technology, Sivagangai Dist., on 13th and 14th February 2012.
- ✓ Presented paper on “The Role of Government in Supporting MSMEs” at National conference ‘KEYNOTE’ at Care School of Business Management, Trichy, Tamil Nadu held on 9th and 10th February 2012.
- ✓ Presented paper on “Self-help Groups: Women Empowerment” at National Level Management Seminar on “Emerging Trends in Management” at St. Michael College of Engineering & Technology, Sivagangai Dist., TamilNadu, held on 4th November, 2011.