

Resume

I General Information

Name : Dr.(Mrs.)P.Thenrathi
Father's Name : Mr. K. Pownraj
Age : 42
Designation : Assistant Professor in Commer
Department : Commerce (E-Com)
Email ID : thenrathibalaji@gmail.com
Date of appointment : 18.07.1997
Date of retirement : -



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing
SSLC	Board of Secondary Education		1989
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	1991
Bachelor's Degree	MKU, Madurai	Commerce	1996
Master's Degree	MKU, Madurai	Commerce	1996
M.Phil	MKU, Madurai	Commerce	2004
PhD	MKU, Madurai	Commerce	2013
Others PGDCA	MKU, Madurai		2013

III Teaching Experience : UG : Years 18
PG : Years 6
Field of Specialization : Marketing
Awards won : M.P. Nagammal Memorial College First – Medal in M.Com
Jegathambal Memorial Medal for University
I Rank in M.Com

No. of articles published in Journals

International : 1

No. of papers presented in Seminars / Conferences 16

International : 9

National : 5 State 2

No. of articles published in Books / Conference Proceedings : 6

Articles published

Title of the Article	Name of the Journal
Attitude of Policy Holders towards the Life Insurance Service of LIC	Multi –Disciplinary Research Journal

Papers presented

Date	Seminar / Conference	Level	Title of the paper	Venue
21.09.2006 - 22.09.2006	Global Business and Policy Modelling (GBPM-2006)	International	1. Emerging Technology in Mobile E-Commerce, Thanjavur 2. Money and Payment system in E-Commerce, Thanjavur.	Adaikalamatha Institute of Management, Thanjavur.
15.02.2007 - 16.02.2007	Global Business Opportunities and Challenges	International	Challenges before Insurance Industry	Loyola College Chennai
14.03.2008 - 15.03.2008	Globalisation – Impact, Challenges and Opportunities. ICGICO-2008	International	Attitude of Investors towards LIC Mutual Fund	St. Joseph's College of Arts – Science, Cuddalore.
19.04.2008	First International Conference of Scott Christian Forum	International	Business performance of LIC	Scott Christian College
05.12.2008 - 06.12.2008	First International Conference of KAAS	International	Innovative products of Life Insurance Companies, Nagercoil	Women's Christian College, Nagercoil.
27.05.2010 - 28.05.2010	Global Business: Challenges – Opportunities in the Present Scenario	International	Marketing Strategies to enhance life insurance services in the Global Scenario	Sri Kaliswari College, Sivakasi.
23.07.2012 - 24.07.2012	Shifting Paradigms of Business	International	Services marketing – A study with special reference to LIC.	VHNSN College, Virudhunagar
Oct2013	Customer Relationship Management in the present Scenario	International	Service Quality- The Measurement of Gaps in the Service of LIC.	B-Digest Publications, Nagercoil
01.09.2005 - 02.09.2005.	Recent Trends in Commerce Education and	National	Problems of small shops at Virudhunagar	V.V. Vanniaperumal College for

	Research			Women, Virudhunagar.
19.01.2007 - 20.01.2007	Customer Relationship Management	National	Consumer preference of LIC	ANJA College, Sivakasi
22.12.2010 - 23.12.2010	Sales promotional strategies of MSMEs	National	Sales promotional strategies of LIC	VHNSN College, Virudhunagar
22.07.2011 - 23.07.2011	Globalisation and Consumers- Issues and Challenges	National	Role of LIC towards Consumer's Welfare- A Study with special reference to Virudhunagar District	School of Commerce, Bharathiar University, coimbatore
22.09.2011	Challenges of Commerce Education on 21 st scenario	National	Upgradation of Insurance Education in the Commerce Curriculum	VVV College, Virudhunagar
04.03.2007	Dynamics of Commerce Education in the Globalised Era	State	LIC in the globalised economic scenario	Madura College, Madurai.
19.12.2007	Emerging Trends in Functional Management in Corporate Sector in India	State	Life Insurance services –An Evaluation	Sourashtra College, Madurai
24.07.2015 - 25.07.2015	Conference on 'Strategies for Sustainable growth of E-Commerce'	Internatio nal	Impact of Mobile Apps Technology	V.H.N.S.N. College, Virudhunagar.

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
April 2008	First International Conference of SRF		Business Performance of LIC
Dece mber 2008	First International Conference of Kanyakumari Academy of Arts and Sciences, 2008		Innovative Products of Life Insurance Companies

May 2010	Global Business: Challenges – Opportunities in the Present Scenario	978-93-80530-14-7	Marketing Strategies to enhance life insurance services in the Global Scenario
July 2011	Consumers Awareness, Welfare and Protection	978-81-8484-143-5	Role of LIC towards Consumers Welfare, A study with special reference to Virudhunagar District.
July 2012	Change Ahead	978-93-81723-05-0	Services marketing – A study with special reference to LIC
Oct 2013	Customer Relationship Management in the present Scenario	978-81-923976-1-0	Service Quality- The Measuremen of Gaps in the Service of LIC.

V **No. of Seminars/Conferences/Workshops attended - 22**