

S.T. HINDU COLLEGE, NAGERCOIL

FACULTY PROFILE

Name	: Dr. R.Ramalakshmi
Designation	: Assistant Professor
Vidwan ID	: 395566
Dept Name	: Economics
Address	: 253, Muthu Vinayagar street, East Ramanputhoor, Nagercoil
Phone No.	: 9442180264
E-Mail Id	: sreejai021@gmail.com
Subject Taught	: Human Resource Management, Indian Economy, Computer Application in Economics
Area of Interest / Specialization	: Rural Economics
Experience	: 2 years
Educational Qualifications	: MA., DCM., Ph.D
Research Publications in Journals	: 7
Papers Presented in Conference	: 7
Books Authored/Book Volume	: 1
Chapters	
No. of Conferences Organised	: Nil
Research Guidance	: Nil
Awards & Distinctions	: Nil
Administrative Assignments Handled	: Nil
Association with Professional Bodies	: 2

Any other Achievements :

Research Paper Publications in Journals

1. **“Impact of Covid-19 on consumer buying behavior and digital marketing in Nagercoil city, Kanyakumari District”** in the National level seminar on “Economic impact of Digital Marketing under Atmanirbhar Bharat in the post Covid-19 Era” organized by the Department of Economics(SF), Kamaraj College, Thoothukudi. Tamilnadu. India, held on 23rd April, 2022.
2. G (2022) : “A Study on socio Economic conditions Of Street Vendors in Kanyakumari District”, Proceedings of 3rd International Conference On Linguistics and multidisciplinary Researches, 17 to 19’ August 2022 at Faculty of Languages and Linguistics, Universiti Malaya, Malaysia.
3. **A Study on Environmental Pollution Problem faced by Street Vendors in Kanyakumari District**, in the National Conference on Nuances of Environmental Sustainability and Development organized by Department of Economics and P.G Department of Physics, Sri Sarada College for Women (Autonomous), held on 23rd March 2023.
4. **“Socio-Economic Conditions and Business Profile of Street Vendors in Vilavancode Taluk of Kanyakumari District”** in the UGC Sponsored National Seminar on Economic Issues held on 12th April of 2023 organized by Department of Economics Scott Christian College (Autonomus), Nagercoil.
5. The Impact of Digitalization on Street Vendors in Kanyakumari District, Nagercoil, in the 4th Annual National Conference on India 2.0; Vision for India 2047 held at University of Kashmir, Srinagar, Jammu & Kashmir from 27th to 29th October 2023.
6. New Education Policy 2020 of India : A Theoretical Analysis during the ICSSR, New Delhi Sponsored A Two-day national Seminar on Self-Reliant India: A Pathway to

Developed India Mission 2047 organised by the Department of Economics held on 05th & 06th January 2023.

7. PMKVY : a Critical Analysis of India's Skill Development Program in the Two day national Seminar on : Digital India : Progress towards Inclusive fulfillment for Sustainable Development in the Digital Economy" Sponsored by Indian Council of Social Science Research Development organised by PG and Research Department of Commerce, St. Joseph's College, Tiruchirappalli held on 27th and 28th June 2023.

**PAPER PRESENTATION IN SEMINAR/CONFERENCES OF
REGIONAL/NATIONAL/INTERNATIONAL LEVEL**

1. **"Impact of Covid-19 on consumer buying behavior and digital marketing in Nagercoil city, Kanyakumari District"** in the National level seminar on "Economic impact of Digital Marketing under Atmanirbhar Bharat in the post Covid-19 Era" organized by the Department of Economics(SF), Kamaraj College, Thoothukudi. Tamilnadu. India, held on 23rd April, 2022.
2. G (2022) : "A Study on socio Economic conditions Of Street Vendors in Kanyakumari District", Proceedings of 3rd International Conference On Linguistics and multidisciplinary Researches, 17 to 19' August 2022 at Faculty of Languages and Linguistics, Universiti Malaya, Malaysia.
3. **A Study on Environmental Pollution Problem faced by Street Vendors in Kanyakumari District**, in the National Conference on Nuances of Environmental Sustainability and Development organized by Department of Economics and P.G Department of Physics, Sri Sarada College for Women (Autonomous), held on 23rd March 2023.
4. **"Socio-Economic Conditions and Business Profile of Street Vendors in Vilavancode Taluk of Kanyakumari District"** in the UGC Sponsored National Seminar on Economic Issues held on 12th April of 2023 organized by Department of Economics Scott Christian College (Autonomus), Nagercoil.

5. The Impact of Digitalization on Street Vendors in Kanyakumari District, Nagercoil, in the 4th Annual National Conference on India 2.0; Vision for India 2047 held at University of Kashmir, Srinagar, Jammu & Kashmir from 27th to 29th October 2023.
6. New Education Policy 2020 of India : A Theoretical Analysis during the ICSSR, New Delhi Sponsored A Two-day national Seminar on Self-Reliant India: A Pathway to Developed India Mission 2047 organised by the Department of Economics held on 05th & 06th January 2023.
7. PMKVY : a Critical Analysis of India's Skill Development Program in the Two day national Seminar on : Digital India : Progress towards Inclusive fulfillment for Sustainable Development in the Digital Economy" Sponsored by Indian Council of Social Science Research Development organised by pG and Research Department of Commerce, St. Joseph's College, Tiruchirappalli held on 27th and 28th June 2023.

Book Publications

Labour Economics, 1st edition, 2023, Maya Publications, Salem ISBN: 978-93-91286-66

Association with Professional Bodies :

1. Life Member, Indian Economics and Allied Sciences Association, Gujarat (Since 2022)
2. Life Member (since 2022) All India Commerce Faculty