

CURRICULUM VITAE

Dr.G.YASHODHA, M.Com., M.Phil., PGDCA., SET, Ph.D.

Assistant Professor,

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Tiruchirappalli – 2

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OBJECTIVES:

- To serve the youth and society for creating empowerment with my knowledge and skills
- To learn from competitive global professionals, academicians and develop my professional growth
- To be able to contribute in a positive way to the growth of the organization, in return for the job satisfaction, continuous learning and personal growth

EDUCATIONAL QUALIFICATION

- **Ph.D, in Commerce**, Research Topic: “A Study on Consumer preferences towards the sales promotion techniques adopted by the Fast Moving Consumer Goods (FMCG) companies with reference to Tiruchirappalli City Corporation, Tiruchirappalli” PG& Research Department of Commerce, **St. Joseph’s College**, Bharathidasan Univerisity, Tiruchirappalli under the guidance of Dr. V. Bastin Jerome, September 2018.
- **Passed Government of Tamil Nadu, State Eligibility Test for Lectureship, SET in Commerce**, Mother Therasa University, 2016
- **PGDCA, Center for Distance Education**, Madurai Kamaraj University, Madurai, 2003
- **M.Phil In Commerce**, Research Topic:”A study on consumer preference towards Toothpaste in Trichy District”, **Center for Distance Education**, Madurai Kamaraj University, Madurai, with 58% - 2003.
- **M.COM, Center for Distance Education**, Annamalai University, Chitambaram, with 55% - 1999

- **B.COM, Indira Gandhi College**, Bharathidasan Univerisity, Tiruchirappalli, with 58% - 1996
- **HSC, Sri Jeyendra Matriculation School**, Tiruchirappalli, with 62% - 1993
- **SSLC, Mahatme Gandhi Centenary Vidyalaya**, Tiruchirappalli, with 56% - 1991
- **Preveen Poorvadha, Hindi**, Dhakshin Bharath Hindi Prachar Sabha, Tennur.

SPECIALISATION:

- ✓ **Teaching:** Income Tax, Financial Accounting, Cost Accounting, Management Accounting, Business Economics, Business Communication, Financial Management, Marketing, E-Commerce, Personnel Management.
- ✓ **Research:** Marketing

SPECIALISED SKILLS AND KNOWLEDGE:

- ❖ **SPSS (Statistical Package for Social Science)**
- ❖ **AMOS**
- ❖ Ms-Word,
- ❖ Ms-Excel
- ❖ Tally

TECHNICAL KNOWLEDGE

- ✓ **Typewriting English:** **Higher,**
- ✓ **Typewriting Tamil :** **Lower**
- ✓ **Shorthand :** **Lower**

EXPERIENCE

TOTAL NUMBER OF YEARS OF EXPERIENCE -19 YEARS

- **Working as** Assistant Professor, Department of Commerce in Computer Applications, Holy Cross College (Autonomous) **from June 2003 to till date**
- Worked as Assistant Professor in Commerce, Seethalakshmi Ramaswami College for past 14 years **from February 2009 to April 2003**
- Worked as a Lecturer for 3 years in Commerce, Chidambaram Pillai College for Women, Mannachanallur, **from July 2005 to March 2008**

RESEARCH PROJECTS:

- UGC, **MINOR RESEARCH PROJECT** completed in 2015, Title “A study on brand awareness among rural women for selected FMCG personal care products in Tiruchirappalli District”, amount Rs. 2,50,000.

RESEARCH EXPERIENCE:

- Guided Research Projects at UG and PG level.

EXTERNAL EXPERTS DETAILS:

- Acted as a Resource Person for the Faculty Development Programme titled on “**Preparation of Teaching Aids: Make Your Teaching Visible**” for the Commerce Professors of Jaya College of Arts & Science through virtual platform on 16.12.2023.
- Acted as external examiner for **M.Phil Viva Voce Examination**, Bharathidasan Univerisity, Tiruchirappalli,
- **Active Review member** of the esteemed (**JETIR**) Journal of Emerging Technologies and Innovative Research (ISSN: 2349-5162), Holding Member ID: 11442, Member since March 20, 2019
- **Invited Foreign Expert** Dr.Satyanarayana Parayityam, Department of Management and Marketing, Charlton Colony of Business, University of Massachusetts Darmouth and organized an Association meeting on the topic “Career Development” for the UG & PG students of Commerce on July 2018
- Acted as a **Resource Person** for one day guest lecturer, title “Awareness about SPSS” in Srinivasa College of Arts and Science, Perambalur on January 8, 2018
- **St.Joseph’s College** (Autonomous) Trichy Extension Department – Shepherd & Consumer Club organized webinar on “**Duties and Rights of Consumer**” with Southern Consumer People Protection Movement on 13th September 2021, acted as a **Guest Speaker**.
- **Delivered guest lectures** on the topic “The Impact of COVID-19 on SHG Women Entrepreneurs” in the meeting conducted by the **Entrepreneurial Development Cell**, Seethalakshmi Ramaswami College on 05.03.2021.
- External Examiner in Bharathidasan University

- External Examiner in other colleges
- Question paper setting for other colleges, St. Joseph College, Thagaraja and Virudhunagar College

PROFESSIONAL SERVICES PROVIDED TO STUDENTS - DURING COVID PERIOD:

CONDUCTED FREE ONLINE CERTIFICATE COURSES:

- Tally ERP 9
- Banking
- Marketing
- Human Resources Management
- Auditing
- Advertising
- Personnel Management

CONDUCTED FREE ONE WEEK COURSES:

- Accounting Software on Basics of Tally
- Skill Training on Microsoft Excel and Power Point
- SPSS - Statistical Package for Social Sciences
- Computer Skill Training Course
- Combined Course in Commerce & Management

CONDUCTED FREE WEBINARS ON:

- Psychological Preparation for Students, October, 2020
- Duties and Rights of Consumer, December, 2020
- Human Resources Management, March, 2021
- Knowledge Management, February, 2021

SPECIAL MENTIONING:

- ✓ Created new website for students called “**SKY ONLINE COURSES**”, Recognized by **MSME**, Government of India, Registration Number: **UDYAM-TN-26-0005658**.
- ✓ **Prepared Materials** for “Basics of Tally” & “Practical Banking”, distributed freely to the students and colleges

- ✓ More than **1500 students are benefited**

EXTENSION ACTIVITIES:

- A programme on “Co-operative Loans” was conducted on 04.03.2021 in the adopted village Mettupatti under Unnath Bharath Abiyan and enlightened the villagers on different government schemes available and their benefits.

RESEARCH PAPERS PRESENTED IN SEMINAR/CONFERENCE

Sl. No.	Title of the Paper	Title of the Seminar Level	Sponsor Date &venue
1	Current Trends in Micro finance	Recent Trends in Indian Economy –A Management Perspective National	PG & Research Dept of Commerce & Business Administration (SF) JMC. 4 th Feb 2011 Jamal Mohammed College, Trichy
2	Food Inflation and other related Issues	Food Inflation National	PG & Research Dept of Economics –Erode Arts and Science College, Erode.2013
3	Corporate Social Responsibility of Indian FMCG Companies	Industrial Relations National	UGC 14 th Feb 2014 Seethalakshmi Ramaswami College (Autonomous) Trichy.
4	Consumer Attitude and Purchase Behavior towards Eco-Friendly FMCG Products – A Case study of Tiruchirappalli District	Green Management International	UGC 12 th & 13 th Feb 2015 PG & Research Dept of Commerce, St. Joseph’s College (Autonomous) Trichy.
5	A study on Online purchase behavior of consumers with special referenceto FMCG company products and sales promotion tools	Dimensionsof E-Services: Technologies challenges and Practices (TCP) National	St. Joseph’s College, Trichy. 27 th Feb 2015, St. Joseph’s College, Trichy.

6	A study on customer relationship management in FMCG company	Dimensions of E- Services: Technologies, challenges and Practices (TCP) National	St. Joseph's College, Trichy. 27 th Feb 2015, St. Joseph's College, Trichy.
7	A Study on Brand attributes and Brand awareness of Hair care products in Tiruchirappalli Corporation	Managerial Perspectives- Issues & Challenges in the era of Globalization National	Dept of Business Administration St. Joseph's College Jan 21 st 2016 St. Joseph's College, Trichy.
8	A Study on Epidemics after Natural Disasters	Managerial Perspectives of Natural Disaster State	Dept of Business Administration Mary Matha College 10 th Feb 2016 Mary Matha College of Arts and Science, Periyakulam
9	HRM Women and Social Entrepreneurship – A Growing trends and Social Responsibilities especially in India's greatest hunger problem	Social Entrepreneurship: Sustainable models and Practices National	PG Department of Commerce Computer Application, St. Joseph's College, Trichy 27 th Feb 2018 St. Joseph's College, Trichy
10	A study on consumer preferences towards the sales promotion techniques adopted by the FMCG Companies & Page No: 530 545	Challenges to Indian Business National	Department of Business Administration, AIMAN College of Arts and Science for women, Trichy-21 11.01.2020 AIMAN College of Arts and Science for women, Trichy-21
11	The importance of availability and sustainable management of water and sanitation for all cities and communities	Great initiatives of state and central Government through startup(s) Programmes in Nurturing Entrepreneurial Activities National	PG & Research department of Commerce, Jamal Mohamed College, Trichy-20 21 & 22 September 2022 Jamal Mohamed College, Trichy-20

12	Sustainable Development Goals (SDGs), And Their Implementation	Leading the business of future: talent, Technology and Transforming in a changing World Virtual inter-national	PG & Research department of Commerce with Department of Business Administration, Cauvery College for Women, Trichy-18 22 & 23 September 2022 Cauvery College for Women, Trichy-18
13	Blended learning in Higher Education	Artificial intelligence: Multi disciplinary perspectives on emerging innovations, Research, Opportunities and challenges in current scenario Virtual International Multidisciplinary Conference	INSPIRA Research Association – IRA Jaipur 30 th September and 1 st October (IMCAI) 2022
14	Stress Management Among Students in Higher Education	International Conference on Dynamic Business Environments	St. Joseph Institute of Management (JIM) 9 th January 2023
15	Expectations of Business Customers and Ways to Bridge the Gap in SBI Bank	International Conference on Advent Trends and Practices in Commerce (Best paper presentation award (Third) for the Technical Session-I)	INSPIRA Research Association – IRA Jaipur JULY 28-29 (ICAPT) 2023
16	Usage of Artificial Intelligence in Higher Education	International Conference on Recent Trends & Development in Commerce Management, Economics & Information Technology.	INSPIRA Research Association – IRA Jaipur MARCH 29-30, 2024.
17	Consumers' trust towards Chatbot adoption for sustainable business	International Conference on " Navigating The Global Landscape: Emerging Sustainable Strategies In Business And Economy"	ARKA JAIN University June 26-27, 2024
18	Comparative Study Of Ai-Driven Supply Chain Automation In Amazon, Dhl, And Siemens	International Conference on "Role of Artificial Intelligence in E-Commerce"	Holy Cross College (Autonomous) August 29, 2024

BEST PAPER AWARD:

1. Best paper Presentation Award (**Third**) for the Technical Session-I on **ADVENT TRENDS AND PRACTICES IN COMMERCE MANAGEMENT, HUMANITIES & SOCIAL SCIENCES.**

Topic: “**EXPECTATIONS OF BUSINESS CUSTOMERS AND WAYS TO BRIDGE THE GAP IN SBI BANK**”, July 28-29 2023.

2. Best paper presentation award (**First**) for the Technical Session-I on **RECENT TRENDS & DEVELOPMENT IN COMMERCE MANAGEMENT, ECONOMICS & INFORMATION TECHNOLOGY.**

Topic: “**USAGE OF ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION**” MARCH 29-30, 2024

RESEARCH ARTICLES PUBLISHED

Sl. No.	Title of the article & Page.no	Name of the journal &ISSN/ISBN	Date of publication	Impact factor
1	Consumer Attitude and Purchase Behavior towards Eco-Friendly FMCG Products – A Case study of Tiruchirappalli District	Green Management International Journal: Journal of Exclusive Management Science	Feb 2015 ISSN 2277 - 5684 Impact factor 2.78 Pg, No. 31 –37	2.78
2	A study on Online purchase behavior of consumers with special referenceto FMCG company products and sales promotion tools	Primax International Journal of Commerce and Management research	Feb 2015 ISSN 2277 - 5684 Impact factor 2.78 Pg, No. 98 –103	2.78
3	A study on customer relationship management in FMCG company	Primax International Journal of Commerce and Management research	Feb 2015 ISSN 2277 - 5684 Impact factor 2.78 Pg, No. 247 – 250	2.78
4	A Study on Brand attributes and Brand awareness of Hair care products in Tiruchirappalli Corporation, Pg: No: 91-97	Primax International Journal of Commerce and Management research	January – 2016 ISSN 2321-3612 Impact factor 2.532 Pg, No. 91 –97	2.532

5	HRM Women and Social Entrepreneurship –A Growing trends and Social Responsibilities especially in India’s greatest hunger problem	Emperor international Journal of Financeand Management Research ISSN: 2395-5929 UGC Jr.No.45308 Vol IV ,Issue 02	Feb 2018	1.14
6	The Role of Women Entrepreneurs in Micro, small and Medium Enterprises(MSMEs) in Tiruchirppalli District,	TAKE OFF: The Blossoms of Women Empowerment Pg.No. 55-64 978-1-387-66323-1	April 2018 Lulu Publications United States	
7	The Effectiveness of Scientific Tempter among Students of PG and Research Departments in Tiruchirappalli & Pg.No. 154 -162	An International Open Access Journal (Journal of Emerging Technologies and Innovative Research (JETIR)) UGC and ISSN Approved ISSN:2349-5162	March 2019, Volume 6, Issue 3 (ISSN-2349-5162) Pg.No. 154 - 162	5.87
8	A Study on Brand Awareness among Rural Women for Selected FMCG Personal Care Products in Tiruchirappalli District & Page No: 68 – 79	An International Open Access Journal (Journal of Emerging Technologies and Innovative Research (JETIR)) & ISSN 2349 – 5162	June 2019 Volume VI, Issue 6 ISSN 2349 - 5162 Impact factor 5.87 Pg, No. 68 – 79	5.87
9	A study on consumer preferences towards the sales promotion techniques adopted by the FMCG Companies & Page No: 530 – 545	A Journal of Composition Theory & ISSN No: 0731-6755 JCT Journal in volume XII Issue XII	December 2019	5.7
10	Blended Learning in Higher Education Vol -5, No.03(II) Pp 51-58	International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)	September 2022	6.809
11	Expectations of Business Customers and Ways to Bridge the Gap in SBI Bank Volume 06, No. 03(II), July - Sept., 2023	International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)	July-September, 2023 ISSN : 2581 7930 Impact factor 6.809 Pg, No. 15 – 23	6.809
12	Usage of Artificial Intelligence in Higher Education	International Journal Of Innovations & Research Analysis (IJIRA)	Vol. 04 No. 02(I) April-June, 2024 ISSN: 2583-0295	6.238

PUBLICATIONS IN OTHER JOURNALS 17 - 18

Sl.no	Name of the faculty	Title of the article & Page no.	Name of the journal &ISSN/ISBN	Date of publication
1.	G. Yashodha	The Role of Women Entrepreneurs in Micro, small and Medium Enterprises(MSMEs) in Tiruchirppalli District Pg. No. 55-64	Take OFF The Blossoms of Women Empowerment ISBN-978-1-387-66323-1	2018 Lulu Publications United States

PUBLICATIONS IN INTERNATIONAL JOURNALS

I.No.	Name of the faculty	Title of the article & Page no	Name of the journal &ISSN/ISBN	Date of publication	Impact factor
2018 -2019					
1	G. Yashodha	HRM Women and Social Entrepreneurship – A Growing trends and Social Responsibilities especially in India’s greatest hunger problem	Emperor international Journal of Finance and Management Research ISSN: 2395-5929 UGC Jr.No.45308 Vol IV ,Issue 02	Feb 2018	1.14
2	Dr. G. Yashodha	The Effectiveness of Scientific Tempter among Students of PG and Research Departments in Tiruchirappalli March 2019, Volume 6, Issue 3 (ISSN-2349-5162)	An International Open Access Journal (Journal of Emerging Technologies and Innovative Research (JETIR)) UGC and ISSN Approved ISSN: 2349-5162	March 2019	5.87

2019 -2020					
3	Dr. G.Yashodha	Study on Brand Awareness among Rural Women for Selected FMCG Personal Care Products in Tiruchirappalli District & Page No: 68 – 79	An International Open Access Journal (Journal of Emerging Technologies and Innovative Research (JETIR)) & ISSN: 2349 - 5162 Vol VI ,Issue 6	June 2019	5.87
4	Dr. G.Yashodha	study on consumer preferences towards the sales promotion techniques adopted by the FMCG Companies & Page No: 530 – 545	A Journal of Composition Theory & ISSN No: 0731-6755 JCT Journal in volume XII Issue XII	December 2019	5.7
2021 -2022					
5	Dr. G.Yashodha	Blended Learning in Higher Education Vol -5, No.03(II) Pp 51-58	International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)	September 2022	6.809
2022 -2023					
6	Dr. G.Yashodha	Expectations of Business Customers and Ways to Bridge the Gap in SBI Bank Volume 06, No. 03(II), pp 15-23	International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)	July-September, 2023	6.809
2023 - 2024					
7	Dr. G.Yashodha	Usage of Artificial Intelligence in Higher Education	International Journal Of Innovations & Research Analysis (IJIRA)	April-June, 2024	6.238

**INTERNATIONAL AND NATIONAL LEVEL VIRTUAL
FACULTY DEVELOPMENT PROGRAMME ATTENDED -2021**

Sl.No.	Title of the Programme	Name of the Organization	Date of Programme	No of Days
1	Research Methodology & Data Analysis using Statistical Package for Social Science (SPSS) & Analysis of Moments Structure (AMOS)	Department of Commerce Bishop Heber College, Trichy and PRIMAX FOUNDATION Karnataka	30 & 31 January 2020	Two
2	One Week National Level Virtual Faculty Development Programme on revised NAAC Framework guidelines 2020 for Non Accredited Affiliated Colleges under UGC Paramarsh scheme	IQAC, V.O Chidambaram College, Thoothukudi	26 to 30 July 2021	Five
3	Six day National level virtual Faculty Development Programme on “Digital Teaching Methods in Higher Education”	PG & Research Department of Commerce (CA), Hindustan College of Arts and Science	23 to 28 th August 2021	Six
4	One day national level virtual Faculty Development Programme on “Publications in Scopus Indexed Journal”	Department of Commerce, (International Business), Sree Narayana Guru College, Coimbatore	8 th September 2021	One
5	Three day national level virtual Faculty Development Programme on “Scholarly Writings”	PG & Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi	23 to 29 September 2021	Three
6	Five Days Faculty Development Programme on Advanced Research Methodology: Tools & Techniques	Institutions Innovation Council (IIC) & Department of Information Technology, bon secours college for women	19 to 24 February 2022	Five

7	Two Weeks Faculty Development Programme on Advanced Research Methodology & Publishing	Assumption College, Guru Angad Dev Teaching Learning Centre (PMMMNMTT), Ministry of Education	1 to 30 November 2022	1 month
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MOOC COURSES ATTENDED

SI. NO.	TITLE OF THE COURSE	INSTITUTION	DURATION	GRADE
1	Marketing Research and Analysis-II	SWAYAM - NPTEL	12 WEEKS	ELITE
2	Global Marketing Management	SWAYAM - NPTEL	12 WEEKS	ELITE

INTERNATIONAL WORKSHOP AND WEBINAR ATTENDED

SI. No.	Title of the Programme	Name of the Organization	Date of Programme	No of Days
1	“International workshop on Recent Trends in Scholarly Publishing and Researcher Tools & Techniques”	PG and Research Department of Zoology, Pachaiyappa’s College, Chennai-600030, TN, India.	22 & 23 July 2021	Two
2	“Multivariate Analysis and its interpretation using SPSS”	Global Institute of statistical solutions (GISS)	20 – 22 August 2021	Three
3	“Hypothesis building and testing structural modeling Approach”	Centre for Consultancy Training & Corporate interface	10th November 2021	One

4	Staff welfare cum pink October celebration 2021, “Cancer and You”	IQAC & Department of Bio chemistry, Seethalakshmi Ramaswami College	28th November 2021	One
5	“COVID-19 Pandemic Psychological Preparation for students”	Department of Commerce, Seethalakshmi Ramaswami College	12.06.2020 & 130.06.2020	TWO

POSITIONS HELD IN COLLEGE

- ❖ Examiner
- ❖ Association In charge
- ❖ Member in NET/SET Co-ordinator
- ❖ Member in Admission Committee
- ❖ ERP Incharge
- ❖ SSP Incharge
- ❖ Alumnae incharge
- ❖ PTA incharge