

# PROFILE



**Name** : Dr. S. VASANTHI  
**Gender** : Female  
**Teaching Experience** : 28 years  
**Department** : COMMERCE  
**Designation** : HOD - Department of Commerce in Computer Applications  
 Research Advisor in Commerce  
 Holy Cross College (Autonomous)  
 Tiruchirappalli – 620 002.  
**Educational Qualification** : M.COM., M.Phil., B.ED., MBA., Ph.D., PGDCA  
**Mobile** : 9842217765  
**Email id** : vasanthimahend@gmail.com

No.	Degree	Subject / Main	Name of the College / Affiliated University
1.	U.G.	COMMERCE	Holy Cross College, (Autonomous) Tiruchirappalli -2. Bharathidasan University
2.	P.G.	COMMERCE	Seethalakshmi Ramaswamy College,(Autonomous) Tiruchirappalli -2. Bharathidasan University
3.	M.Phil.	COMMERCE	Urumu Dhanalakshmi College,(Autonomous) Tiruchirappalli620 019.Bharathidasan University
4.	Ph.D.	COMMERCE	Bharathiar University, Coimbatore - 641 046
5.	B.Ed	COMMERCE	Annamalai University, Annamalainagar, Chidambaram.
6.	M.B.A	Management Studies	Annamalai University, Annamalainagar, Chidambaram.
7.	PGDCA	Computer Applications	Bharathiar University, Coimbatore - 641 046

## Technical qualification:

1.	PGDCA	Computer Applications	Bharathiar University, Coimbatore
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## Research Id's

Google Scholar	Google Scholar Id: QGCia5IAAAAJ <a href="https://scholar.google.com/citations?user=QGCia5IAAAAJ&amp;hl=en">https://scholar.google.com/citations?user=QGCia5IAAAAJ&amp;hl=en</a>
Scopus	Scopus Id : 58128074200 <a href="https://www.scopus.com/search/form.uri?display=advanced">https://www.scopus.com/search/form.uri?display=advanced</a>
Orcid	Orcid Id Number : 0000-0002-6981-9204 <a href="https://orcid.org/my-orcid?orcid=0000-0002-6981-9204">https://orcid.org/my-orcid?orcid=0000-0002-6981-9204</a>
Vidwan	Vidwan Id: 395152 <a href="https://vidwan.inflibnet.ac.in/myprofile">https://vidwan.inflibnet.ac.in/myprofile</a>

## PROMOTION BASED ACADEMIC COURSES: Refresher Courses/Orientation Courses

No	Date & Year	Particulars	University
1.	19/11/1996- 16/12/1996	Orientation programme	Academic Staff College, Pondicherry University, Kalapet, Pudhucherry.
2.	4/3/2002 – 24/3/2002	Inter-disciplinary Course	Department of Sociology, Gandhigram Rural University, Gandhigram Dindugal.
3.	17/10/ 2003 - 6/11/2003	“Computer Applications in Commerce”	Academic Staff College, Bharathiar University, Coimbatore
4.	3/2/2006 – 23/2/2006	“Commerce and Management”	Academic Staff College, Pondicherry University, Kalapet, Pudhucherry.

**Positions Held** : (VP / Dean/ HOD / Director/ Overall Coordinator etc.)

No.	Name of the Position	Period
1.	Core Group member - IQAC	Holy Cross College (Autonomous) Tiruchirappalli - 2013 onwards
2.	Overall Research Co-ordinator	Holy Cross College (Autonomous) Tiruchirappalli - 2013 -2015.
3.	Advisor – Women Studies Centre	Women Studies Centre, Holy Cross College, (Autonomous) Tiruchirappalli - 2014-2015
4.	Core Group Member - Research	Women Studies Centre, Holy Cross College, (Autonomous) Tiruchirappalli– 2013 onwards
5.	Editorial Board	Editor, in the Editorial Board, of Academia and Society-Journal – Bi-annual, Come Alive, Holy Cross College Campus, Tiruchirappalli -2
6.	Core Group Member – Placement Cell	Holy Cross College (Autonomous) Tiruchirappalli - 2013 onwards
7.	Trainer Associate	Trained by the (CGRP/RC)-UGC, as “Trainer Associate” by National Consultative Committee, New Delhi) Core Group Resource Persons under the Training Workshop “Trainer of Trainees” Sponsored by, University Grants Commission, New Delhi,
8.	Local Co-ordinator for UGC Capacity Building for Women in Higher education	Trainer Associate organized UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION WORKSHOP” at Providence College, Coonoor, from 8.2.2012 to 12.2.2012, with the UGC grant Rs. 5,32,000.(Five Lakhs and thirty two thousand only)
9.	Placement Officer	Providence College for Women, Coonoor, Nilgiris from the year 2004 - 2012.
10.	Convener/External Examiner for Ph.D Viva-Voce Examinations	Mr. Mohit Wills, Manonmaniam University Mrs. Sheela Samuel, Manonmaniam University Ms. Sheeja, Manonmaniam University Mr. Rasheed, Manonmaniam University Mrs. Vijayalakshmi, Bharathidasan University. Ms. B. Abirami, Bharathiar University. Coimbatore Ms. M. Nagamani, Manonmaniam University. Ms. Priya. K, Bharathiar University, Coimbatore.
11	Ph.D - External Examiner	Convenor for PHD & Bharathiar University Thesis evaluation
12.	Visiting Faculty	HALLMARK “ B “ SCHOOL TRICHY
13	Research Supervisor/Commerce Management Studies.	CHRISTURAJ INSTITUTE OF MANAGEMENT TRICHY.
14.	Head of the Department	Department of Commerce (With Specialisation in Computer Applications), Holy Cross College (Autonomous) Tiruchirappalli -620 002, till date.

#### RESEARCH SCHOLARS GUIDING

No.	Particulars	M.Phil	Ph.D
1.	Bharathiar University, Coimbatore & Bharathidasan University Tiruchirappalli	10	12 Completed
2.	Bharathidasan University – Guide for Management Studies under Christuraj Institute of Management, Trichy	5	At present guiding Full-Time :2 Scholars Part-Time : 5 Scholars

#### PH. D COMPLETED

NO.	THESIS TITLE	CANDIDATE/Date	UNIVERSITY
1	CONSUMERBEHAVIOURINHERBAL COSMETICS AMONG WOMEN CONSUMERS IN COIMBATORE CITY,(ANEMPIRICALSTUDY)	D. GOMATHI 01.10.2015	Bharathiar University, Coimbatore
2	CONSUMERBEHAVIOUR ON BRANDED FAST FOODRETAIL OUTLETS (WITH SPECIAL REFERENCE TO A STUDY ON ADULT CONSUMERS IN COIMBATORE CITY)	P. VIDYA 26. 02. 2016	Bharathiar University, Coimbatore

3.	“A STUDY ON SOCIAL MEDIA SITES EMPOWERING E-CONSUMER’S BUYING BEHAVIOUR (WITH REFERENCE TO COIMBATORE CITY)”	JISHA. V. G. 18.04.2016	Bharathiar University, Coimbatore.
4.	AN EMPIRICAL STUDY ON IMPULSIVE BUYING BEHAVIOR OF E-SHOPPERS IN TIRUCHIRAPPALI CORPORATION	M. SUMETHA 23.10.2018	Bharathidasan University, Tiruchirappalli.
5.	CONSUMER BUYING BEHAVIOUR ON ORGANIC PRODUCTS IN TIRUCHIRAPPALI CORPORATION	R. AYSWARYA 04.09.2019	Bharathidasan University, Tiruchirappalli
6.	SERVICES MARKETING OF HOUSEBOATS TO THE TOURISTS IN ALAPPUZHA DISTRICT – (AN EMPIRICAL STUDY)	LEGY C JOSEPH 09.07.2020	Bharathidasan University, Tiruchirappalli
7.	“IMPACT OF ZONAL TRAINING PROGRAMME OF EMPLOYEES ON THEIR HRD AND SAFETY IN SOUTHERN ZONAL RAILWAY TRAINING INSTITUTE, TIRUCHIRAPPALLI DIVISION”	M. MARIA JESSICA 11.11.2022	Bharathidasan University, Tiruchirappalli
8.	IMPACT OF TRAINING PROGRAMME OF IN-SERVICE TEACHERS ON THEIR PERFORMANCE IN THE NILGIRIS DISTRICT	J. AARTI 14.09.2020	Bharathiar University, Coimbatore.
9.	“CONSUMERBEHAVIOUR TOWARDS ROYAL ENFIELD TWO-WHEELERS IN TIRUCHIRAPPALLI CITY”	THANDAYUTHAPANI. A 09.10.2021	Bharathidasan University, Tiruchirappalli.
10.	EMPLOYEE ENGAGEMENT OF WOMEN HIGHER SECONDARY SCHOOL TEACHERS ON THEIR PERFORMANCE IN THE NILGIRIS DISTRICT	SASHIREKHA. B 27.07.2022	Bharathiar University, Coimbatore
11.	“SERVICE QUALITY IN SOUTHERN RAILWAY, TIRUCHIRAPPALLI JUNCTION”(with special reference to Air-Conditioned Coaches in Express Trains)	G.V. MAGESHWARII 13.07.0202	Bharathidasan University, Tiruchirappalli.
12.	IMPACT OF COVID19 ON E SHOPPERS BUYING BEHAVIOUR THROUGH DIGITAL MARKETINGIN TIRUCHIRAPPALLI CITY.	Shaira Bi.A	Bharathidasan University, Tiruchirappalli

#### Projects Undertaken: MINOR/MAJOR PROJECT

No.	Category Major/ Minor	Research Area	Funding Agency	Sanctioned Amount (Rs.)	Period
1.	Funding for , for book publication, - Ph.D thesis publication into Book. (Evaluated by Prof. Nisar Ahmed, Jawaharlal Nehru University New Delhi, Consultant of ICSSR, New Delhi.	HUMAN RESOURCES RELATIONS IN BHARAT HEAVY ELECTRICAL S LTD, TIRUCHIRAPALLI TAMILNADU	Financial assistance granted by (ICSSR), Indian Council of Social Science Research, New Delhi.	Grant awarded (Rs. 70,000)	Published by Classical Publishing House, No. 21, Shopping Centre,Karam pura, New Delhi. ISBN Number: 978-81-7054-505-7
2.	“Nilgiri Hills attracting Tourists” a Study on Tourism Management	Tourism Marketing	UGC Minor Project	Rs. 85,000.00	April 2009
3.	A Study on MGREGA in Tiruchirapalli district.	Entrepreneurship Development	UGC Minor Project	Rs. 150,000.00	March 2014
4.	Sericulture-An employment Potential for Rural (Women) Economy”	Marketing	MAJOR PROJECT (2016-year limit) ICSSR, New Delhi.	Rs. 3,00,000/-	29.04. 2016.

**UNIVERSITY GRANTS COMMISSION RECEIVED -WORKSHOPS /CONFERENCE ORGANISED**

**Conference Proceedings: 3**

No	Topic	Date	Institute	Minor/Workshop
1..	UGC Sponsored Workshop on “Capacity Building for Women managers in Higher Education”	8.2.2012 - 12.2.2012	UGC Grant	UGC Rs. 5,32,000. Grant sanctioned on 18/3/2011
2.	UGC sponsored National Level Seminar on “Women Entrepreneurship – Issues & Challenges”	28.3.2102	UGC Grant	Rs. 1.00.000/- April 2012.
3	NABARD sponsored Conference on “POVERTY ERADICATION THROUGH RURAL ENTREPRENEURSHIP FOR A SUSTAINABLE GROWTH IN THE RURAL ECONOMY”	28.3.2019	NABARD	Rs. 25,000/- March 2019.

**Books Published: 7 Books**

No	Book Publication	Name of the Book & Publisher
1.	Ph.D thesis has been evaluated by Prof. Nisar Ahmed, Jawaharlal Nehru University New Delhi, Consultant of ICSSR, New Delhi, for book publication and grant awarded. (Rs. 70,000) Financial assistance granted by (ICSSR), Indian Council of Social Science Research, New Delhi.	HUMAN RESOURCES RELATIONS IN BHARAT HEAVY ELECTRICALS LTD, TIRUCHIRAPALLI. TAMILNADU. Published by Classical Publishing House, No. 21, Shopping Centre, Karampura, New Delhi.  ISBN Number: 978-81-7054-505-7
2.	WOMEN ENTREPRENEURSHIP – ISSUES & CHALLENGES	Sai Publications Chennai ISBN: 978-81-925376-1-0
3.	E-CONSUMER’S BEHAVIOR ON SOCIAL MEDIA SITES	Jazym Publications, Trichy.23 ISBN Number: 978-93-81521-22-9 Printed By : THE PRINTING HOUSE, Trichy -23.
4.	CONSUMER BEHAVIOR TOWARDS HERBAL COSMETICS	Jazym Publications, Trichy.23 ISBN Number: 978-93-81521-22-9 Printed By : THE PRINTING HOUSE, Trichy -23.
5	CONSUMER BEHAVIOUR ON BRANDED FAST FOOD RETAIL OUTLETS	Published by: Jazym Publications, Trichy.23 Printed By : THE PRINTING HOUSE, Trichy -23.
6.	IMPACT OF SARVA SIKSHA ABHIYAN (SSA) TRAINING PROGRAMME	Published by: Jazym Publications, Trichy.23 Printed By : THE PRINTING HOUSE, Trichy -23.
7.	BACKWATER TOURISM	Published by: Jazym Publications, Trichy.23 Printed By : THE PRINTING HOUSE, Trichy -23. 2024 March.
<b>CONFERENCE PROCEEDINGS</b>		
1.	Proceedings for UGC Conference. As Organizing Secretary/Convener, Book published as UGC sponsored National Level Seminar Proceedings on : “Women Entrepreneurship – Issues & Challenges” for PG & Research Dept of Commerce, Providence College, Coonoor, The Nilgiris, on 28.3.2102	UGC Grant Rs. 1,00,000 March 2012 Published by: Jazym Publications, Trichy.23 ISBN Number: 978-93-81521-22-9 Printed By : THE PRINTING HOUSE, Trichy -23.
2.	Convener: UGC, National Conference sponsored by UGC, organized by the Centre for Women’s	UGC Grant Rs. 1,25,000 6 <sup>th</sup> Feb 2015 by Women Studies Centre, Holy Cross College, Tiruchirappalli-2.

	Studies, "Exploring Gender Issues in Multi-Dimensional Approaches" (Inter-disciplinary Relevance), on 6.2.2015	ISBN 978-93-81521-57-1 Jazym Publications, Trichy. 23. Printed By : THE PRINTING HOUSE, Trichy -23.
3.	<b>Convenor</b> <b>NABARD sponsored National Conference</b> "POVERTY ERADICATION THROUGH RURAL ENTREPRENEURSHIP FOR A SUSTAINABLE GROWTH IN THE RURAL ECONOMY" on 12.03.2020, Organised by the PG & Research Department of Commerce, Holy Cross College (Autonomous), Tiruchirappalli -2.	NABARD Grant :Rs. 25,000/-. ISBN NUMBER : 978-93-87360-71-6 Published By: JAZYM PUBLICATION, Trichy - 23. Printed By : THE PRINTING HOUSE, Trichy -23.

### BEST PAPER AWARD – STAFF AND STUDENTS

Name of the Awardee	Name of the Awarding Agency	Title of the Paper	Year of Award	Award
Dr. S. Vasanthi	ICSSR Sponsored Two Days National Level Seminar Bishop Heber College, Trichy	A Study on women entrepreneurs in Tiruchirappalli City	18 <sup>th</sup> & 19 <sup>th</sup> April 2023	<b>BEST PAPER AWARD</b>
Ms. Nivedha II M.COM				

### JOURNAL PUBLICATIONS

No	DETAILS
1.	<i>S. Vasanthi</i> (2008) <b>GLOBAL CHALLENGES IN LIFE INSURANCE CORP OF INDIA</b> , Research Book Published by Dr. Talwar Sabaana, Vikas Publications- Delhi, ISBN: 978-81-8387-149-5
2	<i>S. Vasanthi</i> (2007) <b>ATTITUDE OF EMPLOYEES ABOUT HRD IN BHEL</b> , Trichy, Smart Journal of Scientific Management and Advanced Research Trust, Vol:3, 1 JAN-JUNE 2007, Reg. No. TNENG/2005/15967
3	<i>S. Vasanthi</i> , (2007) <b>NILGIRIS CO-OP MILK MARKET, JOURNAL OF CO-OPERATIVE PERSPECTIVE</b> Pages 54-58 Vol 41, (April-March 2006), VAMNICOM, Pune.
4	<i>S. Vasanthi</i> . (2007) <b>EMPOWERMENT OF WOMEN THROUGH TODA SHG IN NILGIRIS</b> , VIKASINI-The Journal of Women's Empowerment July-Sept 2007-Center for Women Studies AIACHE-New Delhi, AIACHE-New Delhi
5	<i>S. Vasanthi</i> (2008) <b>CHALLENGES FACED BY CUT FLOWER GROWERS WITH SPECIAL REFERENCE TO NILGIRIS DISTRICT</b> , Indian Journal of Marketing, August 2008 New Delhi, Reg No. 16294/68
6	<i>S. Vasanthi</i> (2008) <b>THE COONOOR CO-OP URBAN BANK LTD, COONOOR NILGIRIS (PERFORMANCE ANALYSIS)</b> , The Journal Of Co-Op Perspective (April-March 2008), VAMNICOM, Pune.
7	<i>S. Vasanthi</i> (2008) <b>WOMEN WORK STUDY IN CANADA AND INDIA</b> , INDIAN ECONOMIC PANORAMA, Rajouri Gardean, New Delhi. June/July 2008, RNI reg no. 55727/91
8	<i>S. Vasanthi</i> . (2011). "TOURISM & EMPLOYMENT"- Indian Manufacturing Sector in Liberalised Era, Author of the Book Dr. Vijayakumar, Publishers, M.D. Publications Pvt Ltd, Sonali Publications, Ansari Road, New Delhi, ISBN : 13:9788175331471
9	<i>S. Vasanthi</i> , (2012) <b>SEASONALITY IN MONTHLY STOCK RETURNS: Evidence from Indian Stock Exchange (NSE)</b> , Indian Economic Panorama- A quarterly Journal of Agriculture, Industry, Trade & Commerce, RNI Regd No. 55727/91, Vol.21.No.4, January 2012 Pp.23-26
10	<i>S. Vasanthi</i> , (2012) <b>KOTA POTTERY- A BOON TO THE TRIBAL WOMEN EMPOWERMENT IN THE NILGIRIS DISTRICT (WITH SPECIAL REFERENCE TO POTTERY MAKING BY KOTA SHG)- WOMEN ENTREPRENEURSHIP – ISSUES &amp; CHALLENGES-</b> Sai Publications Chennai, ISBN: 978-81-925376-1-0
11	<i>S. Vasanthi</i> . (2012) <b>ROLE OF CO-OPERATIVE BANKS IN WOMEN ENTREPRENEURS: ORGANIZATION, GROWTH AND CHALLENGES</b> , "WOMEN ENTREPRENEURSHIP – ISSUES & CHALLENGES" Sai Publications Chennai, ISBN: 978-81-925376-1-0
12	<i>S. Vasanthi</i> . (2013) <b>ANALYSIS OF FACTORS RESPONSIBLE IN TOURISTS PLACE OF NILGIRIS</b> , GLOBAL JOURNAL OF ARTS AND MANAGEMENT, ISSN Online: 2249 – 2658, Volume 2, Issue 4 (2013) Pg.289 – 293, ISSN Online: 2249 – 2658, Copyright @ RRJP, 2013, www.rrjp.in
13	<i>S. Vasanthi</i> . (2013) <b>A STUDY ON HEALTH AND ENTERTAINMENT FACILITIES FOR TOURISTS (WITH SPECIAL REFERENCE TO NILGIRIS DISTRICT AS TOURIST DESTINATION)</b> , Global Journal of Arts and Management, Print: ISSN Online: 2249 – 2658, Volume 3, Issue 1 (2013) Pages.51 – 54, ISSN Online: 2249 – 2658, Copyright © RRJP, 2013, www.rrjp.in.
14	<i>S. Vasanthi</i> (2013) <b>FACTORS WHICH ATTRACTED TO VISIT NILGIRIS AS A TOURIST DESTINATION</b> , Global Journal of Arts and Management, ISSN Print ISSN Online: 2249 - 2658

	,Volume 2, Issue 3 (2013)Pages.232 – 235, ISSN Online: 2249 – 2658 Copyright © RRJP, 2013www.rrjp.in
15	<i>S. Vasanthi</i> (2014) A study on the perceptions of the children about the TV advertisements- (Coimbatore region), INTERNATIONAL JOURNAL, EPRA Journals, February 2014.
16	<i>S. Vasanthi</i> (2014)., STRESS MANAGEMENT PROGRAMMES (A STUDY ON THE PERCEPTIONS OF THE EMPLOYEES IN BHEL, TIRUCHIRAPALLI UNIT,Scholars World- IRMJCR, Kirorimal College, Delhi University, Online: ISSN 2320-3145, Print: ISSN 2319-5789, Vol II, Issue II April 2014 (168),
17	<i>S. Vasanthi</i> ( 2014) A PRAGMATIC STUDY ON USAGE AND IMPACT OF SOCIAL NETWORKING SITES AMONG COLLEGE STUDENTS IN COIMBATORE CITY,ZENITH INTERNATIONAL RESEARCH JOURNALS Zenith International Research & Academic Foundation (ZIRAF), April 2014 issue.
18	<i>S. Vasanthi</i> .(2014)A STUDY ON PERCEPTION OF EMPLOYEES IN THE NEEDLE INDUSTRIES INDIA PVT LTD , NILGIRIS,TN.INDIA",International Journal of Current Research and Academic Review, ISSN: 2347-3215 Volume 2 Number 2(2014) pp. 194-198.
19	<i>S. Vasanthi</i> .(2014), SMARTPHONE MARKETING –A SUSTAINABLE GROWTH- Research Explorer-InternationalJournal ISSN-No 2250-1940.
20	<i>S. Vasanthi</i> (2014), INDIAN JEWELRY MARKETING: IDEAS AND NEW ISSUES, ZENITH INTERNATIONAL RESEARCH JOURNALS, Zenith International Research & Academic Foundation (ZIRAF).
21	<i>S. Vasanthi</i> (2014) FACTORS INFLUENCING CONSUMERS' IN THE SELECTION OF FAST FOOD RETAIL OUTLETS - A STUDY WITH SPECIAL REFERENCE TO CONSUMERS IN COIMBATORE CITY,INDIAN JOURNAL OF APPLIED RESEARCH, ,Peer referred & referred International Journal, Volume : 4   Issue : 12   Dec 2014   ISSN - 2249-555X Pg 109-110, IMPACT FACTOR: 2.1652.
22	<i>S. Vasanthi</i> (2014) HERBAL COSMETICS BUYING BEHAVIOR AMONG WOMEN IN COIMBATORE CITY, INDIAN JOURNAL OF APPLIED RESEARCH, Peer referred & referred International Journal, Volume : 4   Issue : 11   Dec 2014   ISSN - 2249-555X Pg 109-110, IMPACT FACTOR : 2.1652
23	<i>S. Vasanthi</i> (2014) Presented a paper on “PROBLEMS FACED BY PUBLIC, PRIVATE PARTNERSHIP IN INDIAN STATES WITH SPECIAL REFERENCE TO NATIONAL HIGHWAYS PROJECT – AN OVERVIEW”, Published in the Proceedings of Two Days ICSSR sponsored National Conference on “Strategies for sustainable development in Indian Industries” on Feb 17th & 18 <sup>th</sup> 2015 ISBN No. 9788193002421
24	<i>S. Vasanthi</i> (2014) PROSPECTS AND PROBLEMS FACED BY WOMEN ENTREPRENEURS IN COIMBATORE CITY, , published in International conference proceedings, “Emerging trends in Global business” PG and Research Department of Commerce, Holy Cross College, Tiruchirappalli. On 26.8.2014, ISBN: 978-81-922545-7-9, pp.52-56
25	<i>S. Vasanthi</i> , (2014) ONLINE SHOPPING: AWARENESS AND PROBLEMS FACED BY CUSTOMERS, published in International conference proceedings, “Emerging trends in Global business” PG and Research Department of Commerce, Holy Cross College, Tiruchirappalli. On 26.8.2014...ISBN: 978-81-922545-7-9, pp.57-61
26	<i>S. Vasanthi</i> (2015) WOMEN IN IT AND ITES-PRIORITIES ARE THE NEED OF THE HOUR, UGC, National Conference sponsored by UGC, organized by the Centre for Women’s Studies, “Exploring Gender Issues in Multi-Dimensional Approaches” on 6 <sup>th</sup> Feb 2015 by WSC, Holy Cross College, Trichy -2. ISBN 978-93-81521-57-1
27	<i>S. Vasanthi</i> (2015) SAMSUNG: A CORPORATE GIANT WITH SUSTAINABLE GROWTH IN SMART PHONES,International Journal : Research Explorer , 2015
28	<i>S. Vasanthi</i> (2015) NILGIRIS AN INTERNATIONAL TOURIST DESTINATION IN INDIA, Green Field Advanced Research Publishing House, e. Journal, Internal Journal of Advanced Research in Management and Social Sciences (ISSN) 2278-6236) , Volume 4, Issue 4, April 2015.
29	<i>S. Vasanthi</i> (2015) FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR AMONG COLLEGE STUDENTS TOWARDS APPARELS IN TIRUCHIRAPPALLI TOWN, Academia and Society, www.acadmia and societyjournal.com, Volume 2, Number 1, October 2015.
30	<i>S. Vasanthi</i> (2015) A STUDY ON THE IMPACT ON TELEVISION ADVERTISEMENTS ON BRANDED COSMETICS IN TIRUCHIRAPPALLI TOWN, Academia and Society, www.acadmiaand societyjournal.com, Volume 2, Number 1, October 2015.
31	<i>S. Vasanthi</i> (2015) A STUDY ON CONSUMER BEHAVIOR TOWARDS TELEVISION BRANDS, IN TIRUCHIRAPPALI TOWN, Academia and Society, www.acadmiaand societyjournal.com, Volume 2, Number 1, October 2015.
32	<i>S. Vasanthi</i> (2015) A STUDY ON CONSUMER BEHAVIOR TOWARDS GREEN PRODUCTS IN TIRUCHIRAPPALI TOWN, Academia and Society, www.acadmia and societyjournal.com, Volume 2, Number 1, October 2015.
33	<i>S. Vasanthi</i> (2016) GOING GREEN – ORGANIC FOOD FOR SUSTAINABLE GROWTH AND HEALTHY LIFE, Academia and Society, www.academiaand societyjournal.com, Volume 2, Number 2, Number 2, February 2016.

34	<i>S. Vasanthi</i> (2016) <b>FACTORS INFLUENCING ONLINE IMPULSIVE BUYING BEHAVIOUR</b> , Academia and Society, www.academiaand societyjournal.com, Volume 2, Number 2, February 2016.
35	<i>S. Vasanthi</i> (2016) <b>A STUDY ON PASSENGER'S PREFERENCES IN EXPRESS TRAINS (AIR CONDITIONED COACHES) BOARDING AT TIRUCHIRAPPALLI JUNCTION</b> , Academia and Society, www.acadmiaand societyjournal.com, Volume 2, Number 2, February 2016.
36	<i>S. Vasanthi</i> ,(2016) <b>SERVICE QUALITY – PRIME PATH TO PROSPERITY</b> , Academia and Society, www.academia and societyjournal.com, Volume 2, Number 2, February 2016.
37	<i>S. Vasanthi</i> (2017) <b>EFFECTIVENESS OF THE IN-SERVICE TRAINING PROGRAMME (SSA),AMONG ELEMENTARY SCHOOL TEACHERS IN,COONOOR BLOCK, NILGIRIS DISTRICT</b> . Scholars World-International referred Multidisciplinary journal of Contemporary Research (Online ISSN-2320-3145, Print ISSN-2319-5789) in April 2017, Volume V, Issue-II.2017.
38	<i>S. Vasanthi</i> (2017) <b>“POST PURCHASE BEHAVIOR OF E-SHOPPERS TOWARDS IMPULSIVE BUYING BEHAVIOR IN SOUTH INDIA- STRUCTURAL EQUATION MODEL</b> , International Conference in “Innovation, Entrepreneurship and sustainable value Chain in a Challenging environment” at Malaysia, Hotel Soleil Changkat Bukit Bintang, Kuala Lumpur, Malaysia,organized by PrimaxFoundation, Bangalore, on 6 <sup>th</sup> , 7 <sup>th</sup> and 8 <sup>th</sup> June 2017.
39	<i>S. Vasanthi</i> (2017) <b>IMPACT OF THE IN-SERVICE TRAINING PROGRAMME (SSA) AMONG ELEMENTARY SCHOOL TEACHERS IN COONOOR BLOCK, NILGIRIS DISTRICT</b> , International Conference in “Innovation, Entrepreneurship and sustainable value Chain in a Challenging environment” at Malaysia, Hotel Soleil Changkat Bukit Bintang, Kuala Lumpur, Malaysia,organized by Primax foundation Bangalore on 6 <sup>th</sup> , 7 <sup>th</sup> & 8 <sup>th</sup> June 2017.
40	<i>S. Vasanthi</i> (2017) <b>EFFECTIVENESS OF THE IN-SERVICE TRAINING PROGRAMME (SSA) AMONG ELEMENTARY SCHOOL TEACHERS IN TIRUCHIRAPPALI CITY</b> ,International Conference in “Innovation, Entrepreneurship and sustainable value Chain in a Challenging environment” at Malaysia, Hotel Soleil Changkat Bukit Bintang, Kuala Lumpur, Malaysia,organized by Primax foundation Bangalore on 6 <sup>th</sup> , 7 <sup>th</sup> & 8 <sup>th</sup> June 2017.
41	<i>S. Vasanthi</i> ,(2017) <b>A STUDY ON HEDONIC EFFECTS ON IMPULSIVE BUYING BEHAVIOUR OF E-SHOPPERS IN TIRUCHIRAPPALLI CORPORATION</b> ,SCHOLARS WORLD – INTERNATIONAL REFEREED MULTIDISCIPLINARY JOURNAL OF CONTEMPORARY RESEARCH, Impact Factor: 4.433 Online ISSN: 2320-3145, Print ISSN: 2319-5789, 2017.
42	<i>S. Vasanthi</i> (2017) <b>PERCEPTIONS OF THE TODA TRIBAL WOMEN ABOUT THE TOURISM MARKETING IN THE NILGIRIS DISTRICT</b> , <i>published in</i> INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH, VOLUME-6   ISSUE-5   MAY – 2017   ISSN No 2277 – 8179   IF : 4.176   IC Value : 78.46.
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46	<i>S. Vasanthi</i> (2017) <b>“EFFECTIVENESS OF THE IN-SERVICE TRAINING PROGRAMME (SSA) AMONG ELEMENTARY SCHOOL TEACHERS IN COONOOR BLOCK, NILGIRIS DISTRICT</b> . SCHOLARS WORLD-IRMJCR... Scholars World-International referred Multidisciplinary journal of Contemporary Research (Online ISSN-2320-3145, Print ISSN-2319-5789) in April 2017, Volume V, Issue-II.
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49	<i>S. Vasanthi</i> (2017), <b>“MGNREGA SCHEME AND EMPOWERMENT OF RURAL WOMEN IN SELECTED BLOCKS IN TIRUCHIRAPPALLI DISTRICT”</b> , <i>PARIPEX – INDIAN JOURNAL RESEARCH</i> , Opp. Kapadia Guest House, Paldi, Ahmedabad-380006. Gujarat (INDIA) Sept 2017.
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57.	<i>S.Vasanthi (2017) “SERICULTURE AN INCOME GENERATION FOR FARMERS”</i> , Academia and Society, www.academia and societyjournal.com, Issue -7, Volume 4, Number 1, October 2017.
58.	<i>S.Vasanthi (2017) “LEVEL OF AWARENESS AMONG CONSUMERS TOWARDS ORGANIC PRODUCTS IN TIRUCHIRAPPALLI CITY”</i> , <i>International Journal of Information Research and Review, ISSN 2349-9141 indexing journals, Volume 4, Issue 7, July 2017.</i>
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60	<i>S. Vasanthi(2017) IMPACT OF THE IN-SERVICE TRAINING PROGRAMME (SSA) AMONG ELEMENTARY SCHOOL TEACHERS IN COONOOR BLOCK, NILGIRIS DISTRICT</i> , International Conference in “Innovation, Entrepreneurship and sustainable value Chain in a Challenging environment” at Malaysia, Hotel Soleil Changkat Bukit Bintang, Kuala Lumpur, Malaysia,organized by Primax foundation Bangalore on 6 <sup>th</sup> , 7 <sup>th</sup> & 8 <sup>th</sup> June 2017.
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95	<b>Dr. S. Vasanthi (2020)</b> <b>CONSUMER BEHAVIOUR TOWARDS WEST SIDE STORE INTIRUCHIRAPPALLI</b> ” WESLEYAN, Wesleyan Journal of Research, Volume 14, No.1 (XIX), pp.73-79. ISSN-0975-1386.
96.	<b>Dr. S. Vasanthi, (2020)</b> , “The Perceptions of the Adult Consumer Behavior Towards PUBG Online Video Game during Covid-19 in Tiruchirappalli City” in The Orissa Journal of Commerce, UGC Care Listed, Group I, A, Peer Reviewed and Refereed journal, Volume XXXXI, July-Sep 2020, Issue No. III, pp. 94-102. ISSN-0974-8482.
97.	<b>Dr. S. Vasanthi (2022)</b> “Consumer Behaviour towards Pantaloons store in Tiruchirappalli City”, Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org, January 2022, Volume 9, Issue 1, (ISSN-2349-5162).
98.	<b>Dr. S. Vasanthi(2022)</b> “ A Study on the consumer behaviour towards Barbeque Nation Restaurant in Tiruchirappalli City”, Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org, February 2022, Volume 9, Issue 2, (ISSN-2349-5162).

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101.	<b>Dr. S. Vasanthi (2021)</b> The relationship between attraction, perception of service, opportunities and tourist satisfaction in backwater tourism in Alappuzha district of Kerala in India, Tourism and Hospitality Research 2021, Vol. 0(0) 1–22 © The Author(s) 2021 Article reuse guidelines: sagepub.com/journals-permissions DOI: 10.1177/14673584211044087 journals.sagepub.com/home/thr @ SAGE JOURNALS.
102.	<b>Dr. S. Vasanthi (2021)</b> Recognition and rewards as moderators in the relationships between antecedents andPerformance of women teachers: evidence from India.- Internal Journal of Education Management- Emerald Publishing Limited, International Journal of Educational Management, Vol. 36 No. 6, pp. 1002-1026. https://doi.org/10.1108/IJEM-12-2021-0473www.emerald.com/insight/0951-354X.html.
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105.	<b>Dr. S. Vasanthi (2022)</b> The Relationship between Social Media Influence, EWOM, and E-satisfaction of Consumersin India: A Moderated mediation Conditional Model – Global Business Review 1–31,2022 IMI Reprints and permissions:in.sagepub.com/journals-permissions-india, DOI: 10.1177/09721509221130153, journals.sagepub.com/home/gbr

106.	<b>Dr. S. Vasanthi (2023)</b> Passenger satisfaction with cleanliness and other service quality dimensions and gender as a moderator: Evidence from Indian Railways – Cogent Business & Management (2023), 00: 2183568 – Cross Mark, Taylor and Francis. 2023.
107.	<b>Dr. S. Vasanthi (2023)</b> Community support and benefits, culture and hedonism as moderators in the relationship between brand heritage, tourist satisfaction and revisit intention – Journal of Hospitality and Tourism Insights, © Emerald Publishing Limited, 2514-9792, DOI:10.1108/JHTI-05-2023-0324 November 2023.
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109.	<b>Dr. S. Vasanthi (2023)</b> A study on the impact of the applications of Artificial intelligence in service sector towards the growth of Indian economy
110.	<b>Dr. S. Vasanthi (2023)</b> A study on the UNESCO'S world heritage rail tourism in the Nilgiris hills
111.	<b>Dr. S. Vasanthi (2024)</b> Analyzing the Role of Digital Marketing in Growth of E Commerce in India; a Multi Holistic Approach, Library Progress International, Volume:44, No.3, July-December 2024.
112.	<b>Dr. S. Vasanthi (2024)</b> , Has Covid 19 Pandemic event altered the inter-linkages of BRICA stock markets and their relations with the US stock Market? Journal of Oriental Institute, ISSN 0030-5324 UGC Care Volume: 73, No.3 (2024): September 2024.

#### PATENT:

##### 1. Artificial Intelligence based E- Commerce HelpDesk Device. (In process)

#### Conference/Seminar/Workshop/ Training Programme attended - Academic & General:

##### “CAPACITY BUILDING FOR WOMEN MANAGERS FOR HIGHER EDUCATION” SPONSORED BY UGC, NEW DELHI.

No	Workshop	CORE	Venue
1.	UGC sponsored Workshop on Capacity Building for women managers in higher education (Sensitive Awareness Motivation Workshop).....SAM	5 DAYS- SAM	Avinashilingam University, Coimbatore - 2009
2.	“Trainer of Trainees” Workshop Sponsored by, University Grants Commission, New Delhi. ....TOT	5 DAYS- TOT	Anna University, Chennai- 15.2.2010- 20.2. 2010
3.	Participated in 5 days UGC sponsored workshop on Management Skills Enhancement Workshop on “Recognition and Elimination of Sexual Harassment in Higher Education Institutions. ....MSEM	5 DAYS- MSEM	Sri Venkateswara University, Tirupathi Andhara Pradesh- 14.10.2011 -18.10.2011
4	Participated in 5 days UGC sponsored workshop on Management Skills Enhancement Workshop on “Advocacy and ICT”-.....-MSEM	5 DAYS- MSEM	NMKRV College, Bangalore.- 4.8.2011- 8.8.2011
5.	Participated in 5 days UGC sponsored workshop on Management Skills Enhancement Workshop on “Financial Management in Institutions for Higher Education & Communication and Negotiation skills in Institutions for Higher Education.....MSEM	5 DAYS- MSEM	Lady Doak College, Madurai- 8.12.2012- 12.12.2012.

#### Conference/Seminar/Workshop/ Training Programme participated

No	Topic	Place	Date
1.	Impact of Budget 2004 on “Indian Agriculture and the Rural Economy”.	Dept of Economics, Providence College, Coonoor.	29.9.2004.
	Recent Trends in Banking and Finance	Dept of Commerce, Providence College, Coonoor	17.07.2003
2.	Bio-diversity and Medicinal Plant resources in Bio-Technology Era	Department of Plant Biology & Bio-Technology, Providence College for Women, Coonoor, The Nilgiris.	16.9.2005.

3.	State level Symposium on “Modern Corporate Business” – Issues and Challenges	Dept of Commerce, Providence College, Coonoor.	14.9.2004.
4.	Participated in a National level Symposium on Business Intelligence 05	Department of Business Management, Ramakrishna College for women, Coimbatore.	22.1. 2005
6.	One-day National level workshop on “On- line Tax Accounting System”.	Department of Commerce, Providence College for women.	29.9.2007
7.	UGC sponsored two days’ National level seminar on Customer Relationship Management.	Dept of Commerce, Providence College for women, Coonoor.	26.8.2008 & 27.8.2008
8.	International Training Programme on “Life Insurance Insights”	LIC South Zone Campus, Chennai	22.9.2005 & 23.9.2005
9.	Participated in a 3 days’ workshop on the “Finishing School-Training Programme for Faculty members”-	Department of Extension & Career Guidance, Bharathiar University, Coimbatore	20 & 21 & 22 <sup>nd</sup> July 2012
10.	Participated in an one day UGC Sponsored Workshop on Human Values & Ethics, Organized by the Department of History, Providence College for Women, Coonoor, The Nilgiris	Dept of History, Providence College, Coonoor, The Nilgiris,	8-8-2011
11	UGC Sponsored State level Seminar on “Rural Entrepreneurship”	Dept of Commerce, UrumuDhanalakshmi, Trichy	18.11.2005-19.11.2005
12.	National level seminar on “Impact on Globalization on service Sector”.	Dept of Commerce, Jamal Mohammed College, Trichy -20.	8.11.2005 9.11.2005 & 10.11.2005
13.	UGC Sponsored National on WTO and GATTs in the Globalized Era, “Impact of WTO and GATTs on Aviation”	Dept of Economics St. Joseph’s College, Trichy	5.12.2005
14.	Presented a paper in a National Conference on Business Research, on “Attitude of employees about HRD in BHEL, Tiruchirappalli,”	PSG Institute of Management, (PSGIM) Peelamedu , Coimbatore	2.12.2005 & 3.12.2005
15	Convener/Organising Secretary for an one day UGC sponsored National level seminar on “Women Entrepreneurship-Issues & Challenges”.	Dept of Commerce, Providence College for Women, Coonoor, the Nilgiris.	28.3.2012
16.	Presented a paper on “Disaster in the Queen of Hills, Landslides in the Nilgiris Hills.	PG & Research Department of Commerce, Holy Cross College, Tiruchirappalli.	10 <sup>th</sup> & 11 <sup>th</sup> February 2011
17	Presented a paper on “Corporate Governance” in a National level seminar on “Consumerism Interest on Public Enterprises	Dept of Commerce, Bharathidasan University, Tiruchirappalli.	11.2.2006 & 12.2.2006
18.	Paper presented on “Women Leaders” in an International Conference on “Global Business Today”	Adaikalamatha Institute of Management, Vallam, Thanjavur,	21 & 22 <sup>nd</sup> Sept 2006.
19	Presented a paper in a International Conference on “Business Economics & Finance’	Adaikalamatha Institute of Management, Vallam, Thanjavur,	29 & 30 <sup>th</sup> Jan 2005
20	UGC sponsored 2 days International seminar on “Case study method of Teaching in Commerce/Management Education	Dept of Commerce, Bharathidasan University, Tiruchirappalli.	20 & 21 <sup>st</sup> January 2007.
21.	Presented a paper in a International Conference on “Global Business and Policy Modeling”	Adaikalamatha Institute of Management, Vallam, Thanjavur,	21.9.2006 & 22.9.2006.
22	Presented a paper in a Two days National seminar on “Consumers interest in Public Enterprises”	“Changing scenario of Consumerism” Dept of Commerce, Bharathidasan University, Tiruchirappalli	11.12.2006

23	Presented a paper in a International Conference on “Student Motivation”	ICFAI National College, Trichy Zone	8.12.2008.
24	Participated in a two days National level seminar on “Managing Business in Knowledge Age”	Department of Management Studies Annamalai University	20 & 21. Feb 2004
25.	Presented a paper in “Retail Management” in the 60 <sup>th</sup> ALL INDIA COMMERCE CONFERENCE	ALL INDIA COMMERCE CONFERENCE at Osmania University, Hyderabad	22.12.2007 & 23.12.2007
26	Presented a paper in a International Conference on ‘Role of Corporate Social Responsibility-exploring the ways for slum dwellers”	PG Department of Commerce, Deva Matha College Kulavilangad, Kerala	17.7.2007
27	Presented a paper in a UGC Sponsored National on WTO & GATTS IN AIR SERVICES	UGC National on WTO and GATTS in the Globalized Era, “Impact of WTO and GATTS on Aviation”organized Department of Economics at St. Joseph’s College, Trichy.	5.12.2005
28.	Presented a paper in a one day UGC sponsored National seminar on “Verbal Genres in Tamilnadu” with special references to Proverbs	Department of English, Providence College, Coonoor, The Nilgiris, Collaboration with Department of Linguistics, Bharathiar University, Coimbatore	21.09.2012
29.	Participated in a two days National Seminar on “Drought Management”	Dept of Animal Husbandry, Arul Alandar College, Madurai.	15 <sup>th</sup> & 16 <sup>th</sup> March 2004
30.	Participated in a one day National level seminar on “Impact of Budget 2004 on Indian Agriculture and the rural economy”	Department of Economics Providence College for Women, Coonoor, the Nilgiris	29.9.2004
31.	Participated in the Faculty Development Programme (FDP) on TEACHING THROUGH CASE METHOD	JANSONS SCHOOL OF MANAGEMENT & IIM KOZIKODE	23.&24 <sup>th</sup> Jan 2004
32.	Presented a paper on “Corporate Governance “in a two days seminar sponsored by UGC on Recent trends in Capital Markets & Financial Derivatives	Department of Commerce, Bharathidasan University, Tiruchirapalli	19 <sup>th</sup> & 20 <sup>th</sup> Jan 2008
33.	Presented a paper on “Consumer Protection in India” in National level seminar on The effects of Consumer Culture”	PG & Research Department of Commerce, Holy Cross College, Tiruchirapalli.	16.2. 2006 & 17.2.2006
34.	Participated in a one day National level deliberations on the “Status of Women’s Studies in India” RAWS conference	Centre for Women’s Studies, Ethiraj College, Chennai & Regional Association for Women’s Studies (RAWS). Chennai	05.10.2013
35	Paper presented in an International Conference on “Smartphone Marketing –A sustainable growth”	Dhanalakshmi Srinivasan College, Perambalur	2014
36	Presented an e-content lesson in the subject COST ACCOUNTING on “COST SHEET”	PG & Research Department of Commerce, Holy Cross College, Tiruchirapalli.	05.02.2014
37	Presented paper on Factors Influencing Consumers’ in the Selection of Fast Food Retail Outlets - a Study With Special Reference to Consumers in Coimbatore City,in International conference , “Emerging trends in Global business”	PG & Research Department of Commerce, Holy Cross College, Tiruchirapalli.	24.8.2014
38	Presented paper on “Herbal cosmetics consumer behavior among women in Coimbatore city” in International conference , “Emerging trends in Global business”	PG & Research Department of Commerce, Holy Cross College, Tiruchirapalli.	24.8.2014

39	Presented a paper on “Disaster in the Queen of Hills, Landslides in the Nilgiris Hills.	PG & Research Department of Commerce, Holy Cross College, Tiruchirapalli.	10 <sup>th</sup> & 11 <sup>th</sup> February 2011
40	Convener/Organising Secretary for UGC sponsored National level seminar on “Women Entrepreneurship-Issues & Challenges”	Dept of Commerce, Providence College for Women, Coonoor, the Nilgiris.	28.3.2012
41	Presented a paper in a one day UGC sponsored National seminar on “Verbal Genres in Tamilnadu” with special references to Proverbs	Department of English, Providence College, Coonoor, The Nilgiris, Collaboration with Department of Linguistics, Bharathiar University, Coimbatore	21.09.2012
42	Participated in a one day National level deliberations on the “Status of Women’s Studies in India” RAWS conference	Centre for Women’s Studies, Ethiraj College, Chennai & Regional Association for Women’s Studies (RAWS). Chennai	05.10.2013
43	International Conference on Sustainable Development in Global Business “	Dept of Management Studies, Dhanalakshmi Srinivasan College of Arts & Science, Perambalur	6 <sup>th</sup> & 7 <sup>th</sup> Feb 2014
44	Presented a paper on “Disaster in the Queen of Hills, Landslides in the Nilgiris Hills.	PG & Research Department of Commerce, Holy Cross College, Tiruchirapalli.	10 <sup>th</sup> & 11 <sup>th</sup> February 2011
45	Participated in an one day UGC Sponsored Workshop on Human Values & Ethics, Organized by the Department of History, Providence College for Women, Coonoor, The Nilgiris	Dept of History, Providence College, Coonoor, The Nilgiris,	8-8-2011
46	Participated in a 3 days’ workshop on the “Finishing School-Training Programme for Faculty members”-	Department of Extension & Career Guidance, Bharathiar University, Coimbatore	20 & 21 & 22 <sup>nd</sup> July 2012
47	International conference , “Emerging trends in Global business”	PG & Research Department of Commerce, Holy Cross College, Tiruchirapalli.	24.8.2014
48	National Conference sponsored by UGC, organized by the Centre for Women’s Studies, “Exploring Gender Issues in Multi-Dimensional Approaches”	Women Studies Centre, Holy Cross College, Trichy -2	6 <sup>th</sup> Feb 2015
49	ICSSR sponsored National Conference on “Strategies for sustainable development in Indian Industries”	Dept of Management Studies, Sri Kaliswari College, Sivakasi	Feb ....2015....17 <sup>th</sup> & 18 <sup>th</sup>
50	Presented a research paper on, “A study on the Indian Consumer behavior towards globalized LIFESTYLE store”.	International Seminar on “service sector in India: Making new avenues in Indian economy, organized by the PG & Research Dept. of Commerce Jamal Mohamed College (A) Trichy -20.	13 <sup>th</sup> January 2021
51	Presented a research paper on, “A Study on the Kiosk Services in Airports for Safety, Efficacy and Hassle Free Travel”.	International Seminar on “service sector in India: Making new avenues in Indian economy, organized by the PG & Research Dept. of Commerce Jamal Mohamed College (A) Trichy -20.	13 <sup>th</sup> January 2021
52	Co-ordinator	Internal Conference on “Emerging Trends in Global Business 26th August 2014.	PG & Research Dept of Commerce, Holy Cross College (A), TIRUCHIRAPPALLI Management funded
53	Convenor UGC Funding, Rs. 1,25, 000 November 2014	UGC sponsored National Level Conference “Exploring Gender Issues in Multi-dimensional Approaches”- Inter-disciplinary Relevance 6th February 2015	Women’s Studies Centre (Supported by UGC) Holy Cross College (Autonomous) TIRUCHIRAPPALLI

**Memberships in academic bodies (Board of studies, Doctoral Committee Member)**

No	Name of the Position	Period
1.	<b>Doctoral Committee member</b>	Doctoral Research Committee member & PH.D PANEL MEMBER: 1.PSG Arts & Science College, Coimbatore 2. MDT Hindu College, Tirunelveli 3. AVVM PoondiPuspham College, Thanjavur 4. ADM College, Nagapattinam. 5. Women Christian College, Nagercoil. 6. Scott Christian College, Nagercoil 7.Periyar EVR Govt Arts College, Tiruchirappalli -21 8. National College (Autonomous) Tiruchirappalli -2 9. St. Joseph's College (Autonomous) Tiruchirappalli -2 10. Annamalai University, Annamalai Nagar 11. FATIMAMATHANATIONAL COLLEGE (AUTONOMOUS), KOLLAM. 12. Tiruvalluvar College Papanasam, Tirunelveli district. 13. Ambal Arts & Science College, Ambasamudharam, Tirunelveli Dist.
2.	<b>NID Cell member</b>	Supported by National Consultative Committee, New Delhi for the members of Capacity Building for women managers in Higher Education sponsored by UGC.
3.	<b>Research Advisor/ Supervisor</b>	<b>Guide Recognition:M.Phil/Ph.D COMMERCE&amp; MANAGEMENT</b> 1. Bharathiar University, Coimbatore -----Category A & B 2. Karpagam University, Coimbatore 3. Bharathidasan University, Tiruchirappalli - Commerce 4. Christu Raj Institute of Management- Crawford, Tiruchirappalli for Management Studies - (PH.D Part-time only) 2014 - 2019.
4.	<b>As Trainer Associate in the National Consultative Committee team – UGC, New Delhi</b>	<b>MSEM Programmes</b> 1. “Recognition and Elimination of Sexual Harassment in Higher Education Institutions, Sri Venkateswara University, Tirupathi Andhara Pradesh,-2011 2. “Advocacy and ICT” NMKRV College, Bangalore. -2011 3. “Financial Management in Institutions for Higher Education & Communication and Negotiation skills in Institutions for Higher Education -.2012
5.	<b>Chairperson for Board of Studies</b>	Department of Commerce in Computer Application from 2021-2024 till date, Holy Cross College, (A) Trichy-2.
6.	<b>Board of Studies</b>	Department of Commerce (B.VOC) PSG Arts & Science College (Autonomous), Peelamedu Coimbatore.2023-2025
7.	<b>Reviewer</b>	1. Asia Pacific Management Review, Yeu-Shiang Huang National Cheng Kung University, Department of Industrial and Information Management, Tainan, Taiwan. 2. Frontiers' editorial office, Avenue du Tribunal Fédéral 34 CH – 1005 Lausanne, Switzerland.

**E-lessons developed:**

S.No	Title of e-lessons
1.	Presented an e-content lesson in the subject COST ACCOUNTING on “COST SHEET” PG & Research Department of Commerce, Holy Cross College, Tiruchirappalli. 05.02.2014

**International/ National and State level Webinars Organised by Dr. S. Vasanthi**

No	Title of the Webinar	State/National/ International	Resource Person	Date & Time
1	“DARE TO LIVE A DREAM DRIVEN LIFE”	International level	Dr. Alex Thevaranjan, Associate Professor for Accounting, Whitman School of Management, Syracuse University, New York, USA.	Date: 01 July 2020 Time: 3:00 p.m.
2	Using Massive Online Open Courses MOOC as	International level	Dr. Osama Al-Mahdi, Assistant Professor, Education Studies/CPD	Date: 14 July 2020

	a Life Long Learning Tool		Department, University of Bahrain, Kingdom of Bahrain.	Time: 1:00 pm IST
3	Employability Skills in the New Scenario	National level	Dr. HariomPuniyani, Head and Associate Professor, Hislop College, Nagpur Maharashtra.	Date: 2 July 2020 Time: 10:30am
4	How to Publish Research Papers?	National level	Dr. P. Baba Gnanakumar, Professor, School of Commerce andManagement, Kristu Jayanti College, Bangalore.	Date: 26 June 2020 Time: 10:00am
5	ACADEMIC PUBLISHING BLUEPRINT AND MEETING PUBLISHERS EXPECTATIONS	State level	Mr. MageshSankar, Chairman and Director, Magestic Technology Solutions (P) Ltd. CEO, MTES and Chief Editor, JupiterPublications Consortium, Chennai.	Date: 4 July 2020 Time:10:30 a.m.
6	Impact on Covid - 2019 on Mutual Funds and Gold	National level	Dr. K. Prabhakaran, SEBI AND EDI.	Date: 15 July 2020 Time: 5:00pm
7	Career Opportunities through Machine Learning and Big Data Analytics	National level	Dr. P. Mary Jeyanthi, Faculty-Business Intelligence & Artificial Intelligence, IMT, Nagpur, Maharashtra.	Date: 13 July 2020 Time: 5:00 p.m.
8	“Human Capital Development and Feminine Subjectivity”	International level	Mr. Jomon Varghese (Ph.D.), Educational Consultant, Register Learning Experienced Social Worker, Safeguarding-MedwayCouncil Sittingbourne, United Kingdom.	Date: 3 July 2020 Time: 12:00 p.m.
9	Professional Venture Capital - Analyzing Funding Through Various Valuation Methods	International level	Mrs. AlkaMahbuhani (UpasanaSamtani), Lecturer, Western Jamaica Campus, University of West Indies, West Indies.	Date: 18 July 2020 Time: 6:00pm

#### Details of membership in Professional bodies /journals, editors, Consultancy, Resource person

No.	Details
1	<b>Co-Organizer as Core Committee member</b> for Women Studies Centre, Holy Cross College for National Seminar held at Holy Cross College, Trichy on 28.2.2014
2	<b>Executive core committee member</b> , Women studies centre, Holy Cross College Tiruchirapalli
3	<b>Organizing Secretary/Convener</b> for a One day UGC sponsored National level seminar on “Women Entrepreneurship-Issues & Challenges” Providence College, Coonoor on 28.3.2012.
4	<b>External Examiner</b> for M.Phil Viva-voce for Bharathidasan University affiliated colleges.
5	<b>Question paper setter</b> GVG Visalakshi College, Udumalpet, Tamilnadu St. Joseph’s College, Tiruchirappalli, Tamilnadu Nirmala College for Women, Coimbatore, Tamilnadu Scott Christain College, Nagercoil, Tamilnadu. Holy Cross College, Nagercoil. Tamilnadu Vellalar College, Erode,Tamilnadu
6	<b>LIFE membership</b> in THIRD CONCEPT –International Journal of Ideas
7	<b>LIFE Membership</b> in RAWs 2012-2013 onwards
8.	Resource person as Trainer Associate for UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION PROGRAMME” at PSG Krishnammal College for Women, Coimbatore, Tamil Nadu, on 21 <sup>st</sup> January 2011 to 25 <sup>th</sup> January 2011 .to handle sessions on WOMEN & RESEARCH
9	Resource person as Trainer Associate for UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION WORKSHOP” at Periyar University, on 27 <sup>th</sup> June 2011 to 1 <sup>st</sup> July 2011 to handle sessions on WOMEN & RESEARCH
10	Resource person as Trainer Associate for UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION WORKSHOP” at Ethiraj College, Chennai Madras University, on 19 <sup>th</sup> June 2011 to 24 <sup>th</sup> July 2011 to handle sessions on WOMEN & RESEARCH



11	Organizer for 11 days workshop/training programme for Students as Placement Officer on SOFT SKILLS TRAINING - /PERSONALITY DEVELOPMENT/INTERVIEW TECHNIQUES/GROUP DISCUSSIONS /CV PREPARATIONS etc. for all UG & PG Final year students from 14.07.2011 – 4.08.2011 supported by the IWIS LEEDS, a subsidiary of IWIS GROUP- Cash Bazaar road, Ooty.
12	Local Coordinator /as Trainer Associate organized UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION WORKSHOP “ at Providence College Coonoor, from 8.2.2012 to 12.2.2012, with the UGC grant Rs. 5,32,000.
13	Resource person for UGC sponsored workshop on “Tribal Studies” programme organized by Dept of History, Providence College for Women Coonoor, , gave a lecture on “Empowerment of Toda Tribal women in the Nilgiri Hills” -2012
14	Resource Person for two days International Conference on “Contemporary Issues and Challenges of Indian Business in Global Scenario” at Jamal Mohammed College, Trichy on 13.2.2013 & 14.2.2013.
15	Chaired as Rapporteur for a one day National Seminar, organized by the PG & Research Department of Commerce, on Emerging issues on Service Sectors” at AVVM. Sri Pushpam College,(Autonomous), Thanjavur District, on 10.03.2012
16	Resource Person for Inaugural Address for a National Level Seminar on “Empowerment of women through Entrepreneurship” on 7.8.2013 at Kongunadu Arts & Science College, Thudiyalur, Coimbatore.
17	Chaired person for a session on “Gender Sensitization” for State level Symposium on “Developing Professional Skills and Gender Sensitization organized by the Dept of Women Studies, Holy Cross College (Autonomous,) Tiruchirappalli, on 17.12. 2013.
18	Resource Person for two days Workshops on “Youth Development Programme” sponsored by Rajiv Gandhi National Institute of Youth Development- Ministry of Skill Development, Entrepreneurship, Youth Affairs & Sports, Government of India, organized by Training & Placement Cell, Periyar EVR Government College, Trichy on 8th & 9th January 2015, delivered a session on “Entrepreneurial Competencies “
19	Associate Chair Person for UGC sponsored National Conference on Social Entrepreneurship 27th FEBRUARY 2015, Organised by PG & RESEARCH DEPARTMENT OF COMMERCE, PERIYAR EVR COLLEGE, Tiruchirappalli, Tamilnadu – 620 023
20	Represented as JUDGE in a panel for an Inter collegiate Competition on “Improvement, Destruction- which is grown in advanced Technology?”, 21 <sup>st</sup> Annual Oratorical Competition organized by the CONSUMER CONSULTATIVE COUNCIL at MIET ENGG COLLEGE, Trichy. On 27.9.2013
21	Represented as JUDGE in a panel for an Inter collegiate Competition, on 23rd Annual Oratorical Competition organized by the CONSUMER CONSULTATIVE COUNCIL at Holy Cross College (A), Trichy on 25.9.2015
22	Resource Person for the Teaching Faculties on “NAAC for Quality and Excellence in Higher Education” , at St. Louis College for Deaf & Dumb, Adayar, Chennai- 2014
23	Resource Person for the Teaching Faculties on “NAAC Parameters”, at St. Louis College for Deaf & Dumb, Adayar, Chennai- 2015
24.	Resource Person for one day seminar on Research Methodology” at Krishnammal College for women Coimbatore
25.	Resource Person for Valediction Function gave a talk on Women empowerment at St. Josephs college, Trichy on 16 <sup>th</sup> February 2108
26.	Resource Person for one day seminar sponsored by ICSSR, on Fostering scientific temper on Business Research” on 20.02.2019, Wednesday, at Periyar EVR College (Autonomous), Trichy- 23,
27.	Judge for “Start upMela” organized by St. Joseph’s Institute of Management (JIM’s), Tiruchirappalli-2, on 23.02.2019 (Saturday)
28.	Resource Person for a session on “Organizational Development” for International Conference on “Strategic Human Resource Management” organized by School of Commerce, Erode Arts and Science College (Autonomous) Erode, on 06.09.2019 (Friday).
29	Doctoral Research Committee member for Ph.D scholars in National College Trichy -1.
30.	Doctoral Research Committee member for Ph.D scholars in St. Joseph’s College (Trichy 2).
31.	Doctoral Research Committee member for Ph.D scholars in Periyar EVR College (A) Trichy 21.
32.	Life membership in INDIAN ACCOUNTING ASSOCIATION, Trichy Branch
33.	As HOD & Organiser arranged for a talk on the topic “Best Managers”, on 24 <sup>th</sup> August 2022, (Wednesday) Mother Regina’s Hall, Holy Cross Colle (Autonomous) Trichy -2.
34.	Organiser for a talk on the topic “Exploring emerging technology for employability”, on 07.10.2022, at Mother Regina’s Hall, Holy Cross College (Autonomous) Trichy -2.
35.	Organiser for an one day workshop on the topic “Indian Capital Markets” on 08.09.2022 (Thursday) at Mother Regina’s Hall, Holy Cross College (Autonomous) Trichy -2.
36.	Organiser for an International Seminar on “Digital Innovation in Business and Economy” at Our Lady’s Hall, Holy Cross College (Autonomous) Trichy -2.
37.	Organiser for a talk on the topic “Data Analytics “ Dr. S. Manochander, Director & Assistant Professor, CARE Business School, Trichy, was the resource person, on 2 <sup>nd</sup> February, 2023.
38.	Organiser for a one-day Inter-Collegiate competition COMZEST 2023” on 09/03/2023, in the Regina’s Hall, Holy Cross College (Autonomous) Trichy -2.
39.	Organiser for a session on “ENTREPRENEURSHIP”, on 25 <sup>th</sup> July 2023, in the Regina’s Hall, Holy Cross College (Autonomous) Trichy -2.

40.	Organiser for an One day International Workshop on “Research methodology in Social Sciences” in Our Lady’s Hall, Holy Cross College, (Autonomous) on 3 <sup>rd</sup> July, (Monday) 2023.
41.	Organiser for a session on “MY STORY AS AN ENTREPRENEUR” on 19 <sup>th</sup> September Tuesday 2023, in the Regina’s Hall, Holy Cross College (Autonomous) Trichy -2.
42.	Organiser for a session on “ONLINE GST FILING” on 22 <sup>nd</sup> September Friday 2023 in the Regina’s Hall, Holy Cross College (Autonomous) Trichy -2.
43.	Organiser for an one day workshop on the topic “Commodity & Derivatives” on 3 <sup>rd</sup> & 4 <sup>th</sup> October 2023 in Mother Regina’s Hall, Holy Cross College (Autonomous) Trichy -2.
44.	Organiser for a session on “Women and Law” on 18 <sup>th</sup> December 2023, in Mother Regina’s Hall, Holy Cross College (Autonomous) Trichy -2.
45.	Organiser for a session on “Health and Hygiene” in Mother Regina’s Hall on 10 <sup>th</sup> January 2024, Holy Cross College (Autonomous) Trichy -2.
46.	Organiser for a session on “Recent trends in Information Technology” on 18 <sup>th</sup> January 2024, in Mother Regina’s Hall, Holy Cross College, (Autonomous) Trichy -2.
47.	Organised a FIVE days National level Faculty Development Programme on “Digital Marketing” from 22.01.2024 to 26.01.2024, for the teachers of Commerce in Computer Applications, Holy Cross College (Autonomous) Trichy -2.
48.	Organised an Inter-Collegiate Competition “COMZEST 2024” on 19/02/2024 (Monday), in Mother Regina’s Hall, Holy Cross College, (Autonomous) Trichy -2.
49.	Organised a session on “Emotional Intelligence on 09.07.2024, at Shanthi’s Hall, Holy Cross College, (Autonomous) Trichy -2
50.	Organised a session on “The Code of Honor: Soft skills and Moral Principles for the Next Generation” on 10.07.2024 at Mother Regina’s Hall, Holy Cross College, (Autonomous) Trichy
51.	Organised a session on “Outcome based Education ” on 18.07.2024 at Mother Regina’s Hall, Holy Cross College, (Autonomous) Trichy -2.
52.	Organised a session on “Career Guidance ” on 03.08.2024, at Mother Regina’s Hall, Holy Cross College, (Autonomous) Trichy -2.
53.	Organised a session on “Start Ups” on 06.08.2024, at Mother Regina’s Hall, Holy Cross College, (Autonomous) Trichy -2.
54.	Organiser for an International Conference on “Role of Artificial Intelligence in E-Commerce” on 29.08.2024 at Our Lady’s Hall, Holy Cross College (Autonomous) Trichy -2.
55.	Organised a session on “My story as an entrepreneur” on 12.09.2024, at Mother Regina’s Hall, Holy Cross College, (Autonomous) Trichy -2.
56.	Organised a workshop on “Exploring AI and its Applications” on 24.09.2024, at Old Commerce Block Hall, Holy Cross College, (Autonomous) Trichy -2.
57.	Organised a workshop on “User Interface and User Experience design” on 25.09.2024, at Old Commerce Block Hall, Holy Cross College, (Autonomous) Trichy -2.
58.	Organised a workshop on “Full Stack Development – React FSD & MERN” on 26.09.2024, at Old Commerce Block Hall, Holy Cross College, (Autonomous) Trichy -2.

### **IN-CHARGE/ ORGANISER/ AS COMMITTEE MEMBER**

1. Examination Committee
2. Sports Committee for every annual sports day
3. Member in College day Committee
4. Membership in Valediction Day committee
5. NAAC Research & Consultancy Committee 2007-2012
6. Parent teachers’ Committee 2010-2011
7. Discipline Committee
8. Staff welfare committee
9. Extension Activities Committee ever year
10. Member in the College Governing Body Council in the year 2011
11. Staff Treasurer 1997-1998
12. College Students Council Election Committee 2005-2006
13. Graduation Committee every year
14. Staff Secretary for academic Year 2012-2013
15. Staff Secretary for academic Year 2014-2015
16. Core member in Research for NAAC
17. Advisor – Women Studies Centre
18. Parents Teacher Association
19. Commerce Association In-charge
20. Graduation Committee every year
21. Fine Arts Committee every year
22. College Day Committee every year
23. Students Grievances & Rederssal Committee
24. Magazine Committee

25. Research Committee
26. Admission Committee
27. Anti- Ragging Committee
28. International & National Conferences, Seminars & Workshop Committee
29. Board member- PSG CAS- Coimbatore, Board of Studies 2022-2025
30. Academic Council
31. Chairperson for Board of Studies -2021-2024.

**VISITED FOREIGN COUNTRIES:**

NO.	COUNTRIES	DETAILS	Publications
1	SINGAPORE	International Conference on “Bridging Asia and the World: Globalisation of Marketing & Management Theory & Practice, July 15 <sup>th</sup> – 18 <sup>th</sup> 2014, Sands Expo & Convention Centre, Marina Bay Sands, Singapore.  Presented a paper on - “ MARKETING OF THE HERITAGE PUGUR HAND EMBROIDERY ART IN INDIA” <i>(An empirical study on the challenges faced by the Indian Toda Tribal women in the Nilgiris District)</i>	<b>Published in Journal Proceedings:</b> 2014 Global Marketing Conference at Singapore July 15 <sup>th</sup> – 18 <sup>th</sup> , 2014 <a href="http://www.kamsconference.org/">http://www.kamsconference.org/</a> Organized by the Global Alliance of Marketing & Management Associations, <b>Hosted by</b> American Marketing Association European Marketing Academy Australian & New Zealand Marketing Academy International Textile and Apparel Association Korean Scholars of Marketing Science.
2.	PHILLIPINES	Editor in International Editorial Board	Journal of Global Business ISSN 20947305--- ISSN 2350-7179 (online), 9th Global Business Conference on February 7, 2015 De La Salle University, Manila, Philippines.
3.	DUBAI, UAE.  <b>CHAIR PERSON:</b> International Conference on Consumer Behaviour, Brand Management and Private Label.	International Conference in Commerce, Management & Business Ethics at Dubai Presented a paper on “CONSUMER BEHAVIOUR IN HERBAL COSMETICS AMONG WOMEN CONSUMERS IN TAMIL NADU, SOUTH INDIA (AN EMPIRICAL STUDY)”, Research paper published in the “ <b>International Journal of Multidisciplinary Research Vol. IV Issue 9 (1) January 2016</b> ”, ISSN, 2277-9302. Jai Hind Education Society, Pune. India, Jointly with Common Wealth Vocational University, Kingdom of Tonga.	Venue: Al-Bustan Centre and Residence, Dubai. UAE. <b>Date:</b> 13 <sup>th</sup> & 14 <sup>th</sup> January 2016 Organised By: Knowledge Partners, INAAR Pacific Region, Common Wealth Vocational University, Indo-Global Chamber of Commerce, Industries and Agriculture.  13 <sup>th</sup> January 2015, Al-Bustan Centre and Residence, Dubai, UAE.  14 <sup>th</sup> January 2016 , Al-Bustan Centre and Residence, Dubai
4.	MALAYSIA	International Conference in “Innovation, Entrepreneurship and sustainable value Chain in a Challenging environment” presented a paper on  "POST PURCHASE BEHAVIOR OF E-SHOPPERS TOWARDS IMPULSIVE BUYING BEHAVIOR IN SOUTH INDIA- (STRUCTURAL EQUATION MODEL)	Hotel Soleil Changkat Bukit Bintang, Kuala Lumpur, Malaysia, organized by Primax foundation Bangalore on 6 <sup>th</sup> , 7 <sup>th</sup> & 8 <sup>th</sup> June 2017.
5.	THAILAND	International Conference in “Emerging Strides in Innovations and Skill Enhancement – Sustainable Development a key focus” presenting a paper on “ <b>Problems faced by rural women in Sericulture farming in Tiruchirappalli District, South India.</b>	Bangkok Palace Hotel, Pratunam Bangkok Thailand. May , 7-11, 2018.

**Other Honors /Awards/Achievements/ Responsibilities:**

1. Produced (12) Ph.d candidates in Commerce, 10 M.Phil's..
2. Convener/External Examiner for Ph.D Viva-Voce Examinations--- for 10 candidates
3. Received "**BEST FACULTY AWARD**" from Indian Academic Research Association at Bharathidasan University on 21.5.2016
4. "**DISTINGUISHED FACULTY AWARD**" received from Centre for Advanced Research and Design from the Board of Management, Venus International Foundation , VIFA 2016 Expert Committee Report and Apex Committee recommendations on 9<sup>th</sup> July 2016, at Chennai.
5. **BEST PAPER AWARD – Dr. S. VASANTHI -**

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