

PROFILE

Name : **Dr .S. INDIRA**

Designation : Assistant Professor

Department : Commerce

Present Institution : Government Arts and Science College
Thiruvonnainallur – 607203, Villupuram Dt.

Qualification : M.Com., M.Phil., PGDCA., MBA.,Ph.D., NET

Phone : 9788289945

E-mail : jaysanind@gmail.com

College website URL : <http://www.gasctvn.com/TeachingStaff.html>

Vidwan-ID : 388860

Teaching Experience : 14 years 9 months

Research Experience : 14 years



Teaching Experience:

Designation & Institution	Period of Service	Years of experience
Lecturer in Commerce, Dr.R.A.N.M College of Arts & Science, Erode -11.	10.6.2005-10.4.2006	10 months
Assistant Professor of Commerce, K.S,Rangasamy College of Arts & Science, Thiruchengode – 15	09.6.2009-23.7.2015	6 years 1 month
Assistant Professor of Commerce Government Arts and Science College, Thiruvonnainallur –607203, VillupuramDt	14.08.2015-Till date	7 years 10 months

Educational Qualification:

Exam passed	Institution	Board/University	Division	Year
NET	University Grants Commission, New Delhi		Passed	June 2013
Ph.D	Sri Vasavi College, Erode	Bharathiar University	Awarded	Apr 2009
M.Phil	Sri Vasavi College, Erode	Bharathiar University	Awarded	Feb 2004
M.Com	Vellalar College for Women, Erode	Bharathiar University	I	2002
M.B.A	Bharathiar University	Bharathiar University	II	May 2013
PGDCA	Alagappa University	Alagappa University	I	May 2005
B.Com	Vellalar College for Women, Erode	Bharathiar University	I	1999

Major Research Project Completed:

UGC-Major Research Project entitled “Transformation of Agricultural land into Commercial and its Impact on Economic Status of Farmers and Agricultural labourers- A Study in Tamil Nadu”, for the year 2013; Amount sanctioned: Rs.7,42,600 and project submitted during August 2018.

Books Published:

* Authored in III position Book entitled “Fundamentals of Digital Marketing” published by Book Rivers, Lucknow in 2023, ISBN: 978-93-5515-828-4.

National Seminar Organised as Convener:

* Organised *ICSSR- Sponsored* National Seminar as Convenor and Organising Secretary titled “Nourishing Indian Economy through Agro-Based Industries” in Thiruvalluvar University Constituent Arts and Science College, Kallakurichion 09.03.2018.

Scholars/Students funded with under my Guidance:

* Two Ph.D Scholars under my Guidance K.Girija, M.Sudha were funded with *ICSSR Doctoral Fellowship* for two years during 2013-2014.

* Guided a PG Project sanctioned with '*TANSCHE – Students Mini Project*' during the Academic Year 2017-2018.

Research Experience:

*No. of Ph.D Awarded: 7 (ICSSR Funded-2);

*No. of M.Phil Guided: 9

*No. of PG Project Guided: 24

* No. of UG Project Guided: 15

*Acting as Examiner (both External and Viva-voce) for Evaluation of M.Phil Dissertation and Ph.D Thesis of Bharathiar University and Thiruvalluvar University.

*Acting as External Member for Ph.D Doctoral Committee Meeting of Bharathiar, Periyar and Thiruvalluvar University.

* Subject Expert for Board of Studies, E-Commerce Department, Vellalar College for Women, Erode.

Administrative Experience:

*NAAC Coordinator during 2009

*Placement Coordinator during 2012-14, 2015-2016, 2019 to till date

* ISO Coordinator during June 2014

*YRC Coordinator since 2015-2016, 2019 to till date

*CLP Member

*RUSA Coordinator from 2019 to till date

*SPOC – NAAN MUDHALVAN Scheme from 2022 to till date.

Resource Person in National Seminar / Guest Lecture:

1. For a Guest Lecture organised at KSR College of Education, Thiruchengode on 27.01.2015 and delivered lecture on the topic "E-banking: Easy banking"
2. For a Guest Lecture organised at KSR College of Arts & Science for Women, Thiruchengode on 4.2.2015 and delivered lecture on the topic "Future prospects for Green Banking".
3. For a *UGC Sponsored National Seminar* on Recent Trends in Research in Commerce held at Thiru. Kolanjiappar Government Arts College (Grade-I), Vriddhachalam on 13.3.2015 and addressed the participants on the topic "Rejuvenation of languishing Research in Commerce".
4. For a Guest Lecture organised at Vellalar College for Women, Erode on 29.07.2017 and delivered lecture on the topic "Capital Budgeting Techniques".
5. For a *National Seminar* organised in St. Ann's College of Arts and Science, Thindivanam and addressed the participants in the topic "Impact of GST and Demonetisation on Business" on 27.01.2018.

6. For a Guest Lecture organised at Sri Kailsh Women's College, Thalaivasal, Salem on 16.02.2018 and delivered lecture on the topic "Issues and Challenges in Electronic Fund Transfers".
7. For a Guest Lecture organised by Vellalar College for Women, Erode on 18.02.2019 and delivered lecture in the topic "Achieve your peak through Employment".
8. For a Guest Lecture organised by Jawaharlal Nehru College for Women, Ulundurpet on 14.02.2020 and delivered lecture on the topic "Recent Trends in Commerce".
9. For an **Online Workshop** organised by Immaculate College for Women, Sankarapuram, Kallakurichi on 08.05.2020 and delivered lecture on the topic "Impact of Lockdown on Indian Business"
10. For Orientation in Kongu Arts and Science College, Erode on 28.08.2021 and delivered online lecture on the topic "Cordialize your college environment"
11. For a Guest Lecture organised by Immaculate College for Women, Sankarapuram and delivered lecture on the topic "Project Preparation" on 21.03.2022
12. For ICSSR Sponsored two days **National Workshop** organised by Government Arts and Science College, Kangeyam and addressed the participants in the topic "Writing Research Proposals for funding agencies" on 17.02.2023
13. For a Guest Lecture organised by Government Arts and Science College, Vandavasi and delivered lecture on the topic "Empowering Economy through Financial Institutions". on 27.04.2023

Orientation/ Refresher Courses Attended:

1. Attended **Orientation Course** conducted by UGC-HRDC Bharathiar University, Coimbatore from 10.05.2017-06.06.2017
2. Attended **Refresher Course** in Commerce & Management conducted by UGC-HRDC Bharathidasan University, Tiruchirappalli from 20.09.2019-03.10.2019
3. Attended Online **Refresher Course** in 'Managing Online Classes & Co-creating MOOCs' conducted by TLC Ramanujam College, University of Delhi, New Delhi from 02.06.2021-16.06.2021
4. Attended Online **Refresher Course** in Commerce conducted by UGC-HRDC Bharathiar University, Coimbatore from 10.11.2021-23.11.2021

National/International Seminar Organised as Organising Committee Members:

S. No.	Seminar Title	Type of Seminar	Organised by	Date
1.	Economic Prosperity through Inclusion Financial	National	Department of Commerce, K.S.Rangasamy College of Arts & Science, Tiruchengode	10.3.2012
2.	Economic Empowerment of Rural India through Banks	National	Department of Commerce, K.S.Rangasamy College of Arts & Science, Tiruchengode	20.4.2013
3.	Social Rejuvenation through Corporate Social Responsibility (ICSSR Sponsored)	National	Department of Commerce, K.S.Rangasamy College of Arts & Science, Tiruchengode	20.09.2014

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Research Papers published:

S. No.	Title	Name of the journal	Volume and Number & Page No.	Month & Year
1.	Growth Prospects of NEFT in Indian Banking	The Economic Challenger	No.13, Issue.49, pp.26-34	Oct-Dec. 2010

2.	Indian Marketing Going Greener	JM International Journal of Marketing Management	Vol. I, Issue. IV, pp.341-346	May 2011
3.	Where to feed the cattle?	Kisan World	Vol.38, No.9. pp.46-48 Vol.38, No.10, pp.48-50	Sept & October 2011
4.	A Comparative study on the Financial performance of 'select' fertilizer companies in India	International Journal of Functional Management (ISSN 2319-1406)	Vol -2, Issue-1, pp.124-128	April 2014
5.	Solvency position analysis of 'select' Indian Pharmaceutical companies	Indo Global Journal of Applied Management Science	Vol.2, Issue 3, pp.108-112	April 2014
6.	A Study on Patients' level of satisfaction of the services of private hospitals in Erode District	Finance India	Vol.XXIX No. 3,pp.947-956	Sept 2015
7.	Problems in the marketing of Agricultural products in India-An overview	International Journal of Business and Administration Research Review (IF: 4.729)	Vol.2, Issue 18	Apr-June 2017
8.	A study on reasons behind farmers' suicide and the response by the Government of Tamilnadu	International Journal of Humanities and Social Science Research (IF: 5.22)	Vol.2, Issue 19	17 th Nov 2017
9.	Awareness on E-marketing of Agricultural goods among Farmers in Erode District – With particular reference to E-National Agricultural Market	International Journal of Business and Administration Research Review (IF:4.729)	Vol.1, Issue 20, pp.15-17	Oct-Dec 2017
10.	A Study on impact of food adulteration with special reference to southern Tamilnadu	SELP Journal of Social Science (Impact Factor:3.665)	Vol.IX, Issue 37, pp.10-13	April 2018,
11.	Brand Preference among consumers of packaged drinking water in Erode city	The International Journal of Analytical and Experimental Modal Analysis (UGC CARE List)	Vol XI, Issue IX,	Sept. 2019

Research Papers publication in Editorial Book:

S. No.	Title of the Book	Title	ISBN No.
1.	Consumer Protection	E-Commerce & IT Act	978-93-80539-11-9
2.	Challenges & Opportunities of Indian Business Environment	Dominance of Foreign companies in Indian MLM	978-93-805-09-06-8
3.	Issues, Challenges and Opportunities in Electronic Resource Management for Students	Challenges in adoption and utilization of Electronic Resource Management among Rural Students, 2017	978-93-81992-08-1

Seminars, Conferences, Symposia, Workshops Attended / Paper Presented:

Name of the Seminar Conference/Symposia, workshop, etc.	Organised by	Place and Date
Global Business Strategies	Department of Commerce	Navarasam Arts & Science College, Erode, 26 th & 27 th Dec. 2004.
Taxation in Current Scenario – A Review	Department of Commerce	P.K.R Arts College for Women, 29 th Aug. 2005
Introduction of VAT in India-Emerging issues & challenges	Department of Commerce	Erode Arts College, Erode, 2 nd & 3 rd Sept. 2005
Business Plans for new entrepreneurs	SNS Business School	SNS College of Technology, Coimbatore, 3 rd March 2009
Managing Global competitiveness through Managerial excellence	Department of Management Science	Dr.G.R.Damodaran College of Science, Coimbatore, Oct 6 2010.
Inflation and its impact on Indian Economy	Department of Commerce	Trinity College for Women, Namakkal, 4 th Jan. 2011
Emerging Trends in Marketing	Department of Commerce	Sri Kandhan College of Arts & Science, Erode, 21 st Feb. 2011
SEZ & Inclusive Growth of the Indian Economy – Review & Prospects	PG & Research Department of Commerce	Vellalar College for Women (Autonomous), Erode, Feb. 24 – 25, 2011.
Trends in Research in Social Sciences	-	KSR College of Education, 4 th & 5 th March 2011.
Role of Banking Sector in Rural Economic Development	PG & Research Department of Commerce	Dr.N.G.P Arts & Science College, Coimbatore, 23 rd Sept. 2011

Two day workshop on SPSS	Department of Mathematics	K.S.Rangasamy College of Arts & Science, Tiruchengode, Oct. 21 – 22, 2011.
Impact of Globalization on Indian Economy	Department of Commerce	Hindusthan College of Arts & Science, Coimbatore, 25 th Jan. 2012
Consumer Protection	Department of Commerce	Kamadhenu Arts & Science College, Sathyamangalam, Erode, 22 nd Feb 2012.
UGC Sponsored Workshop on Research Methodology in Economics	PG & Research Department of Economics	Erode Arts & Science College (Autonomous), 24 th Feb. 2012
Multi-Level Marketing	Department of Commerce	Sri Ramakrishna College of Arts & Science, Coimbatore, 28 th Aug 2012
Role of HRD in Indian economic Sustenance	Department of Commerce	J.K.K.Nataraja College of Arts & Science, Komarapalayam, 31 st Aug 2012.
International conference on Financial services – Issues & Challenges	Department of Commerce & Commerce (CA)	P.K.R Arts College for Women, Gobi, 13 th Aug. 2013.
Work-life balance	Chinmaya Mission, Chennai	K.S.Rangasamy College of Arts&Science(Autonomous) Tiruchengode, 17 th March 2014
One Day Faculty Development Programme on Structural Equation Modelling	Department of Business Administration	Sri Vasavi College, Erode, 26 th July 2014
National Workshop on Structural Equation Modelling through AMOS	Department of Psychology	Periyar University, Salem. 31.7.2014 to 2.08.2014
Faculty Development Programme on Writing Research Papers on Social Sciences by Adopting Advanced Tools	Department of Business Administration (MBA)	KSR College of Engineering, Tiruchengode, 23 rd August 2014.
One day Workshop on Application of Statistics in Business	Research Forum	Sri Vasavi College, Erode, 24 th January 2015
Two day National Workshop on SPSS Applications in Business Research	School of Commerce	Bharathiar University, Coimbatore on 6 th & 7 th March 2015.

International Symposium on Accelerating Global Economic Growth through Knowledge and Innovation	Department of Commerce	K.S.Rangasamy College of Arts& Science, Tiruchengode, 27 th August 2016
International Seminar on Financial Markets: Issues and Challenges – (FMIC 2017)	Department of Commerce and Financial Studies & SMART Journal	Bharathidasan University, Tiruchirapalli, January 7-8 2017
International Seminar on Management Education and Entrepreneurship in the Globalized Business Environment	Department of Commerce and MBA	Senguthar Institute of Management Studies, Tiruchengode, 11 th January 2017
National Seminar on Transition from MDGs to SDGs: India's Achievements, Challenges and Opportunities	Department of Economics (UGC-SAP-DRS I)	Annamalai University, Chidambaram, 27-28 th January 2017
National Conference on Consumer Protection (NCCP – 2017)	Department of Commerce	Kamadhenu Arts and Science College, Sathyamangalam, 10 th February 2017
State Level Conference on Start ups: Catalyst for Revitalizing Indian Economy	PG Department of Commerce & CA	Thiruvalluvar University Model Constituent College of Arts and Science, Tittagudi, 15 th March 2017
FDP on “Tally for GST”	Thiruvalluvar University	Thiruvalluvar University, Vellore, 14.12.2019
Participated in numerous Online Workshops, Webinars, online Conferences organised by various universities and colleges		
