


PROFILE

Photo	:	
Name	:	N.PADMAVATHY
Department	:	Commerce
Designation	:	Assistant Professor
College Address	:	Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar, TamilNadu, India
Phone	:	04562 – 280154
E-Mail	:	padmavathy82@gmail.com padmavathy@vhnsnc.edu.in
Mobile	:	7010402232, 9500400413
Experience in Teaching	:	15.06.2011 to till date (11 Years 3 Months)
Education Qualification	:	M.Com., M.Phil., PGDCA.,
Titles of Dissertation	:	
M.Phil.	:	Attitude of Women Policyholders towards Life Insurance companies in Virudhunagar District.
Ph.D.	:	(Submitted)Analytical study of Occupational Stress and coping mechanism among Businessmen in Virudhunagar District.
Areas of Specialization	:	Accounting and Marketing

PERSONAL DETAILS

Fathers' Name	:	E.Natarajan
Nationality	:	Indian
Religion	:	Hindu
Caste	:	Nadar

Age & Date of Birth : 40 Years (18.06.1982)

Residence Address : 1 / 1761, RVR Street,
Pandian Nagar, Virudhunagar

ACADEMIC QUALIFICATION

Degree	College / University	Year of Passing	Division / Class
B.Com.,(CA)	V.V.Vanniaperumal college for women, Virudhunagar	1999- 2002	I
M. Com.,	V.V.Vanniaperumal college for women, Virudhunagar	2002-2004	I
M.Phil	Alagappa University, Karaikudi	2004-2006	II
PGDCA	V.H.N.Senthikumara Nadar College(Autonomous), Virudhunagar	2014	I

Training Program

1. **A training Programme on “Computer Hardware & System Maintenance”** at V.H.N.S.N College, Virudhunagar from 05.03.2012 to 13.03.2012
2. **Participated “ SHE – A Training Programme”** organized by Women Empowerment Cell & Old Girls’ Association at VHNSN College, Virudhunagar on 29.09.2012
3. **Participated “Counselling”** a Training program organized by Women Empowerment Cell & Old Girls’ Association at VHNSN College, Virudhunagar on 28.02.2013

Workshop

1. **“Application of Statistics in Research using SPSS** organized by V.H.N.S.N College, Virudhunagar from 23.04.2012 to 25.04.2012
2. **“Enriching Research Competency using SPSS and AMOS Software”** organized by Department of Business Administration, Kalasalingam University on 31.10.2015
3. **“SPSS in Social Science Research “** organized by V.H.N.S.N College, Virudhunagar held on 11th & 12th December 2015

4. **“Adoptability of SPSS in Social Science Research”** at Sri Kaliswari College, Sivakasi held on 12, 13 & 14th October 2017 sponsored by Council of Scientific and Industrial Research (CSIR)
5. **“Application of Statistical Packages for Research (SPSS & AMOS)”** at Sri Kaliswari College, Sivakasi held on 22nd & 23rd April, 2019 sponsored by IMPRESS – Indian Council of Social Science Research (ICSSR) and organized by PG Department of Commerce.

FDP Program

1. Participated in the FDP on **“Building an Entrepreneurial Ecosystem”** organized by Department of Management studies at Francis Xavier Engineering College, Tirunelveli.
2. Successfully completing the FDP course on **“Working Capital Management”** by NPTEL – AICTE on July – October 2019.

National Level Seminar

1. Participated in the UGC Sponsored National Level Seminar on **“Human Rights to Peace – Ethics and Policies”** organized by Internal Quality Assurance Cell, V.H.N.S.N. College (Autonomous), Virudhunagar on 18th & 19th December 2015
2. Presented a paper titled **“A Study on Relationship between Socio-Economic Variables and Physical Impact due to stress”** in the IMPRESS – ICSSR Sponsored National Seminar on ‘The Role of Media and culture on Indian Family System in the Process of Nation Building’ organized by Women’s Studies Centre, Holy Cross College (Autonomous), Tiruchirappalli on 13.12.2019
3. Participated in a Two days National seminar on **“Designing Samples and Deciding Statistical Tools for Social Science Research”** Sponsored by ICSSR and Organized by the PG Department of Commerce, Sri Kaliswari College (Autonomous), Sivakasi on 21st and 22nd September 2022.

Paper Presented at National Conferences

1. **“Challenges and Opportunities in Banking Sector – An view”**, at Vel Tech Dr. RR & Dr. SR Technical University, Chennai on 12th & 13th September 2012.

2. **“Adoption of ICT in Small and Medium Enterprises”**, at V.H.N.S.N College, Virudhunagar on 05th January 2013.
3. **“Effectiveness of Digital Marketing in the challenging age”** at S.Vellaichamy Nadar College, Madurai on 25th February 2016.
4. **“Waste Management in India”** at Kaliswari College, Sivakasi on 20th & 21st March 2016.
5. **“Management of Payment and settlement systems in India”**, at V.H.N.S.N College, Virudhunagar on 29th & 30th September, 2016.
6. **”Goods and Service Tax (GST) Impact on Businesses in India”** at V.H.N.S.N College, Virudhunagar on 19th January, 2017.
7. **“A study on constraints and challenges faced by Women Entrepreneur in Small Scale Industries”**, at V.H.N.S.N College, Virudhunagar on 19th & 20th July, 2017.
8. **“Role of organisation in the promotion of Women Entrepreneurship in India”**, at V.H.N.S.N College, Virudhunagar on 23rd & 24th August, 2017.
9. **“Overview of Occupational stress, Impact and Coping Mechanism among Businessmen”**, at V.H.N.S.N College, Virudhunagar on 27th & 28th February, 2018.
10. **“Overview of Indian MSMEs Insolvency & Bankruptcy Code (IBC) 2016”** at V.H.N.S.N. College (Autonomous), Virudhunagar on 3rd & 4th January, 2019.

Paper Presented at International Conferences:

1. **“Globalisation of Indian Insurance Industry – An Overview”** at V.H.N.S.N College, Virudhunagar on 23rd & 24th July 2012.
2. **“Financial Crisis in India – An overview”**, at Annai Mathammal Sheela Engineering College, Erumpatty on 14th September 2012.
3. **“Effect of Promotional mix on Internet Adoption in Small and Medium Enterprises “** at V.H.N.S.N College, Virudhunagar on 30th & 31st August 2013.
4. **“A Study on Implementing and Integrating Electronic Customer Relationship Management (E-CRM) “** at V.H.N.S.N College, Virudhunagar on 25th & 26th July 2014
5. **“A study of Adopters and Non-Adopters of Internet Banking in Virudhunagar District”** at V.H.N.S.N College, Virudhunagar on 24th & 25th July 2015
6. **E-Commerce Issues, Challenges & Opportunities for MSME”** on 16th February 2016 at Nehru College.

7. “A Study on the challenges of Businessmen in Virudhunagar” at V.H.N.S.N College, Virudhunagar on 19th & 20th August 2016

Books Published

Research Publications in ISBN Edited Books

Book Title	Topic	ISBN Number
Change Ahead	Globalisation of Indian Insurance Industry – An Overview	978-93-81723-05-0
Emerging Trends in Management Towards Sustainable Development	Challenges and Opportunities in Banking Sector – An view	978-81-8424-795-4
Use of Information communication Technology	Application of ICT in Small and Medium Enterprises” presented in National Conference on “Configuring ICT towards Rural India	978-93-81723-12-8
Emerging Trends in E-Commerce	Effect of Promotional mix on Internet Adoption in Small and Medium Enterprises	978-93-81723-10-4
Innovative Facades in E-Commerce	A Study on Implementing and Integrating Electronic Customer Relationship Management (E-CRM)	978-93-81723-26-5
Make In India – Initiatives, Ideas & Challenges	A Study on the challenges of Businessmen in Virudhunagar	978-93-81723-54-8
Goods and Services Tax Concepts & Challenges	Goods and Service Tax (GST) Impact on Businesses in India	978-93-81723-61-6
Payment Opportunities Banks and Challenges	Management of Payment and settlement systems in India	978-93-81723-58-6

காமராஜர் நிர்வாகத்திறன்	காமராஜரின் அரசியல் நிர்வாகத்திறன்	978-93-81723-71-5
Working Women: Problems and Prospects	A study on constraints and challenges faced by Women Entrepreneur in Small Scale Industries	978-93-81723-72-2
Role of Information and Communication Technology (ICT) on the growth of service industries	Waste Management in India	978-93-5258-485-7
Social Entrepreneurship and Growing Business Opportunities in India	Role of organisation in the promotion of Women Entrepreneurship in India	978-93-81723-76-0
Women Empowerment and Entrepreneurship	Overview of Occupational stress, Impact and Coping Mechanism among Businessmen	978-93-81723-82-1
21ம் நூற்றாண்டிலும் காமராஜர்	21ம் நூற்றாண்டிலும் காமராஜர்	978-81-942052-0-3
Insolvency and Bankruptcy Code, 2016 – New Bankruptcy Law for the Revival of Indian Economy	Overview of Indian MSMEs Insolvency & Bankruptcy code (IBC) 2016	978-93-81723-94-4
Skill Development for Inclusive Growth		978-93-71723-81-4

Research Publications in National Journals

Article / Journal Name	Title	ISSN No
College Sadhana	A study of Adopters and Non-Adopters of Internet Banking in Virudhunagar District	0974-6838 Vol. 8

International Journal of Business and Economics Research	ICT Development and Business Social Responsibility in Indian MSMEs	2455 – 3921 Vol. 2
Studies in Indian Place Names	A study on Relationship between Socio-Economic variables and Physical Impact due to Stress	2394 – 3114 Vol.40 Issue : 48 March 2020 This Journal is Indexed, peer reviewed and Listed in UGC care.

Resource Person

1. In State level, served as a Resource Person in the Training Program on “**Banking, Financial Services and Insurance Sector**” sponsored by both Tamil Nadu Skill Development Corporation and ICT Academy of Tamil Nadu held at V.H.N.S.N College, Virudhunagar from 24.06.2015 to 15.07.2015
2. Acted as a Resource Person and delivered a lecture on “**Obey Your Parents**” organized by Personality Development Cell, V.H.N.S.N. College (Autonomous), Virudhunagar on 05.03.2019
3. Acted as a Resource Person and delivered a lecture on “**YOU – Youth Of Unity**” organized by Personality Development Cell, V.H.N.S.N. College (Autonomous), Virudhunagar on 23.07.2019
4. Acted as a Resource Person and delivered a lecture on “**Mental Ability**” organized by Personality Development Cell, V.H.N.S.N. College (Autonomous), Virudhunagar on 22.03.2022

Organising Committee Member

1. One of the organizing member in the International Conference on “Make in India – Initiatives, Ideas & Challenges” held on 19th & 20th August 2016.

Extension Activity

1. Enrichment Programme for XII - 2016 - Service of XII Students of K.V.S Hr. Sec. School, Virudhunagar organized by Alumni of V.H.N.S.N College, Virudhunagar.

2. Awareness Program on Environment Protection – participated in Cycle Rally organized by N.S.S. (Girls unit) of V.H.N.S.N. College (Autonomous), Virudhunagar on 14.09.2019
3. Acted as NSS Advisory Committee Member in all the NSS activities conducted by V.H.N.S.N. College (Autonomous), Virudhunagar for the Academic year 2019-2020 and 2021-2022.

Other Activity

1. Participated in Walkathon Finisher organized by JCI Virudhunagar Bliss on 8th March, 2020, Women’s day.
2. Acted as a External Examiner for UG Practical Examination.

P.S.R. Arts & Science College, Sevalpatti, Sivakasi	November 2019	24.10.2019
Nazia College of Arts and science, S.Kalupatti, Kariapatti	April 2022	24.05.2022

3. Successfully completed 3.5 Km Walkathon organized by JCI Virudhunagar Bliss On 14.04.2022
4. Worked as the committee member in the accentuate activities of the General Library at V.H.N.S.N. College (Autonomous), Virudhunagar.
5. Served as a Executive members in the event MEGA JOB FAIR – 2022 organized by the Centre for Placement and Training during the academic year 2021-2022 at V.H.N.S.N. College (Autonomous), Virudhunagar on 05.03.2022
6. Served as a Executive members for the event MEGA JOB FAIR-2022 organised by the Centre for placement and Training and Collaboration with Ekalaiv Tech Private Limited during the academic year 2021-2022 at V.H.N.S.N. College (Autonomous), Virudhunagar on 11.06.2022
7. Served as an Organizer in International Women’s Day 2022 held on 08.03.2022 at V.H.N.S.N. College (Autonomous), Virudhunagar.

LIST OF MAJOR/MINOR RESEARCH PROJECTS APPLIED

Major/Minor	Granting Authority	Title of the Project	Month and year
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Minor	Tamilnadu State Council for Higher Education	Analytical Study of Occupational Stress and Coping Mechanism Among Businessmen in Virudhunagar District	Sep 2016
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