

RESUME



Name : Dr. R.SHANTHI
Data of Birth : 18.04.1973
Designation : Assistant Professor in commerce,
V.H.N.Senthikumara Nadar College (Autonomous),
Virudhunagar.
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Academic Qualification:

Degree	College/University	Subject	Year of Passing	Class
B.Com	V.V.Vanniaperumal College for Women, Virudhunagar.	Commerce	1993	I
M.Com	V.V.Vanniaperumal College for Women, Virudhunagar.	Commerce	1995	I
M.Phil	Madurai Kamaraj University, Madurai.	Commerce	2000	II
PhD	V.V.Vanniaperumal College for Women, Virudhunagar.	Commerce	January 2013	Awarded
PGDCA	Alagappa University, Karaikudi.	Computer Application	2003	I
MBA	Alagappa University, Karaikudi.	Banking & Finance	2015	I
NET	CBSC UGC	Commerce	June 2015	Qualified

Title of Dissertation:

Ph.D : Role of India Post towards Rural Development.
M.Phil : Impact of Advertising on Consumer Behaviour – A Study with special reference to Toilet Soap in Virudhunagar.

Area of Specialisation : Marketing and Finance

Professional Experience:

September 2017 - Till date	Assistant Professor, Department of Commerce, V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar.
August 1996 – May 2017	Assistant Professor, Department of Commerce, V.V.Vanniaperumal College for Women, Virudhunagar.

Articles published in Journals, Edited Books / Conference Proceedings:

Journals : 7
Edited Books : 4
Conference Proceedings : 17

Articles published in Journals, Edited Books / Conference Proceedings

S.No	Year	Conference Proceedings / Book / Journal Name	Article Title	Publishers
1.	September 2005	Recent Trends in Commerce Education and Research	Consumer Behaviour towards Toilet Soap.	V.V.V. College for Women, Virudhunagar.
2.	February 2006	Banking and Finance	Bank Employees Attitude towards Changing Banking Scenario.	Sri Kaliswari College, Sivakasi.
3.	September 2006	Global Business and Policy Modelling (GBPM-2006)	Impact of Electronic Banking on Rural Economy.	Adaikalamatha Institute of Management, Thanjavur.
4.	December 2008	First International Conference of KAAS- Volume II, Human and Social sciences	Investment in Postal Avenues – A Study of Investors in Virudhunagar Division.	Kanniyakumari Academy of Arts and Science, Nagarkovil.
5.	December 2009	Fifth All India Conference of KAAS- Volume II, Social sciences	Savings Schemes in Post Offices - Banks – A Comparative study.	Kanniyakumari Academy of Arts and Science, Nagarkovil.
6.	May 2010	Global Business (Challenges- Opportunities) ISBN: 978-93-80530-14-7	India Post : An Inclusive Assistant for Rural Mass.	Sri Kaliswari College, Sivakasi. and Agasthiar Noolagam, Trichy.

7.	September 2010	Sixth All India Conference of KAAS- Volume II, Social sciences ISBN: 978-81-09710-8-9	Contribution of India Post towards Rural Development.	Kanniyakumari Academy of Arts and Science, Nagarkovil.
8.	March 2012	Customer Relationship Management ISBN: 978-81-921442-1-4	Gaining Customers for Jewels.	S.T. Hindu College, Nagercoil.
9.	July 2012	Change Ahead ISBN: 978-93-81723-05-0	India Post – An Edge on its Competitors.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
10.	March 2013	Global Financial Crisis and Indian Business ISBN: 978-81-921442-2-1	Impact of International Financial Crisis on Investment in Gold.	S.T. Hindu College, Nagercoil.
11.	December 2015	College Sadhana –A bi- Annual Multidisciplinary Publication Vol.8, Number 1(A) ISSN:0974-6838	Opinion of Employees towards Training for the E-Services in India post.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
12.	August 2016	College Sadhana–A bi- Annual Multidisciplinary Publication Vol.9, Number 1(A) ISSN:0974-6838	Citizen’s Participation in Smart Cities	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
13.	July 2017	Working Women: Problems and Prospects ISBN: 978-93-81723-72-2	Barriers to Entry into Railways as women Employees.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
14.	August 2017	Social Entrepreneurship and growing Business Opportunities in India ISBN: 978-93-81723-760	Social Functions leading to Women Entrepreneurs.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
15.	February 2018	Shanlax International Journal of Commerce Impact Factor - 3.017 UGC Approved Journal Number - 44120 ISSN: 2320-4168	Demonetization and Attitudinal Change - A Study with Special Reference to Bank Employees.	.Sengunthar Arts and Science College, Tiruchengode, TamilNadu. and Primax Foundation, Bengaluru, Karnataka.
16.	February 2018	Women Entrepreneurship in Comprehensive Environment - A Paradigm Shift in Indian Context ISBN: 978-81-935892-0-5	No field is an Exception for Women Entrepreneurship .	V.V.V. College for Women, Virudhunagar.

17.	February 2018	Skill Development for Inclusive Growth ISBN: 978-93-81723-81-4	Skill Development of Unorganised Workers	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
18.	September 2018	Technological Transformation – A Boom or Threat for Entrepreneurship ISBN: 978-93-81723-90-6	Mobile Banking by Women Entrepreneurs	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
19.	October- December 2018	Research Explorer (A blind review & refereed Quarterly International Journal) Volume VI, Issue 21. Impact Factor - 3.655(CIF), 2.78(IRJIF),2.77(NAAS) UGC Approved Journal Number - 63185 ISSN NO: 2250-1940 (Print), 2349-1647 (Online).	Role of Whatsapp in Rural Women Entrepreneurship	S.B.K. College, Aruppukottai. and Indian Academic Researchers Association Tiruchirappalli.
20.	October 2018.	International Journal of Scientific Research and Review, Volume 7, Issue10. An ISO: 7021-2008 Certified Journal. Impact Factor – 6.1 UGC Approved Journal Number - 63179 ISSN NO: 2379-543X	Opinion of Women Entrepreneurs about Make in India Scheme	International Journal of Scientific Research and Review. WWW.dynamic publisher.org
21.	January 2019	Commerce and Management in Digital Era, Volume-III ISBN : 978-93-87756-71-7	Opinion of Customers about Internet Banking Services.	Mayas Publication Tamilnadu.
22.	April 2019	Trajectory Transformation in Rural Indian Youth: From Techno-illiterates to Technocrats For Actualising Skill India.	Opinion of Offset Printers about Skill India Programme.	V.V.V. College for Women, Virudhunagar.
23.	September 2019	IJAEMA A Peer Reviewed / Referred Journal, Volume XI, Issue IX An ISO: 7021-2008 Certified Journal. Impact Factor – 6.3 UGC Approved Journal ISSN NO: 0886-9367	Social Responsibility – A Charity that begins at Home	International Journal of Analytical and Experimental Modal Analysis. http://ijaema.com

24.	October 2019	Scientific and Social Approaches to Mental Wellbeing-2019. ISBN: 978-81-935892-7-4	Remedies for Mental Illness caused by Alcoholics	V.V.Vanniaperumal College for Women, Virudhunagar.
25.	September 2020	Recent Trends & Innovations in Science, Engineering and Social Sciences (IVCRTISESS-2020) ISBN: 978-93-81723-96-8	Awareness of Customers about Green Banking Initiatives (A study with special reference to Virudhunagar town)	Senthi Research Advocacy Forum, V.H.N.SenthikumaraNadar College (Autonomous), Virudhunagar and PEARL - A Foundation for Educational Excellence, Bengaluru.
26	2021	Kalyan Bharati, Journal of Indian History & Culture ISSN: 0976-0822 (UGC-CARE LIST GROUP I)	Level of Financial Literacy among Women (A study with special reference to Virudhunagar town)	Kalyan Bharati, 2021, Vol. XXIV, Kolkata.
27	September 2021	Digi Transformation: A Strategic Resurgence of Pandemic for Indian Banks, Edition 1, Volume 1, (ISBN : 978-81-956419-1-8)	Challenges faced by the employees towards E-Banking services(A Study with special reference to Virudhunagar Town)	Department of Commerce(SF), V.V.Vanniaperumal College for Women, Virudhunagar.
28	April 2022	Human Resource Strategies: Paradigm Shift in the Globalised Scenario, Edition 1, Volume 1, ISBN:978-81-956419-2-5	Employee Recruitment and Retention Tactics in Private Sector Banks (A Study with Special Reference to Virudhunagar District)	Department of Commerce, V.V.Vanniaperumal College for Women, Virudhunagar.

Papers presented in Seminars / Conferences:

International Level : 16
National Level : 17
State Level : 4

Papers presented in Seminars / Conferences

S.NO	Date	Level	Seminar / Conference Topic	Title of the paper	Venue
1.	01.09.2005 & 02.09.2005	National Conference	Recent Trends in Commerce Education and Research	Consumer Behaviour towards Toilet Soap.	V.V.Vanniaperumal College for Women, Virudhunagar.
2.	25.02.2006 & 26.02.2006	National Seminar	Banking & Finance	Bank Employees Attitude towards Changing Banking Scenario.	Sri Kaliswari College, Sivakasi.
3.	21.09.2006 & 22.09.2006	International Conference	Global Business and Policy Modelling (GBPM-2006)	Impact of Electronic Banking on Rural Economy.	Adaikalamatha Institute of Management, Thanjavur.
4.	09.12.2006	State Level Seminar	Banking in IT Era	Impact of Automation on Working Environment in Banks.	Fatima College, Madurai.
5.	21.02.2007	State Level Seminar	VAT –its Impact on Prices	VAT – its Impact on the Price of PVC Film Rigid.	V.V.Vanniaperumal College for Women, Virudhunagar.
6.	19.12.2007	State Level Seminar	Emerging Trends in Functional Management in Corporate Sector in India.	Services Marketing – A Study with Special Reference to India Post.	Sourashtra College, Pasumalai, Madurai.
7.	14.03.2008 & 15.03.2008	International Conference	Globalisation – Impact, Challenges and Opportunities. ICGICO – 2008	Attitude of Customers towards Postal Services.	St. Joseph's College of Arts – Science, Cuddalore.
8.	07,08.2008 & 09.08.2008	National Workshop	Human Rights Advocacy and Training	Attitude of Persons with Disabilities towards States Social Security Services.	V.H.N. Senthikumara Nadar College, Virudhunagar.
9.	26.9.2008	National Seminar	Quality Sustenance in Higher Education through Accreditation	Marching towards the Full Scale Deployment of ICT in Higher Education.	V.H.N. Senthikumara Nadar College, Virudhunagar.
10.	05.12.2008 & 06.12.2008	International Conference	First International Conference of KAAS	Investment in Postal Avenues – A Study of Investors in Virudhunagar Division.	Women's Christian College, Nagercoil.

11.	12.09.2009	National Seminar	Business and Investment Vision	Investors' Perception towards Postal Savings Schemes.	Nadar Saraswathi College of Arts and Science, Theni.
12.	4.12.2009 & 5.12.2009	National Conference	Fifth All India Conference of KAAS	Savings Schemes in Post Offices – Banks – A Comparative study.	Holy Cross College, Nagarkovil.
13.	27.05.2010 & 28.05.2010	International Conference	Global Business: Challenges – Opportunities in the Present Scenario.	India Post : An Inclusive Assistant for Rural Mass.	Sri Kaliswari College, Sivakasi.
14.	10.09.2010 & 11.09.2010	National Conference	Sixth All India Conference of KAAS	Contribution of India Post towards Rural Development.	S.T. Hindu College, Nagercoil.
15.	06.03.2012 & 07.03.2012	National Conference	Innovative Strategies in Teaching – Learning and Evaluation Process.	Restructuring of Research in Commerce.	V.V.Vanniaperumal College for Women, Virudhunagar.
16.	15.03.2012 & 16.03.2012	National Seminar	Customer Relationship Management in Contemporary Era.	Gaining Customers for Jewels.	S.T. Hindu College, Nagercoil.
17.	23.07.2012 & 24.07.2012	International Conference	Shifting Paradigms of Business.	India Post – An Edge on its Competitors.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
18.	24.07.2015 & 25.07.2015	International Conference	Strategies for Sustainable growth of E-Commerce	Opinion of Employees towards Training for the E-Services in India post.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
19.	19.08.2016 & 20.08.2016	International Conference	Make in India –Initiatives, Ideas and Challenges	Citizen's Participation in Smart Cities.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
20	19.07.2017 & 20.07.2017	UGC sponsored National Conference	Working Women: Problems and Prospects	Barriers to Entry into Railways as women Employees.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
21.	23.08.2017 & 24.08.2017	National Conference	Social Entrepreneurship and growing Business Opportunities	Social Functions leading to Women Entrepreneurs.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.

			in India.		
22.	01.02.2018	International Conference	Finance and Banking (FIBA – 2018)	Demonetization and Attitudinal Change – A Study with Special Reference to Bank Employees.	Sengunthar Arts and Science College, Tiruchengode.
23.	07.02.2018 & 08.02.2018	ICSSR sponsored National Seminar	Women Entrepreneurship in Comprehensive Environment – A Paradigm Shift in Indian Context	No field is an Exception for Women Entrepreneurship.	V.V.Vanniaperumal College for Women, Virudhunagar.
24.	27.02.2018 & 28.02.2018	ICSSR sponsored National Conference	Transformation of Youth – A Lead to Skilled and Developed India	Skill Development of Unorganised Workers	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
25.	07.09.2018	International Seminar	Empowering Rural People through Digitalization	Role of Whatsapp in Rural Women Entrepreneurship	S.B.K. College, Aruppukottai.
26.	19.01.2019	International Conference Organized by Cape Research Forum in association with Vivekananda College, Agastheeswaram	Commerce and Management in Digital Era	Opinion of Customers about Internet Banking Services.	Vivekananda Kendra, Kanyakumari.
27..	02.04.2019 & 03.04.2019	ICSSR sponsored National Seminar	Trajectory Transformation in Rural Indian Youth: From Techno-illiterates to Technocrats For Actualising Skill India.	Opinion of Offset Printers about Skill India Programme.	V.V.Vanniaperumal College for Women, Virudhunagar.
28.	09.08.2019	International Conference	Dimensions of Innovative Business Practices –	Marketing Strategies adopted by Academic Entrepreneurs	St. Joseph's College of Arts & Science for Women, Hosur.

			Discerning New Perspectives.		
29.	21.08.2019 & 22.08.2019	International Conference	Futuristic Vision in Functional Management for Global Green Economy.	Social Responsibility – A Charity that begins at Home	V.V.Vanniaperumal College for Women, Virudhunagar.
30.	27.09.2019	State Level Seminar	Digital Literacy and its impact on Indian Economy.	Digital India and its impact on Society.	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
31.	03.10.2019 & 04.10.2019	International Conference	Scientific and Social Approaches to Mental Well being-2019.	Remedies for Mental Illness caused by Alcoholics	V.V.Vanniaperumal College for Women, Virudhunagar.
32.	04.09.2020 To 06.09.2020	International Virtual Conference organized by Senth Research Advocacy Forum, V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and PEARL - A Foundation for Educational Excellence, Bengaluru.	Recent Trends & Innovations in Science, Engineering and Social Sciences (IVCRTISESS -2020)	Awareness of Customers about Green Banking Initiatives (A study with special reference to Virudhunagar town)	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar.
33.	22.10.2020	Online National Conference	Innovations, distinctiveness and best practices: Benchmarking in HEIs	Role of Teachers in authoring the Books	V.V.Vanniaperumal College for Women, Virudhunagar.
34.	30.03.2021	International Conference (Virtual Mode)	PHOENIX (Crisis to Opportunity) Resilience, Reinvention & Adaptability in Business & Management	Aspirations and Attitude of Online Shoppers - A study with special reference to Virudhunagar town.	Department of Management Studies, V.V.Vanniaperumal College for Women, Virudhunagar.

35	18.08.2021	Online National Conference	Emerging Management Practices in the Global Pandemic Scenario	Level of Financial Literacy among Women - study with special reference to Virudhunagar town	Sri Kaliswari Institute of Management and Technology, Sivakasi.
36	24.09.2021	National Virtual Conference	Digital Transformation: A Strategic Resurgence of Pandemic for Indian Banks.	Challenges faced by the employees towards E-Banking services(A Study with special reference to Virudhunagar Town)	Department of Commerce(SF), V.V.Vanniaperumal College for Women, Virudhunagar.
37	18.02.2022	One day International Virtual Conference	Human Resource Strategies: Paradigm shift in the globalized Scenario	Employee Recruitment and Retention Tactics in Private Sector Banks. (A Study with special reference to Virudhunagar District)	Department of Commerce, V.V.Vanniaperumal College for Women, Virudhunagar.

Seminars/Conferences/Workshops attended

Date	Level	Name of the Seminar / Conference / Workshop	Venue
12.2.2001	Collegiate	Seminar - Introduction To E.Commerce	V.V.Vanniaperumal College for Women, Virudhunagar.
13.2.2002	Collegiate	Seminar - Recent Trends in Entrepreneurship	V.V.Vanniaperumal College for Women, Virudhunagar.
8.8.2003	State	Seminar – Globalisation	V.V.Vanniaperumal College for Women, Virudhunagar.
26.3.2004 & 27.3.2004	State	Workshop - Women Entrepreneurship	V.V.Vanniaperumal College for Women, Virudhunagar.
21.9.2004	State	Seminar - Capital Market	V.V.Vanniaperumal College for Women, Virudhunagar.
23.2.2007	Inter - Collegiate	Seminar - Globalisation - A Boon or Bane for Service Sector in India	Vivekananda College, Tiruvedakam.
11.12.2007 & 12.12.2007	National	Seminar - Quality and Excellence- The Prime Mantras of Higher Education	V.V.Vanniaperumal College for Women, Virudhunagar.

22.12.2007		Workshop - Application of Statistical Tools in Social Research	V.V.Vanniaperumal College for Women, Virudhunagar.
28.2.2008	Inter - Collegiate	Seminar Cum Meet -Commerce Graduates - Opportunities and Challenges in the Globalised Scenario	V.V.Vanniaperumal College for Women, Virudhunagar.
2.12.2009, 3.12.2009 & 5.12.2009		Workshop - Curriculum Designing and Evaluation for Autonomous Colleges	V.V.Vanniaperumal College for Women, Virudhunagar.
6.10.2010		Workshop – Computer Applications in Social Science Research	V.V.Vanniaperumal College for Women, Virudhunagar.
31.10.2011 & 1.11.2011		Re-training of Teachers Programme	V.V.Vanniaperumal College for Women, Virudhunagar.
21.1.2014	State	Seminar – Challenges in Services Marketing	V.V.Vanniaperumal College for Women, Virudhunagar.
16.12.2017	Virudhunagar District Cluster of Colleges Joint Faculty Programme	Accounting Standard	V.V.Vanniaperumal College for Women, Virudhunagar.
02.03.2018 & 03.03.2018	National	Goods and Services Tax – A Paradigm Shift in Indian Taxation	Rajapalayam Rajus’ College, Rajapalayam.
20.2.2019	State	Insight into Promotion Criteria – API score & CAS Filing.	V.V.Vanniaperumal College for Women, Virudhunagar.
20.07.2019	Faculty Development Programme	Tally ERP 9.0	G.Venkataswamy Naidu College, Kovilpatti in association with Tally Education Pvt. Ltd, Bangalore.
17.05.2022 & 18.05.2022		In service Teacher Training Programme organised by TamilNadu State Council for Higher Education.	Madurai Kamaraj University, Madurai.
08.08.2022 & 09.08.2022	Faculty Development Programme	Digital Pedagogy and New Education Policy 2022 organised by V.H.N.S.N.College Management	Kodaikanal

- Received Best Paper Award to the research paper titled Aspirations and Attitudes of Online Shoppers - A study with special reference to Virudhunagar town presented in International Conference (Virtual Mode) PHOENIX (Crisis to Opportunity) on Resilience, Reinvention & Adaptability in Business & Management organized by Department of Management Studies, V.V.Vanniaperumal College for Women, Virudhunagar.

Courses Attended:

Orientation Programme:

- Participated in the UGC sponsored 107th Orientation Programme from 12.11.2019 to 02.12.2019 conducted by Bharathidasan University, Trichy.

Refresher Course:

- Attended Online Two week Interdisciplinary Refresher course on “Research Methodology” from 22.12.2021 to 05.01.2022 conducted by TLC, Ramanujan College, University of Delhi.

Online Courses attended:

- Completed the NPTEL online course on “Marketing Research and Analysis” (8-week course) during the month of July to September 2017.
- Completed the NPTEL online course on “Developing soft skills and personality” (8-week course) during the month of August to October 2018.
- Completed the NPTEL-AICTE Faculty Development Programme on “Consumer Behavior” (8-week course) during the month of January to March 2019.
- Completed the NPTEL-AICTE online course and Faculty Development Programme on “Working Capital Management” (12-week course) during the month of July to October 2019.
Obtained a mentor certificate for the NPTEL online certification course “Marketing Management-1” during the month of July to December 2019.
- Completed SWAYAM ARPIT online course for Career Advancement Scheme (CAS) promotion on “Refresher course in Commerce” during the month of June 2020.
- Completed the NPTEL online course and Faculty Development Programme on “Organizational Behaviour” (12 - week course) during the month of September to December 2020.

- Completed SWAYAM ARPIT online course for Career Advancement Scheme (CAS) promotion on “Financial Markets and Emerging Business Models” from 1st Dec 2020 to 31st March 2021.