

RESUME



Name : N. VIJAYALAKSHMI
Department : Commerce (Regular)
Designation : Assistant Professor
Address : No. B-5, West Police Quarters, Virudhunagar.
PIN : 626001
Phone : 9150016457 and 8825899918
Email : vijayalakshmi.n@vhnsnc.edu.in
Experience in Teaching : 15 years
Education Qualification : M.F.C., M.B.A., M.Com., M.Phil., PGDCA., Ph.d.
Titles of Dissertation :
M.F.C., : i) Functional & performance of
M/s Rajapalayam Mills Ltd, Rajapalayam.
ii) Critical Assessment of working Performance of
Srivilliputtur Co-operative Urban Bank.
M.B.A., : Challenges and Impact of Money Laundering.
M.Phil. : “Sales promotion of Toilet Soaps”, A study with reference
to Griha Prasvesham offer of Hamam Soap
Ph.D., : Performance Evaluation and Non Performing Assets of Public
and Private Sector Banks in India - A Comparative Study
Areas of Specialization : Finance

SHORT TERM COURSE AND FDP

1. **Staff Refreshment Program** organized by ANJAC College (Autonomous), Sivakasi on 24.01.2015.
2. **Faculty Development Program** on “Business Strategy Simulation” organized by Kalasalingam College, Krishnankoil on 29.09.2016 and 30.09.2016.
3. **Faculty Development Program** on “Tally For GST” organized by Thiagarajar College (Autonomous), Madurai on 25.03.2017.

4. **Twelve Week Online Faculty Development Programme** on “Working Capital Management” during the month of July – October 2019 (12 week course) organized by NPTEL.
5. **Eight Week Online Faculty Development Programme** on “Integrated Marketing Management” during the month of January to March 2020 (8 weeks course) organized by NPTEL.
6. **One week Online Course** on “Research Methodology For Social Science” organized by Indian Academic Researchers Association, Tiruchirappalli on 6th to 12nd April 2020.
7. **Three days Online Assessment** on “Improve your skills” organized by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 27th to 29th April 2020.
8. **Two days Online Course** on “Export Business” organized by Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi on 18th and 19th May 2020.
9. **Three days Online Course** on “Application of Parametric Test in Research” organized by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 20th to 22nd May 2020.
10. **One day International Faculty Development Programme** on “AI based proctoring in Next Generation Education” organized by Internal Quality Assurance Cell (IQAC) and School of Computational Science, Chennai on 23rd May 2020.
11. **Three days Faculty Development Program** on “Banking Sector Reforms” organized by Shaiva Bhanu Kshatriya College, Aruppukottai on 27th to 29th May 2020.
12. **Three days Faculty Development Program** on “Digital Teaching” organized by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 1st to 3rd June 2020.
13. **Three days Online Course** on “Application of Tally to Computation of GST” organized by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 11th to 13th June 2020.
14. **Two days Online Faculty Development Programme** organized by Rajapalayam Rajus’ College, Rajapalayam on 13th and 14th June 2020.
15. **Four Weeks Induction/Orientation Programme** for "Faculty in Universities/Colleges/ Institutes of Higher Education" and obtained grade A+ organized by Teaching Learning Centre, Ramanujan College, University of Delhi on 04th June to 1st July 2020.

16. **Five Days Faculty Development Program** on “Assessment, Accreditation and Quality Assurance in Higher Education Institutions” organized by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar, Tanilnadu and PEARL - A Foundation for Educational Excellence, Bengaluru, Karnataka on 20th to 24th July 2020.
17. **Faculty Development Program** on “Handling Classes through Google Meet” organized by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 6th August 2020.
18. **Faculty Development Program** on “Handling Google Classroom for Evaluating Student Learning” organized by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 20th August 2020.
19. **Eight Week Online Faculty Development Programme** on “Developing soft skills and personality” during the month of September to November 2020 (8-week course) organized by NPTEL.
20. **Twelve Week Online Faculty Development Programme** on “Soft Skills” during the month of September to December 2020 (12 weeks course) organized by NPTEL.
21. **Five Days Online Faculty Development Program** on “ Building Emotional Intelligence and Resilience Case Method of Experiential Teaching and Learning” organised by Faculty Development Centre, Mahatma Gandhi National Council of Rural Education (Department of Higher Education, Ministry of Human Resource Development, Govt of India, Hyderabad), on 10th to 14th May 2021.
22. **One week Online Short Term Program** on “Building Competencies of Teachers in Blended Learning and Teaching” organized by UGC-Human Resource Development Centre, University of Hyderabad on 17th to 22nd May 2021.
23. **One week Online Short Term Training Program** on “Rural Development: Opportunities, Challenges and Role of HEIs” organized by Sri Ramdeobaba College of Engineering and Management, Nagpur, on 24th to 31st May 2021.
24. **Two days National Level Virtual Faculty Development Programme** on Drafting Effective Research Proposals for Funding Agencies – Challenges and Strategies organized by the Department of Commerce (SF), V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar on 15th & 16th September 2021.

25. **Two days In service Teacher Training Programme** organised by Tamilnadu State Council for Higher Education held at Madurai Kamaraj university on 17th May 2022 and 18th May 2022.
26. **One day Awareness Programme** on “Insolvency Profession with special reference to Graduate Insolvency Programme (GIP)” organised by Madura College on 08th June 2022.
27. **Six day International Faculty Development Programme** on “Innovative Teaching and Learning Methods” organized by Patrician College of Arts and Science, Adayar, Chennai Management, Nagpur , on 11.07.2022 to 16.07.2022.
28. **Two days Faculty Development Programme** on “Digital Pedagogy and New Education Policy 2022” organized and sponsored by V.H.N.S.N. College Management on 08.08.2022 and 09.08.2022 at Kodaikanal.

Seminars Organized as Convenor/Co-ordinator:

- i) “Emerging Trends in Service Sector” conducted at Sri Krishnasamy Arts & Science College, Mettamalai on 20.02.2016
- ii) “Modern Trends in Banking” conducted at VPMM College, Krishnankoil.
- iii) National Level Webinar on “Online Classes: The Science of Learning” Conducted at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 25th June 2021
- iv) International Level Webinar on “ Educate Higher to Elevate Higher” Conducted at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 06th July 2021
- v) International Level Webinar on “Lesson to learn from the Brighter side of Covid-19” Conducted at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 06th July 2021

Seminars, Workshops and Conferences attended:

State level Seminars / Workshops / Conference:

1. Attended two days UGC sponsored State Level Seminar on “Institutional Finance for Rural Development” organized by PG and Research Department of Commerce, Sri S.Ramasamy Naidu Memorial College, Sattur on 11.08.2005 and 12.08.2005
2. One day State Level Seminar on “Digital Literacy and its Impact on Indian Economy” organized by V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar on 27th September 2019

National level Seminars / Workshops / Conference:

1. Attended “National Level Workshop on Export Procedures and Documentation” organized by UGC and the Management of A.N.J.A. College, Sivakasi on 22.09.2012.
2. Attended two days National Conference on “Recent Trends in Commerce Education and Research” on 01.09.2005 and 02.09.2005 at V.V.V. College for Women, Virudhunagar.
3. Attended One day National Conference on “Make in India – Opportunities & Challenges” on 7.08.2019 and 8.08.2019 at Sri Kaliswari College, Sivakasi.
4. Attended five days National Level Workshop on “Application of Statistics in Social Science Research Using SPSS” on 11.11.2019 and 15.11.2019 Organized by Senthil Research Advocacy Forum, V.H.N.S.N. College, Virudhunagar.
5. Attended two days National Level Seminar on “Make in India: Opportunities and Challenges” Sponsored by Indian Council of Social Science Research (ICSSR) and organized by Sri Kaliswari College, Sivakasi on 7th & 8th August 2019
6. Attended two days National Level Seminar on “Corporate Environment Responsibility – A Midway and Progress” organized by Sri Kaliswari college, Sivakasi on 25th & 26th July 2019
7. Attended two days National Level Seminar on “Sustainable Development through CSR Practices in Indian Industries” Sponsored by Indian Council of Social Science Research (ICSSR) and organized by Sri Kaliswari College, Sivakasi on 17th & 18th July 2019.
8. Attended three days National Level Virtual Research Development Programme on “Secondary Data Analysis in Social Science Research (SDASSR) organized by the Department of Commerce (SF), V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar from 01.09.2021 to 03.09.2021.
9. Attended one day National Level Webinar on “Leadership Etiquette” organized by the Department of Commerce (SF), V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar on 25th July 2022.

International level Seminars / Workshops / Conference:

1. Attended two days International Conference on “Make in India – Initiatives Ideas & Challenges” on 19.08.2016 and 20.08.2016 at V.H.N.S.N. College, Virudhunagar.

2. Attended One day International Conference on “Dimensions of Innovative Business Practices- Discerning New perspectives” on 09.08.2019 at St. Joseph’s College of Arts & Science College For Women, Hosur.
3. Attended Two days International Conference on “Futuristic vision in Functional Management for Global Green Economy” organized by V.V.Vanniaperumal College for Women, Virudhunagar on 21st and 22nd August 2019.
4. Attended International Conference on “Ever Growing Challenges in the Banking Sector” organized by Govt. Arts and Science College, Sivakasi on 26th March 2021.
5. Attended Two days International Conference on “Promotion of Cognitive Entrepreneurship: AI- Powered Transformation” organized by Manonmaniam Sundaranar University and ICAI , Tirunelveli on 26th and 27th November 2021.
6. Attended one day International Virtual Conference on “Human Resource Strategies Paradigm Shift in the Globalised Scenario” organized by the Department of Commerce, V.V.Vanniaperumal College for Women, Virudhunagar on 18.02.2022.

EDITED AND AUTHORED BOOKS

1. **Dr. P.Sundara Pandian**, Dr.K.Muthuchelian, Dr. N.Jeyakumaran and J. Pandiarajan “Innovative Developments in Arts, Social and Management Sciences: Challenges & Opportunities” Edited Book with ISBN number published by VHNSN College(Autonomous), Virudhunagar.
2. **Dr. N. Vijayalakshmi**, **Dr G. Karunanithi** “Performance Evaluation and Non performing Assets of Public and Private Sector Banks in India- A comparative Study” Edited Book with ISBN : 978-93-93364-12-8 Published by INSC International Publishers.

WORKSHOP/WEBINAR PARTICIPATION

1. Webinar on “Trends in Commerce Study through Online Learning” Organised by G.T.N. College, Dindigul on 18.05.2020
2. Webinar on “Good Teacher to Great Teacher” organized by ICT Academy on 14th May, 2020.
3. National Webinar on “Enhancing and Enabling Women Empowerment” Organised by Rajapalayam Rajus’ College, Rajapalayam on 14.06.2020

4. National Webinar on “Crime Against Women: Women’s Rights & Protection” Organised by Madurai Kamaraj University on 04.07.2020.
5. International Level Webinar on “ Covid-19 Pandemic Impact: Evolving Business Strategies” Organised by Sree Sevugan Annamalai College, Devakottai on 10th July 2020.
6. Webinar on “Outcome based Assessment Strategies” organized by V.H.N.Senthikamara Nadar College, Virudhunagar on 18th July, 2020.
7. International Virtual Conference on Recent Trends & Innovations in Science, Engineering and Social Sciences (IVCRTISESS-2020) organized by V.H.N.Senthikamara Nadar College, Virudhunagar and PEARL – A Foundation for Education Excellence, Bengaluru on 4th to 6th September, 2020.
8. National Level Virtual Seminar on “ Entrepreneurial Skills- A Vital play of Technology & Innovation” Organised by Kaamadhenu Arts & Science College,Sathyamangalam on 20.05.2021.
9. One day National Level webinar on “ Introduction to Referencing and Citation Management” Organised by Govt. Arts and Science College, Quepem Goa on 21st May 2021.
10. Two days International Virtual Conference on Role of Value Education in Digital Era organized by OXFAA University, Madurai, Tamilnadu on 07th July 2022 and 08th July 2022.

Papers presented:

Paper Presented in State level Seminars / Workshops / Conference:

1. Presented a paper titled, ‘Tourism in Service Sector’ conducted by A.K.D.R. College – Rajapalayam.
2. Presented a paper titled, ‘Stress Management’ conducted by G. Venkataswamy Naidu College – Kovilpatti.
3. Presented a paper titled, ‘Modern Trends in Banking’ by V.P.M.M. College, Krishnankovil.
4. Presented a paper on, “Customer relationship management in State Bank of India” conducted by Theni Kammavar Sangam College of Arts and Science, Theni.

5. Presented a Paper on, “Impact of Digital Banking”, conducted by V.H.N.S.N. College, Virudhunagar.

Paper Presented in National level Seminars / Workshops / Conference

1. Presented a paper titled, ‘Role & functions of MSME in Economic Development’ conducted by A.N.J.A.C., Sivakasi.
2. Presented a paper on, “Impact of Information and Communication Technology on Indian Banking Sector” conducted by A.N.J.A.C., Sivakasi
3. Presented a paper on, “Customer Relationship Management in State Bank of India”, conducted by Theni Kammavar Sangam College, Theni.
4. Presented a paper on, “Performance Evaluation of Public and Private sector Mutual funds”, conducted by Sri Krishna Arts & Science College, Coimbatore.
5. Presented a Paper on, “Payment banking in India :Challenges and opportunities”, conducted by V.H.N.S.N. College, Virudhunagar.
6. Presented a Paper on, “Financial Assistance and Incentives of Startup Action Plan” conducted by V.H.N.S.N. College, Virudhunagar.
7. Presented a Paper on “Financial inclusion measures of banking sector” conducted by V.H.N.S.N. College, Virudhunagar.
8. Presented a Paper on, “Problems and prospects of Women Employees in Bank”, conducted by V.H.N.S.N. College, Virudhunagar.
9. ICSSR Sponsored National Conference on “Insolvency and Bankruptcy Code, 2016 - New Bankruptcy Law for the Revival of Indian Economy”, 3rd and 4th January, 2019 at VHNSN College, Virudhunagar and presented a paper on “PMJDY Scheme - A Lead to Financial Inclusion in India”.
10. Presented a paper titled, “Ease of doing Business make in India” Sponsored by Indian Council of Social Science Research (ICSSR) and organized by Sri Kaliswari College, Sivakasi
11. Presented a paper titled, “Corporate Social Responsibility of Banking Sector” Sponsored by Indian Council of Social Science Research (ICSSR) and organized by Sri Kaliswari College, Sivakasi.
12. Presented a paper titled, “Corporate Social Responsibility in Banking Sector – A

Comparative study of Public and Private sector Banks” Sponsored by Indian Council of Social Science Research (ICSSR) and organized by Sri Kaliswari College, Sivakasi.

13. Presented a Paper on, “Consumer attitude towards organic products in Virudhunagar District”, conducted by Sri Parasakthi College for Women, Courtallam, held on 12th March 2020.

Paper presented in International level:

- Presented a paper titled, “Corporate Social Responsibility in Indian Banking Sector- A Comparative Study” Conducted by V.V.Vanniaperumal College for Women, Virudhunagar.
- Presented a paper titled, “Fin-tech Disruption of the Banking” organised by Government Arts and Science College, Sivakasi.
- Presented a paper titled, “ Role of Rural women Entrepreneurs in sustainable Development- A study with reference to southern Region of Tamilnadu.” organised by St. Joseph College of Arts & Science for Women, Hosur.
- Presented a paper titled “Impact of Digital Transformation on Bank Employees” in the International Virtual Conference on “Human Resource Strategies Paradigm Shift in the Globalised Scenario” organized by the Department of Commerce, V.V.Vanniaperumal College for Women, Virudhunagar on 18.02.2022.

Research Publications in ISBN Edited Books:

Article Name	Title	ISBN No
Innovative Advances and Challenges in Management	Financial inclusion Measures of Banking Sector	978-93-81723-78-4
Goods and Services Tax Concepts & Challenges	Challenges and Implementation of GST (Goods and Service Tax) in India	978-93-81723-61-6
Working Women : Problems and Prospectus	Problems and Prospects of Women Employees in Bank	978-93-81723-72-2
Social Entrepreneurship and Growing Business Opportunities in India	Social Entrepreneurship Challenges and Opportunities in India	978-93-81723-76-0

Startup India – A way to Standup India	Financial Assistance and Incentives of Startup Action Plan	978-93-81723-67-8
Skill Development for Inclusive Growth	Skill Development for Youth In India : Challenges and Opportunities	978-93-81723-81-4
Women Entrepreneurship in Comprehensive Environment – A Paradigm shift in Indian Context	Role of Government in promoting women Entrepreneurs in Virudhunagar District	978-81-935892-0-5
Recent Trends and Innovation in Science and Management	Transformation of Banking System during Pandemic period with Special reference to Covid-19	978-81-948096-3-0
Corporate Environmental Responsibility- Midway and Progress	Corporate Environment Responsibility of Banking sector	978-93-5382-888-2
Eat Right India	Consumer Attitude towards Organic Products in Virudhunagar District.	978-93-5406-635-1

Articles Published in ISSN Book:

Article / Journal Name	Title	ISSN No
Matrix Management	Performance Evaluation of Public and Private Sector Mutual Funds	2321-3612
Finance and Banking (FIBA-2018)	Impact of GST on Banking Sector	2320-4168
SVNC Research Journal	Impact of GST on Banking Sector	0976-2949
V.H.N.S.N. College Sadhana	Performance Evaluation of Public and Private Sector Banks in Virudhunagar District	0974-6838

International Journal of World Research	Performance Evaluation of Public and Private Sector Banks – A comparative Study	2347-937X
Asia Pacific Journal of Research	Performance Evaluation and Customer Perception towards Public and Private Sector Banks in Virudhunagar District	2320-5504
The International Journal of Analytical and Experimental Modal analysis	Corporate Social Responsibility in Indian Banking Sectors – A Comparative study	0886-9367
Management Innovator –A peer reviewed research Journal	Customer Perception Towards E-Banking services after Covid-19.	0974-6749
Alochana chakra (UGC care Group 1 Journal)	Non- Performing Assets in Public and Private sector Banks- A comparative study.	2231-3990
Studies in Indian Place Names (UGC Care listed Journal)	Role of Rural Women Entrepreneurs in sustainable Development- A study with reference to southern Region of Tamilnadu.	2394-3114
The International Journal of Analytical and Experimental Modal Analysis. (UGC care approved group A Journal)	Corporate Social Responsibility in Indian Banking Sector- A Comparative Study	0886-9367