

PROFILE



PERSONAL DETAILS

Name : Dr. J. Anand
 Date of Birth : 05.07.1994
 Qualification : M.Com (CA)., M.Phil., PhD
 Designation : Assistant Professor
 Department : PG and Research Commerce
 Community : BC
 Nationality : INDIAN
 EmailID : anand@gvncollege.edu.in

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
Ph.D	Commerce	GVN College, Kovilpatti	MS University	2023
SET /NET	-	-	-	-
M.Phil	Commerce	GVN College, Kovilpatti	MS University	2017
M.Com	Commerce	GVN College, Kovilpatti	MS University	2016
B.Com	Commerce	GVN College, Kovilpatti	MS University	2014
H.Sec.	Commerce	Nadar Higher Secondary School, Kovilpatti.	-	2011
SSLC	-	Nadar Higher Secondary School, Kovilpatti	-	2009

ACADEMIC IDENTITY

*VIDWANID	-
*ORCIDID	-
*SCOPUS ID	-
*RESEARCHER ID/PUBLONSID	-

GOOGLE SCHOLARLINK	-
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TEACHING EXPERIENCE	
Date of Appointment	05.07.1994
Date of Retirement	30.06.2052
Teaching Experience	8 years
UG	7 Years
PG	1 Year
Research	-

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
B.Com	GVN College, Kovilpatti	2017	2018	1 Year
B.Com PA	GVN College, Kovilpatti	2018	2020	2 Years
B.Com	GVN College, Kovilpatti	2020	2024	4 Years
B.Com, M.Com.,	GVN College, Kovilpatti	2024	2025	1 Year

AWARDS RECEIVED	
1.	PhD (2023)
2.	
3.	

ADMINISTRATIVE EXPERIENCE			
S. No	DESIGNATION	INSTITUTIONS	YEAR
1.	-	-	-
2.	-	-	-
3.	-	-	-

4.	-	-	-
5.	-	-	-
ORIENTATION/REFRESHER COURSES/FACULTY DEVELOPMENT PROGRAMME UNDERGONE			
S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1.	-	-	-
2.	-	-	-
3.	-	-	-

DETAILS OF RESEARCH WORK		
Research Stages	Title of the Thesis	University where the work was carried out
Ph. D	A Study on Customers' attitude towards E-Service Marketing on Durable Goods in Thoothukudi District	MS University, Tirunelveli.

AREAS OF RESEARCH

PH.D.THESIS ADJUDICATED:			
S.No	Name of the University	Title of the Thesis/Name of Candidate/Year	
1	MS University, Tirunelveli	A Study on Customers' attitude towards E-Service Marketing on Durable Goods in Thoothukudi District	2023

STUDENT RESEARCH PROJECTS GUIDED			
S. No	Student Name	Title of the Project	Year
1.	—	—	-
2.	—	—	-
3.	-	-	-

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
-	03	-	-	03
OTHER INDEXED	ASA RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	
	-	03	03	

PUBLICATIONS: BOOKS			
S. No	Title of the Book	Publication	Year
1.	Sadakathulla Appa Educational Society	ISBN 978-81938054-7-3	2023
2.	Indian Council of Social Science Research	ISBN: 978-81-960673-0-4	2022
3.	GVN College, Kovilpatti-628502.	ISBN: 978-93-5300-289-3	2018
4.			

PUBLICATIONS: SCOPUS INDEXED JOURNALS & WEB OF SCIENCE			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	-	-	-
2.			

PUBLICATIONS: UGC LISTED JOURNALS			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	A Study on Customer Perception towards Banking	The International Journal for Economics and Business	2250-2750

	Technology in Public Sector Banks in Thoothukudi District	Management	
2.	A Study on Consumer Satisfaction towards Online Marketing on Durable Goods in Kovilpatti Taluk, Thoothukudi District	Our Heritage Multidisciplinary Research Journal	2020
	A Study on Consumers Satisfaction towards Online Marketing on Durable Goods in Tiruchendur Taluk, Thoothukudi District	Wesleyan Journal of Research - An International Research Journal	2021

PUBLICATIONS:OTHERINDEXEDJOURNALS

S. No	Title of the Paper	Name of the Journal	ISSNNo., Volume, Issue, Impact factor&Pg.No
1.			
2.			

ASARESOURCEPERSON

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	-	-	-
2.	-	-	-
3.	-	-	-

WEBMINARS/SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP PAPER PRESENTED: National -International-			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	International Conference on Emerging Dialogue between Science and Social Science: Perspectives, Methods and Uses	MS University College, Sankarankovil	14.03.2023
2.	District Level Neighbourhood Youth Parliament	Ministry of Youth Affairs & Sports, Govt of India	28.02.2023
3.	International Conference on Emerging Technologies in ECommerce and Digital Marketing – Opportunities and Challenges	Sadakathullah Appa College, Tirunelveli	23.02.2023

SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP/ATTENDED:			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	-	-	-
2.			
3.			

SEMINARS/CONFERENCES/WORKSHOPORGANISED:			
S. No	Nameof the Event	Nameofthe Sponsoring Agency	PlaceandDate
1	-	-	-
2	-	-	-
3	-	-	-
4	-	-	-

REVIEWERININTERNATIONALJOURNALS			
S. No	Nameof the Journal	Publishers	ISSN/ EISSN
1	-	-	-
2	-	-	-
3	-	-	-
4	-	-	-
5	-	-	-
6	-	-	-
7	-	-	-

MEMBERS IN PROFESSIONAL BODY			
S. No	Name of the Body	Member ID	Location of the Body
1	-	-	-
2	-	-	-
3	-	-	-
4	-	-	-

Date :



Signature