

PROFILE



PERSONAL DETAILS

Name : **Dr.S.Vinayasree**

Date of Birth : 31.05.1995

Qualification : M.Com., M.B.A., M.Phil., Ph.D.,

Designation : Assistant Professor

Department : Department of Commerce

Community : BC

Nationality : Indian

Email ID : srimavs@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
Ph.D	Commerce	G.Venkataswamy Naidu College, Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2023
M.Phil	Commerce	G.Venkataswamy Naidu College, Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2018
M.B.A	HR	Manonmaniam Sundaranar University, Tirunelveli-DDE	Manonmaniam Sundaranar University, Tirunelveli	2018
M.Com	Commerce	G.Venkataswamy Naidu College, Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2017
B.Com	Commerce	G.Venkataswamy Naidu College, Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2015
H.Sec.	Commerce	R.C.Susai Hr.Sec.School, Kalugumalai	State board	2012
SSLC		St.Luisa girls high school, Kalugumalai	State board	2010

ACADEMIC IDENTITY

*VIDWAN ID	473261
*ORCID ID	0000-0002-3944-9396
*SCOPUS ID	

*RESEARCHER ID/ PUBLONS ID	rid103832
GOOGLE SCHOLAR LINK	https://scholar.google.com/citations?hl=en&user=uq8k08YAAAAJ

TEACHING EXPERIENCE

Date of Appointment	18.07.2022
Date of Retirement	---
Teaching Experience	3 years and 4 months
UG	2
PG	
Research	5 years

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
B.Com	G.Venkataswamy Naidu College, Kovilpatti	18.07.2022	till now	3 years

AWARDS RECEIVED

1.	Ilaiyabharathi award from Kaviarasar Tamil Sangam
2.	Kalvi semmal from Muthamizh sangam
3.	

ADMINISTRATIVE EXPERIENCE

S. No	DESIGNATION	INSTITUTIONS	YEAR
1.	Convener of Quiz club	GVNC	2022
2.	Convener of Consumer club	GVNC	2024

3.	Alumni EC member	GVNC	2022
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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	Problems And Positive Aspects of Women Entrepreneurs in Tourism Sector in Thoothukudi District	Manonmaniam Sundaranar University, Tirunelveli
M.Phil	A Study on Problems And Prospects of Rural Manufacturing Entrepreneurs In Tuticorin District	G.Venkataswamy Naidu College, Kovilpatti
M.Com.	A Study on Consumers' attitude Towards E-Shopping in Kovilpatti Town	G.Venkataswamy Naidu College, Kovilpatti
B.Com.	A Study on Consumers' Satisfaction Towards Cadbury products in Kovilpatti Town	G.Venkataswamy Naidu College, Kovilpatti

AREAS OF RESEARCH

Marketing
Entrepreneurship, Tourism

PH.D. THESIS ADJUDICATED:

S.No	Name of the University	Title of the Thesis/ Name of Candidate/Year
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1			
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STUDENT RESEARCH PROJECTS GUIDED			
S. No	Student Name	Title of the Project	Year
1.	M.Abinash	STUDENTS' PERCEPTION TOWARDS SOCIAL MEDIA – A STUDY WITH SPECIAL REFERENCE TO ARTS AND SCIENCE COLLEGES IN KOVILPATTI TOWN.	2023
2.	P.Abirami		
3.	B.Alagulakshmi		
4.	J.Anton Jeril		
5.	S.Baskar Raja		
6.	G.Udhayalakshmi	A STUDY ON CONSUMER'S PREFERENCE TOWARDS SIM CARD IN KOVILPATTI TOWN.	2023
7.	G.Vellathai		
8.	P.Vignesh		
9.	S.Vijayalakshmi		
10.	S.Gayathri	A STUDY ON CONSUMER'S PREFERENCE AND SATISFACTION TOWARDS MOTOR BIKE IN KOVILPATTI TOWN.	2023
11.	L.Gowsalya		
12.	J.Hirin Jency		
13.	M.Jeye Sri		
14.	S.Josephine Mary		

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
18		2		2
OTHER INDEXED	AS A RESOURCE	PAPERS PRESENTED IN	WEBINARS, SEMINARS,	

	PERSON	NATIONAL AND INTERNATIONAL SEMINARS	WORKSHOPS ATTENDED	
12	3	52	26	

PUBLICATIONS: BOOKS			
S. No	Title of the Book	Publication	Year
1.			
2.			
3.			

BOOK CHAPTERS			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No
1.			
2.			

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.	Analysis of Factors and Positive Aspects of Women Entrepreneurs in Tourism	International Journal of Special Education	(ISSN: 0827-3383), Scopus Indexed Journal, Vol.37, No.3s, Special Issue, pp 13757-13763.
2.	Problems and Positive aspects of Women Entrepreneurs in Tourism sector in Thoothukudi district	International Journal of Special Education	IJSE(ISSN: 0827-3383), Scopus Indexed Journal, Vol.37, No.3s, Special Issue, pp16893-16899
3.			

PUBLICATIONS: UGC LISTED JOURNALS

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	PROBLEMS OF WOMEN ENTREPRENEURS IN TOURISM SECTOR – A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT	International Journal of Cultural Studies and Social Sciences	ISSN 2347-4777 with IF=7.138 Vol-20, Issue-01, No.52, January - June: 2024
2.			
3.			
4.			
5.			

PUBLICATIONS: OTHER INDEXED JOURNALS

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No
15.	A study on customers' perception towards mobile banking in Tuticorin district	<i>IJSSR</i>	ISSN: 2279-543X, vol.7, issue 3 Impact factor: 6.1
16.	Impact of women empowerment through entrepreneurship – An analytical study in Tuticorin district	<i>AJANTA</i>	vol.VII, issue 2, April 2019, ISSN: 277-5730
17.	A study on prospects of rural manufacturing entrepreneurs in Tuticorin district	<i>AJANTA</i>	vol.VII, issue 2, April 2019, ISSN: 277-5730
18.	People' Attitude towards Problems and Prospects of E-governance in Tirunelveli district	<i>International Journal of Management Technology and Engineering</i>	ISSN: 2249-7455, vol.9, issue 1, January 2019
19.	Customers' Satisfaction towards Mobile banking services in Tuticorin district, Tamilnadu	<i>International Journal of Management Technology and Engineering</i>	ISSN:2249-7455, vol.8, issue XII, December 2018, pp.1039-1045
20.	A Study on Job Satisfaction among Women Faculties of Arts and Science College in Kovilpatti	<i>IJRAR</i>	ISSN:2349-5138 E-ISSN:2348-1269, Impact Factor:5.75, cosmos impact factor: 4.236, special issue 1, pp.111-120
21.	A Study on Customers' Satisfaction towards Mobile banking in Kovilpatti taluk	<i>Research journal of SRNMC</i>	ISSN: 2395-7085, vol.1, pg.no.84-86.
22.	A Study on Retailers' Opinion towards CRM in Tuticorin district	<i>Journal of Commerce & Management</i>	ISSN: 0975-2617, vol.4, no.1, pg.no.156-165
23.	SWOT Analysis on Women Entrepreneurs in Tuticorin District – An Analytical Study	<i>Sadhana</i>	ISSN August 2017 Volume 10 Number 1 (A) ISSN: 0974-6838.
24.	A Study on Challenges and Promotion of Rural Entrepreneurs in Thoothukudi District	<i>Sadhana</i>	ISSN August 2017 Volume 10 Number 1 (A) ISSN: 0974-6838.
25.	Manufacturer's Opinion about Challenges and Opportunities of "Make in India" in Tuticorin District – An Analytical Study	<i>Research journal of SRNMC</i>	ISSN: 2395-7085.March 2017. Vol.1

26.	An Analytical Study on SWOT Analysis and Consumers' Opinion towards E-Commerce in Kovilpatti town	<i>Intercontinental journal of marketing</i>	ISSN:2347-1670/2347-1662/2347-1654, impact factor:4.311/4.169/4.236, vol.5 issue 2-special edition III.
27.	A Study On People's Perception Towards Demonetisation in Tuticorin District	<i>SVNC. RESEARCH. JOURNAL</i>	ISSN: 0976-2949. Jan 2017. Vol.11
28.	A Study on Problems faced by Online Shoppers in Kovilpatti Town	<i>Roots international journal of multidisciplinary researches.</i>	ISSN: 2349-8684, 0.811 (impact factor) pg.no.123-127

AS A RESOURCE PERSON

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	Guest Lecture	Sri Kanna Matriculation School, Kovilpatti	30.03.2023
2.	Guest Lecture	Sri Kanna Matriculation School, Kovilpatti	30.08.2022
3	Association Meeting	Don Bosco College, Keelara	25.07.2025

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP PAPER PRESENTED: National - International -

Seminar/Conference	Topic	Venue	Date
State level	Problems of Rural Entrepreneurs	G.Venkataswamy Naidu College, Kovilpatti	09.10.2014
State level	Tourism Industry in India-Challenges and Opportunities	G.Venkataswamy Naidu College, Kovilpatti	18.12.2014
National level	Electronic Human Resource Management	JP College of Arts and Science, Tenkasi	20.01.2016
State level	A Study on Multiple Services in Mobile Commerce	G.Venkataswamy Naidu College, Kovilpatti	05.02.2016

State level	Challenges and Opportunities in E-Marketing	Donbosco College, Keelaeral.	16.02.2016
National level	A Study on Electronic Waste Management	Sri Kaliswari College, Sivakasi	04.03.2016 & 05.03.2016
National level	An Overview about E-Learning	Sri Kaliswari College, Sivakasi	20.03.2016 & 21.03.2016
National level	A Study on SWOT analysis of Women Entrepreneur	V.O. Chidambaram College, Thoothukudi	19.08.2016
National level	A Study on Problems faced by Online Shoppers in Kovilpatti Town	Mangayarkarasi College of Arts and Science for Women, Madurai	24.09.2016
International level	A Study on Consumers' Perspective towards Advantages of E-Commerce in Kovilpatti town	Sarah Tucker College, Tirunelveli	20.12.2016
National level	A Study on Consumers' Perception towards the Effectiveness of E-Commerce Websites in Kovilpatti town	Rani Anna Government College for Women, Tirunelveli.	10.01.2017
International level	A Study On People's Perception Towards Demonetisation in Tuticorin District	S.VellaichamyNadar College, Madurai	27.01.2017
National level	An Analytical Study on Consumers' Perception towards the Merits and Demerits of E-Banking in Kovilpatti town.	St. John's College, Palayamkottai	27.01.2017
International level	Consumers' Satisfaction and Problems of Mobile Commerce Services in Selected Taluks of Tuticorin District	Sri. S.R.N.M. College, Sattur	02.02.2017
National level	An Analytical Study on SWOT Analysis and Consumers' Opinion towards E-Commerce in Kovilpatti town	Nandha Arts and Science College, Erode	10.02.2017
National level	A Study on People's Attitude towards	V.H.N.S.N College, Virudhunagar	14.03.2017

	Cashless Economy in Tuticorin district		
National level	Manufacturer's Opinion about Challenges and Opportunities of "Make in India" in Tuticorin District – An Analytical Study	V.H.N.S.N College, Virudhunagar	17.03.2017
National level	A Study on People's Attitude towards E-Governance in Tuticorin District	Kalasalingam University, Sriviliputhur	15.07.2017
National level	Problems faced by Women Entrepreneurs in Tuticorin District - A Study	V.H.N.S.N College, Virudhunagar	19.07.2017 & 20.07.2017
National level	A Study on Challenges and Promotion of Rural Entrepreneurs in Thoothukudi District	V.H.N.S.N College, Virudhunagar	23.08.2017 & 24.08.2017
National level	SWOT Analysis on Women Entrepreneurs in Tuticorin District – An Analytical Study	V.H.N.S.N College, Virudhunagar	23.08.2017 & 24.08.2017
International level	A Study on Consumers' Opinion towards Digital India in Tuticorin District	Manonmaniam Sundaranar University, Tirunelveli	06.09.2017
National level	Consumers' Awareness towards Consumer Protection Act in Tuticorin District – An Analytical Study	Manonmaniam Sundaranar University, Tirunelveli	14.09.2017 & 15.09.2017
National level	A Study on Retailers' Opinion towards CRM in Tuticorin district	St.Xavier's College, Palayamkottai	16.09.2017
National level	A Study on Consumers' Awareness towards GST in Tuticorin district	G.Venkataswamy Naidu College, Kovilpatti	13.10.2017
-	A Study on Consumers' Attitude towards Online Shopping in Tuticorin District	V.H.N.S.N College, Virudhunagar	13.10.2017

International level	An Analytical Study on Retailers' Opinion towards Promotional Strategies in Kovilpatti taluk	ManonmaniamSundaranar University, Tirunelveli	14.12.2017 & 15.12.2017
International level	A Study on Customers' Satisfaction towards Mobile banking in Kovilpatti taluk	Sri.S.R.N.M.College, Sattur.	16.02.2018
National level	"A Study on Problems of Micro Small and Medium Enterprises in Tuticorin district"	V.H.N.S.N College, Virudhunagar	27.02.2018 & 28.02.2018
National level	Impact of Goods and Services tax in India	SadakathullahAppa College, Tirunelveli	14.03.2018
National level	E-Marketing: The Indian Scenario	Don bosco college, Keelaeral	24.03.2018
National level	"A Study on Problems of Mobile banking services in Kovilpatti taluk"	G.Venkataswamy Naidu College, Kovilpatti	27.02.2018
International level	A Study on Job Satisfaction among Women Faculties of Arts and Science College in Kovilpatti	St.John's College, Tirunelveli.	05.09.2018
National	A Study on Problems faced by Rural Manufacturing Entrepreneurs in Tuticorin district	V.H.N.S.N. College, Virudhunagar	19.09.2018
International Seminar	Entrepreneurs' Awareness towards Green Entrepreneurship in Thoothukudi district	ManonmaniamSundaranar University, Tirunelveli	13.12.2018 & 14.12.2018
International	Customers' Satisfaction towards Mobile banking services in Tuticorin district, Tamilnadu	Sri S.R.N.M.College, Sattur	
International Conference	People' Attitude towards Problems and Prospects of E-governance in Tirunelveli district	IEI Institutions of Electronics, Mumbai	13.01.2019
-	Students' Awareness and Opinion towards E-learning Services in	-	-

	Kovilpatti Arts and Science Colleges		
National conference	Impact of women empowerment through entrepreneurship – An analytical study in Tuticorin district	G.Venkataswamy Naidu College, Kovilpatti	22.02.2019
National conference	A study on prospects of rural manufacturing entrepreneurs in Tuticorin district	G.Venkataswamy Naidu College, Kovilpatti	22.02.2019
International conference	Problems faced by the women entrepreneurs in tourism sector	PasumponMuthuramalingaThevar College, Sankarankovil	06.03.2019
International	A study on customers' perception towards mobile banking in tuticorin district	Mahratachamper of commerce, Pune	23.03.2019
International	Analysis of Factors and Positive Aspects of Women Entrepreneurs in Tourism	Poddar International College, Jaipur	08.04.2022
International	Problems and Positive aspects of Women Entrepreneurs in Tourism sector in Thoothukudi district	Shri Ambabai Talim Sansth's Sanjay Bhokare Group of Institutes, Miraj, Mumbai	24.06.2022
National	Role of Micro finance institutions in Entrepreneurship development	Sri Bhagawan Mahaveer Jain College, Karnataka	19.08.2022
National	Impact of COVID 19 on Micro finance institutions	Bhagawan Mahaveer Jain College, Karnataka	19.08.2022

National	Problems faced by Tourism entrepreneurs	PSR College of Arts and Science, Sivakasi	06.04.2023
International	Customer's Opinion towards Mobile payment applications in Kovilpatti	Nadar Saraswathi College of Arts and Science, Theni	22.02.2023
National	Impact of GST on Micro finance institutions	GVN College, Kovilpatti	07.02.2024
National	Customer's Perception towards Green Banking Products	GVN College, Kovilpatti	22.03.2024
International	Problems faced by Buddy entrepreneurs	Don Bosco College of Arts and Science, Keela eral	21.07.2023

SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP/ ATTENDED:			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	Workshop on “Android Application Development”	GVN College, Kovilpatti	07.09.2016
2.	NET/SET workshop	GVN College, Kovilpatti	December 2016
3.	Workshop on “CBSE-NET/SLET 2017”	Manonmaniam Sundaranar University, Tirunelveli	26.01.2017

4.	SPSS workshop	Sri SRNM College, Sattur	25.01.2017
5.	State level workshop on Enriching Prospective Teaching Faculty: Creating Professors /Teachers of Tomorrow	GVN College, Kovilpatti	21.02.2017
6.	SPSS workshop	GVN College, Kovilpatti	11.03.2017
7.	Seminar on “Research Publication: Writing Research Papers, Citation Analysis and Plagiarism”	GVN College, Kovilpatti	08.09.2017
8.	National level workshop on Goods and Services Tax	Sri Kaliswari College, Sivakasi	30.01.2019
9.	National Seminar on Reforms in Indian Taxation	Pope’s College, Sawyerpuram	25.01.2019
10.	National workshop on Research Probity and Plagiarism	ANJA College, Sivakasi	29.01.2019
11.	Two days National Workshop on Research Methodology and Application of Statistical Packages for Research	ANJA College, Sivakasi	29 th & 30 th November 2018
12.	Faculty Development Programme on MOOCs	G.Venkataswamy Naidu College, Kovilpatti	01.08.2018
13.	Two days Faculty Development Programme on Research Methodology	Rani Anna Government College for Women, Tirunelveli	25 th & 26 th October 2018
14.	Seven days National Workshop on Research Methodology & SPSS in Social Science	Manonmaniam Sundaranar University, Tirunelveli	12 th to 18 th November 2018
15.	One day conference on Emerging Trends in Indian Stock Market	ANJA College, Sivakasi	21.08.2018
16.	National Seminar on Rural Women Empowerment	ANJA College, Sivakasi	9 th & 10 th January 2019

SEMINARS/ CONFERENCES / WORKSHOP ORGANISED :			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1			
2			
3			
4			

REVIEWER IN INTERNATIONAL JOURNALS			
S. No	Name of 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