

Dr. GEETHA V

Assistant Professor

PG & Research department of Commerce

Mannar Thirumalai Naicker College (Autonomous)

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Objective To acquire a challenging task that brings something new idea and creativity to carry out it, which will allow me to expand upon my education and research experience to accumulate knowledge, skills for the mutual benefit of the organization and my career.

Academic Qualifications

June-2017	Ph. D in Commerce Madurai Kamaraj University, Madurai , Tamilnadu, India
July-2012	Ph. D in Management (HR) Kalasalingam University, Krishnankoil, Srivilliputtur. Tamilnadu, India
April - 2012	Master in Business Administration (MBA) Indiar Gandhi Nationl University , New Delhi
April. - 2005	M.Phil in Commerce, Madurai Kamaraj University, Madurai , Tamilnadu, India
April - 1993	Master in Commerce Madurai Kamaraj University, Madurai , Tamilnadu, India
April -1991	Bachelor in Commerce Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India
April - 1997	Post Graduate Diploma in Personal Management and Industrial Relations (PGDPM & IR) Annamali University, annamalai Nagar, chidbaram
April - 2006	Post Graduate Diploma in Computer Applications (PGDCA) National Computer Academy

Teaching Experience:

S. No	Duration		Designation	Name of the institution / Industry
	From	To		
1.	28.12.2017	Till date	Assistant professor	Department of Commerce(Regular) Mannar Thirumalai Naicker College, Pasumalai, Madurai -4.
2.	18.06.2014	27.12.2017	Assistant professor	Department of Business Administration (SF Winning) Mannar Thirumalai Naicker College, Pasumalai, Madurai -4.
3.	02.07.2012	29.05.2014	Associate professor	Department of Management studies S.Veerachamy chettiar college of Eng. & Tech., Puliangudi, Tirunelveli District.
4.	25.06.2007.	22.08.2011	Assistant professor	Department of Management studies Kalasalingam University & Kalasalingam Institute of Technology krishnankoil,Srivilliputtur.
5.	June 2004	12.12.2007	Lecturer/ Visiting Faculty	Department of Commerce, Sri Ram Nallamani Yadava College of Arts & Science, Tenkasi.

Areas of Specialization

Accounts and Finance	Human Resource Management	Costing & Commerce	Research Methods & Entrepreneurship

Orientation / Refresher / Short term courses attended

Refresher/Orientation Course	Subject	Place	Period
Orientation Course	Commerce	Bharathidasan University, Trichy	18.05.2018 to 14.06.2018

Research experience

Research Guide ship – Ph.D scholar produced

S.No.	Name of the Scholar & Registration No.,	Dissertation	Title	Year of Graduation
1.	R. Kasiraman Register No: Ph.D-CB-JUL 2014-0772	Ph. D	QualityOfWorkLifeAmong Employees In Public Sector Transport Corporation, Madurai Division	MAY- 2019

Papers publications in UGC notified journals

S.No.	Month & Year	Title of the Paper	Name of Journal	ISSN/ Number	Volume& Page	IF	ID (Indexed with UGC Approved List/ UGC CARE List /Scopus / Web of Science/ PubMed)
1.	March 2020	Impact Of E-Commerce Trends On Consumers' Attitude Through Online Shopping	Parishodh Journal	2347-6648	Volume IX, Issue III, P.No. 16896 to 16900	6.3	UGC - CARE LIST Group - I
2.	January 2020	Mis- Selling - Hurdle On Path Of The Growth Of Indian Life Insurance Sector	Our Heritage Journal	0474-9030	Vol-68- Issue-1	6.8	UGC - CARE LIST (B)
3.	November 2019	The study on the Practicality Of Mobile Wallets Among Young Digital Initiatives In Madurai City	Think India Journal	0971-1260	Vol-22- Issue-14 P.No. 43 to 58	5.9	UGC - CARE LIST (A)
4.	January 2019	Impact of Quality of work life on Job satisfaction among Expatriates inSOS International Mechanical Equipment L.L.C., AbDhabi - UAE	International Journal of Research and Analytical Reviews	E-ISSN:2348 -1269 ISSN 2349-5138	147to 149	5.75	UGC No: 43602
5.	June 2018	An Analysis on Lapsation of unit linked insurance policy in Indian Life Insurance Opinion sector	Special Issue International Journal of Exclusive Management Research	Online:2249 -2585 Print: 2249-872	P. No. 144 to 146	5.76	UGC Listed - 49166
6.	March 2018	Determination of quality of Work Life among Employee's in Managing Job Satisfaction with Reference to the Lakshmi Mills Company Limited ,	Shanlax International Journal of Management	2321- 4643	Volume 5,Special Issue -3, P.No. 43 to 58	3.12	UGC Listed - 44278

		Kovilpatti					
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7.	November 2017	An analysis of occupational stress and its impact on Employees absenteeism among spinning mills, Rajapalayam.	International Journal of Scientific Research and Management (IJSRM)	2321-3418	P.No. 7545 to 7559	4.008	
8.	November 2017	Quality of work life among employees in Tamil Nadu state Transport corporation with reference to Tuticorin division	Asian academic research Journal of multidisciplinary (AARJMD)	2319- 2801	Volume 4 Issue – 11 P.No. 53 to 69	2.015	
9.	November 2017	Quality of work life among employees in Tamil Nadu state Transport corporation with reference to Tuticorin division	Asian academic research Journal of multidisciplinary (AARJMD)	2319- 2801	Volume 4 Issue – 11 P.No. 53 to 69	2.015	
10	January 2017	Workers’ opinion Towards Participation In Management among Spinning Mills, 14. Rajapalayam.	ZENITH International Journal of Business Economics & Management Research	2249- 8826	Vol.-7 (1), P.No. 31 to 50	6.614	EBSCO, Data Base Ulrich’s
11.	June 2017	"Work Life Balance and Job satisfaction among Employees in Reliance Market, Tirunelveli"	ZENITH International Journal of Business Economics & Management Research (ZIJBEMR)	2249- 8826	Vol.7 (6), P.No. 24 to 39	6.614	EBSCO, Data Base Ulrich’s
12.	Oct-Dec 2014	Analysis of financial performance of clusters in virudhunagar District,	International Journal of Business and Administration Research Review,	2348-0653 2347- 856X	Volume .1 Issue 7, P.No. 27 to 31	6.304	
13.	July 2012	“A Study on Effectiveness of QWL towards Dharani Sugars and Chemicals Ltd”,	International Journal of Current Research and Review (IJCRR).	Print- 2231-2196 Online- 0975-5241	Vol:04 Issue:20 P.No.33 to 38	4.02	

	August, 2011	“Identification of Facets of QWL and level of job satisfaction among employees of IT industry”	“Asia Pacific Journal of Research in Business Management” –	2229- 4104	Volume 2, Issue 8	5.16	listed in PROQUEST
4.	2011	Facets Of Quality Work Life And Level OfJob Satisfaction Among It Employees	Asia Pacific Journal of Researchin Business Management	Online ISSN : 2229– 4104.	Volume : 2, Issue : 8 P.No. 88 to 97	6.737	
15.	March 2010	“Community participation in Rural Tourism Decision Making: A Case of Karaikudi sivaganga district, Tamil Nadu”	Prabandhan: Indian Journal of Management,	ISSN: 0975-2854	Vol 3, Issue-3. P.No. 32 to 36		EBSCO DATABASE
16.	November 2008,	“Perceptual Factors in Quality of Work life of Indian Employees”	SONA Global Management Review,	0973-9947.	Vol.3, Issue-1, P.No. 45 to 52		listed in Ulrich International Directory

Papers published with average citation Index in Scopus, web of Science, PubMed Indian Citation Index

S. No.	Month & Year	Title of the Paper	Name of Journal	ISSN/ Number	Volume & Page	ID (Indexed with UGC Approved List/ UGC CARE List /Scopus/ Web of Science/ PubMed)
1.	May 2020	Correlation Between Risk And Return Of Stocks In Multisectors	International Journal of Psychosocial Rehabilitation,	1475-7192	Vol. 24, Issue 08, P.No.11778 to 11789	Scopus Indexed Journal
2.	May 2020	Opportunities and Empowerment of Rural Women Entrepreneurs with Skills of ICT	International Journal of Psychosocial Rehabilitation,	1475-7192	Vol. 24, Issue 08, P.No.11907 to 11911	Scopus Indexed Journal

3.	October 2019	Measurement Model of Visitors Intention to Visit Cultural Heritage Site	International Journal of Innovative Technology and Exploring Engineering	2278-3075,	Volume-8 Issue-12S2, P.No. 153 to 159	Scopus Indexed Journal
4.	June 2018	A Study on the relationship between the genders with regards to celebrity characteristics their image relevance and impact on the product and the consumer attitude towards them.	International Journal of Pure and Applied Mathematics	1311- 8080 (Print version) 1314-3395 (on-line version)	Volume -119 Issue No. 16 P.No. 2749 to 2761	Scopus Indexed Journal
5.	December 2017	"An empirical study on the impact of tourism development and community participation on rural tourism support strategies"	International Journal of Economic Research (IJER).	0972-9380	Volume- 14, No. 1 P.No -13 to 22	Scopus Indexed Journal,

Papers published with Scopus, web of science, PubMed with Hi- Index of the Institution

S.No.	Month & Year	Title of the Paper	Name of Journal	ISSN/ Number	Volume & Page	H- Index	ID (Indexed with UGC Approved List/ UGC CARE List /Scopus/ Web of Science/ PubMed)
1.	June 2010	"Impact of Job satisfaction on Quality Work Life among the IT Employees"	International Journal Of Management Prudence, Abhinandan Bhavan Shri Ram Colony Ware house Road Gopa Ganj Sagar M.P. 470001	0975-7839	Vol. I, No.2, P.No 19 to 25	1	
2.	2015	"An Empirical study on Customer Opinion of Celebrity Characteristics on the Selected Product Categories"	International Journal of Applied Business and Economic Research (IJABER).	0972-7302	Vol.13, No.8 P.No. 6335-6343	1	Scopus indexed Journal,

Articles published in conference proceedings and ISBN / ISSN journals

S.No.	Month & Year	Title of the Paper	Name of Journal	ISSN/ Number	Volume& Page
1.	September 2013	Analysis Of Non-Performing Assets Of Indian Overseas Bank With Reference To Puliyangudi Branch	A Peer Reviewed International Journal of Asian Research Consortium AJRBF: Asian Journal of Research in Banking and Finance,	ISSN: 2249-7323	Volume 3, Issue 9 P.No.35 to 47
2.	Feb. 2011	“Job Satisfaction and Quality of Work Life among IT employees in Tamilnadu,”	Amity international strategic management review.Amity International Business School, Amity University, Noida.	ISSN 0987-8841	Vol.4, No.1P. No. 46 to 50
3.	April 2010	Correlation between Work Life Quality and Work life Balances of Knitwear Industry.	Albertian Journal of International Management, Albertian Institute of Management, Banerji Road, Cochin – 682 018, India	ISSN 0975-7839	Vol.-4, Issue-1, P.No.30 to 35
4.	March 2010	A Study on Distribution Effectiveness of Amrutanjan’s Modern Trade in Chennai,	Journal of Business and Management Research	ISSN 0973-3523.	Vol.5, No.1P. No. 33 to 42
5.	March 2009	“Man job fit factors and occupational stress among the manager of cement industries in Tamil Nadu”	ACRM Journal of Business and Management Research, Bengaluru	ISSN 0973-3523	Vol.4, Issue-1, P.No.20 to 25
6.	January 28-29 2010	“Organizational performance and Quality of Work Life in Informational Technology workforce”	Kalasalingam university, krishnankoil, srivilliputtue	ISBN 9792267171643	

7.	2009	“Role of ethics and social responsibility in consumer marketing”	Kalasalingam university, krishnankoil, srivilliputtue	ISBN 9788190667128	
8.	November 4-5 2009	“Determinants of Individual’s motivation to Work Force”	Kalasalingam university, krishnankoil, srivilliputtue	ISBN 9788183722675	

Papers presented in conferences / Seminars

S. No.	Period	Title	Place & Organizer
1.	7 th January 2020	“Promotion of Academic Integrity and Prevention of Plagiarism”	SENTHI RESEARCH ADVOCACY FORUM V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar
2.	28 th & 29 th August 2019	MHRD RUSA Scheme 2.0 National Seminar CSR Towards social Development – Issues and Challenges (NSCSR-2019)	Department of Corporate secretary Ship Alagappa University , Karaikudi
3.	14 th June 2019	Escalation of brand image and market value through Celebrity endorsements	Acharya Bangalore B- School Associated with Periyar University
4.	14 th June 2019	Working Capital Management and its Impact on Financial Performance	Acharya Bangalore B-School Associated with Periyar University
5.	26 th & 27 th March 2019	“Determination of quality of work life among employees’ in managing job satisfaction with reference to Lakshmi mills company limited, kovilpatti”	Alagappa Institute of management , alagappa university karaikudi sponsored with ICSSR New Delhi
6.	19 th Feb 2019	“A study on select SHG and women Empowerment in Madurai District”	VIJAY Institute of Manangement, Chettiyapatty, Dindigl – 624 303
7.	4 th Jan., 2019	“Impact of quality of work life on Job Satisfaction among Expatriates in IOS international mechanical equipment L.L.C, ABUDHABI –UAE”	CICRD -2K19 PG And Research Department of Commerce, Mannar Thirumali College, Pasumalai, Madurai.
8	7-8 th June 2018	“ An Anlysis on Lapsation of unit linked insurance policy in Indian Life Insurance sector”	Acharya Bangalore B-school Bangaluru

9	25-26 April 2018	“Entrepreneurship Education and youth empowerment in contemporary Tamil Nadu “	LINCON University college, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia
10.	13th March 2015	“Role of college teachers in Quality Teaching with special reference to Management Studies”	IQAC Mannar Thirumalai College, Pasumalai, Madurai.
11..	22, August 2014	“Higher Education in India - An outlook.”	Department of Economics Mannar Thirumalai Naicker College , Pasumalai , Madurai
12.	25-26 July 2014.	“Impact of NPA’s on Bank profitability of Indian Overseas Bank with special reference to Puliangudi Branch,”	Sri Kaliswari College, Sivakasi,
13.	23 -25 Feb 2011.	“Impact of Burnout on Quality of Work Life of Professionals in Information Technology Industry”	Amity International Business School and Amity Global Business School, Noida.
14.	28-29 Jan 2010	“Organizational performance and QWL in IT workforce.”	Kalasalingam University, Krishnankoi, Associated with IIPA , NewDelhi
15.	19 21,Nov 2009	“Organization Climate In “ Women Managed Sectors”,	Indian Business Academy (IBA), Bengaluru
16.	4-5 Nov 2009	Determinant of Individual’s Motivation to work force.	Kalasalingam University, Krishnankoi,
17.	16-18 July 2009.	“Women Entrepreneurs- Deciding Factors,	Annamalai University, Chidambaram,
18.	3-4 April 2009	“Ethics and Environment”	MGR University, ,Mathuravayal, Chennai,
19.	25 th March 2009.	“Creativity and Innovation in the content of Team Work”,	KSR School of Management Tiruchengode, Namakkal,
20.	30 - 31Jan 2009	“Inflation – A Critical Path”	Vivekananda Institute of Information and Management Studies, Tiruchengode, Namakkal
21.	19 th April 2008	“Total Quality Management In Academics”-	Scott Christian College, Nagercoil.

22.	8 th March 2008.	“Quality of Work life Among Employees In Cement Industry”	Kalasalingam University, Krishnankoi,
23.	8 th March 2008.	“Organizational Climate and Its Impact”,	Kalasalingam University, Krishnankoil,
24.	10-12 Jan 2008	“Changing Role of Banks”	Karpagam Arts and Science College, Coimbatore,
25.	17- 18 Oct 2007	“Youth Entrepreneurship”	Sree Amman Institute of Management and Research, Chittode, Erode
26.	17- 18 Oct 2007	“Inflow of funds through FDI”	Sree Amman Institute of Management and Research, Chittode, Erode

FDP / Workshops attended / CONDUCTED

S. No	Date	FDP/Workshops	Name of the Institution
1.	11 th March 2020	FDP On Quality Assurance and Sustenance in Higher Education.	IQAC, Manner Thirumalai Naicker College, Pasumalai, Madurai
2.	5 th March 2020	FDP on 21 st Century Skills	IQAC, Manner Thirumalai Naicker College, Pasumalai, Madurai
3.	3 rd March 2020	FDP on Promotion of API Score and Career Advancement Scheme	IQAC, Manner Thirumalai Naicker College, Pasumalai, Madurai
4.	7 th January 2020	FDP on Promotion of Academic Integrity and Prevention of Plagiarism	V.H.N. Senthikumara Nadar College Virudhunagar.
5.	2 nd – 6 th December 2019	Structural Equation modeling (SEM) Basic & Advanced analysis	Department of Management Studies National Institute of Technology – Tiruchirappalli
6.	19 th October 2019	Research Writing & Publications: Theory & Practice	IQAC, Manner Thirumalai Naicker College, Pasumalai, Madurai
7.	28 th August 2019	Capacity Building Programme on Outcome Based Education	IQAC, Manner Thirumalai Naicker College,

			Pasumalai, Madurai
8.	March 9th 2019	Outcome based Curriculum Development programme	IQAC, Manner Thirumalai Naicker College, Pasumalai, Madurai.
9.	22nd & 23rd February 2019	SPSS & AMMOS WORK SHOP	IQAC & PG & Research Department of Commerce, Manner Thirumalai Naicker College, Pasumalai, Madurai
10.	22 January 2019	Intellectual property Rights skill development programmes, innovation, patents and setting up Incubation centers	IQAC, Manner Thirumalai Naicker College, Pasumalai, Madurai.
11.	02&03 March 2018	e-content development and digital tools	Manner Thirumalai Naicker College, Pasumalai, Madurai
12.	February 23 -2018	Faculty Development Programme on Intellectual property Rights	Department of Business Administration organized with UGC Manner Thirumalai Naicker College, Pasumalai, Madurai
13.	29th June 2018	Technicalities of Writing Research Proposal	Manner Thirumalai Naicker College, Pasumalai, Madurai
14.	February 7th 2014.	One day workshop of Quality Improvement Cell (QIC)	Anna University, in GCE campus (nodal center) Tirunelveli
15.	Nov. 19 th to Dec 01 st - 2012	Faculty Development Programme On Entrepreneurship	Sponsored by National Science and Technology Entrepreneurship Development Board (NSTEDB) in association with Centre for Entrepreneurship (CED), Madurai.
16.		One day workshop of Women Empowerment Cell (WEC)	AICTE in Thiyagaraja College of Engineering, Madurai
17.	August 29 th 2009	One Day Management Development Programme On –Business Intelligence	VIT Business School, Vellore
18.	November 13 to15	Workshop On SPSS	Thiagarajar College of Perceptors, Madurai.

	2009		
19.	9th April 2008	Patent Awareness Programme	Sponsored by DST Govt. of India in association with Yadava Mens College, Madurai.
20.	16-18 July, 2008	Faculty Awareness Camp On Entrepreneurship	EDC, Kalasalingam University, Krishnankoil.
21.	30th & 31st October 2008	Entrepreneurship Awareness Camp	Ministry of Science and Technology association with department of Computer Science and EDC, Kalasalingam University, Krishnankoil.

FDP / Workshops / Seminar Organized (Or) conducted

S.No.	Date	Programme	Title	Grant
1.	24 th January 2020	National Seminar	“A Digital Transformation – Entrepreneur & Infoperneur 2K20”	Under UGC Autonomy Grant
2.	17 th May 2013	One Day FDP	“Stress Management”	-
3.	17 th May 2013	One Day FDP	Yoga Training Programme for Faculty Members of SVCET.	-

Academic Responsibilities

S. No	Name of the Activity	Period
1.	Convener - Soft Skill Programme – MTN College	From July 2019
2.	Convener - Grievance and redressed committee – MTN College	From July 2019
3.	Internal Complaints Committee Member – MTN College	June 2018 to June 2019
4.	Grievance Committee Member - MTN College	June 2018 to June 2019
5.	Fine Arts Association Member - MTN College	June 2018 to June 2019

6.	Member in Web Team - IQAC - MTN College	From 2016 –to January 2018
7.	Co -Ordinator of Entrepreneurship Development Cell (EDC) - S.Veerachamy Chettiar Engineering College & Technology, Puliyangudi	From August 2012 to May 2014
8.	Co -Ordinator of Women Empowerment Cell (WEC) -SVCET, Puliyangudi	From September 2012 to May 2014
9.	Project Co -Ordinator & Internal Examiner for MBA Students. -SVCET, Puliyangudi	2012 -2013 Academic Year
10.	Co –Ordinator for NBA (National Board Accreditation) -SVCET, Puliyangudi	From September 2012 to May 2014

Acted as resource person for a Guest lecture

S. No	Date	Name of the Programme	Name of the Institution	Topic
1.	16 th May 2019	Video conferencing	Acharya Bangalore B School, Bengaluru	Financial Basics – Break Even Analysis (B.E.P)
2.	13 th January 2019	Guest Lecture	P.S.R.Engineering College, Sevalpatti, Sivakasi	Derivative Trading -Capital Markets
3.	10 th March 2018	Guest Lecture	P.S.R. Engineering College, Sevalpatti, Sivakasi	Qualities to be a Successful leader
4.	3 rd August 2017	Guest Lecture	P.S.R.Engineering College, Sevalpatti, Sivakasi	Scope for Opportunities and Growth in Entrepreneurship
5.	23rd May 2013	Guest Lecture	NSS volunteers Anna University Tirunelveli Region	Quality of Leadership Development
6.	27th – 29th Feb 2008	Guest Lecture	A.K. Arts and Science College, Krishnankoil, Srivilliputtur	Women Empowerment
7.	9th-11th Jul 2007	Guest Lecture	Final year students Of A.K.Polytechnic College, Krishnankoil, Srivilliputtur	Business Opportunity and Identification
8.	16th - 18th Jul 2007.	Guest Lecture	Final year students of A.K. Polytechnic College, Krishnankoil, Srivilliputtur	Business Plan Preparation

Sessions chaired in conferences

1. Acted as a Judge for TRIAMPH -2013 in Department of MBA, Kalasalingam University, Krishnankoil, Srivilliputtur
2. Acted as a Judge for cultural in Department of Civil – HARITHAM '13, on 24.02.2013 in S.Veerassamy Chettiar college of Eng. & Tech., Puliangudi
3. Acted as a Judge for paper presentation in Management Meet Triumph–13, 01.03.2013 in MBA Dept, Kalasalingam University, Krishnankoil.
4. Acted as a Judge for National Symposium 2010, Kalasalingam Institute of Technology, Krishnankoil, Srivilliputtur.
5. Acted as a Chair Person in International Conference –ICGCP'10, MBA Dept, Kalasalingam University.
6. Acted as an Editor in Editorial Board for National Conference conducted by Department of Business Administration 2009, Kalasalingam University.
7. Acted as a Chair Person in National Conference –NCOSBI 09, MBA Dept, Kalasalingam University.
8. Acted as a Chair Person in National Conference –NSCOPE 08, MBA Dept, Kalasalingam University, Srivilliputtur.
9. Acted as a Judge for National Seminar 2008, P.A.C.R Polytechnic, Rajapalayam.
10. Acted as a Chair Person in National Conference –NSCOS 07, MBA Dept, Kalasalingam University, Srivilliputtur

Other Achievements

1. Received **Best Teacher Award** in the year 2020 from Global Multidisciplinary research & Academic Foundation, Chennai.
2. **Appreciation certificate issued by the Collector – Virudhunagar Dist.,** for acted as a Master Trainer in the year 2010 Censes
3. Successfully Inaugurated Entrepreneurship Development Cell (EDC) on January 24th 2013 in S.Veerassamy Chettiar college of Eng. & Tech., Puliangudi (SVCET)
4. Produced 100% Result in Anna University Exam - 2012 -2014