



Dr. V. DEVIKA

ASSISTANT PROFESSOR

Gender

Female

Mail ID:

devikamtn@gmail.com

Contact No.

9047067833

Address

Plot No.6/1 - A, Sai Krishna Illam
Kurunji Street, Muta Colony,
T.P.K Road, Pasumalai,
Madurai - 625 004.

Date of Birth

26. 05. 1972

Teaching Experience

Mannar Thirumalai Naicker College
06.06.2004 - 16.06.2019

- Assistant Professor of Commerce (SF)

Mannar Thirumalai Naicker College
17.06.2019 To Till date

- Assistant Professor of Commerce (Regular)

Department

PG and Research Department of
Commerce

Date of Appointment

17. 06. 2019

Date of Retirement

31. 05. 2032

ACADEMIC QUALIFICATION

Doctoral Research - Ph.D.

- **University:** Madurai Kamaraj University, Madurai.
- **Title** : Impact of Self Help Group on the Empowerment of Women in Madurai District
- **Year** : 2016

Master of Philosophy

- **University:** Madurai Kamaraj University, Madurai.
- **Year** : 2006

Post - Graduation: M. Com

- **University:** Madurai Kamaraj University, Madurai.
- **Year** : 2000

Under Graduation: B.Com

- **University:** Madurai Kamaraj University, Madurai.
- **Year** : 1995

Technical Education: Diploma in Commercial Practice

- **Institution** : Government Polytechnic College for Women, Madurai
- **Year** : 1992

Vocational Skill: Typewriting

- Typewriting in Tamil higher
- Typewriting in English higher

AREA OF SPECIALIZATION:

- Management Accounting
- Cost Accounting
- Banking
- Human Resources Management

Orientation/ Refresher Course Attended (other than MTNC):

S.No	Orientation/ Refresher Course	Theme	Name of the Institution/University	Month and Year
1.	Refresher Course	UGC Sponsored Online Refresher Course in Commerce & Management	UGC Malaviya Mission Teacher Training centre, Bharathidasan University, Trichirapalli	14.05.2025 to 27.05.2025
2.	Orientation	Orientation Training Programme	Madurai Kamaraj University	Feb 5 to Feb 25 2020
3.	Refresher Course in Commerce & Management	Refresher Course Programme	UGC-HRDC Andhra University,	25.10.2021 to 07.11.2021 14 Days

Details of recognized research guides

S.No	Subject	Date & Month of award of Guideship	Guideship Number
1.	Commerce	24.05.2022	2160/22

Details of Ph.D. Candidates:-

S.No	Name of the Scholar with Register Number	Name of the Guide / Co-Guide	Title of the Thesis	Date of Registration	Date of Award of Ph.D	Pursuing / Submitted
1.	S.ALHAFEZA MKU23PFOC 11110	Dr.V.Devika	Production and Marketing of Organic Food Products in Southern Tamilnadu.	03.08.2023	----	Pursuing
2.	P. AKSHAYA MKU23FFOC11269	Dr. V. Devika	Consumer Perception towards Sustainable energy sources in Tamilnadu	24.11.2023	-----	Pursuing
3.	M. ASWINI PRIYA	Dr. V. Devika	A Phenomenological Study of Successful Women Entrepreneur in Tamil Nadu	17.10.2024	----	Pursuing
4.	P. SWETHA	Dr. V. Devika	Consumers' Perception and Purchased Intention of Green Products Tamilnadu	17.10.2024	----	Pursuing

Research Guidance

S.No.	Research Level	Guiding	Submitted	Awarded
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1	M. Phil.			
2	Ph.D	4 scholars	----	-----

Faculty Development Programme/Short Term Course attended (other than MTNC):

S.No	Faculty Development Programme/Short Term Course	Title of the Programme/Course	Name of the Institution/University	Month and Year
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1.	Faculty Development Programme (Virtual Mode)	Cyber Security	Indira College of Engineering , Annasheb Dange College of Engineering and Technology, Maharashtra ExceIR Edtech Pvt.Ltd.	February 14 th 2025 to February 20 th 2025 7 days
2.	Faculty Development Programme (Virtual Mode)	Predictive Analytics and Optimizatio for Industrial Applications	Finessefleet Foundationand Sanjivani University – Bangalore.	February 3 rd 2025 to February 8 th 2025 6 days

3.	Faculty Development Programme (Virtual Mode)	Gen AI & Chat GPT Application in the Industry	SJC Institute of Technology, Chikkaballapur, Bharti Vidyapeeth (Deemed to be University) College of Engineering, Pune in Collaboration with ExceIR	27th Jan to 31 st Jan 2025 5 days
4.	International Virtual Faculty Development Programme	Recent Advances in Teaching and Research on Sustainable Development in Commerce	Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology	11.12.2024 To 17.12.2024 7 days
5.	Faculty Development Programme (Virtual Mode)	Research Methodology for Social Sciences	SMVEC School of Arts and Science	03.12.2024 to 10.12.2024 7 days
6.	Self – paced Online Faculty Development Programme	AI – Driven Research Excellence	Sri. S. Ramasamy Naidu Memorial College	04.11.2024 to 11.11.2024 7 days
7.	Faculty Development Programme	Innovative Research in Artificial Intelligence for Commerce	KG College of Arts & Science, Coimbatore.	18.01.2024 To 24.01.2024 5 days
8.	Faculty Development Programme	Upskill Your Resources	Ayya Nadar Janaki Ammal College, Sivakasi.	07.07.23 to 13.07.23 7 Days
9.	Faculty Development Programme	Quality and Effective Research	Patrician College of Arts and Science College- Chennai.	06.06.23 To 12.06.23 7 Days
10.	Faculty Development Programme	Outcome Based Education	Tamil Nadu Teachers Education University- Chennai	05.06.23 To 09.06.23

				5 days
11.	Faculty Development Programme	International Virtual	Dr.M.G.R-Faculty of educationa and Academic Staff College- Chennai.	20.06.2022 to 24.06.2022 5 days
12.	Faculty Development Programme	Outcome Based Extension Activities	Ayya Nadar Janaki Ammal College- Sivakasi.	23.09.2021 to 25.09.2021 3 Days
13.	Short Term Course	Feminist Teaching and Research in higher education: Theory and Practice –	Ramanujam College, University of Delhi.	23.07.2021 to 06.08.2021 12 Days
14.	Faculty Development Programme	Social Media Digital Marketing	Bharathiar University – Coimbatore- 46.	02.09.2020 to 12.09.2020 12 Days
15.	Online FDP	Recent Trends in Material Frontiers	St.Joseph’s College of Engineering	29.05.2020 To 30.05.2020 2 days
16.	FDP	Data Analysis and Visualization of Covid-19 Dataset Using Python	Jerusalem College of Engineering- Chennai.	07-05-2020
17.	International FDP	How to Write Effective Case Study?	ATMIYA University- Gujarat	02.05.2020
18.	National Level FDP	Online Management & Online Content Creation Tools	North Storm Academy - Mumbai	30.04.2020 To 01.05.2020
19.	FDP	Art of Writing Research Article in Hi- Indexed Journals	Nehru Arts And Science College- Coimbatore	29.04.2020 To 30.04.2020

Courses Completed:

S. No.	Name of the Course	Platform	Name of the Coordinating Institutions/ University
1.	Personality Development and Communication Skills	SWAYAM	IIM - Bangalore

Publications (*List of papers published, in year wise descending order*):

S.No	Title of the paper	Name of the Authors	Name of Journal/Book	Month & Year	ISSN/ISBN	Volume & Issue	Impact factor	ID Indexed in Scopus, Web of Science, Pub med / approved by UGC / UGC CARE/ISBN
1)	Buildings Comprehensive Model of Consumer Perception towards Sustainable Energy : Theoretical Underpinnings and Real-World Applications	Dr. V. Devika and Ms. P. Akshaya	International Journal of Business and Economics Research	April 2025	e-ISSN: 24555-3921	Special Issue		e-ISSN
2)	The Role of Digital Marketing in Promoting Organic Food Brands	Dr. V. Devika and Ms. S. Alhafaiza	International Journal of Business and Economics Research	April 2025	e-ISSN: 24555-3921	Special Issue		e-ISSN
3)	Exploring Green Technology and Innovation Green product Development	Dr. V. Devika and Ms. P.Swetha	International Journal of Business and Economics Research	April 2025	e-ISSN: 24555-3921	Special Issue		e-ISSN

4)	Study About Start-Up and Entrepreneurship in the Digital Age	Dr. V. Devika and Mrs. M. Aswini Priya	International Journal of Business and Economics Research	April 2025	e-ISSN: 24555-3921	Special Issue		e-ISSN
5)	Impulsive Purchasing Behavior and Moderating Role of Age among Supermarket Consumers	Dr. V. Devika and Ms. P. Akshaya	Digital Transformations Unlocks India's Potential in Industry 4.0	September 2024	2455 - 3921	Special Issue	-	E - ISSN
6)	Sustainable Entrepreneurship and Consumer Behaviour	Dr. V. Devika and Ms. P. Akshaya	International Journal of Cultural Studies and Social Sciences	Jan-June 2024	2347-4777	Vol 20, Issue 1	7.138	UGC CARE
7)	Purchase Behaviour towards Organic Food Products in E-Commerce	Dr. V. Devika and Ms. S. Alhafaiza	International Journal of Cultural Studies and Social Sciences	Jan-June 2024	2347-4777	Vol 20, Issue 1	7.138	UGC CARE
8)	Financing Sustainably Towards Sustainable Energy Sources To Protect The Environment	Dr. V. Devika and Ms. P. Akshaya	Journal of Inventive and Scientific Research Studies (JISRS)	January 2024 to March 2024	2584-0630 (online)	Vol.1 Issue 2		E-ISSN
9)	Green Start –Up-An Overview	Dr. V. Devika	DOGO RANGSANG	April 2023	2347-7180	Vol.13, Issue 07, No.09, Oct	5.127	UGC CARE
10)	A Study On Challenges Of Small Scale Industries In India	Dr. V. Devika	Rabindra Bharati Journal of Philosophy	2023	0973-0087	Vol.: XXIV, No.5, 2023	6.986	UGC CARE

11)	Rural Women Entrepreneurship	Dr. V. Devika	Rabindra Bharati Journal of Philosophy	2023	0973-0087	Vol.: XXIV, No.5,2023	6.986	UGC CARE
12)	Intellectual Property Rights: A Tool For Economic Development	Dr. V. Devika	Kanpur Philosophers	April 2022	2348-8301	Vol.IX, Issue I No.11:2022	--	UGC CARE
13)	National Youth Policy	Dr. V. Devika	Journal of the Oriental Institute	July-September 2022	0030-5324	Vol.71, Issue. 03, No.1	--	UGC CARE
14)	National Youth Policy	Dr. V. Devika	Rabindra Bharati Journal of Philosophy	2022	0973-0087	Vol:XXII I, No:26,2022	6.986	UGC CARE
15)	COVID-19 Pandemic And Online Learning : The Challenges and Opportunities	Dr. V. Devika	Journal of Fundamental & Comparative Research	2021	ISSN- 2277-7067	Online Publication	--	UGC Care Approved Peer Reviewed
16)	Hindrance of Women As Entrepreneur	Dr.V.Devika	Psychosocial Rehabilitation	Feb 08, 2020	1475-7192	Vol.24,Issue 08, 2020	6.3	Scopus
17)	A Study On Problems and Solutions Of Street Vendors	Dr.V.Devika	Think India	20 th &21 st December	0971-1260	Vol-22 Issue-14 December	5.9	UGC CARE LIST

18)	Tourists Attitude Towards Eco Tourism Promotion in Tamil Nadu	Dr.V.Devika	Think India	16 th October 2019	0971-1260	Vol -22 Issue 14 th December	5.9	UGC CARE LIST
19)	Challenges and Opportunities of Online-Marketing	Dr.V.Devika	International journal of Analytical and Experimental Modal Analysis	September 2019	0886-9367	http://ijaema.co m	6.3	UGC CARE LIST
20)	Startup India- A new paradigm for young entrepreneur	Dr.V.Devika	International journal of Analytical and Experimental Modal Analysis	August 2019	0886-9367	Vol-XI , IssueVI II	6.3	UGC CARE LIST

Paper presented in Conference/Seminar:

S.No	Title of the Paper	International/National /State level	Title of the Seminar	Institution/College Name	Dt / mm / yr
1.	Digital Innovations and its Contribution in Development of Indian Economy	International Conference	Indian Economy: Navigating Challenges and Seizing Opportunities	Mannar Thirumalai Naicker College, Madurai-4.	24 th March 2025
2.	Study About Start-Up and Entrepreneurship in the Digital Age	National	Digital Innovation and sustainable Business Strategies in the Contemporary Era	Mannar Thirumalai Naicker College, Madurai-4.	6 th March , 2025
3.	Exploring Green Technology and Innovation Green product Development	National	Digital Innovation and sustainable Business Strategies in the Contemporary Era	Mannar Thirumalai Naicker College, Madurai-4.	6 th March , 2025
4.	The Role of Digital Marketing in Promoting Organic Food Brands	National	Digital Innovation and sustainable Business Strategies in the Contemporary Era	Mannar Thirumalai Naicker College, Madurai-4.	6 th March , 2025
5.	Buildings Comprehensive Model of Consumer Perception towards Sustainable Energy : Theoretical Underpinnings and Real-World Applications	National	Digital Innovation and sustainable Business Strategies in the Contemporary Era	Mannar Thirumalai Naicker College, Madurai-4.	6 th March , 2025
6.	An-In Depth Evaluation of AI-Driven Strategies For Achieving Entrepreneurial Success	International Conference	Exploring AI in Interdisciplinary Innovations and Contemporary Landscape	Agurchand Manmull Jain College, Chennai.	14 th February 2025

6	AI Tools to Educate the Consumers Towards Organic Food products	International	Artificial Intelligence In Commerce and Management	The American Collge	06.01.2025 and 07.01.2025
7	Impulsive Purchasing Behavior and Moderating role of Age among Supermarket consumers	International	Global Contemporary Issues and Unlocking Innovation in Business Industry 4.0	V.H.N.Senthikumara Nadar College, Virudhunagar	24.07.2024 & 25.07.2024
8	Sustainable Entrepreneurship and Consumer Behaviour	International	Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth	Mannar Thirumalai Naicker College, Madurai.	16.02.2024
9	Purchase Behaviour towards Organic Food Products in E- Commerce	International	Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth	Thirumalai Naicker College, Madurai.	16.02.2024
10	Financing sustainably towards sustainable energy sources with a view to protect the environment	National level Conference	Sustainability and Technology in the BFSI Sector	G. Venkatasamy Naidu College, Kovilpatti	06.02.2024 To 07.02.2024
11	Intellectual Property Rights: A Tool For Economic Development	National Level Seminar	Contemporary and Upcoming issues in the field of Intellectual Property Rights	Mannar Thirumalai Naicker College, Madurai.	28.03.2022

12	Rural Women Entrepreneurship	National Level Seminar	Entrepreneurship in Industry 4.0: A Glimpse	Mannar Thirumalai Naicker College, Madurai.	16 th December 2022
13	Research Methodology for Social Science	State level Seminar	Two days online Awareness Test	Shri Shankarlal Sundarbai Jain College for women – Chennai.	16 th May 2020.

14	E-Banking in India	State level Seminar	Digital Literacy and It's Impact on Indian Economy	V.H.N.Senthikumara Nadar College, Virudhunagar	27.09.2019
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FDP/Workshop Attended (other than MTNC):

S.No	International/ National / State Level	Title of the Programme/Course	Name of the Institution/University	dt/mm/yr
1.	National Level - Faculty Development Programme	Application of Statistics in Social Science Research using SPSS	V.H.N.S.N.College Viudhu Nagar	11 th November to
2.	International	Restriction of Plagiarism: A Quality measure in Research	Manonmaniam Sudaranar University	4 th January 2020

Chapters in edited volumes :

S.No.	Title of the chapter in edited volume	Title of the Book	Name of the Publisher	ISBN. No.	Year
1	A Bibliographic Review on Consumer Behavior	Navigating Transformations for Business – Industry 4.0	Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous), Virudhunagar & Mangayarkarasi College of Arts and Science College for Women, Paravai, Madurai.	978-81-974481-2-6	July 2024
2	Consumer Behavior and sustainable choices	ESG Driven Marketing: Building brands for a sustainable Future	Eureka Publications	-	2024
3	Working Women's Preference towards Imitation Jewellery Through Online	Evolution of Women's Rights in India: Progress, Challenges and Future Avenues for Equality	Mannar Thirumalai Naicker College	978-93-90203-91-8	2024
4	Consumer Behaviour towards Sustainable Products in Madurai City	E- Commerce Trends and Innovations	Elakkiya Publisher, Tenkasi, Tamilnadu	978-93-92649-63-9	2024

5	Religious Values and Communal Harmony – Chapter- 3	Value Education- For all UG Students	Neithal Pathippagam, No.5, Thangavelu Vaithiyar Street, Triplicane, Chennai- 600 005.	---	2022
6	Online, Flipped And Hybrid Learning in Achieving SDGS	Education for a Digital Era	Island Publishers, Tamil Nadu, India.	E-ISBN 978-93-93333-02-5	2022
7	The Biggest Hindrance to Budding Women Entrepreneurs	Women in 21 st Century	Neithal Pathippagam Tiruvallikeni Chennai -5	ISBN 978-9390687-63-	2021

Positions held at our college (MTNC):

S.No	Name of position	From	To
1	Skill Enhancement Committee - Convenor	2024	Present
2	Attendance Committee - Convenor	2023	2024
3	Attendance Committee - Convenor	2023	2024
4	Skill Enhancement Programme - Member	2023	2024
5	IQAC – 6 TH Criterion - Member	2023	2024
6	Women Development Cell & Women Festivals Committee	2022	2023
7	Library Stock Verification Committee Convenor Member	2022 2021 2020	2023 2022 2021
8	Grievance Redressal & Counseling Committee	2021	2022
9	Attendance Committee – Member	2021 2022	2022 2023

10	IQAC –VI Criterion - Member	2020 – 2021	2022-2023
11	Co-Ordinator of Accounting and Taxation(B.VOC)	2019	2020
12	Website Committee – Member	2019	2021

Workshop/Conference/FDP Attended in MTNC:

S.No	International/National/ State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1.	State Level Seminar	One-Day Seminar on “Challenges in Corporate Governance and Social Responsibility in India”	Department of Corporate Secretaryship, Mannar Thirumalai Naicker College, Madurai	25.03.2025
2.	Faculty Development Programme- National	Insights of National Educational Policy (NEP 2020)	Mannar Thirumalai Naicker College, Madurai.	18 th March 2023 – 1 day
3.	Faculty Development Programme – State Level	In-Service Teacher Programme, Madurai Kamaraj University, Madurai	Mannar Thirumalai Naicker College, Madurai.- Chennai.	17 th May 2022 to 18 th May 2022 - 2 days
4.	Faculty Development Programme – State Level	- Dynamics of Research Publications	Mannar Thirumalai Naicker College, Madurai.	15 th & 16 th September 2022- 2 days
5.	Faculty Development Programme – State Level	Education 4.0 for sustainable Economic Development	Mannar Thirumalai Naicker College, Madurai.	April 27 th 2022- 1 Day
6.	Faculty Development Programme – State Level	Enhancing quality by unearthing innovative practices-EQUIP 2022	Mannar Thirumalai Naicker College, Madurai.	18.04.2022- 24.04.2022- 7 Days
7.	State level -Workshop	E-Workshop	Mannar Thirumalai Naicker College, Madurai.	28 th 2020
8.	Online National	Faculty Enrichment Programme	Mannar Thirumalai Naicker College, Madurai.	13 th May to 19 th May
9.	One day Workshop	Quality Assurance and sustenance in Higher Education	Mannar Thirumalai Naicker College, Madurai.	11 th March 2020
10.	One day Workshop	Promotion of API score and Career Advancement Scheme	Mannar Thirumalai Naicker College, Madurai.	3 rd March 2020

11.	One day workshop	E-Content Development and Digital Tools Usage	Mannar Thirumalai Naicker College, Madurai.	29 th Feb 2020
12.	One day Capacity Building	One day Capacity Building	Mannar Thirumalai Naicker College, Madurai.	28 th August 2019

Webinar

S.No	International/National/ State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1	National	Knowledge Generation in Education during COVID-19 Pandemic – Qualitative Research	Bombay Teachers Training College - Mumbai	1 st June to 6 th June 2020
2.	State Level	NAAC Accreditation Process for Autonomous Colleges	Rathinam College of Arts and Science, Coimbatore.	21 st June 2020
3.	National	Empowering myself to frame the future world	S.R.Kanthi College of Education- Karnataka.	30 th May 2020
4.	State Level	Business and Covid-19	Arumugam Pillai seethai Ammal College, Sivagangai.	30 th May 2020
5.	State Level	NAAC Accreditation Process – Dos and Don'ts	The Standard Fireworks Rajaratnam College for women	29 th May 2020
6.	State Level	SSR Preparation	The Standard Fire Works Rajaratnam College, Sivakasi	25 th May to 29 th May 2020
7.	State Level	Bio Diversity	Mannar Thirumalai Naicker College	22 nd May 2020

8.	National Level	The impact of the Covid-19 Lockdown on Investments and the Indian Capital Market	VVM's Shree Damodar College of Commerce and Economics Goa.	22 nd May 2020
9.	State level	Post Lockdown Relaxations Do's and Don'ts	Jerusalem College of Engineering – Chennai.	18 th May 2020
10.	State Level	We and Our Environment	SLS MAVM Ayira Vaisyar College	13 th May 2020
11.	State Level	Post Covid-19, Job opportunities and Entrepreneurial Possibilities- Indian	Francis Xavier Engineering College, Tirunelveli.	04 th May 2020
12.	State level	Impact of Covid-19 on future investment pattern of investors	Bhagwan Mahavir College of Management	28 th April 2020

Conferences, Seminars, Workshops and other Programme Organized:

S. No	Date	Name of the Programme	Role	Name of the Institution
1.	21.03.2025	41 st Commerce Association Annual Day	Organizing Secretary	Mannar Thirumalai Naicker College, Madurai-4.
2.	28.03.2024	40 th Commerce Association Annual Day	Co-Convener	Mannar Thirumalai Naicker College, Madurai-4.
3.	21 st and 22 nd September 2022	Two Days Kolu Expo and Sale	Convener	Mannar Thirumalai Naicker College, Madurai-4.
4.	28.03.2022	One Day National Level Seminar- “Contemporary and Upcoming Issues in the Field of Intellectual Property Rights”	Convener	Mannar Thirumalai Naicker College, Madurai-4.
5.	22.03.2021	One day Seminar on Impact of Covid-19 in Service Sector	Co-Organizing Secretary	Mannar Thirumalai Naicker College, Madurai-4.

EXTERNAL ACTIVITIES:-

S.No	Valued / External / Question Paper Setter	Title of the Job	Name of the Institution/University	Month and Year
1	External Practical Examiner	B. Com (CA) - Lab	WAKF BOARD COLLEGE, Madurai-20.	7.04.2025- & 08.04.2025
2	Question Paper Setter	Semester Question paper	PSGR Krishnammal College for Women	04.09.2024
3	External Practical Examiner	B. Com (CA) - Lab	Annai Fatima College of Arts and Science, Thirumangalam, Madurai.	03.11.2023 & 04.11.2023
4	Question Paper Setter	Semester Question paper	PSGR Krishnammal Arts and Science College- Coimbatore.	21.08.23
5	Question Paper Setter	Semester Question paper	Sri Krishna Arts and Science College- Coimbatore.	19.04.23
6	Question Paper Setter	Semester Question paper	Sri Krishna Arts and Science College- Coimbatore.	11.10.22
7	Question Paper Setter	Semester Question paper	Sri Krishna Arts and Science College- Coimbatore.	02.05.22
8	Question Paper Setter	Semester Question paper	Sri Krishna Arts and Science College- Coimbatore.	10.11.21
9	External Practical Examiner	Java Lab, Multimedia and DTP	V.V.Vanniaperumal College for Women, Virudhunagar.	17 th Oct 2019 to 19 th
10	Question Paper Setter	Semester Question paper	Subalakshmi Lakshmi pathy College of Science- Madurai.	14 th August 2019.