



# Dr. V. DEVIKA

## ASSISTANT PROFESSOR

### Gender

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Female

### Mail ID:

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devikamtn@gmail.com

### Contact No.

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9047067833

### Address

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

### Date of Birth

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26. 05. 1972

### Teaching Experience

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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

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PG and Research Department of  
Commerce

### Date of Appointment

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17. 06. 2019

### Date of Retirement

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31. 05. 2032

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## **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):**

<b>S.No</b>	<b>Orientation/ Refresher Course</b>	<b>Theme</b>	<b>Name of the Institution/University</b>	<b>Month and Year</b>
1	Orientation	Orientation Training Programme	Madurai Kamaraj University	Feb 5 to Feb 25 2020
2.	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**

<b>S.No</b>	<b>Subject</b>	<b>Date &amp; Month of award of Guideship</b>	<b>Guideship Number</b>
1.	Commerce	24.05.2022	2160/22

**Details of Ph.D. Candidates:-**

<b>S.No</b>	<b>Name of the Scholar with Register Number</b>	<b>Name of the Guide / Co-Guide</b>	<b>Title of the Thesis</b>	<b>Date of Registration</b>	<b>Date of Award of Ph.D</b>	<b>Pursuing / Submitted</b>
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**

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

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

<b>S.No</b>	<b>Faculty Development Programme/Short Term Course</b>	<b>Title of the Programme/Course</b>	<b>Name of the Institution/University</b>	<b>Month and Year</b>
1.	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
2.	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
3.	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

4.	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
5.	Faculty Development Programme	Upskill Your Resources	Ayya Nadar Janaki Ammal College, Sivakasi.	07.07.23 to 13.07.23 7 Days
6.	Faculty Development Programme	Quality and Effective Research	Patrician College of Arts and Science College- Chennai.	06.06.23 To 12.06.23 7 Days
7.	Faculty Development Programme	Outcome Based Education	Tamil Nadu Teachers Education University- Chennai	05.06.23 To 09.06.23 5 days
8.	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
9.	Faculty Development Programme	Outcome Based Extension Activities	Ayya Nadar Janaki Ammal College- Sivakasi.	23.09.2021 to 25.09.2021 3 Days
10.	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
11.	Faculty Development Programme	Social Media Digital Marketing	Bharathiar University – Coimbatore-46.	02.09.2020 to 12.09.2020 12 Days
12.	Online FDP	Recent Trends in Material Frontiers	St.Joseph's College of Engineering	29.05.2020 To 30.05.2020 2 days

13.	FDP	Data Analysis and Visualization of Covid-19 Dataset Using Python	Jerusalem College of Engineering- Chennai.	07-05-2020
14.	International FDP	How to Write Effective Case Study?	ATMIYA University- Gujarat	02.05.2020
15.	National Level FDP	Online Management & Online Content Creation Tools	North Storm Academy - Mumbai	30.04.2020 To 01.05.2020
16.	FDP	Art of Writing Research Article in Hi-Indexed Journals	Nehru Arts And Science College- Coimbatore	29.04.2020 To 30.04.2020

**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)	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
2)	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
3)	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

4)	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
5)	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
6)	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
7)	Rural Women Entrepreneurship	Dr. V. Devika	Rabindra Bharati Journal of Philosophy	2023	0973-0087	Vol.: XXIV, No.5, 2023	6.986	UGC CARE
8)	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
9)	National Youth Policy	Dr. V. Devika	Journal of the Oriental Institute	July-September 2022	0030-5324	Vol.71, Issue. 03, No.1	--	UGC CARE
10)	National Youth Policy	Dr. V. Devika	Rabindra Bharati Journal of Philosophy	2022	0973-0087	Vol:XXI II, No:26, 2022	6.986	UGC CARE

11)	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
12)	Hindrance of Women As Entrepreneur	Dr.V.Devika	Psychosocial Rehabilitation	Feb 08, 2020	1475-7192	Vol.24,Issue 08, 2020	6.3	Scopus
13)	A Study On Problems and Solutions Of Street Vendors	Dr.V.Devika	Think India	20 <sup>th</sup> &21 <sup>st</sup> December	0971-1260	Vol-22 Issue-14 December	5.9	UGC CARE LIST
14)	Tourists Attitude Towards Eco Tourism Promotion in Tamil Nadu	Dr.V.Devika	Think India	16 <sup>th</sup> October 2019	0971-1260	Vol -22 Issue 14 <sup>th</sup> December	5.9	UGC CARE LIST
15)	Challenges and Opportunities of Online-Marketing	Dr.V.Devika	International journal of Analytical and Experimental Modal Analysis	September 2019	0886-9367	<a href="http://ijaema.com">http://ijaema.com</a>	6.3	UGC CARE LIST
16)	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:**

<b>S.No</b>	<b>Title of the Paper</b>	<b>International/National /State level</b>	<b>Title of the Seminar</b>	<b>Institution/College Name</b>	<b>Dt / mm / yr</b>
1	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
2	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
3	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
4	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
5	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
6	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
7	Rural Women Entrepreneurship	National Level Seminar	Entrepreneurship in Industry 4.O: A Glimpse	Mannar Thirumalai Naicker College, Madurai.	16 <sup>th</sup> December 2022

8	Research Methodology for Social Science	State level Seminar	Two days online Awareness Test	Shri Shankarlal Sundarbai Jain College for women – Chennai.	16 <sup>th</sup> May 2020.
9	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

**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 <sup>th</sup> November to <sup>th</sup>
2.	International	Restriction of Plagiarism: A Quality measure in Research	Manonmaniam Sudaranar University	4 <sup>th</sup> 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 <sup>st</sup> 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 <sup>TH</sup> Criterion - Member	2023	2024
6	Women Development Cell & Women Festivals Committee	2022	2023
7	Library Stock Verification Committee	2022 2021	2023 2022

	Convenor Member	2020	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.	Faculty Development Programme- National	Insights of National Educational Policy (NEP 2020)	Mannar Thirumalai Naicker College, Madurai.	18 <sup>th</sup> March 2023 – 1 day
2.	Faculty Development Programme – State Level	In-Service Teacher Programme, Madurai Kamaraj University, Madurai	Mannar Thirumalai Naicker College, Madurai.- Chennai.	17 <sup>th</sup> May 2022 to 18 <sup>th</sup> May 2022 - 2 days
3.	Faculty Development Programme – State Level	- Dynamics of Research Publications	Mannar Thirumalai Naicker College, Madurai.	15 <sup>th</sup> & 16 <sup>th</sup> September 2022- 2 days
4.	Faculty Development Programme – State Level	Education 4.0 for sustainable Economic Development	Mannar Thirumalai Naicker College, Madurai.	April 27 <sup>th</sup> 2022- 1 Day
5.	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
6.	State level -Workshop	E-Workshop	Mannar Thirumalai Naicker College, Madurai.	28 <sup>th</sup> 2020
7.	Online National	Faculty Enrichment Programme	Mannar Thirumalai Naicker College, Madurai.	13 <sup>th</sup> May to 19 <sup>th</sup> May
8.	One day Workshop	Quality Assurance and sustenance in Higher Education	Mannar Thirumalai Naicker College, Madurai.	11 <sup>th</sup> March 2020

9.	One day Workshop	Promotion of API score and Career Advancement Scheme	Mannar Thirumalai Naicker College, Madurai.	3 <sup>rd</sup> March 2020
10.	One day workshop	E-Content Development and Digital Tools Usage	Mannar Thirumalai Naicker College, Madurai.	29 <sup>th</sup> Feb 2020
11.	One day Capacity Building	One day Capacity Building	Mannar Thirumalai Naicker College, Madurai.	28 <sup>th</sup> 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 <sup>st</sup> June to 6 <sup>th</sup> June 2020
2.	State Level	NAAC Accreditation Process for Autonomous Colleges	Rathinam College of Arts and Science, Coimbatore.	21 <sup>st</sup> June 2020
3.	National	Empowering myself to frame the future world	S.R.Kanthi College of Education- Karnataka.	30 <sup>th</sup> May 2020
4.	State Level	Business and Covid-19	Arumugam Pillai seethai Ammal College, Sivagangai.	30 <sup>th</sup> May 2020
5.	State Level	NAAC Accreditation Process – Dos and Don'ts	The Standard Fireworks Rajaratnam College for women	29 <sup>th</sup> May 2020
6.	State Level	SSR Preparation	The Standard Fire Works Rajaratnam College, Sivakasi	25 <sup>th</sup> May to 29 <sup>th</sup> May 2020

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

**Conferences, Seminars, Workshops and other Programme Organized:**

S. No	Date	Name of the Programme	Role	Name of the Institution
1.	22.03.2021	One day Seminar on Impact of Covid-19 in Service Sector	Co-Organizing Secretary	Mannar Thirumalai Naicker College, Madurai-4.
2.	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.
3.	21 <sup>st</sup> and 22 <sup>nd</sup> September 2022	Two Days Kolu Expo and Sale	Convener	Mannar Thirumalai Naicker College, Madurai-4.

**EXTERNAL ACTIVITIES:-**

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