

STAFF PROFILE

Name : Dr.S.VIJAYAPRASANNADEVI

Designation : Assistant Professor

Date of Entry into Service : 17.06.2009

E-mail : viji140625@gmail.com

Mobile (Optional) : 9442171519

Education : BBA., M.Com.,M.phil.,DACT.,(Ph.D)

Areas of specialization : Business Communication, Marketing, Auditing,
Principles of Management, Income Tax, Indirect Tax,
Financial Accounting –I and Special Accounts



Projects undertaken

Title of the Project	Name of the funding Agency	Duration	Completed/Ongoing	Amount	Remarks
NIL					

Seminars Organized

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Co-ordinator/Convener
NIL				

Seminars, Workshop and Conferences Attended

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Organization in which attended
Entrepreneurship awareness programme for women students	17/01/2010	UGC/UPE,MKU	National	Sermathai vasan College
Communication skill(Orientation programme)	5/10/2016	UGC/MKU	STATE	MKU

Books Published:

Title of the Book Published	ISBN No.	Publisher if any	Year of Publishing	Authored/Edited

Research Publications:

Topics of the Journal	Titles of the Journal	ISSN No. if any	Volume No. & Page No.	Year	International/ National /UGC
Arising of Pudhu Vaazhvu Project for Better Livelihood to Rural Women	International Journal of Recent research and applied studies	2349-4891	Vol 3 and pg.No 65	2016	International
A study on Entrepreneurship Development Under Pudhu Vaazhvu Project In Kallikudi Block	International of Multidisciplinary researches	2349-8684	Vol-3,p188	2016	International
Training and Skill Development in the Better Livelihood of Rural Women of Vulnerable Families under Pudhu Vaazhvu project in Madurai District	Nehru Journal of Management and Research	2330-7974	Vol 1,p-4	2016	International
Revolutionary Renaissance of demonetization in India	International of Multidisciplinary researches	2349-8684	Vol 4,p-94	2017	International / UGC J.no:48991
Empowerment of Women through Self Help Group	Challenges faced by women in the current scenario	2321788X UGC J.No43960	Vol 5,p-69	2017	National
Social Marketing-Influencing Behavior's for Good Practice	Modern Transpiration in Business and management	ISBN-978-9387102-03-3	p-86	2017	National

Green Banking in India	Global and Indian banking scenario proceedings	ISBN 978-9386638-26-7	Vol 1 p-115	2017	International
Recent trends in Indian Banking Sector	Emerging trends in Banking, Insurance and International Trade	ISBN-978-9388398-90-9	Vol-1, pg115	2019	International /UGC
Blue Ocean strategy in startup	International Journal of Analytical and experimental Model analysis – IJAEMA	ISSN No:0886-9367	Vol-XI,pg 227	2019	International / UGC
Significance Of TIIC In Business Enterprises From Micro To Large	INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY	ISSN : 2456 – 6683	Vol 16,Pg 229	2020	International / UGC

PAPER PRESENTATION IN CONFERENCES /SEMINARS

S.No	Date	Seminar/Conference Topic	Title of Paper Presented	Department & Institution	National/ International
1.	22/02/2013	Competency Building Strategies in Business and Technology for Sustainable Development	An Understanding in to the Role of NGO's in promoting self help group towards Financial inclusion in India	Sri Ganesh School Of Business Management	International
2.	1&2 Sep 2017	India 2030	Foreign Direct investment in India	Manonmaniam Sundaranar University	International

3.	5/10/2017	GST(ICGST-2017)	GST One Tax One Nation	VidyaaGiri College Of Arts And Science	International
4.	12/09/2018	Emerging Trend in Entrepreneurship Development	Sustainable Factors for Eco Friendly Entrepreneurs	Vivekananda College	International
5.	12/02/2019	Emerging Trend in Business and Management	Challenges faced by women entrepreneur	Nehru Memorial College	International

PARTICIPATED ONLINEWEBINAR/FDP/QUIZ

S.No	Date	Topic Name	Institute/University/College	National/ International /Weninar
1	1/06/2020-03/06/2020	innovative business strategies amid covid-19 crisis	SRI Kaliswari college, sivakasi	3 days National level webinar
2	20/7/2020 to 24/7/2020	Education in Covid 19:Challenges&Oppertunities	Cauvery College for Women, Tiruchi	Five days National Webinar
3	6/10/2020	Role of Information Technology in Health Servcices	NallamuthuGounderMahalingam College	International Webinar
4	7/17/2020	Challenges before Research During Covid19	ST. Thomas College,Bhilai, C.G.India	International Webinar
5	5/23/2020	Impact of post covid-19 on Indian economy	Rathinam college of Arts and Science	International Webinar
6	5/27/2020	Data science methods and innovation for business-examples based	Dr.MGR-Janaki college of Arts and Science for women	International Webinar
7	22/07/2020 & 23/07/2020	Challenges and oppurtunities for migrant labourers in the age of covid-19	Madurai Kamaraj University	International Webinar

8	6/4/2020	Reelearning the ABCDs of the business impacts	NallamuthuGounderMahalingam College	International Webinar
9	6/5/2020	Economic impact of global pandemic (covid-19)	Thiagarajar college	International Webinar
10	8-Jul	entrepreneurship and startups- challenges and oppurtunities	Dr.S.Gopalaraju government first grade college, Karnataka	International Webinar
11	6/19/2020	Qualities of a Good Teacher	Bora Institute of Management Sciences	National level Webinar
12	6/21/2020	Auditing Skill	Vivekananda College, Tiruvedakam	National level Webinar
13	6/14/2020	The future of the noble profession	Sri Aurobido Mira	National level Webinar
14	5/20/2020	Entrepreneurial challenge and oppurtunities	Rathinam college of Arts and Science	National level Webinar
15	5/27/2020	Concept development and model building for social science research	Kongu Arts and science college,Erode	National level Webinar
16	6/5/2020	Happiness quotient for women	NMS.S.V.N college	National level Webinar
17	7/14/2020	Teaching statistics using case study approach	Brindavan college	National level Webinar
18	6/11/2020	Revitalising MSMEs post covid-19	Avinashilingam institute for home science and higher education for women	National level Webinar
19	31/05/2020 & 01/06/2020	Skill development	Vels school of management studies and commerce	National level Webinar
20	6/8/2020	Future of examination: Bloom's taxonomy and multiple assessment tools	G.T.N Arts college	National level Webinar

21	6/6/2020	Advancing the future thrive in next normal	Basaveshwar engineering college	National level Webinar
22	5/30/2020	Impact of covid-19 on people and economy	Pachayappas college for men	National level Webinar
23	5/29/2020	Inter disciplinary approach to economics	St.Pious X Degree and PG college for women	National level Webinar
24	5/15/2020	Income tax	Mannaniya college of Arts and science, Kerala	National level Webinar
25	7/4/2020	Crime against women: women's rights and protection	Madurai Kamaraj University	National level Webinar
26	6/9/2020	Writing that matters: the inevitable documentation of commerce, economics and business administration	NallamuthuGounderMahalingam College	state level webinar
27	5/17/2020	COVID pandemic vs stock market volatility: identifying meaningful investment avenues	Vivekananda College of Arts and science for women	webinar
28	5/27/2020	Legal awareness	Bharat institute of science and technology	webinar
29	5/27/2020	GST-returns and compliance	Alagappa University	webinar
30	5/18/2020	CSR and sustainability	Alagappa University	webinar
31	6/14/2020	Role of entrepreneur in implementing 5 S and keizen	P.S.R engineering college	webinar
32	5/31/2020	Marekting in new paradigm	St. Joseph college of engineering	webinar
33	6/5/2020	An overview of GST and covid-19 impact	Sri KanyakaParameswari Arts and science college for women	webinar

34	5/25/2020	Post covid-19 scenario: strategies to counter it's impact on human resources	Stella Maris college	webinar
35	5/25/2020	Be an entrepreneur- tap the oppurtunities created by covid-19	Francis xavier engineering college	webinar
36	6/14/2020	Social entrepreneurship paradigm shift	St. Micheal college of engineering and technology	webinar
37	5/26/2020	NAC accreditation process	Rathinam college of Arts and Science	webinar
38	6/6/2020	New product development	Rathinam technical campus	webinar
39	7/23/2020	IT industry job oppurtunities in 2020	V.P Varde college of commerce and economics, Mumbai	webinar
40	6/3/2020	The big 3: applications and research perspective	G.T.N Arts college	webinar
41	7/26/2020	The dream educational moment	Om college of education	webinar
42	7/25/2020	Funding and social networking for researchers	Dr. K.V Subbareddy school of business management	webinar
43	5/31/2020	E-learning methodologies	ThiruKolanjiappar government arts college	webinar
44	6/6/2020	Supply chain in the post covid world	Jayarajannapackiam college for women	webinar
45	6/1/2020	"3Q's for success"	Bhaktavatsalam memorial college for women	webinar
46	6/4/2020	Solar energy: introduction and current trend in India	Purnima institute of engineering and technology	webinar
47	5/31/2020	Role of nutrition in walk of life	Government arts and commerce college, Gujarat	webinar

48	5/25/2020	Research Methodology	VignanaBharathi Institute of Technology	Webinar
49	23/9/2020	Awareness of National education policy 2020	K.L.N College of Engineering Unnat Bharat Abhiyan Cell	webinar

PARTICIPATED IN ONLINE FDP

S.No	Date	Topic Name	Institute/University/College	FDP
1	7/5/2020 to 20/05/2020	Faculty Development program on ICT Tool	The Madura College	Two weeks Faculty Development Programme
2	5/20/2020	Free and Open Access Resources for Teaching, Learning and Research	Sri AdiChunchanagiri Women's College, Cumbum	Faculty Development Programme
3	27/5/2020 to 29/5/2020	E-Content Development Using Open Source Tools	Dr.M.G.R. Educational and Research Institute	Two days Faculty Development Programme
4	28-05-2020 to 29-05-2020	Capacity Building Program for Teachers during and post Covid-19	Godavari Institute of Engineering and Technology	Two days Faculty Development Programme
5	29/05/2020 to 01/06/2020	Entrepreneurship Development Programme on "Startup Business& Innovation of New Ideas"	Bharathidasan	Four days Faculty Development Programme
6	1/6/2020 to 6/6/2020	Research Opportunities and Challenges in Manufacturing Sector	Shri Vithal Education & Research Institutes's College of Engineering	One week online Faculty Development Programme

7	6-Jun-20	Teaching for Transformation&Excellence in Post Covid Era	The American College	Faculty Development Programme
8	6/6/2020	Challenges for college Teachers in the new Educational Scenario	Mary Matha College of Arts&Science	Faculty Development Programme
9	8/6/2020 to 15/6/2020	Academic Leadership, Teaching & Learning methods, Research plan, Patent, Cyber security, Stress Management	SNMV College of Arts & Science	7 days Faculty Development Programme
10	16-Jun-20	Epitome of tax saving Tips	S.I.V.E.T. College, Chennai	Faculty Development Programme
11	20/7/2020 to 26/7/2020	Self-Learning	Dr.M.G.R. Educational and Research Institute, Chennai	Skill Development Programme
12	23/6/2020 to 25/6/2020	Art of Teaching philosophies	Bharathidasan College of Art&Science	3 days Faculty Development Programme
13	25-Jun-20	Effective Report Writing	Hajee Karutha Rowther Howdia College	National level Faculty Development Programme
14	5/27/2020	Researching structuring and writing proposal	Rathinam college of Arts and Science	Faculty Development Programme

Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,			
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level

Academic council/Board of Studies Member

Institution	For a period of	Dept.

Honors Achieved

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)

Whether NSS/NCC/AEEP/YRC	Period

Reviewer/editor of a journal

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h-index

Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration	
		from	to
Orientation	Madurai Kamaraj University		

Any Other Information:**Year 2013:**

I Organized students of Shri Prince Bhavani College, Chennai to participate competition in IIPM (Indian Institute of Planning and Management) .

Name of the Competition: Amaze 2013.

One student won First prize Rs.40,000 for creative Writing

Year 2015:

I Organized students of Senthamarai, Madurai to participate competition in OAA MAVMM.

Name of the Competition: Oaasis Extravaganza

Year 2017:

Ph.D Thesis submitted on 23November 2017.

Year 2019:

Ph.D Awarded on 10/05/2019