

D.D.G.D. VAISHNAV COLLEGE (AUTONOMOUS)

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|-----------|--|-----------------------------------|
| 1 | Name | S.Kavitha |
| 2 | Designation | Assistant Professor |
| 3 | Department | M.Sc IT & BCA |
| 4 | Employee Id | EC07008 |
| 5 | Date of Birth | 09/04/1974 |
| 6 | Gender | Female |
| 7 | Date of Appointment in this institution | 01/08/2014 |
| 8 | Experience in this institution | 8 Years |
| 9 | Official Mail Id | kavithas@dgvaishnavcollege.edu.in |
| 10 | Blood Group | B +ve |

| 11 | EDUCATION DETAILS (from highest qualification): | | | | |
|--------------|--|-----------------------|----------------------------------|----------------------|--------------------|
| S.No. | Degree | Institution | University | Year of study | Grade/Class |
| 1 | Ph.D | | Bharathiar University | Pursuing | |
| 2 | S.E.T | | Mother Teresa Women's University | 2016 | |
| 3 | M.Phil | | Annamalai University | 2009 | 1 st |
| 4 | M.C.A | | Annamalai University | 1998 | 2 nd |
| 5 | B.Sc Maths | T.K.Govt.Arts College | University of Madras | 1994 | 1 st |

| 12 | Details of ORIENTATION/REFRESHER COURSES attended: | | | |
|--------------|---|-------------------------------|-----------------|--------------------------------|
| S.No. | Orientation/Refresher | University/Institution | Duration | Date (from-to) |
| 1 | Orientation | D.D.G.D.Vaishnav College | 5 Days | 13/06/2022 to 17/06/2022 |
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| 13 | Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended: | | | | |
|------|--|--|---|----------|--|
| S.No | Type (Regional/National/ International) | Theme (Workshop/Conference/Semi nar/FDP) | Organized by | Duration | Date |
| 1 | National | Seminar | Muthayammal College of Arts and | 2 Days | 17/1 1/20 22 18/1 1/20 22 2 Day s |
| 2 | National | FDP | Bon Secours college for women, Tanjore | 5 Days | 21/1 1/20 21 to 25/1 1/20 21 |
| 3 | International | Workshop | GISS | 5 Days | 10/1 1/20 22 to 14/1 1/20 22 |
| 4 | International | FDP | Measi Institute of Technology | 5 Days | 26/0 9/20 22 to 30/0 9/20 22 |
| 5 | International | FDP | SRM University, Kattangulathur, Chennai | 7 Days | 21/0 6/20 22 to 28/0 6/20 22 |
| 6 | National | Seminar | MHRD, University of Delhi | 1 Day | 19/0 6/20 22 |
| 7 | International | FDP | SRM IST , Ramapuram | 7 Days | 18/0 4/20 22 |

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| | | | | | to 23/0 4/20 22 |
| 8 | National | FDP | St.Joseph College of Arts and Science, Chennai | 5 Days | 28/0 3/20 22 to 01/0 4/20 22 |
| 9 | International | Workshop | University of Madras, MHRD - RUSA -2.0 | 7 Days | 21 to 27 Mar ch 2022 |
| 10 | International | FDP | D.D.G.D.Vaishnav College | 7 Days | 24/0 2/20 22 to 03/0 3/20 22 |
| 11 | International | FDP | Anna Adarsh College, Chennai | 3 Days | 23/0 2/20 22 to 25/0 2/20 22 |
| 12 | International | Workshop | MHRD - RUSA 2.0 | 14 Days | 01/0 2/20 22 to 17/0 2/20 22 |
| 13 | International | FDP | Bon Secours college for Women, Tanjore | 5 Days | 14/0 2/20 22 to 18/0 2/20 22 |
| 14 | National | Seminar | MESAI Institute of Information Technology, | 1 Day | 27/0 1/20 22 |
| 15 | International | FDP | SRM Institute of Science and | 14 Days | 12/0 7/20 |

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| | | | Technology, | | 21 to 25/0 7/20 21 |
| 16 | National | Seminar | Srimath Sivagnana Balaya Swamigal Tamil, Arts, Science College, Mailem | 1 Day | 19/0 7/20 21 |
| 17 | International | FDP | VELs Institute of Science and technology and Advanced Studies | 5 Days | 09/0 7/20 21 to 14/0 7/20 21 |
| 18 | National | Seminar | DGVC, Chennai | 1 Day | 14/0 7/20 21 |
| 19 | National | FDP | K.C.S. Kasi Nadar College of Arts and Science, Chennai | 1 Day | 09/0 7/20 21 |
| 20 | National | Seminar | St. Joseph Institute of Technology, Chennai | 1 Day | 30/0 6/20 21 |
| 21 | International | Workshop | Global Institute of Statistical Solutions” | 3 Days | 26/0 6/20 21, 27/0 6/20 21.2 8/06 /202 1 |
| 22 | International | Seminar | Thiruthangal Nadar College, Chennai | 1 Day | 25/0 6/20 21 |
| 23 | International | Seminar | Mohamed Sathak A.J. College of Engineering, Chennai | 1 Day | 23/0 6/20 21 |
| 24 | International | Workshop | Infowavwz Solutions, Chennai | 5 Days | 07/0 6/20 21 to 11/0 6/20 21 |
| 25 | National | FDP | Sri Kanyaka | 5 Days | 17/0 |

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| | | | Parameswari Arts and Science College for Women | | 5/2021 to 21/05/2021 |
| 26 | National | Workshop | New Prince College, Chennai | 1 Day | 28/11/2020 |
| 27 | International | FDP | Sri Narayana College, Kerala | 3 Days | 02,04,07/11/2020 |
| 28 | National | Seminar | Bon Secours college for women, Tanjore | 1 Day | 27/10/2020 |
| 29 | National | Seminar | Smartail | 1 Day | 24/10/2020 |
| 30 | National | Seminar | Govt. Arts College, Ariyalur | 1 Day | 4/8/2020 |
| 31 | National | Seminar | Sri Subramaniya Samy Govt Arts College, Tirrutani | 1 Day | 25/07/2020 |
| 32 | National | Seminar | Srimath Sivaghana Balya Swamigal Arts and Science College, Mailem | 1 Day | 16/07/2020 |
| 33 | National | Seminar | Saraswathi College of Arts and Science, Tindivanam | 1 Day | 15/07/2020 |
| 34 | National | Seminar | Khadir Moidheen College, Athirampattinam | 1 Day | 12/7/2020 |
| 35 | National | FDP | Pavai Engineering College, Namakkal | 1 Day | 10/7/2020 |
| 36 | National | Seminar | St. Joseph's Institute of Technology, Chennai | 1 Day | 30/06/2020 |
| 37 | National | Seminar | Arignar Anna Institute of Science and Technology, Chennai | 1 Day | 20/06/2020 |
| 38 | National | Seminar | Sri Subramaniya Swamy Govt. Arts College, Tirutani. | 1 Day | 25/05/2020 |
| 39 | National | FDP | SCSVMV College, | 1 Day | 25/0 |

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| | | | Kancheepuram | | 5/20 20 |
| 40 | National | Seminar | Govt. Arts College, Nandanam, Chennai | 1 Day | 24/0 5/20 20 |
| 41 | National | FDP | Bhaktavatsalam Memorial College for Women, Chennai | 1 Day | 22/0 5/20 20 |
| 42 | National | Seminar | Sri Subramaniya Swamy Govt. Arts College, Tirutani. | 1 Day | 21/0 5/20 20 |
| 43 | National | Seminar | Sri Saraswathy College of Arts and Science, Olakkur,Tindivana m | 1 Day | 20/0 5/20 20 |
| 44 | National | Seminar | Mar Gregorios College of Arts and Science, Chennai | 1 Day | 19/0 5/20 20 |
| 45 | National | Seminar | Thiruthangal Nadar College, Chennai | 1 Day | 14/0 5/20 20 |
| 46 | National | FDP | Shri Chhatrapati Shivajiraje College of Engineering, Dhangawadi, Pune- 412206 | 7 Days | 10/0 5/20 20 To 15/0 5/20 20 |
| 47 | National | Seminar | SHASUN Jain College for Women, Chennai | 1 Day | 10/5 /202 0 |
| 48 | National | FDP | VELs University, Chennai | 1 Day | 4/5/ 2020 |

| 14 Details of Papers published in CONFERENCES/attended Conferences: | | | | | |
|---|---|---|---|----------------------------------|-------------------|
| S.No | Type (Regional/National/ International) | Name of the Conference | Name of the paper presented/Attended | Organized by | Date |
| 1 | International | International conference on Cutting Edge Technologies and Computing Communications | A comparative study on online Shopping sites Amazon, Flipkart & Snapdeal | SriRam Engineering College | 10- 11/01/2018 |
| 2 | International | Inter National Multi- | Customer Behaviour on | Alpha Arts and Science | 24/02/2017 |

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| | | Disciplinary Conference on Information Science | Shopping | College | |
| 3 | National | National Level Conference on Future Challenges and Innovative Trends in “Digital India” | Behaviour of Customers in Shopping | Vel Tech High Tech Engineering College | 22/02/2017 |
| 4 | National | National Level Conference on Cutting Edge Technologies in Computing & Bioinformatics | Analysing factors Influencing on Customer Shopping Behaviour | SriRam Engineering College | 10/03/2017 |
| 5 | National | National Level Conference on Cutting Edge Technologies in Computing | Analysing Customer Behaviour on Vehicle Purchasing through Customer Segmentation using data Mining Techniques | SriRam Engineering College | 24/03/2016 |
| 6 | International | International Conference on Computing and Intelligent Systems | Participated | D.G.Vaishnav College | 19-21/03/2015 |
| 7 | National | National Level Conference on Advanced Computing Technologies | Wireless and Mobile Communications | Vivekananda College for Women, Tiruchengode | 26/09/2008 |
| 8 | National | National Level Conference on Advanced Computing | Trends in Technologies | Thanthai Hans Roever College | 25/09/2008 |
| 9 | National | National Conference on Computer Science and Communication Technology | Participated | Thanthai Hans Roever College | 16-17/02/2007 |

| 15 | Details of visit as a RESOURCE PERSON: | | | | | |
|------|---|--|--|-------------------------------------|--|------------|
| S.No | Type (Guest Lectures, Workshops, Conferences Or Seminars/ Ph.D, Viva-voce Examination) | | | Title | Institution Name | Date |
| 1 | Seminar | | | Role of IQAC in Preparation of AQAR | Govt. Arts College, Kumbakonam | 19/05/2021 |
| 2 | Workshop | | | Excel in Ms-Excel | Srimath Sivagnana Balaya Swamigal Tamil, Arts, Science College, Mailem | 26/07/2021 |

| 16 | Details of publication of Articles/ Chapters written in EDITED BOOKS: | | | |
|------|---|--|---------------------------------|-----------------------------|
| S.No | Book Name | Title of Articles/Chapters | Name & Address of the Publisher | Month & Year of Publication |
| 1 | Statistical Approaches on Multidisciplinary Research | Improved Pre-Processing Stages in Web Usage Mining Using Web Log | Surragh Publishers, India | 2017 |

| 17 | Details of individual/collaborative MAJOR/MINOR research project undertaken: | | | | | |
|------|--|---|----------------|-----------------|--------|----------|
| S.No | Title of the Project | Name & Address of the Collaborating Faculty | Funding Agency | Fund Sanctioned | Period | Duration |
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| 18 | Details on RESEARCH GUIDANCE: | | | | |
|------|-------------------------------|-------------|---------------------------|------------|--------|
| S.No | Type (FT/PT) | Name of the | Title of the Dissertation | University | Status |

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| 19 Details of papers published in JOURNALS: | | | | | | | |
|---|---------------------------------------|---------------------|--|------------------------|---|-------------------------------|-----------------------------------|
| S.No | Journal Type (National/International) | Name of the Journal | Title of the article | Name of the Co-authors | Vol No, Issue No, Page Nos, ISSN No/DOI | Month and year of Publication | Impact Factor/SCI/Scopus (if any) |
| 1 | International | IJEAT | Improving Automobile purchasing behavior of customer: Classification Technique | Dr.S.Manikandan | Vol 9 Issue 2, ISSN: 2249 – 8958 DOI: 10.35940/ijeat.B2924.129219 | December 2019 | Scopus |
| 2 | International | JETIR | Customer behavior on shopping using data mining techniques | Dr.S.Manikandan | Volume 6, Issue 6, | June 2019 | 7.95 |
| 3 | International | IJARTET | A comparative study on online Shopping sites Amazon, Flipkart & Snapdeal | Dr.S.Manikandan | Vol.5 ISSN 2394-3777 | January 2018 | 4.32 |
| 4 | International | IJCTA | Analyzing Customer Behavior Through Segmentation using | Dr.S.Manikandan | Volume 10 ISSN : 0974–5572 | 2017 | 2.378 |

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| | | | Data Mining Techniques | | | | |
| 5 | International | IJET | The Role of Web Usage mining in Web Based Learning Environments | J.Umarani G.Thangaraju | Volume , Issue No. 5, DOI: 10.21817/ ijet/2017/ v9i5/1709 05326 ISSN (Online) : 0975-4024 | Oct-Nov 2017 | 6.088 |
| 6 | International | IJSAE | An Overview of various Approaches in Web Usage Mining | Dr.S.Manikandan J.Umarani | Volume 2, Issue 9 1997-1983 | September 2014 | 0.656 |
| 7 | International | IJSETR | Privacy Conflicts in Online Shopping | Dr.S.Manikandan J.Umarani | Volume 3 Issue No. 3 ISSN 2319-8885 Pages:0374-0376 | Mar-2014 | 5.762 |

| 20 | Details of AWARDS received: | | |
|------|-----------------------------|---|------------|
| S.No | Title of the Award | Awarding Agency / University / Government | Month/Year |
| 1 | Best Faculty | Chennai SoftTech | Sep - 2021 |
| 2 | Best Senior Faculty | Chennai SoftTech | Nov-2022 |
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| 21 | Details of MEMBERSHIP IN EDITORIAL BOARD/ACADEMIC AGENCIES/BODIES: | | | |
|-------------|---|------------------------------|---|-------------|
| S.No | Name of the Journal/Magazine/Agency | Position in the Board | ISBN/ISSN No.(if any) | Year |
| 1 | IJCST | Editorial Board | ISSN:2347-8578 | From 2018 |
| 2 | thescipub | Reviewer | ISSN: 1549-3636 (Print) ISSN: 1552-6607 (Online) | From 2020 |

| 22 | POSITIONS HELD in this institution: | | |
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| S.No. | Institution/Department Level | Position | Duration |
| 1 | | Assistant Professor | 1 st August 2014 To Till Now |
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