

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

1	Name	Vidhya J
2	Designation	Assistant Professor
3	Department	Department of business administration
4	Employee Id	EC05023
5	Date of Birth	22/07/1982
6	Gender	Female
7	Date of Appointment in this institution	8/8/2022
8	Experience in this institution	4 months 22 days
9	Official Mail Id	j.vidhya@dgvaishnavcollege.edu.in
10	Blood Group	O positive

11	EDUCATION DETAILS (from highest qualification):				
S.No.	Degree	Institution	University	Year of study	Grade/Class
1	Ph.D.	LIBA	Madras university	Jan 2021 Registration	(Pursuing)
2	NET	-	-	2005	Pass
3	M.Phil (Management)	TNOU	TNOU	2012	I class
4	MIB	SNMV college of arts & science college	Bharathiar University	2004	I class
5	BBA	Vysya college	Periyar University	2002	I class

12	Details of ORIENTATION/REFRESHER COURSES attended:			
S.No.	Orientation/Refresher	University/Institution	Duration	Date (from-to)
1.	Introduction to digital marketing (Certificate online course)	Great Learning Academy	25 days	2nd dec 2022 - 25th dec 2022)

13	Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended:				
S.No	Type (Regional/National/ International)	Theme (Workshop/Conference/Seminar/FDP)	Organized by	Duration	Date
1	National	Seminar on “Logistics and Sea born trade”	CMS College, Coimbatore,	1 day	Jan 2003
2	National	“Competitiveness of Textile industry”	CII – Southern region	2 days	14/12/2004, 15/12/2004
3	National	Challenges & opportunities in global marketing	K.S.R College of technology, Thiruchengode,	1 day`	Feb 2005
4	Workshop	‘Companies Act 2013 and Emerging Capital Markets’	ICSI & SSM.	1 day`	2013
5	FDP	strategies for effective class room management	Alpha arts & science college	1 day	23/11/18
6	National Workshop	citation and Reference Management using Mendeley	Alpha arts & science college	1 day	6/2/19
7	National Workshop	“Export documentation and procedure”	Alpha arts & science college	1 day	Dec 2020
8	webinar	"Art of writing Research papers"	Chennai Institute of Technology	1 day	29th april 2020
9	webinar	"Basic author workshop Research article writing & Reference management using Mendeley	Faculty of science, Annamalai University in collaboration with Elsevier	1 day	22nd june, 2020
10	online certificate course	"Art of living"	The Headway Academy.	7 days	13-19th july, 2020
11	National Workshop	E-workshop on Data Analysis Using SPSS & R	Vaniniketan Institute of Management Studies, KarimNagar.	2 days	29th & 30th july 2020
12	FDP	FDP on “Citation Styles & Reference Lists”	SSIM, Hyderabad in collaboration with Mendeley”	3 days	August 2020
13	National	Writing and publishing	MES Asmabi	1 day	24/7/2021

	webinar	research articles in CARE - Listed and International Journal	College,		
14	National Online Workshop	Writing Interpretations for Statistical Tools in Research	Kongu Engineering College, Erode	2 days	12/7/2021 & 13/7/2021
15	FDP	“Research and Publication Ethics”	LIBA	1 day	9th Decembe r 2021
16	National	National Case development conference	LIBA	2 days	17/2/2022 & 18/2/2022
17	Workshop	Analysis of Data in social science through SPSS - Foundation course	Star International Foundation for Research and Education, Namakkal	2 days	16/4/2022 , 17/4/2022
18	FDP	Systematic Review of Literature by using Publish and Perish ,& VOS Viewer	GOMSGURU Academy, Bangalore	1 day	8/5/2022
19	Seminar	Two Day Virtual National Seminar on Atmanirbhar Bharat: Need of the hour for reviving as Self-reliant India amid the Pandemic Covid	SRM Institute of science and technology	2 days	19/9/2022 20/9/22
20	Workshop	Workshop on Data analysis using MS Excel	PIE Academy	1 day	12/11/202 2
21	Workshop	Thesis Writing, Quality Research & Publication Ethics	LIBA	3 days	23rd – 25th Nov, 2022

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	National	National Seminar	“Foreign Market Entry Strategy Global Scenario-Joint Ventures”	V.L.B. Janakiammal College, coimbatore	11th Feb, 2004
2	National	National	Rural marketing	Karpaga	September

		Seminar	in India	m College of engineerin g Coimbatore	r 2005.
3	National	National Seminar	Impact of Ecommerce – challenges faced by Indian foodtech companies,	Alpha arts & science	23/1/19
4	National	NCBMSI 2020	"A study on advocate profession"	Alpha arts & science	19th February 2020
5	National	Financial Markets-Issues, Challenges and Way Forward	“Work life balance of employees in IT sector”	Alpha arts & science	12.03.2020
6	International	"Impact of covid-19, on Professional Accomplishments - Seminars & Paper presentation	"An analysis on the psychological wellness and mindsets during pandemic lockdown"	Sri Sairam institute of management	July 2020
7	International	International Conference on Multidisciplinary Research & Innovations”	“A Study On Patients Behaviour - Since The Transformation Of Using Digital Apps In Healthcare”	Alpha arts & science	10th December 2021
8	International	International Conference ICABMS, 2022	“CRM Practices Of Hospitals In Healthcare - A Case Study Approach”	NMIMS, Indore.	13th January 2022
9	International	International Conference on “Entrepreneurship & Innovation – Embracing Sustainability & Transformation ”	A Study on impact of digital marketing platforms among social media users with special reference to multispecialty hospitals in Chennai”	Oxford College of Business Management, Bangalore	1st July, 2022

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	
-	-	-	-	-	

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
-	-	-	-	-

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
-	-	-	-	-	-	-

18	Details on RESEARCH GUIDANCE:				
S.No	Type (FT/PT)	Name of the candidate	Title of the Dissertation	University	Status
-	-	-	-	-	-

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	VolNo, Issue No, Page Nos. ISSN No/DOI	Month and year of Publication	Impact Factor/SCI/Scopus (if any)
1	National	AloChana Chakra Journal	Work life balance of employees in IT sector	P. Sivashankari	Volume IX, Issue V, May 2020, ISSN no 2231-3990 (Pg no 89 - 94)	May , 2021	
2	National	Juni Khyat	Impact of stress and WFH during Covid-19 lockdown "	-	Volume X, Issue V, No.16 May 2020 ISSN no 2278-4632 (Pg no 101 - 111)	May 2020	

20	Details of AWARDS received:		
S.No	Title of the Award	Awarding Agency / University / Government	Month/Year
1	Best research paper award	Sri Sairam institute of management	July 2020
2	Best research paper award	The Oxford College of Business Management, Bangalore	July 2022

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	International journal of healthcare management	Reviewer	-	2022

22	POSITIONS HELD in this institution:		
S.No.	Institution/Department Level	Position	Duration
1	Department Level	COE- Co-Coordinator	From August 2022 Onwards
2	Department Level	Zenith Magazine – Sub Editor	From September 2022 Onwards
3	College Level	Course Coordinator	From August 2022 Onwards
4	Department Level	Student Activities - Member	From September 2022 Onwards
5	Department Level	NIRF & Other Rankings - Member	From October 2022 Onwards
6	Department Level	Overseas Education – Coordinator	From August 2022 Onwards