

CURRICULAM VITAE

Staff Name : **K.Vinothini devi**
Designation : Assistant Professor
Department : Commerce
Gender : Female
Date of Birth : 10-05-1983
Address : 136/8 Arulmigu Karpaga
 Vinayagar Nagar, Akkalur,
 Mayiladuthurai
 :
Mobile : 9843134757
E-mail : kvinothinidevi@gmail.com
Educational qualifications : **M.Com., M.Phil., TNSET.,
 (Ph.D)**



Degree	College/University	Passing Month/Year	Subject	Grade/Percentage
B.Com.	Dharmapuram Adhinam Arts College, Mayiladuthurai	April 2003	Commerce	60.68%(First Class)
M.Com.	A.V.C College, Mayiladuthurai	April 2005	Commerce	78.94%(First Class - Distinction) (Gold Medal)
M.Phil.	Tamil Nadu Open University	June 2008	Commerce	73.40%(First Class)
SET	Mother Theresa Womens University	2016	Commerce	
Diploma	A Soft	2001	Diploma In Computer Application	A+
Ph.D.	A.V.C College (Autonomous)	Doing	Commerce	

Experience

Institution	Position	From	To	Total
Rabiammal Ahamed Madden College For Women, Thiruvavarur	Assistant Professor In Commerce	13-06-2005	2012-02-09	6 years 8 months and 2 days
Bon Secours College For Women, Thanjavur	Assistant Professor In Commerce	18-06-2012	2012-11-08	0 years 4 months and 23 days

Adaikala Matha College, Thanjavur	Assistant Professor In Commerce	10-07-2013	2015-12-31	2 years 5 months and 24 days
Bhaktavatsalam Memorial College For Women, Chennai	Assistant Professor In Commerce	17-06-2015	2016-04-22	0 years 10 months and 10 days
Rajagiri Dawood Batcha College, Papanasam	Assistant Professor In Commerce	14-06-2017	2017-10-31	0 years 4 months and 19 days
Queens College Of Arts And Science (w), Punalkulam	Assistant Professor In Commerce	18-01-2019	2019-12-12	0 years 10 months and 28 days
Periyar Maniammai Institute Of Science And Technology, Thanjavur	Assistant Professor In Commerce	13-12-2019	2022-12-02	2 years 11 months and 25 days
A.V.C College (Autonomous), Manampandal, Mayiladuthurai	Assistant Professor In Commerce	01-03-2023	Till Date	3 years 4 months and 2 days

No. of articles published

International : 5

National : .3

1. **Vinothinidevi, K., D.Rajeshwara rao and M.Raguram.** 2022. Customers satisfaction Towards banking services with special reference to ICICI Bank at Thanjavur District. *Journal Of Asiatic Society Of Mumbai* , XCV (15): 133 — 140. ISSN-No. : 0972-0766 DOI: . (Indexing : , Impact Factor : 0.00)
2. **Vinothinidevi, K., A.Mohamed Hamdan and M.Mohamed sabik.** 2022. Analysis of Knowledge Management Practices of Private School Teachers in Kumbakonam. *Journal Of The Oriental Institute* , 71 (02): 67 — 74. ISSN-No. : 0030-5324 DOI: . (Indexing : , Impact Factor : 0.00)
3. **Vinothinidevi, K., B.Durai Raj and K.kareesh.** 2022. A Study on Consumer Attitude Towards Green Fast Moving Consumer Goods In Thanjavur district. *Journal Of The Oriental Institute* , 71 (02): 55 — 60. ISSN-No. : 0030-5324 DOI: . (Indexing : , Impact Factor : 0.00)
4. **Vinothinidevi, K., G.Priyadharshini and S.Priyadharshini.** 2022. Issues and Challenges Faced by the Customers In Mobile Banking Services with Reference to immobile pay. *Journal Of The Oriental Institute* , 71 (02): 61 — 66. ISSN-No. : 0030-5324 DOI: . (Indexing : , Impact Factor : 0.00)
5. **Vinothinidevi, K., S.Ragavendran and V.Kumaraguru.** 2021. A Study on customer Satisfaction towards Tiles with special reference to Thanjavur District. *Utkal Historical Research Journal* , 34(XVI) (SP): 129 — 134. ISSN-No. : 097-2132 DOI: . (Indexing : , Impact Factor : 0.00)
6. **Vinothinidevi, K., S.Shaugaram and R.Krishnan.** 2021. Distribution network of dailies and magazines A Study and Analysis in and around Thanjavur District. *Utkal Historical Research Journal* , 34(XVI) (SP): 135 — 140. ISSN-No. : 097-2132 DOI: . (Indexing : , Impact Factor : 0.00)
7. **Vinothinidevi, K., R.Harini and K.Kanishka.** 2021. The Performance of Thanjavur

Central Co-Operative Bank and problems faced by bank employees during pandemic.
Utkal Historical Research Journal , 34(XVI) (SP): 141 — 146. ISSN-No. : 0976-2132
 DOI: . (Indexing : , Impact Factor : 0.00)

8. **Vinothinidevi, K. .** September 2019. Sustainable Human Resource Management-SHRM. *A Referred And Reviwed Quarterly International Research Journal On Multidisciplinary* , VII (Sp): 145 — 147. ISSN-No. : 2250-1940 DOI: . (Indexing : , Impact Factor : 2.62)

No. of papers presented in the conferencesInternational : 6

National : .7

Others : .0

1. Presented a paper on **Role Of Artificial Intelligence In Online Shopping** in the National conference on *AI Driven Commerce:Innovation,Automation* organized by *Vivekananda College Of Arts And Science For Women,Sirkali* from 14-02-2026 to 14-02-2026
2. Presented a paper on **Influence On Social Media Marketing On Online Shopping** in the International conference on *advancing Green Finance and sustainable investment: Emerging trends and Global Perspective* organized by *Swami Dayananda College Of Arts & Science,Manjakkudi* from 01-08-2025 to 01-08-2025
3. Presented a paper on **Green Marketing: A Rising Move Towards Sustainable Development** in the International conference on *Two day international Conference on Recent Trends on Transformation in Commerce* organized by *Periyar Maniammai Institute Of Science And Technology,Thanjavur* from 18-03-2022 to 19-03-2022
4. Presented a paper on **Sustainable Entrepreneurship:A New Specie** in the International conference on *Two day international Conference on Recent Trends on Digital Transformation in Commerce* organized by *Periyar Maniammai Institute Of Science And Technology,Thanjavur* from 18-03-2022 to 19-03-2022
5. Presented a paper on **Role Of HR In Stress Management** in the National conference on *One day national conference on Emerging Trends in commerce and Business Sustainability* organized by *Periyar Maniammai Institute Of Science And Technology,Thanjavur* from 20-04-2021 to 20-04-2021
6. Presented a paper on **Role Of Financial Market In India** in the National conference on *One day national conference on Emerging Trends in Commerce and Business Sustainability* organized by *Periyar Maniammai Institute Of Science And Technology,Thanjavur* from 20-04-2021 to 20-04-2021
7. Presented a paper on **Public Expectations Regarding Thanjavur As A Smart City** in the National conference on *One day national Conference on Redefining Commerce & Digital Transformation* organized by *Periyar Maniammai Institute Of Science And Technology,Thanjavur* from 06-03-2020 to 06-03-2020
8. Presented a paper on **Factors Influencing On Consumer Buying Behavior Towards Cosmetic Products With Special Reference To Thanjavur City** in the National conference on *One day national Conference on redefining commerce & digital transformation* organized by *Periyar Maniammai Institute Of Science And Technology,Thanjavur* from 06-03-2020 to 06-03-2020
9. Presented a paper on **A Study On Smart City Mission In India** in the National

conference on *One day national conference on redefining commerce & digital transformation organized by Periyar Maniammai Institute Of Science And Technology,Thanjavur* from 06-03-2020 to 06-03-2020

10. Presented a paper on **A Study On Brand Awareness And It Influence In Purchase Decision** in the National conference on *One day national conference on redefining commerce and digital transformation organized by Periyar Maniammai Institute Of Science And Technology,Thanjavur* from 06-03-2020 to 06-03-2020
11. Presented a paper on **Sustainable Human Resource Management** in the International conference on *International Conference on Sustainable Economic and Business Development organized by Queens College Of Arts And Science For Women,Punalkulam* from 27-09-2019 to 28-09-2019
12. Presented a paper on **Team Building Is Trust Building** in the International conference on *International Conference on Native Economy Commerce and Trade organized by Bakthavachalam Memorial College For Women,Chennai* from 03-03-2016 to 04-03-2016
13. Presented a paper on **Women Entrepreneurs And SHG** in the International conference on *International challenges of global entrepreneurship in the 21st century organized by Bon Secours College For Women,Thanjavur* from 30-08-2012 to 31-08-2012

1. **Resource Person in Guest Lecture/Seminar** Acted as a resource person and delivered a lecture on Social Media Marketing in a seminar/guest lecture organized by Periyar Maniammai Institute Of Science And Technology , Thanjavur on 01-06-2022.
2. Acted as a resource person and delivered a lecture on Basic E-Commerce Site Creation in a seminar/guest lecture organized by Periyar Maniammai Institute Of Science And Technology , Thanjavur on 21-12-2020.
3. Acted as a resource person and delivered a lecture on Gender Sensitization in a seminar/guest lecture organized by Periyar Maniammai Institute Of Science And Technology , Thanjavur on 23-02-2020.

Training/Refresher Programs Attended/Organized Role	Title	Organized by	Place	From Date	To Date
Organized	Student Induction Programme 2022-2023	Periyar Maniammai Institute Of Science And Technology	Thanjavur	11-08-2022	02-09-2022
Organized	Value Added Course On Social Media Marketing	Periyar Maniammai Institute Of Science And Technology	Thanjavur	01-06-2022	21-06-2022

Organized	National Level Intercollegiate Symposium CISTA 2k22	Periyar Maniammai Institute Of Science And Technology	Thanjavur	08-04-2022	08-04-2022
Organized	International Conference On Recent Trends On Digital Transformation In Commerce	Periyar Maniammai Institute Of Science And Technology	Thanjavur	18-03-2022	19-03-2022
Organized	Alumni Meet	Periyar Maniammai Institute Of Science And Technology	Thanjavur	10-12-2021	10-12-2021
Organized	Student Induction Programme 2021-2022	Periyar Maniammai Institute Of Science And Technology	Thanjavur	18-09-2021	22-10-2021
Attended	Digital Teaching Method In Higher Education	Hindustan College Arts And Science	Coimbatore	23-08-2021	28-08-2021
Organized	One Day National Conference On Emerging Trends In Commerce And Business Sustainability	Periyar Maniammai Institute Of Science And Technology	Thanjavur	20-04-2021	20-04-2021
Organized	Faculty Development Programme On Empowering Teacher With Multi - Dimensional Teaching Skills	Periyar Maniammai Institute Of Science And Technology	Thanjavur	27-01-2021	03-02-2021
Organized	Value Added Course On Basic E Commerce Site Creation	Periyar Maniammai Institute Of Science And Technology	Thanjavur	21-12-2020	15-01-2021

Organized	Student Induction Programme 2020-21	Periyar Maniammai Institute Of Science And Technology	Thanjavur	28-09-2020	19-10-2020
Attended	Post Covid-19 Challenges And Opportunities- A Global Perspective	Sakthi Institute Of Information And Management Studies	Pollachi	06-06-2020	12-06-2020
Attended	Digital Entrepreneurship & Investment	Bon Secours College For Women	Thanjavur	29-05-2020	02-06-2020
Attended	Outstrip Of Catch22	Annai College Of Arts And Science	Kumbakonam	25-05-2020	31-05-2020
Attended	E-learning Resource And Teaching Methodology In Education & Research Development	Sri Ram College	Chennai	27-04-2020	09-05-2020
Organized	Gender Sensitization	Periyar Maniammai Institute Of Science And Technology	Thanjavur	23-02-2020	23-02-2020
Organized	International Conference On Sustainable Economic And Business Development	Queens College Of Arts And Science For Women	Punalkulam	29-09-2019	28-09-2019
Organized	International Conference On Native Economy Commerce And Trade	Bakthavachalam Memorial College For Women	Chennai	03-03-2016	04-03-2016
Organized	International Conference International Challenges Of Global	Bon Secours College For Women	Thanjavur	30-08-2012	31-08-2012

	Entrepreneurship In The 21st Century				
M.Sc. Projects Student Name & Reg.No.	Title	College/Univeristy	Year		
S.Surya	A Study On The Impact Of Advertising On The Marketing Of Refrigerator In And Around Tiruvarur	Rabiammal Ahamed Madden College For Women, Thiruva	April 2008		
R.Rekha	A Study On Consumer Buying Behaviour Of Two Wheelers In Tiruvarur	Rabiammal Ahamed Madden College For Women, Thiruva	April 2009		
D.Shanmuga Priya	A Study On The Job Satisfaction Of The Employees At Arignar Anna Suger Mill, Thanjavur	Rabiammal Ahamed Madden College For Women, Thiruva	April 2009		
P. Stella Mary	A Study On The Attitudes Of Tamil Newspaper Readers With Reference To Tiruvarur	Rabiammal Ahamed Madden College For Women, Thiruva	April 2009		
N.Devi	Advertising Research Among Tv Viewers In Nannilam Town	Rabiammal Ahamed Madden College For Women, Thiruva	April 2010		
M.Chandra	A Study On The Consumer Preference Of Toilet Soaps In Thiruvarur Town	Rabiammal Ahamed Madden College For Women, Thiruva	April 2010		
V.Mageswari	A Study On Consumer Behaviour With Reference To Tooth Paste In Thiruvarur	Rabiammal Ahamed Madden College For Women, Thiruva	April 2011		

D.Vigneswari	An Overall View Of The Milk Producers Co-opetative Union Ltd In Thanjavur Town	Adaikala Matha College, Thanjavur	March 2014
A.Jenspriya	A Study On Consumer Buying Behaviour Of Washing Machine In Thanjavur Town	Adaikala Matha College, Thanjavur	March 2014
T.Durga	Customer Satisfaction On The Services Of State Bank Of India With Reference To Mayiladuthurai Branch	A.V.C College (Autonomous), Manampandal, Mayiladut	April 2024
K.ATCHAYA	Customer Satisfaction Towards After Sales Service By The Yamaha Motor Cycle - A Study With Reference To Mayiladuthurai Town	A.V.C COLLEGE (AUTONOMOUS), Mannampandal, Mayiladu	2026

Examinership Institution Name	Board	Type	From (Year)	To (year)	Role
Government College For Women, Kumbakonam	Ug	Practical			External
Netaji Subhash Chandra Bose College, Thiruvavur	Ug	Practical			External
Thiru. Vi. Ka. Govt. Arts College, Thiruvavur	Ug	Practical			External
Tamilvel Umamaheswaranar Karanthai Arts College, Thanjavur	Ug	Practical			External
Bon Secours College For Women, Thanjavur	Ug	Practical			External
Bon Secours College For Women, Thanjavur	Ug	Practical			External
Bharathidasan University Central Valuation At Thiru. Vi. Ka Govt Arts College, Thiruvavur	Ug	Theory			External Examiner
Bharathidasan University Central Valuation At Government Arts College, Kumbakonam	Ug	Theory			External Examiner

Bharathidasan University Central Valuation At Bharath College Of Science And Management, Thanjavur	Ug	Theory			External Examiner
Rabiammal Ahamed Maureen College For Women, Thiruvarur	Ug	Practical			Internal Examiner
Rabiammal Ahamed Maureen College For Women, Thiruvarur	Pg	Practical			Internal Examiner

Other Positions in AVC

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