



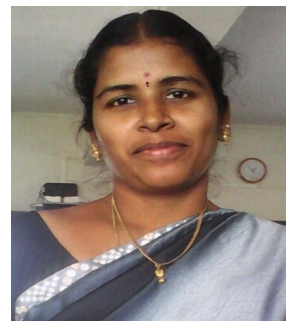
# INTERNATIONAL JOURNAL OF NANO CORROSION SCIENCE AND ENGINEERING.

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**Dr.M.VIDHYA, M.com., Ph.D., MBA., PGDCA., SLET.,**

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## Career Profile

A skilled and qualified educational professor with more than fifteen years of teaching experience. Expertise in implementing and developing educational tools and technologies in teaching field. Looking for a position in the mentioned field to upgrade my knowledge and experience

## Professional strengths

- Possess excellent communication skills as lecturer, teacher, debater and author
- Ability to research and review new teaching material and technologies with focus on quantitative and qualitative elements
- Possess excellent written and verbal communication skills
- Excellent interpersonal and teaching skills
- Ability to understand diverse learning needs of students
- Possess good monitoring and management skills
- Excellent coordinating skills with faculty, administration and students

## Academics

**Ph.D** in Commerce – August 2011, Part time Doctorate programme in Commerce at Vellalar College for Women, Erode, Affiliated to Bharathiar University.

**MBA** in Marketing –August 2013, Bharathiar University, Coimbatore and Percentage of Marks: 68%

**PGDCA** – Post Graduate Diploma in Computer Application – December 2002  
Graduated from Bharathiar University, Coimbatore (Distance Education)  
Percentage of Marks: 70%

**SLET** – State Level Educational Testing conducted by Bharathidasan University  
Tiruchy – passed in 2000.

**M.com** – Master of Commerce – April 1998, Graduated from Alamelu Angappan  
College for Women, Komarapalayam, Affiliated to Madras University, Madras and  
Percentage of Marks: 59.10%

**B.com** – Bachelor of Commerce – April 1996, Graduated from Alamelu Angappan  
College for Women, Komarapalayam, Affiliated to Madras University, Madras and  
Percentage of Marks: 70%

### **Professional Experience (15years)**

1. Assistant Professor of Commerce at KSR College of Arts & Science, Tiruchengode from June 2008 to till date.
2. Lecturer in Commerce at Vellalar College for Women, Erode from June 2001 to May 31(UG - 9 years 11 months, PG - 1 year).
3. Lecturer in Commerce at Alamelu Angappan College for Women, Komarapalayam from August 1998 to May 2001. (UG - 3 years)

### **Other teaching experience**

1. Resource person in Annamalai University (Distance Education) from 2004 onwards.
2. Guest lecturer for Diploma course at Vellalar College for Women for last 3 years.
3. Guided a M.Phil, candidate of Annamalai University.

### **Contributions**

- Produce 100% results in various subjects and cash awards.

### **Positions held**

1. Ph.D and M.Phil Guide of Periyar University
2. Academic Audit Committee member
3. Time table and Work load Committee member
4. NAAC Coordinator of the department
5. University Examination Reserve
6. Student Counselor of the department
7. Quiz club Coordinator

## Question Paper setting

Question paper setter for autonomous colleges like

1. Kongu Nadu College of Arts and Science, Coimbatore.
2. CMS College of Arts and Science, Coimbatore.
3. SRM deemed university.
4. Vellalar College for Women, Erode.
5. Erode Arts & Science College, Erode

## Book Publication

Name of the book	Publisher Name	Date
Marketing	MJP Publishers, Chennai	July 2010 ISBN 978-81-8094-021-7

## Articles Published in National journals

S.no	Name of the Journal	Title of Article	Issue
1.	GIM Journal of Management	Policyholder Awareness and Preferences towards Life Insurance services – A study in Erode district, Tamilnadu	Volume 2, No.2, July-December 2012
2.	The Economic Challenger	Life insurance policy holdings- A study on motivating factors of LIC	No.15 Issue 57 October-December 2012
3.	Journal of Financial Services and Management	Challenges faced by HR managers in the era of globalization	Vol.II, Issue-2 April-June 2011 Pg.no. 39-56
4.	The Economic Challenger	HR challenges of Bank Employees with special reference to Training and Development programmes in SBI	No.13, Issue-50 Jan-March 2011 Pg.no. 39-43
5.	The Journal of Cooperation	Challenges faced by Indian banks	Vol.9, No.9 Sep. 2009, Pg.no.25-31
6.	Organisational Management	Risk Management in the facet of Insurance Sector	Vol.XXIV No.3 Oct- Dec.2008 Pg.no. 35-39

7.	Organisational Management	A study on Consumer behaviour on Instant food product	Vol.XXIII No.2 July – Sept.2007 Pg.no. 25-31
8.	Organisational Management	Mobile Commerce	Vol.XXIII No.1 April – June 2007 Pg.no. 12-15
9.	Organisational Management	Securitisation is a new source of finance in the global banking	Vol.XXII No.3 Oct – Dec. 2006 Pg.no. 9-11
10	Organisational Management	Growth of NBFC in the era of financial sector reforms	Vol.XXII No.1 April – June 2006 Pg.no. 14-17
11	Kissan World	NABARD – a boon to agriculture	Vol.32 No.11 November 2005 Pg.no. 21-22
12	Organisational Management	Receivables Management – an overview	Vol.XXI No.3 Oct – Dec. 2005 Pg.no. 32-37

#### Articles published in Edited Books

S.No.	Name of the Book	Title of Article	Issue
13.	Banking Sector in the Global Scenario	Banking Technology	April 2011 ISBN 978-93-80812-05-2 Pg.no. 213-220
14.	Indian Rural Marketing in Liberalized Era	Rural Marketing – emerging issues & challenges	Dec.2009 ISBN: 978-81-7835-783-10 Pg.no. 133-145
15.	Indian Insurance sector in the Liberalized Era	Impact of Liberalisation on Insurance sector	Nov. 2009 ISBN: 978-81-7835-782-9, Pg.no.75-86
16.	Indian Insurance sector in the Liberalized Era	Banc assurance as a new distribution channel of insurance sector	Nov. 2009 ISBN: 978-81-7835-782-9, Pg.no.128-142
17.	MBA online		

### Articles accepted for publication

S.No.	Name of the Journal	Title of Article	Issue
17.	Finance India	Abstract of Ph.D Thesis	March 2016

### Seminars/Conferences attended

S. no	Name of Seminar/Conference	Paper presented	Institution	Date
<b>International Seminars – Paper Presented</b>				
1.	International seminar on Impact of global crisis on Indian business scenario	Changing consumer behavior on investment in gold	Vivekanandha college of Arts & Science for women, Tiruchengode	04.01.14
2.	International Conference on New Vistas of Indian Business in Global Scenario	Customer retention for banks – need of the hour	Brahma School of Business, Namakkal	19.10.2013
3.	International Conference on Impact on Global Crisis in Indian Business	New Technologies in Banking sector	Dept. of Management studies Annai Mathammal Sheela Engineering College, Namakkal	14.9.2012
4.	International Seminar on Social Network and Communication	Social Networking Risks and challenges	Dept. of Commerce(CA) Vellalar College for Women(Autonomous), Erode	7.8.2012 & 8.8.2012

5.	International seminar on "Impact of LPG in Indian Business Scenario"	Effect of Liberalization on Insurance Industry	Annai Mathammal Sheela Engineering College, Namakkal	26.2.2011
6.	UGC sponsored International seminar on Emerging dimensions of Banking Sector in the Global Scenario	Banking Technology	Manonmaniam Sundaranar University, Tirunelveli	21.1.2011 & 22.1.2011
7.	International seminar on Management challenges in the era of global recession	HR challenges with special reference to SBI	Sengunthar Institute of Management studies, Tiruchengode	10.02.09
8.	International seminar on "Recent Trends in Global business order" – Impact in Asia"	Current Scenario of Insurance Sector	Institute of information & management studies, Vivekanandhaa College of Engineering for Women, Tiruchengode	30.1.09 & 31.1.09
9.	International Conference on "Business Economics and finance"	Risk Management in the facet of Insurance Sector	Adaikalamatha Institute of Management, Thanjavur	20.9.06 & 21.9.06
10.	International Conference on "Business Economics and finance"	Securitisation is a new source of finance in the global banking	Adaikalamatha Institute of Management, Thanjavur	29.9.05 & 30.9.05
<b>National level Seminars - – Paper Presented</b>				
11.	National conference on modern trends & development strategies in Indian business	Role of human resources information system on the current scenario	Sri ganesh college of Arts & Science, salem	19.02.14
12.	National seminar on	Higher education in	IQAC, KSR College	13.7.2012

	Inculcating Innovative Practices in Teaching and Learning methods for Quality education	India- Issues and Challenges	for Arts & Science, Tiruchengode	& 14.7.2012
13.	National level Seminar on Consumer awareness, protection and promotion of consumer rights	Emerging issues on E-marketing	Khadir Mohideen College, Thanjavur	21.2.09& 22.2.09
14.	National level Seminar on “Financial Crisis & its Impact on India”	Challenges faced by Indian Banks	Navarasam College for women, Arachalur	7.1.09
15.	National level seminar on “Emerging trends in the Indian Retail Industry”	Indian Retail Industry – Issues and Challenges	Department of B.com(CA), Vellalar College for Women, Erode	3.3.08
16.	National level seminar on “E – Environment”	E – Insurance – issues and challenges	Department of B.com(CS), Vellalar College for Women, Erode	29.2.08
17.	National level seminar on “Opportunities & challenges in banking & insurance sector	Emerging trends in E-banking products	Dr.N.G.P Arts & Science College, Coimbatore	30.9.06
18.	National level seminar on “Paradigm shift in management”	Issues in Knowledge management	Tirupur Kumaran College for Women, Tirupur	28.9.06
19.	UGC National level seminar on “New facets of marketing”	Mobile Marketing A new tool of marketing	Vellalar college for Women, Erode	11.9.06
20.	National level seminar on “Emerging dimensions in SHGs”	SHGs Bank linkage programme	A.V.V.M Sri Pushpam College (Autonomous) Thanjavur	17.3.06
21.	National level seminar on “Women Entrepreneurship”	Financing Pattern of Enterprise owned by women Entrepreneur	Vivekanandha College of Arts & Science College for Women Tiruchengode	25.2.06

22.	National level seminar on "Women Entrepreneurship"	Women Entrepreneur through SHGs	Vivekanandha College of Arts & Science College for Women Tiruchengode	25.2.06
23.	Two day National Seminar on "Changing Scenario of Consumerism"	A study on Consumer Behaviour on Instant food product	Bharathidasan University, Tiruchirappalli	11.2.06& 12.2.06
24.	UGC Sponsored National Seminar on "Recent trends in the Application of Mathematical Sciences"	Application of Statistical tools in the field of Commerce	Departement of Maths, Vellalar College for Women, Erode	11.8.05 & 12.8.05
25.	UGC Sponsored National Seminar on "Emerging issues of non-bankinf finance companies in India"	Growth of NBFC in the era of financial sector reforms	A.V.V.M Sri Pushpam College (Autonomous) Thanjavur	18.2.05 & 19.2.05
26.	National Level Seminar on "New Horizens in marketing & management"	Customer Relationship Management	Tirupur Kumaran College for Women, Tirupur	30.9.04
27.	National Level Seminar on "Recent trends in Management"	Emerging challenges in CRM	Vivekanandhaa Institute of information & management studies, Tiruchengode	29.9.04
28.	UGC Sponsored Two-day National Level Seminar on "Indian financial market under reforms"	SEBI reforms on capital market	Gobi Arts & Science College, Gobi	10.9.04 & 11.9.04



29.	UGC Sponsored Two-day National Level Seminar on “Indian financial market under reforms”	Learning as a source of finance	Gobi Arts & Science College, Gobi	10.9.04 & 11.9.04
30.	National Level Seminar on “Impact of Globalisation on service sector”	Emerging challenges in Insurance Sector	Erode Arts College, Erode	13.2.04
<b>Seminar Participated</b>				
31.	NAAC Sponsored Southern Regional conference on Post Accrediation Initiatives on Quality Sustenance & Quality Enhancement	Participated	Vellalar College for Women, Erode	4.2.05 & 5.2.05
32.	State level seminar on “ Recent development in Marketing strategies & modern financial instrument & services	Participated	Tirupur Kumaran College for Women, Tirupur	21.2.05

### Personal

Name : Dr. M.Vidhya  
Sex : Female  
Date of Birth : June 13, 1976  
Community : Telugu Chetty (BC)  
Nationality : Indian  
Marital Status : Married  
Dependents : Husband, Two children

## Languages Known

<b>Languages</b>	<b>To write</b>	<b>To speak</b>
English	☆	☆
Tamil	☆	☆
Hindi	☆	☆

I hereby declare that the information given above is true, complete and correct to the best of my knowledge and belief.

Date: 28.10.2014

**Dr.M.VIDHYA**