

## Resume

### I General Information

Name : **Dr.(Mrs). B.Nandhini**  
 Father's Name : Balasubra Manian. M  
 Date of Birth : 01.02.1976  
 Designation : Assistant Professor  
 Department : Commerce (Sf)  
 Email ID : nandhini@vvvcollege.org  
 Date of appointment : 05.07.1999



### II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education	-	1991	I Class, 64.4
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	1993	I Class, 73
Bachelor's Degree	MKU, Madurai	Commerce	1996	II Class, 58.4
Master's Degree	MKU, Madurai	Commerce	1998	I Class, 80.19
M.Phil	MKU, Madurai	Commerce	1999	I Class, 77
PhD	MKU, Madurai	Commerce	2013	Awarded
PGDCA	MKU, Madurai	Computer Science	2008	I Class, 72
MBA	Alagappa University, Karaikudi	Banking-Finance	2015	I Class
SET	State Level Educational Test	Commerce	2017	
Certificate Course	NPTEL on line test	Commerce	April 2018	Elite
Certificate Course	NPTEL on line test	Commerce	Oct 2018	

III Teaching Experience : UG : 20 Years and 15days  
 PG : 2 Years (MCA)

Field of Specialization : Services Marketing

No. of papers presented in Seminars / Conferences

International : 10

National : 15

No. of articles published in Books / Conference Proceedings :25

#### Papers presented

Date	Seminar / Conference	Level	Title of the paper	Venue
01.09.2005 - 02.09.2005	Conference- Recent trends in Commerce	National	ATM – a New Product in Banking Service	V.V. Vanniaperumal College for Women, Virudhunagar.

	Education			
21.09.2006 - 22.09.2006	Conference- Global Business and Policy Modelling(GBPM -2006)	International	Attitude of Women Teachers towards modern investment Schemes with special reference to SBI – LIC	Adaikalamatha Institute of Management, Thanjavur
19.01.2007 - 20.01.2007	Seminar- Customer Relationship Management	National	CRM in transport – with special reference to minibus service	ANJA College, Sivakasi.
15.02.2007 - 16.12.2007	Symposium- Global Business Opportunities and Challenges	International	Brand Preference towards computers	Loyola College, Chennai.
21.02.2007	Seminar- VAT- its impact on prices	State	VAT – its impact on the Prices of Sankar Cement	V.V. Vanniaperumal College for Women, Virudhunagar
07.08.2008 – 09.08.2008	Human Rights	National	Right to Information Act – A Boon to college students with special reference to Virudhunagar District	VHNSN College, Virudhunagar.
06.12.2008 - 07.12.2008	Conference- First International Conference of KAAS	International	Lending Policy of Indian Overseas Bank in Virudhunagar District	Womens’ Christians College, Nagercoil.
04.12.2009 - 05.12.2009.	Conference- Fifth All India Conference of KAAS	National	Attitude of Customers towards Banking Services in State Bank of India in Virudhunagar.	Holycross College, Nagercoil.
05.02.2010 - 06.02.2010	Seminar – Corporate Governance	National	Corporate Governance in State Bank of India.	ANJA College, Sivakasi.

21.01.2011 - 22.01.2011	Seminar – Emerging Dimensions of the Banking Sector in Global Scenario	International	Customer Satisfaction with Service Quality in Commercial Banks, Virudhunagar	MS University, Tirunelveli.
16.09.2011 - 17.09.2011	Conference – Seventh All India Conference of KAAS, Kaniyakumari.	National	An Assessment of Customer service by Bank Personnel	Womens’ Christians College, Nagercoil.
22.09.2011 - 23.09.2011	Seminar – Challenges of Commerce Education in 21 <sup>st</sup> century	National	Challenges of Commerce Education in Banks	V.V. Vanniaperumal College for Women, Virudhunagar
20.12.2011	Seminar- Research Forum	Interdepartm ental	Customer services in Banks- An Assessment on the basis of Opinion of the Customers.	V.V. Vanniaperumal College for Women, Virudhunagar
06.03.2012 - 07.03.2012	Conference – Innovative Strategies for Teaching, Learning and Evaluation	National	Professional Ethics for Quality Evaluation System	V.V. Vanniaperumal College for Women, Virudhunagar
23.07.2012 - 24.07.2012	Conference – Shifting Paradigms of Business	International	Problems of Bank Employees related to Customer Services in Banks	VHNSN College, Virudhunagar
2013	Customer Relationship Management		Impact of International Financial Crisis on Investment in Gold – A study with special Reference to Investors in Virudhunagar Town	S.T. Hindu College, Nagercoil
24.07.2015 25.07.2015	Conference on Tax Reforms in India – Opportunities and challenges’	National	‘Argument for and against the usage of education cess in India’	Sri Kaliswari College, Sivakasi
19.08.2016 & 20.08.2016	Make in India – Initiatives, Ideas and Challenges	International	Citizens Participation in Smart Cities	VHNSN College, Virudhunagar.
19.07.2017	Working Women	National	Barriers to Entry	VHNSN College,

& 20.07.2017	Problems and Prospects		into Railways as Women Employees	Virudhunagar.
23.08.2017 & 24.08.2017	Conference – Social Entrepreneurship and Growing Business Opportunities in India	National	Social Functions Leading to Women Entrepreneurs – A Study with Special Reference to Virudhunagar Town	VHNSN College, Virudhunagar.
01.02.2018	Finance and Banking. FIBA - 2018	International	Domonetisation and Attitudinal Change – A Study with Special Reference to Bank Employees in Virudhunagar District	Sengunthar Arts & Science College, Tiruchengode
07.02.2018 & 08.02.2018	Seminar – Women Entrepreneurship in Comprehensive Environment – A Paradigm Shift In Indian Context	National	No Field is an Exception for Women Entrepreneurship	V.V. Vanniaperumal College for Women, Virudhunagar
27.02.2018 & 28.02.2018	Conference – Transformation of youth – A Lead to Skilled and Developed India	National	Skill Development Programmes in Industrial Training Institutes	VHNSN College, Virudhunagar.
27.02.2018 & 28.02.2018	Conference – Transformation of youth – A Lead to Skilled and Developed India	National	Skill Development of Unorganised Workers	VHNSN College, Virudhunagar.

07.09.2018	Seminar on Empowering Rural People through Digitalisation	International	1.Role of Whatsapp in Rural Women entrepreneurship 2.Star2.0 – A Star in the Sky of Digital India Project(Simplified and transparent Administration of Registration2.0)	Saiva Bhanu Kshatriya College, Aruppukottai
Sep 2018	Technological Transformation – A Boom or Threat for Entrepreneurship	National	Mobile Banking by Women entrepreneurs – A Study with Special Reference to Virudhunagar Town	VHNSN College, Virudhunagar.
4.10.2018	Seminar- Research Forum	Interdepartmental	Rupee Fall Arrest – A Need of the hour	V.V.V College for Women, Virudhunagar
19.01.2019	Conference on Commerce and Management in Digital Era	International	Opinion of Customers about Internet Banking Services – A Study with Special Reference to Virudhunagar District	Vivekananda College, Agastheeswaram
31.01.2019	Conference on Emerging Trends and Challenges - 2018	International	Exchange Rate between Dollar and Rupee – an Analysis	NPR Arts & Science College, Natham
02.04.2019 & 03.04.2019	Trajectory of transformation in Rural Indian Youth; from Techno-illiterates to techno crafts for actualizing	National	Opinion of Offset Printers about Skill India Programme – A Study with Special Reference to	V.V.V College for Women, Virudhunagar

	skill india		Virudhunagar District	
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**Articles published in Books / Conference Proceedings**

Year	Book title / Conference	ISBN	Article title
2010	Sixth All India Conference of KAAS- Volume II, Social sciences	978-81-09710-8-9	Service Quality in Banks: A Comparative Analysis of Selected Commercial Banks in Virudhunagar.
2011	Seventh All India Conference of KAAS – Volume II, Social sciences	978-81-09710-0-3	An Assessment of Customer service by Bank Personnel
2012	Change Ahead	978-93-81723-05-0	Problems of Bank Employees related to Customer Services in Banks
2013	Global Financial Crisis and Indian Business	978-81-921442-2-1	Impact of International Financial Crisis on Investment in Gold - A study with special Reference to Investors in Virudhunagar Town
2016	Make in India – Initiatives, Ideas and Challenges	978-93-81723-54-8	Citizens Participation in Smart Cities
2017	Working Women Problems and Prospects	978-93-81723-72-2	Barriers to Entry into Railways as Women Employees
2017	Social Entrepreneurship and Growing Business Opportunities in India	978-93-81723-76-0	Social Functions Leading to Women Entrepreneurs – A Study with Special Reference to Virudhunagar Town
2018	Women Entrepreneurship in Comprehensive Environment – A Paradigm Shift In Indian Context	978-81-935892 – 0 - 5	No Field is an Exception for Women Entrepreneurship
2018	Conference –Transformation of youth – A Lead to Skilled and Developed India	978-93-81723-81-4	Skill Development Programmes in Industrial Training Institutes
2018	Conference –Transformation of youth – A Lead to Skilled and Developed India	978-93-81723-81-4	Skill Development of Unorganised Workers
2018	Technological Transformation – A Boom or Threat for Entrepreneurship	978-93-81723-90-6	Mobile Banking by Women entrepreneurs – A Study with Special Reference to Virudhunagar Town
2019	Conference on Emerging Trends and Challenges - 2018	978-81-909344-8-0	Exchange Rate between Dollar and Rupee – an

			Analysis
2019	Conference on Commerce and Management in Digital Era		Opinion of Customers about Internet Banking Services – A Study with Special Reference to Virudhunagar District
2019	Trajectory of transformation in Rural Indian Youth; from Techno-illiterates to techno crafts for actualizing skill india	978- 81-935892-36	Opinion of Offset Printers about Skill India Programme – A Study with Special Reference to Virudhunagar District

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**Articles published in Journal**

Year	Book title	ISSN	Article title
2018	Shanlax International Journal of Commerce	2320 - 4168	Domonetisation and Attitudinal Change – A Study with Special Reference to Bank Employees in Virudhunagar District
2018	Research Explorer	2250 - 1940	1.Role of Whatsapp in Rural Women entrepreneurship 2.Star2.0 – A Star in the Sky of Digital India Project(Simplified and transparent Administration of Registration2.0)
2018	International Journal of Scientific Research and Review	2279- 543X	Opinion of Women Entrepreneurs about Make in India Scheme (A Study with Special reference to Virudhunagar Town)

VI

**Course attended (Refresher / Orientation / any other )**

Name of the Course	Venue	Duration
Orientation Course – NSS	Avinashilingam University, Coimbatore	10 days, 11.10.2000 – 20.10.2000
Training Programme on Population Education	NSS Office, Madurai	2 days, 14.03.2002-15.03.2002
Raise the Bar High	Vivekananda Kendra, Kanyakumari.	2 days, 24.08.2007-25.08.2007
Hands on Training Programme – Effective Teaching through Google	V.V.V College for Women, Virudhunagar	One day, 29.08.2018

Applications		
Hands on Training Programme – Effective Question Paper Setting	V.V.V College for Women, Virudhunagar	One day 04.08.2018
State Level Seminar on Insight into Promotion Criteria	V.V.V College for Women, Virudhunagar	One day, 20.02.2019

X Student – oriented Service :  
Staff – in – charge of various activities in the

i. **Institution**

2010 – 11	Student Faculty Research Forum
2011 – 12	Planning Forum
2012 – 13	-
2013 – 14	Part V Consumer Club I
2014 – 15	College Union Member
2015 - 16	Old Student Association
2016 - 17	Youth Welfare Association
2017 - 18	Bus Committee
2018 - 19	Internal Quality Assurance Cell
2019 - 20	Internal Quality Assurance Cell

ii. **Department**

2010 – 11	Tutor for ward students
2011 – 12	Tour in charge, Counseling in charge and Magazine in charge, Tutor for ward students
2012 – 13	Extension Services and Tour in charge, Tutor for ward students
2013 – 14	Association in charge, Tutor for ward students
2014 – 15	Interdepartmental Course in charge, Tutor for ward students
2015- 16	Department Library, Departmental Course, Tour in-charge, Factory Visit
2016-17	Department Library, Tour in-charge, Factory Visit, Tutor for Ward Students, Counseling
2017 - 18	Department Library, Interdepartmental Course in charge, Tutor for ward students
2018 - 19	Association in charge, Tutor for ward students and Proficiency Register
2019 - 20	Extension Services and Tour in charge, Tutor for ward students and Industrial Visit in - charge

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