

## Resume

### General Information

Name : J. Premila  
Father's Name : Mr.P.JEEVAN  
Date of Birth : 29.06.1985  
Designation : Assistant Professor  
Department : Commerce (SF)  
Email ID : premila@vvvcollege.org  
Date of appointment : 18.06.2009



### Educational Qualification

Examination Passed	Board/ University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education		2000	73% I Class
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	2002	81.2% I Class
Bachelor's Degree	MKU, Madurai	Commerce	2005	70.2% I Class
Master's Degree	MKU, Madurai	Commerce	2007	76.6% I Class
M.Phil	MKU, Madurai	Commerce	2008	76.8% I Class
Ph.D	MKU, Madurai	Commerce	18.04.2017	Awarded
PGDCA	MKU, Madurai	Computer Science	2019	84 % I Class
Diploma in Computer Application	TMC, Virudhunagar	MS-Office	2002	78% I Class
Diploma in Financial Accounting	TMC, Virudhunagar	Tally	2003	78% I Class
Diploma in Multimedia	STI	Multimedia	2008	I Class
Certificate Course	NPTEL Online Course	Financial Statement Analysis and Report	April 2018	Elite

III Teaching Experience : UG : 10 Years 1 Month

Field of Specialization : Business Environment  
Awards won : Gold medal in B.Com

#### IV **Research Experience**

No. of articles published in Journals

International : 2

National : -

No. of papers presented in Seminars / Conferences

International : 10

National : 15

No. of articles published in Books / Conference Proceedings : 10

#### **Articles published**

Title of the Article	Name of the Journal
Inclusion of Social Services – A Motive of Small Scale Enterprises	Multidisciplinary Research Journal of VVV College Aug 2014 ISSN: 2347-3967 Vol:2(1)
Challenges of Small Scale Enterprises in Online Payment System	College Sadhana –Journal of Bloomers of Research 2016 ISSN:0974-6838

#### **Papers presented**

Date	Seminar / Conference	Level	Title of the paper	Venue
28.01.2006	E- Application in Business	Intercollegiate	E- Communication	Lady Doak College, Madurai.
21.02.2007	VAT- Its impact on Prices	State	VAT- Its impact on Prices	V.V.Vanniaperumal College for Women , Virudhunagar
19.12.2007	Emerging Trends in Functional Management in Co-operative sector in India.	State Level Seminar	Effectiveness of the Performance of SSI's in India.	Dept. of Business Administration Saurashtra College, Madurai.
05.01.2008	Impact of Globalisation on Indian Business & Culture	National Seminar	Emerging Trends in Retail Business in India.	Dept. of Business Administration & Suadeshi Academic Council, Mannar Thirumalai Naicker College, Madurai
07.02.2008	Recent Trends in services Marketing in India.	National Level Seminar	Necessity of Training for the Insurance Agents	Dept. of Commerce, Rev. Jacob Memorial Christian College, Ambilikkai

25.02.2008	Globalisation : Prospects&Problems	National Conference	India in the era of llobalization	Dept. of Economics, Sourashtra College, Madurai
01.03 2008	Impact of Globalisation on Industry & Commerce	National level seminar	Impact of Globalisation on Retailing	Dept of Commerce & research Centre, Sourashtra College, Madurai.
14.03.2008 15.03.2008	Globalisation – Impact Challenges & Opportunities.	International Conference	Problems and prospective of Readymade Jewels Retailers	St. Joseph's College of Arts and Science, Cuddalore, Department of Commerce & Economics.
28.03 2008	Emerging Trends in Banking & Insurance sectors	National Conference	Attitude of Customer towards Banking service.	Research Centre in Commerce, Women's Christian College, Nagercoil
19.04.2008	Social Sciences	First International Conference of SRF	A study on trading practices of electrical goods retailers.	SCOTT Research forum (SRF) SCOTT Christian College, Nagercoil.
07.08.2008 - 08.08.2008 - 09.08 2008	Human Rights Advocacy and Training	UGC Sponsored National level workshop	Rights of consumer in Insurance schemes and information Act 2005.	Dept. of Commerce, V.H.N.S.N. College, Virudhunagar
26.09.2008	Quality Sustenance in higher Education through Accreditor	UGC Sponsored National level seminar	Ways and means of Quality enhancement in Higher Education.	IQAC V.H.N.S.N. College, Virudhunagar
28.01.2010 - 29.01.2010	Globalisation and Consumer Protection- Challenges and Strategies	International Conference	Mass media Advertisement and its impact on consumers	Kalasalingam University, Krishnankoil.
10.09.2010 - 11.09.2010	Social Sciences	All India Conference of KAAS	A Study on Customer service of a Government Venture in the present Scenario	S.T.Hindu College, Nagercoil.

28.01.2011	Women Entrepreneurs – Challenges and Opportunities	National Seminar	Women Entrepreneurship and Challenging role of Women	S.V.N College, Madurai.
23.02.2011 - 24.02.2011	Corporate Social Responsibility and Sustainable development	UGC Sponsored National level seminar	Workforce Satisfaction of Women in the Educational Institution	Department of Rural Industries and Management
22.09.2011 23.09.2011	Challenges of Commerce Education in the 21 <sup>st</sup> Century	UGC Sponsored National level seminar	E-Commerce Readiness for SME's in developing countries	Department of Commerce, V.V.Vanniaperumal College for Women, Virudhunagar
20.12. 2011	Commerce	Inter departmental seminar	Social Responsibility of SME's – A theoretical framework	Student Faculty Research Forum, V.V.Vanniaperumal College for Women, Virudhunagar.
07.01.2012 - 08.01.2012	Financial Markets: Issues and Challenges (FIM IC – 2012)	Seventh International level seminar	A Study on Social Responsibility of SMEs with special reference to service Quality Perception	Department Of Commerce and Financial Studies and SMART Journal of Business Management Studies
23.07.2012 - 24.07.2012	Shifting Paradigms of Business	International Conference	A Study on Social Services of SME's towards workers	Department of E-Commerce, VHNSN College, Virudhunagar.
01.03.2013 - 02.03.2013	Use of ICT by MSMEs	National Conference	Problems faced by the SMEs in adoption of ICT in India	Department of Commerce, VHNSN College, Virudhunagar.
20.03.2013 - 21.03.2013	Global trade vision 2020- Issues and Strategies in the Current Scenario	International Conference	Consumer Perception towards Honda Activa Two Wheeler in Virudhunagar.	PG Department of Commerce (Finance), Sri Kaliswari College, Sivakasi.

30.08.2013 - 31.08.2013	Emerging Trends of E-Commerce in the Global business Scenario	International Conference	Customer Satisfaction: Customer Relationship Management in Automobile Agencies.	Department of E-Commerce, VHNSN College, Virudhunagar.
27.08.2014 - 28.08.2014	Disaster Management and Corporate Social Responsibility in India	UGC Sponsored National Level Seminar	Social Services – A tool for the growth of Small Scale Enterprises	Mannar Thirumalai Naicker College, Madurai
24.07.2015 - 25.07.2015	Conference on 'Strategies for Sustainable growth of E-Commerce'	International	Challenges of small scale enterprises in online payment system	VHNSN College, Virudhunagar
19.08.2016 - 20.08.2016	Conference on 'Make in India- Initiatives, Ideas & Challenges'	International	Social responsibility of Small Scale Enterprises	VHNSN College, Virudhunagar
27.02.2018 & 28.02.2018	Transformation of Youth – A Lead to Skilled and Developed India	National Conference	Skill Development Model in India and China	VHNSN College, Virudhunagar
02.04.2019 & 03.04.2019	Trajectory of transformation in Rural Indian Youth : From Techno-illiterates to techcrafts for actualizing skill India	National Conference	Impact of NPTEL online course among students of V.V.Vanniaperumal College for Women, Virudhunagar	Department of Commerce, V.V.Vanniaperumal College for Women , Virudhunagar

**Articles published in Books / Conference Proceedings**

Year	Book title / Conference	ISBN	Article title
April, 2008	First International Conference of SRF - Part 3- Social Sciences	978-81-909710-4-1	A study on trading practices of electrical goods retailers.
Sep, 2010	All India Conference of KAAS - Volume II Social Sciences	978-81-909710-8-9	A Study on Customer service of a Government Venture in the present Scenario
Sep, 2011	Challenges of Commerce Education in the 21 <sup>st</sup> Century	---	E-Commerce Readiness for SME's in developing countries
July, 2012	Change Ahead	978-93-81723-05-0	A Study on Social Services of SME's towards workers
March, 2013	Use of ICT by MSMEs	9789381723128	Problems faced by the SMEs in adoption of ICT in India
March, 2013	Global trade vision 2020- Issues and Strategies in the Current Scenario	978-93-80530-54-3	Consumer Perception towards Honda Activa Two Wheeler in Virudhunagar.
March, 2013	Emerging Trends of E-Commerce	978-93-81723-10-4	Customer Satisfaction: Customer Relationship Management in Automobile Agencies.
Aug, 2016	Make in India- Initiatives, Ideas & Challenges	978-93-81723-54-8	Social responsibility of Small Scale Enterprises
Feb, 2018	Transformation of Youth – A Lead to Skilled and Developed India	978-93-81723-81-4	Skill Development Model in India and China
April, 2019	Trajectory of transformation in Rural Indian Youth : From Techno-illiterates to techcrafts for actualizing skill India	978-81-935892-3-6	Impact of NPTEL online course among students of V.V.Vanniaperumal College for Women, Virudhunagar

V **Seminars/Conferences/Workshops attended**

Date	Level	Name of the Seminar / Conference / Workshop	Venue
21.09.2004	State	Capital market	V.V.Vanniaperumal College for Women , Virudhunagar
05.10.2007	Intercollegiate	Effective Thesis Writing	V.H.N.S.N. College, Virudhunagar
12.10.2007	State	Computer usage for Multivariate Analysis	V.H.N.S.N. College, Virudhunagar.
11.12.2007 12.12.2007	National	Quality and Excellence – the prime Mantras of Higher Education	V.V.Vanniaperumal College for Women , Virudhunagar
22.12.2007	---	Application of statistical tools in social research	V.V.Vanniaperumal College for Women , Virudhunagar
20.10.2007	State	Emerging Trends in Retail Marketing	Manner Thirumalai Naciker College, Madurai.
02.12-2009 - 05.12.2009	---	Workshop on Curriculum designing and Evaluation	Centre for educational Research, MKU, Madurai & V.V.Vanniaperumal College for Women, Virudhunagar.
06.10.2010	---	Workshop on Computer Application in Social Science Research	V.V.Vanniaperumal College for Women , Virudhunagar
03.12.2010 - 04.12.2010	---	Re-training of Teachers Programme	V.V.Vanniaperumal College for Women , Virudhunagar
29.08.2011	State Level	Research Methodology in Management	V.V.Vanniaperumal College for Women , Virudhunagar
21.02.2012	Intercollegiate	Seminar cum meet	V.V.Vanniaperumal College for Women , Virudhunagar

06.03.2012 - 07.03.2012	---	Innovation Strategies in Teaching, Learning and Evaluation Process	V.V.Vanniaperumal College for Women , Virudhunagar
23.04.2012 - 28.04.2012	---	Innovative Practices in Business Management	VHNSN College, Virudhunagar
21.01.2014	State Level	Challenges in Services Marketing	V.V.Vanniaperumal College for Women , Virudhunagar
03.07.2014 - 05.07.2014	National	WATRCC-'14 Analytical tools for Researches in Commerce and Computer Science	V.V.Vanniaperumal College for Women , Virudhunagar
10.03.2015	Regional	Google Apps	V.V.Vanniaperumal College for Women , Virudhunagar
24.10.2016	--	Re-training Programme	V.V.Vanniaperumal College for Women , Virudhunagar
26.07.2017	---	Re-training Programme	V.V.Vanniaperumal College for Women , Virudhunagar
22.12.2017	National	Impact on GST on Small and Medium Scale Industries	S.V.N College, Madurai
07.04.2018 - 08.04.2018	National	Women Entrepreneurship in Comprehensive Environment – A Paradigm Shift in Indian Context	V.V.Vanniaperumal College for Women , Virudhunagar
12.07.2018 - 14.07.2018	Faculty Development Programme	An overview of Goods and Services Tax Transactions in Tally-ERP 9	Kalasalingam University, Krishnankovil
05.07.2019	Faculty Development Programme	ICT Tools for Effective E-Learning	V.V.Vanniaperumal College for Women , Virudhunagar



**X Student – Oriented Service :**

Staff – in – charge of various activities in the

**i. Institution**

2010 – 11	Consumer Club, Placement Cell
2011 – 12	Consumer Club
2012 – 13	Consumer Club
2014 – 15	Consumer Club, Magazine Committee
2015-16	Planning Forum
2016-17	College Union
2017-18	Consumer Club
2018-19	Discipline Committee
2019-20	Old Students Association

**ii. Department**

2010 – 11	Department Magazine
2011 – 12	Extension
2014 – 15	Association in-charge
2015-16	Inter Departmental Course
2013 – 14	Departmental Course
2016-17	Proficiency, Tour, Factory Visit
2017-18	Association in-charge, Proficiency
2018-19	Departmental Course, Departmental Minutes, Tour In-charge, Mentor for NPTEL Course
2019-20	Departmental Minutes, Inter Departmental Course

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