

Resume

I General Information

Name : V.SAKTHI DEVI
Father's Name : S.Vairamani
Date of Birth : 11 June 1986
Designation : Assistant Professor
Department : Commerce (SF)
Email ID : sakthidevi@vvvcollege.org
Date of appointment : 15.06.2011



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education	-	2001	First / 61.6
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	2003	First / 76
Bachelor's Degree		Commerce	2006	Second / 54.5
Master's Degree		Commerce	2008	First / 73
M.Phil		Commerce	2010	First / 89.5
PhD		Commerce	2016	Awarded
Others	PGDCA		2004	89

III Teaching Experience : UG : 8years, 1months

Field of Specialization : Services Marketing
Awards won : Gold medal in 12th

In-house projects guided

Year	UG / PG / M.Phil	Number of Students	Area of study
2012	UG	7	Finance, HR, Marketing
2013	UG	8	Finance, HR, Marketing
2014	UG	9	Finance, HR, Marketing
2015	UG	9	Finance, HR, Marketing

No. of articles published in Journals

International : 2

National : -

No. of papers presented in Seminars / Conferences

International : 7

National : 11

Papers presented

Date	Seminar / Conference	Level	Title of the paper	Venue
22.12.2010 & 23.12.2010	Sales Promotional Strategies of MSMEs	National	Sales Promotional strategies of BSNL	V.H.N.S.N. College, Virudhunagar
6.1.2011 & 7.1.2011	The role of SHG towards the achievement of inclusive growth in rural India	National	Functional Mechanism of SHG in TamilNadu	V.H.N.S.N. College, Virudhunagar
12.08.2011 & 13.08.2011	Human Resource Management Practices for 21 st Century	National	Innovative Practices in HRM at BSNL	Periyar Maniammai University, Thanjavur
10.09.2011	Emerging Trends in social services sector	National	A study on service provided by BSNL	Amman Arts & Science college, Dindigul
16.09.2011 & 17.09.2011	Seventh All India Conference of KAAS 2011	National	A study on Telecommunication services in Virudhunagar	S.T.Hindu College, Nagercoil
22.09.2011 & 23.09.2011	Challenges of Commerce Education in the 21 st century	National	BSNL as a unit of study under business communication	V.V.Vanniaperumal College for Women, Virudhunagar
20.12.2011	Students facility research forum	National	SHG – A new path to Economic Empowerment	V.V.Vanniaperumal College for Women, Virudhunagar
11.2.2012	Current Scenario of Indian retail sector	National	Challenges of retailing in India	Madurai Sivakasi Nadar Pioneer Meenakshi Women College, Madurai.
15.3.2012	CRM	National	A study on Customer Satisfaction and Discontentment of BSNL Landline services	S.T. Hindu College, Nagercoil
5.1.2013	Configuring ICT towards rural	National	A study on Strategies for	V.H.N.S.N. College, Virudhunagar

	India		Retention of Rural Subscribers in BSNL	
02.04.2019 & 03.04.2019	Trajectory of transformation in Rural Indian Youth; from Techno-illiterates to techno crafts for actualizing skill india	National	Impact of Social Networking Sites on academic performance of College Students	V.V.V College for Women, Virudhunagar
23.7.2012	Shifting paradigms of business	International	A study on Customer Services of BSNL	V.H.N.S.N. College, Virudhunagar
20.3.2013 & 21.3.2013	Global vision 2020	International	Challenges and strategies of Cellphone Industry in India	Sri Kaliswari College, Sivakasi
13.8.2013	Conference on Financial services issues and challenges	International	Banking Finance	PKR Arts College for Women, Gobichettipalayam
20.09.2013 & 21.09.2013	Second International conference of KAAS 2013	International	An assessment of service quality analysis of BSNL in Virudhunagar District	Sri Ayyappa college for women, Kanniyakumari
01.02.2018	FIBA – 2018	International	A study on Customer Satisfaction towards E-Banking	Sengunthar Arts and Science College, Tiruchengode
07.09.2018	Empowering Rural People Through Digitalisation	International	Role of BSNL in Implementing Digital India Project	SBK College, Aruppukottai
14.09.2018	Emerging Trends in Banking Sector	International	Customer Satisfaction towards Internet Banking of TMB Limited – A study in Virudhunagar	Madurai Sivakasi Nadar Pioneer Meenakshi Women College, Madurai.

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
2010	Sales Promotional Strategies	978-81-910426-5-8	Sales Promotional Strategies of BSNL
2012	Change Ahead	978-93-81723-05-0	A study on Customer services of BSNL
2012	Customer Relationship Management	978-81-921442-1-4	A study on Customer Satisfaction and Discontentment of BSNL Landline services
2013	Global Trade Vision – 2020	978-93-80530-54-3	Challenges and strategies of Cellphone Industry in India
2013	Use of Information Communication Technology	978-93-81723-12-8	A study on Strategies for Retention of Rural Subscribers in BSNL
2013	KAAS 2013	978-93-81658-07-9	An assessment of service quality analysis of BSNL in Virudhunagar District
2015	RJ Journal	Issn:2347-3967	Role of BSNL in the Economic development of Virudhunagar
2018	Shanlax International Journal of Commerce	2320 - 4168	A study on Customer Satisfaction towards E-Banking
2018	Empowering Rural People Through Digitalisation	ISSN:2250-1940	Role of BSNL in Implementing Digital India Project
2018	Emerging Trends in Banking Sector	ISSN:2454-4558	Customer Satisfaction towards Internet Banking of TMB Limited – A study in Virudhunagar
2019	Trajectory of transformation in Rural Indian Youth; from Techno-illiterates to techno crafts for actualizing skill india	ISBN 978-81-935892-3-6	Impact of Social Networking Sites on academic performance of College Students

V Seminars/Conferences/Workshops attended

Date	Level	Name of the Seminar / Conference / Workshop	Venue
29.8.2011	State	Research Methodology in Management	V.V.Vanniaperumal College for Women, Virudhunagar
06.10.2010	State	Computer Application in Social Science Research	V.V.Vanniaperumal College for Women, Virudhunagar

03.03.2011 & 04.03.2011	State	Innovative Strategy for Technological Developments and Designing New business model in renewable energy sector	V.H.N.S.N. College, Virudhunagar
03.07.2014 & 05.07.2014	National	Analytical Tools for Researchers in Commerce and Computer Science	V.V.V. College for Women, Virudhunagar
07.02.2018 & 08.02.2018	National	Women Entrepreneurship in Comprehensive Environment – A Paradigm Shift on Indian Context	V.V.V. College for Women, Virudhunagar

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

Name of the Course	Venue	Duration
Re-training of Teachers Programme	V.V.Vanniaperumal College for Women, Virudhunagar	Two days
Hands on Training Programme – Effective Question Paper Setting	V.V.Vanniaperumal College for Women, Virudhunagar	One day 04.08.2018

VII Student - oriented Service :
Staff - in - charge of various activities in the

i. **Institution**

2010 – 11	-
2011 – 12	Consumer forum
2012 – 13	Extension activities
2013 – 14	Equal Opportunity
2014 – 15	Equal Opportunity
2015 - 16	Equal Opportunity
2016 - 17	Students grievance cell
2017- 18	YRC Club
2018-2019	College Union
2019-2020	Youth Welfare Organisation

ii. **Department**

2010 – 11	Tutor for ward Students
2011 – 12	Tutor for ward Students
2012 – 13	Tutor for ward Students
2013 – 14	Association In Charge
2014 – 15	Department Magazine
2015 - 16	Tutor for ward Students, Tour in-charge
2016 - 17	Tutor for ward Students
2017-18	Department Magazine
2018-2019	Department Magazine
2019-2020	Association In charge

Residential Address :

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75/6B/3 Ramamoorthy Road 3rd street,
ICA Colony, Virudhunagar.