

Name : Dr P.Vanitha Malarvizhi

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Educational qualification (from UG) : B.Com., M.Com., B.Ed., M.Phil., Ph.D.

Work experience till date (at Lady Doak College and Outside): 31 years 8 months (Joined Nov 1993)

Awards/medals/honours/recognition : NIL

RESEARCH EXPERIENCE :

Number of UG/PG/M.Phil Projects guided

<i>Program</i>	<i>Number of projects guided</i>
UG	73
PG	15
M.Phil	10
Ph.D	6 (pursuing)

Research projects :

Publications :

<i>Name of the journal</i>	<i>Title</i>	<i>Month and Year of Publication</i>
Shanlax International Journal of Arts, Science and Humanities. (UGC Approved)	A study on Attitude of Customers Towards e-Banking Services in ICICI Bank, Madurai	January 2018
Shanlax International Journal of Arts, Science and Humanities. (UGC Approved)	A study on Buying Behaviour of Lady Doak College Students Towards the Electronic Gadgets	January 2018
Shanlax International Journal of Arts, Science and Humanities. (UGC Approved)	A Comparative study on Gold loan offered by public sectors and non banking financial companies, Madurai	July 2019

Indian Journal of Psychology	A Study on Customer Perception Towards Service Quality Of Banks And Non-Banking Financial Companies In Madurai	March 2024
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Invited talks : NIL

Books/Journals edited : NIL

Conference/workshops/lectures organized :NIL

Conference/workshops/lectures presented :

<i>Conference Organised by</i>	<i>Name of the University</i>	<i>Topic</i>	<i>Event</i>	<i>Period</i>
Chevalier T. Thomas Elizabeth College for Women, Chennai.	University of Madras	Study on attitude of Customers Green Banking Services with special reference to Fund Transfer in Madurai City	International Conference "Digital Transformation in Business"	30.11.2023
St. Xavier's College, Palayamkottai	St. Xavier's College, Palayamkottai	Outlook Towards Entrepreneurship Training Programmes - A Study among Women Entrepreneurs in Madurai City	National Seminar	25th and 26th February 2015
Lady Doak College, Madurai	Lady Doak College	Virtual Learning Environment	National Conference	9th and 10th January 2014
Lady Doak College, Madurai	Lady Doak College,	Indian Consumerism in the Millennium	State Level Seminar	December 4, 1999
Madras Institute of Development Studies		Role of Shipping Agencies in the Promotion of Trade in Tuticorin District	Workshop	December 6 - 9, 2006

Conference/workshops/lectures participated :

<i>Topic</i>	<i>Event</i>	<i>Place</i>	<i>Period</i>
Counselling Skills	Workshop	The American College, Madurai	August 12 - 15, 1994
Teaching and Learning Styles	Workshop	Lady Doak College, Madurai	March 7, 1995
Women Studies	Orientation Program	Lady Doak College, Madurai	September, 1999
Student Cooperatives	Regional Workshop	Institute of Cooperative Management	April 15 - 17, 1994
Self Confidence Building and Inter-Personal Relationship	Workshop	Lady Doak College, Madurai	September 30 to October 2, 1999
Teacher as an Effective Researcher	Workshop	Lady Doak College, Madurai	February 2, 2000
Professional Ethics	Workshop	Lady Doak College, Madurai	June 17 & 18, 2000
Preparation of Course Materials for Human Rights Education	Workshop	Lady Doak College, Madurai	September 21&22, 2001
Privatisation at the Threshold and its Benefits	Intercollegiate Seminar	SFR College, Sivakasi	August 7, 2002
Revitalisation of Commerce Curriculum	National Level Workshop	Lady Doak College, Madurai.	February 14 to 16 , 2002
Human Rights Education	Workshop	Lady Doak College, Madurai.	August 8 & 9,2002
Intel Teach to the Future	Training Program	Lady Doak College, Madurai.	July 2002 to September 2002

Statistical Methods for Social Scientists	Seminar	Madurai Kamaraj University	March 31, 2004
Challenges of Higher Education and Future Direction for Autonomous Colleges	National Conference	Lady Doak College, Madurai.	September 23 - 25, 2004
Quality Sustenance and Enhancement through Collaboration of CPE and Cluster Colleges	State level Workshop	Lady Doak College, Madurai.	September 23&24, 2005
Assessment of Learning Outcomes	Workshop	Lady Doak College, Madurai.	August 21&22, 2006
Human Relational Practices..... Yesterday, Today & Tomorrow	State Level Seminar	Lady Doak College, Madurai.	March 17,2006
Enhancing Professional Competency	Workshop	Lady Doak College, Madurai.	June 6 - 8, 2007
Higher Education for Holistic Development Amidst Contemporary Challenges	National Conference	Lady Doak College, Madurai.	January 31 to February 2, 2008
Effective Teaching of Value Based Courses	Workshop	Lady Doak College, Madurai.	June 9 & 10, 2008
Research Methodology and Application of SPSS	Regional Workshop	Lady Doak College, Madurai.	January 19-23, 200
Personal Effectiveness	Workshop	Lady Doak College, Madurai.	August 23&24,2011

Competence Building in Higher Education - Trends and Challenges	National Conference	Lady Doak College, Madurai.	September 30 & October 1, 2011
Science, Society and Sustainability	International Conference	Lady Doak College, Madurai.	January 11 - 13, 2012
Emerging Trends in Cost Management in the Global Scenerio	Training Program	Lady Doak College, Madurai.	February 13, 2012
Towards a More Effective Teaching-Learning Testing Process- Underlying Assumptions and Practices	Workshop	Lady Doak College, Madurai.	June 19 - 21, 2012
Strategic Planning and Resource Development	International Workshop	Christ University, Bengaluru	January 25 & 26, 2016
To Lead or Not to Lead	International Leadership Seminar	Christ Institute of Management, Lavasa, Pune	April 18 - 22, 2017
Minority Higher Education: Trends, Challenges and Opportunities	State Level Seminar	St. Joseph's College, Tiruchirappalli	October 05, 2024

Designations at Past:

- Served as the “Additional Controller of Examination” during the period 2011-2012.
- Served as the “Controller of Examination” during the period 2012 - 2013 to 2013 - 2014.
- Served as the Bursar during the period 2014 2015 to 2017 (till the month of December).
- Served as one of the organizing committee members in Leadership Development Programme jointly organized by International Network for Christian Higher Education & Lady Doak College from 17.05.2023 to 19.05.2023.
- Served as a member in the Board of Studies meeting (B.Com & M.Com) held at Bishop Heber College, Trichy on 22.05.2023

- Served as University Nominee in the Board of Studies meeting held at The American College, Madurai on 13.06.2023
- served as an external examiner for Ph.D Public Viva-Voce at Bishop Heber College, Tiruchirappalli on December 02, 2023
- Nominated as an external examiner to conduct interview for the admission of Ph.D Program in Commerce 2023 - 2024 at Madurai Kamaraj University. (18.12.2023)
- Contributed as a Session Chair at the International conference conducted by the School of Commerce, The American College, Madurai on 5th & 6th January 2024.
- Served as University Nominee in the Board of Studies meeting held at Sourashtra College, Madurai on 09.03.2024.
- Nominated as a Research Advisory Committee (Doctoral Committee) member of the Full-Time research scholar (MKU23FFOC10929) and External Expert nominated by the University (17.04.2024)
- Served as University Nominee in the Board of Studies meeting held at The American College, Madurai on 01.08.2024.
- Served as an external examiner for Ph.D Public Viva-Voce at Fatima College, Madurai on 23.09.2024.
- Served as an external examiner for Ph.D Public Viva-Voce at GTN Arts College, Dindigul on 24.09.2024.
- Served as Academic Council Nominee in the Board of Studies meeting held at Bishop Heber College, Tiruchirappalli on 12.11.2024