

CURRICULUM VITAE



Name : **Dr. C. VANITHA**
Date of Birth & Age : 13-05-1977 & 46 years
Contact Number : +91 98422 65939
Whats app Number : +91 98422 65939
Email ID (Personal) : s.vanitha1977@gmail.com
Email ID (Official) : vanitha@ldc.edu.in
Address : 50, Ayyappa City, Melapanangadi, Madurai – 17.

Educational Qualification:

Course	Name of the Institution	Year of passing	Class
B.Com. (Commerce)	Mannar Thirumalai Naicker College, Madurai.	1997	I
M. Com. (Commerce)	Madura College, Madurai.	2005	I
M. Phil.	Saraswathy Narayanan College, Madurai.	2006	I
PGDCA	Madurai Kamaraj University College, Madurai.	2008	I
NET	University Grants Commission	2012	-
MBA	Indira Gandhi National Open University, New Delhi	2016	I
Ph. D.	Madurai Kamaraj University, Madurai.	Viva voice on 11-04-18	-

Work Experience:

Sl. No.	Institution Name	Position	Date of Joining	Date of Resigning
1.	Anantha College, Devakottai	Assistant Professor	01.06.2006	31.05.2015

2.	NMS.S.Vellaichamy Nadar College, Madurai	Assistant Professor	18.05.2015	18.11.2016
3.	Lady Doak College, Madurai	Assistant Professor	21.10.2016	Till now

Awards/medals/honours/recognition:

- Secured II Rank in M.Com. Degree examination in Commerce of Madura College, Madurai in 2005.
- Won II Prize for General Proficiency in Commerce on April 2006 while studying Post Graduate.
- Got the certificate of merit for meritorious service and contribution to the Academic and Extracurricular activities in Ananda College during 2011-12.

Publications:

- Published a paper entitled “Financial Inclusions” in the one-day National Level Seminar on Role of Banking Sector in Rural Economic Development sponsored by Indian Council of Social Science Research and organised by the Post Graduate and Research Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore on 23rd September 2011. ISBN 978-81-920808-2-6
- Published a paper titled “Relationship Marketing in Retailing” in the UGC Sponsored National Seminar on Retail Marketing in India: Trends and Challenges organised by PG and Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai. ISBN 978-93-80657-50-9
- Published a paper titled “The Problems Faced by Rural Households in Accessing Banks” in one day National Seminar on Problems and Prospects of Rural Banking and its Impact on Empowerment of Rural Households which was organised by Post Graduate and Research Department of Commerce with Information Technology and Department of Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College, Coimbatore on 18th December 2014. ISBN 978-81-920808-6-4.

- Published a paper titled “SBI Home Loan – Factors Influencing the Choice” in Indian Journal of Applied Research, Vol. 5, Issue 6, June 2015 ISSN – 2249 – 555X, Impact Factor 3.6241.
- Published an article entitled “Customers’ Perception towards SBI e-lobby Services in Madurai City – An Empirical Study” in Dogo Rangsang Research Journal, Vol. 11, Issue 11, November 2021 ISSN – 2347 – 7180.
- Published a paper entitled “A Study on Perception of Women Entrepreneurs towards Bank Credit with special reference to State Bank of India, Madurai City” in Journal of Entrepreneur & Management, Vol.11 Issue 1&2, 2022 pages 18-27. Publisher: Publishing India Group ISSN Number: 2277-6850 <http://publishingindia.com/jem/>
- Published an article entitled “Role of Mobile Trends in E-Commerce Industry” in Journal of the Asiatic Society of Mumbai, Vol:XCVIII, No.11, 2022 pages 157-164. UGC CARE approved, Peer Reviewed and Reffered Journal. ISSN: 0972-0766
- Published an article entitled “Digital Pedagogies for Effective Teaching – Teachers’ Perspective” in Journal of the Asiatic Society of Mumbai, Vol. XCVI, No.22, 2023 UGC CARE approved, Peer Reviewed and Referred Journal. ISSN: 0972-0766

Conference/workshops/lectures presented:

- Presented a Paper entitled “Impact of Recent Demonetisation on Small Scale Sector” on international seminar conducted by the Department of Commerce (SF) and Commerce with IT (SF), S. Vellaichamy Nadar College, Madurai on 27th January 2017.
- Presented a paper entitled “Role of Mobile Trends in E-Commerce Industry” in the Virtual International Conference organised by Research Centre of Commerce and Department of Business Administration, Commerce (CA), Commerce (SF), Fatima College, Madurai on 14th December 2022.

Conference/workshops/lectures/ participated:

- Participated in the one-day workshop on “Research Methodology” organized by the Department of Commerce, The Standard Fireworks Rajaratnam College for Women, Sivakasi on 4th January 2006.

- Participated in inter collegiate seminar conducted by Post Graduate Department of Commerce, Saraswathi Narayanan College, Madurai on “Derivates Market” on 16th February 2006.
- Attended workshop conducted by PG Studies & Research Centre in Commerce, Saraswathi Narayanan College, Madurai on “Statistical Packages and Interpretation of Research Data” on 20th March 2006.
- Participated in the seminar on ‘Consumer Rights and Protection’ conducted by the Department of International Business & Commerce held at Alagappa University on 9th December 2006.
- Participated in the one-day workshop on “Emotional Intelligence” organised by the HRD Cell of Seethalakshmi Achi College for Women, Pallathur on 24th January 2008.
- Participated in the four-day workshop on “Enhancing Your Pedagogical Repertoire: Tasks, Techniques and Grammar for Developing Academic Language” organised by the CHRD & ISC, Lady Doak College, Madurai from 8th May 2017 to 12th May 2017.
- Participated in the three-day New Faculty Orientation Workshop on “Being an Effective Teacher” held from 5th to 7th June 2017 organised by the CHRD, Lady Doak College, Madurai.
- Participated in the National workshop on “Science Film Making” during 14 – 16 December 2017, jointly organised by Centre for Communication and Multimedia, Lady Doak College, Madurai and Vigyan Prasar, New Delhi.
- Participated Regional Level Seminar on “Catalytic Commerce Curriculum: Changing Dimensions and Future Directions” organised by the Department of Commerce, Lady Doak College, Madurai on 22nd February 2019.
- Participated in the International Conference on “Emerging Trends in Banking, Insurance & International Trade” organised by the Research Department of Commerce, Thiagarajar College, Madurai in association with Insurance Institute of India, Mumbai on 27th & 28th March 2019.
- Participated in Online International Workshop on “Basic Statistical Analysis and its Interpretation using SPSS” conducted from 18th – 20th September 2021 organised by Inspire Softech Solutions, Chennai.

- Participated in one day state level workshop on “Outcome Based Assessment and Evaluation” organised by IQAC & CoE of The Standard Fireworks Rajaratnam College for Women (Autonomous), Sivakasi on 14th March 2023.
- Participated in the two days International Conference on “Global Trends in Accounting and Finance – A Paradigm Shift” organised by Department of Commerce, Lady Doak College, Madurai on 20th and 21st March 2023.
- Participated in one day International Conference on “Entrepreneurship and Start-up Culture: Nurturing Innovation and Growth” organised by the Department of Commerce and Management, Don Bosco College of Arts and Science, Keela Eral, on 21st July 2023.
- Participated in one day seminar on “Challenges and Innovations in Inclusive Insurance” organised by the Department of Commerce, Lady Doak College in collaboration with the Insurance Institute of India on April 18, 2023.

FDPs & Others:

- Participated in five days from 1st April 2008 to 5th April 2008 University Grants Commission sponsored Sensitization workshop on “Capacity Building for Women Managers in Higher Education” organised by the School of Women’s Studies for the Teachers of Colleges affiliated to Alagappa University, Karaikudi.
- Participated in “Instructional Techniques” three days staff training program conducted by Internal Quality Assurance Cell in Ananda College, Devakottai from 8th June 2011 to 10th June 2011.
- Participated in the Two Days Faculty Development Programme on “Small Business Management” organised by Alagappa Institute of Management on March 14 – 15, 2014.
- Completed four months CLTS Special Soft Skills Training Program at SASH institute from June 2019 to September 2019.
- Participated in the Faculty Development Program entitled “Competent Teachers for Millennial Learners” organised by S. Vellaichamy Nadar College, Madurai on 29th February 2020.
- Participated in the webinar on “Impact of Covid on Economy and Management of Finances during this period” organised by IQAC & School of Commerce, Shasun Jain College for Women, Chennai on 4th May 2020.
- Attended three-day Faculty Development Programme on “Microsoft Azure for Beginners” organised by Department of Computer Applications, Kalasalingam

Academy of Research and Education, Krishnankoil from 12th May to 14th May 2020.

- Participated in Online Faculty Development Program on “Cyber Security” organised by Department of Computer Science and Engineering, Swarnandra College of Engineering and Technology in association with Indian Servers during 15th and 16th May 2020.
- Attended Webinar on “Cyber Security Careers – A Guide to Recession-Proof Learning” organised by EC-Council on June 30, 2021.
- Participated in Webinar hosted by Jayant Steps on “Handwriting analysis & Women’s Safety” on 31st July 2021.
- Participated in Webinar on “We Think Digital – Digital Sakti 3.0” jointly organised by National Commission for Women, Facebook, Cyber Peace Foundation and Autobot Infosec on 25th October 2021.
- Participated in “Awareness Programme on Insolvency Profession with special reference to Graduate Insolvency Programme” organised by the Insolvency and Bankruptcy Board of India on 4th June 2022.
- Participated in “Innovative Assessment methods for Learning Enhancement” organised by Lady Doak College, Madurai on 12th and 13th July 2022.
- Participated in five days Faculty Development Program on “US Individual Taxation” conducted by ICT Academy from 4th Dec. 2023 to 8th Dec. 2023 at Madurai Kamaraj University, Madurai.
- Participated in 3 day workshop on “Unlocking the secrets of Scientific Writing and Publications” organised by the Centre for Women’s Studies (UGC Supported) and Research and Development Cell, Lady Doak College, Madurai in collaboration with Madras Christian College Research Colloquium from 5th to 7th February 2025.
- Participated in One-Week Faculty Development Programme on “Cybersecurity Trends and Challenges in Higher Education Institutions (HEIs)” organised by E&ICT Academy IIT Guwahati held from 24th to 28th March 2025 in association with Lady Doak College, Madurai.