

# Government Arts and Science College

Kanyakumari – 629 401

## FACULTY PROFILE

Department: Commerce

1. Name : Dr. A.VIJAYALEKSHMI
2. Husband's Name : P. Sabapathy
3. Designation : Assistant Professor
4. Age and Date of Birth : 30/07/1985
5. Gender : Female
6. Address for Communication: 1-19, School Street,  
Rethinapuram, Kaniyakumari District  
Pin 629851



Phone No : 9600500709

Email – id : [aviji85@gmail.com](mailto:aviji85@gmail.com)

### 7. Educational Qualification :

S.No.	Course	University/College	Year of Passing
1	B.Com	S.T. Hindu College, Nagercoil.	April 2006
2	M.Com	S.T. Hindu College, Nagercoil	April 2008
3	M.Phil.,	S.T. Hindu College, Nagercoil	December 2009
4	Ph.D.,	Bharathiar University, Coimbatore	29 <sup>th</sup> April 2014

### 8. Area of Specialization: Human Resource Management

### 9. Experience:

S.No.	Name of Organisation	From	To	Year of Experience
1.	Government Arts and Science College, Kaniyakumari	30/09/2013	Still	9 years 6 months

**10. Publications:**

<b>S.No.</b>	<b>Title</b>	<b>Name of the Journal</b>	<b>ISSN / ISBN</b>	<b>Year</b>
<b>1</b>	Green marketing: strategies & Issues	Global marketing strategies and practices	ISBN Number 978-93- 80530-17-8	
<b>2</b>	Marketing-An innovation and winning combination	Sustainable development towards innovative process	ISBN Number 978-93- 80539-78-2	
<b>3</b>	Sales promotional strategies for service sector	Sales promotional strategies	ISBN Number 978-81- 910426-5-8	
<b>4</b>	Women empowerment through self help groups in kanyakumari district	Women empowerment	ISBN Number 978-81- 910426-4-1	
<b>5</b>	Socio-economic level of workers in Mylode cashewnut factory in kanyakumari	Peninsula	ISSN Number 0976-8270	
<b>6</b>	Awareness of students about the consumer protection Act 1986	Globalisation and consumerism- Issues and challenges	ISBN Number 978-81-8484- 133-6	
<b>7</b>	Role of voluntary consumer organizations in consumer protection in India	Globalisation and consumer protection	ISBN Number 978-81- 905380-1-5	
<b>8</b>	Enabling E-commerce in India	Emerging trends in E-commerce	ISBN Number 978-93- 80890-27-2	
<b>9</b>	The welfare facilities available to the workers in paper mills in Madurai	Indian journal of applied research	ISSN – 2249- 555X	
<b>10</b>	Job satisfaction of matriculation teachers in Kanyakumari District	SAJMMR: South Asian Journal of Marketing & Management Research	ISSN 2249- 877X	

<b>11</b>	Customer Relationship Management in ICICI Bank in Nagercoil town	Managerial Herald – Bi-Annual Journal of Thoughts	ISBN:978-93-80657-78-3	
-----------	--	---	------------------------	--

**11. Paper Presented in Conferences/ Seminar :**

<b>S. No.</b>	<b>Title</b>	<b>Institution</b>	<b>Date &amp; Year</b>
1	Management Of Retail Stores In Retail Marketing	School Of Management, SNS College Of Engineering, Coimbatore	10 <sup>th</sup> December 2010
2	Sales Promotional Strategies For Service Sector	Department Of Commerce, V.H.N.Senthilkumara Nadar College, Virudhunagar	22 <sup>nd</sup> & 23 <sup>rd</sup> December 2010
3	Role Of Media In Rural Marketing	Department Of Business Management, P.S.G.R Krishnammal College For Women, Coimbatore	23 <sup>rd</sup> December 2010
4	Women Empowerment Through SHG In Kanyakumari District	Department Of Economics, V.H.N.Senthilkumara Nadar College, Virudhunagar,	6 <sup>th</sup> & 7 <sup>th</sup> January 2011
5	Socio-Economic Level Of Workers In Mylode Cashewnut Factory In Kanyakumari District	Department Of Economics, Aditanar College Of Arts And Science, Tiruchendur	8 <sup>th</sup> & 9 <sup>th</sup> January 2011.
6	Problems And Prospects Of Women Entrepreneurs	Department Of Commerce, Nadar Mahajana Sangam S.Vellaichamy Nadir College, Madurai	24 <sup>th</sup> January 2011
7	Microfinance As A Foot Path Success For Women Through SHG In India	Department Of Commerce, Periyar University, Salem	28 <sup>th</sup> January 2011
8	Role Of Finance Commission In India	Department Of Economics, Rajah Serfoji Government College, Thanjavur	30 <sup>th</sup> & 31 <sup>st</sup> January 2011
9	Medical Tourism In India	Department Of Economics, Gobi Arts And Science College, Erode	4 <sup>th</sup> & 5 <sup>th</sup> February 2011

10	Role Of SEBI In Capital Market Regulations In India	Department Of Commerce, Sree Saraswathi Thagaraja College, Pollachi	4 <sup>th</sup> & 5 <sup>th</sup> February 2011
11	Marketing- An Innovation & Winning Combination	Department Of Commerce, Kaamadhenu Arts And Science College, Erode	10 <sup>th</sup> February 2011
12	Corporate Governance And Banks In India	Department Of Rural Industries And Management, The Gandhigram Rural Institute-Deemed University, Gandhigram	23 <sup>rd</sup> & 24 <sup>th</sup> February 2011
13	The Impact Of Women's Entrepreneurship In The Economy	Department Of Women's Studies, Bharathiar University, Coimbatore	4 <sup>th</sup> March 2011
14	Status Of Women Entrepreneurs In India	Department Of Women Studies, Bharathidasan University, Tiruchirappalli	18 <sup>th</sup> & 19 <sup>th</sup> March 2011
15	Community Involvement By Ethical Banking System In Global	Department Of Commerce, Government Arts College, Paramakudi	19 <sup>th</sup> & 20 <sup>th</sup> March 2011
16	Special Economic Zone (SEZ) In Coimbatore City	Department Of Commerce, S.T.Hindu College, Nagercoil	25 <sup>th</sup> March 2011
17	A Study On Awareness Of Students About The Consumer Protection Act 1986 With Special Reference To Bharathiar University	School Of Commerce, Bharathiar University, Coimbatore	22 <sup>nd</sup> & 23 <sup>rd</sup> July 2011
18	A study on reason for industrial backwardness in kanyakumari district	Department of economics, Bharathiar University, Coimbatore	8 <sup>th</sup> & 9 <sup>th</sup> December 2011
19	A study on job satisfaction	Kongunadu arts and science college, Coimbatore	15 <sup>th</sup> February 2012
20	Environmental pollution in India	School of economics, Bharathiar University, Coimbatore	23 <sup>rd</sup> & 24 <sup>th</sup> February 2012
21	Green Marketing: Strategies & Issues	Nehru Institute Of Management Studies, Coimbatore	8 <sup>th</sup> & 9 <sup>th</sup> October 2010

22	Role Of Voluntary Consumer Organizations In Consumer Protection In India	Department Of Business Administration, Kalasalingam University, Srivilliputhur	28 <sup>th</sup> & 29 <sup>th</sup> January 2011.
23	Impact Of Financial Inclusion Towards Regional Rural Banks In India	School Of Development Studies, Kannur University, Palayad, Kerala	3 <sup>rd</sup> & 4 <sup>th</sup> February 2011.
24	Enabling E-Commerce In India	Department Of Commerce, University Of Madras, Chennai,	March 16 <sup>th</sup> & 17 <sup>th</sup> 2011
25	A study on job satisfaction of TASMAC employees	Department of commerce, Bishop Heber college, Tiruchirapalli	12 <sup>th</sup> March 2012

### 12. Seminar / Conference / workshop / Attended:

S.No.	Institution	Date & Year
1	Department of Commerce, S.T. Hindu College, Nagercoil	18 <sup>th</sup> March 2006
2	Department of Commerce, S.T. Hindu College, Nagercoil	12 <sup>th</sup> April 2007
3	Department of Commerce, S.T. Hindu College, Nagercoil	12 <sup>th</sup> March 2008
4	Department of commerce, S.T. Hindu college, Nagercoil	29 <sup>th</sup> January 2009
5	Women's Christian College, Nagercoil	6 <sup>th</sup> March 2009
6	Internal Quality Assurance Cell, Scott Christian College, Nagercoil.	19 <sup>th</sup> February 2010
7	School Of Commerce, Bharathiar University, Coimbatore	14 <sup>th</sup> & 15 <sup>th</sup> December 2010
8	Bharathiar University Students Associations And Clubs, Bharathiar University, Coimbatore	4 <sup>th</sup> March 2011
9	Management Wing, D.D.E., Annamalai University	18 <sup>th</sup> To 20 <sup>th</sup> April 2011

10	UGC Academic Staff College, Bharathiar University, Coimbtore	13 <sup>th</sup> July To 2 <sup>nd</sup> August 2011 Obtained "A" Grade
11	The Gandhigram rural institute, Gandhigram	3 <sup>rd</sup> To 4 <sup>th</sup> March 2012
12	Department of women's studies, Bharathiar university, Coimbatore	20 <sup>th</sup> March 2012
13	Arignar Anna central library, Bharathiar University, coimbatore	30 <sup>th</sup> January 2013



**(Signature)**