

<b>Department of <u>COMMERCE</u></b>		
Name	Dr.J.JEYANTHI	<b>PLEASE AFFIX YOUR PHOTOGRAPH HERE</b>
Designation	ASST PROF	
Qualification	M.COM.,M.PHIL.PHD	
Email id	Jeyanthi.2013@rediff mail.com	
Alternative email id		
Experience	15	
Date of joining	31.01.2009	
No. Of Journal Publication <b>(International)</b>	3	
No. Of Journal Publication <b>(National)</b>	5	
No. Of Conference Attended <b>(International)</b>	5	
No. Of Conference Attended <b>(National)</b>	15	

**Academic Credentials**

Level	Degree	Specialization	University	Year of Completion
UG	B.COM	COMMERCE	MK UNIVERSITY	1999-2002
PG	M.COM	COMMERCE	FATIMA COLLEGE	2002-2004
M.Phil.,	---	MARKETING	ALAGAPPA UNIVERSITY	2007
Ph.D.,	---	ENTREPRENEURSHIP	BHARATHIAR UNIVERSITY	2017
Other1				
Other2				

**\*\*Details of Journal Publications:**

1. International: list attached
2. National: list attached

**\*\*Details of Conference/Seminar Attender:**

1. International list attached
2. National list attached

**\*\* Attach Separate Sheet**

## List of Papers presented at National and International Level

SL.NO	TITLE OF THE PAPER	NAME OF THE INSTITUTION	MONTH AND YEAR OF PUBLICATION	ISBN/ISSN NUMBER	LEVEL
1	Corporate culture and ethical climate	G.V.G college for women,udumelpet	29 <sup>th</sup> sep 2004		National (UGC)
2	Emerging issues of Non-banking finance companies in india	A.V.V.M Sri pusppam ,college Poondi	18 <sup>th</sup> &19 <sup>th</sup> Feb 2005		National (UGC)
3	Service sector - An engine of growth	Arulmigu Palaniandavar arts college for women	24 <sup>th</sup> Feb 2005		National conference
4	Commerce education in india emerging issues and challenges	Arulmigu Palaniandavar arts college for women	16 <sup>th</sup> Mar 2006		National (workshop)
5	Curriculum as a gateway to professional excellence	Arulmigu Palaniandavar arts college for women	11thmar 2006		National (seminar)
6	Ethics of advertising on the internet	Vidhyasagar college	18 <sup>th</sup> mar 2006		National (seminar)
7	Towards building a sound governance system A present day essentially of corporate sector	Arulmigu Palaniandavar arts college for women	6 <sup>th</sup> April 2009		National (workshop)
8	Indian	Arulmigu	20 <sup>th</sup> Feb 2012		National

	Agriculture under reforms:A Diagnosis of problem and prospects	Palaniandavar arts and culture			(workshop)
9	Indian Economy	Vidhyasagar college udumelpet	27 <sup>th</sup> Feb 2012		National (seminar)
10	Retail trade	Sourashtra college madurai	1 <sup>st</sup> &2 <sup>nd</sup> Feb 2013		National (seminar)UGC
11	Foregin trade (215-217)	Vidhyasagar college udumelpet by Hilly midea chennai	9 <sup>th</sup> Mar 2013	978-93-82570-073	National (seminar)
12	Women entrepreneurship in India	Kodaikanal Christian, college	17 sep 2013		National conference
13	Online marketing E-Purchases among the students (139-143)	V.H.N senthil kumara nadir, college virdhunagar	25&26 july 2014	978-93-81723-26-5	International (conference)
14	Life really begins when you decide to be yourself(60-70)	Dr NGP arts and science college	20 <sup>th</sup> Aug 2015	978-81-920808-7-1	National (seminar)
15	Card Based E-banking services	Hajee Kartha Rowther Howdla college udthamapallayam	21 <sup>st</sup> Jan 2016	978-81-929313-5-7	National ( UGC seminar)
16	International taxation	Pondichery university	4 <sup>th</sup> &5 <sup>th</sup> Feb2016		National conference
17	Green marketing in india	Arulmigu Palaniandavar arts college for women	29 <sup>th</sup> sep 2015		National (seminar)
18	Women entrepreneurship	Dhanalakshmi srinivasan college, of	12 <sup>th</sup> Feb 2016		National (seminar)

	in India	arts and science for women Perambalur			
19	E-commerce	SNMV arts and science college	25 <sup>th</sup> Feb 2016	978-93-85477-69-0	National conference
20	Women entrepreneursh	Dr NGP arts and science college	16 <sup>th</sup> Aug 2016	978-81-920808-8	National (seminar)
21	Organizational Re-structuring Business concepts	Rathinam college,coimbatore	18 <sup>th</sup> Aug 2016	978-93-84234-83-6	International(seminar)
22	FDI in india policy and procedures	Sankara college, coimbatore	Jan 2017		National
23	Prospectives in Research Methodology	Sankar college	Mar 2017		National
24	Make in india	Vivekanda college Tiruvedagam	16 <sup>th</sup> mar2018	938786501-0(isbn)	International(seminar)
25	A study on factors influencing workers stress with special reference to Lambodhara textile	M.K.University Madurai	9 <sup>th</sup> Feb 2018	978-93-87102-71-2(isbn)	International conference
26	FDI-ASTUTIE CONDUCT FOR TRADE INTEGRATION And SUSTAINABLE DEVELOPMENT	Alaggappa university	3 <sup>rd</sup> mar 2018	2349-8684(issn)	International conference
27	Access to livelihood for person with	G.V.G college for women udumelpet	29 & 30 Aug 2018		National conference

	Disability				
--	------------	--	--	--	--

### List of Papers published

SL.NO	TITLE OF THE ARTICLE	NAME OF THE JOURNAL	ISBN/ISSN NUMBER	MONTH AND YEAR OF PUBLICATION	PAGE NO	VOL & NO
1	A study on brand loyalty towards refrigerator(with special reference to Palani town)	Shanlax international journal of commerce	Issn:2320-4168	Jan 2015	81-91	3&1
2	A study on Entrepreneurial traits among the women college students	shanlax international journal of commerce Madurai	Issn:2320-4168	July 2015	10-18	3&3
3	Corporate governance and sox compliance	International journal of science technology and humanties(by sri vidhy mandir arts &science college	Issn:2394-7209 e-Issn:2394-7217 (specialiy ed)	Jan 2016	129-130	Vol-1

4	Foregin trade 215-217)	Vidhyasagar college udumelpet by Hilly midea chennai	9 <sup>th</sup> Mar 2013	978-93- 82570-073	National (seminar)
5	Online marketing E-Purchases among the students (139- 143)	V.H.N senthil kumara nadir, college virdhunagar	25&26 july 2014	978-93- 81723-26-5	International(conferen ce)
6	Life really begins when you decide to be yourself(60- 70)	Dr NGP arts and science college	20 <sup>th</sup> Aug 2015	978-81- 920808-7-1	National (seminar)
7	Card Based E- banking services	Hajee Kartha Rowther Howdla college udthamapallayam	21 <sup>st</sup> Jan 2016	978-81- 929313-5-7	National ( UGC seminar)
8	Emerging trends in service sector	Krishnasamy arts and science college sattur	20 <sup>th</sup> Feb 2016	978-93- 5258-428-4	State (seminar)
9	E-commerce	SNMV arts and science college	25 <sup>th</sup> Feb 2016	978-93- 85477-69-0	National conference
10	Women entreprenership	Dr NGP arts and science college	16 <sup>th</sup> Aug 2016	978-81- 920808-8	National (seminar)
11	Organizational Re-structuring Business concepts	Rathinam college,coimbatore	18 <sup>th</sup> Aug 2016	978-93- 84234-83-6	International(seminar)
12	Make in india	Vivekanda college Tiruvedagam	16 <sup>th</sup> mar2018	938786501- 0(isbn)	International(seminar)

13	A study on factors influencing workers stress with special reference to Lambodhara textile	M.K.University Madurai	9 <sup>th</sup> Feb 2018	978-93-87102-71-2(isbn)	International conference
14	FDI-ASTUTIE CONDUCT FOR TRADE INTEGRATION And SUSTAINABLE DEVELOPMEN T	Alaggappa univercity	3 <sup>rd</sup> mar 2018	2349-8684(issn)	International conference