

Name : ANTONY MARY VINOTHINI.C

Designation : Lecturer

Department : Commerce (SF)

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Educational Qualification:

Degree	Subject	College/ University & Place	Year Completed
B.Com	Commerce	Lady Doak College, Madurai	2002
M.Com	Commerce	M.S.S. Wakf Board College, Madurai	2004
M.Phil	Commerce	M.S.S. Wakf Board College, Madurai	2005
MBA	Marketing	Madurai Kamaraj University, Madurai	2013
Ph.D	Commerce	Madurai Kamaraj University, Madurai	Pursuing

Specialisation in Teaching:

- ✓ Accounting
- ✓ Marketing

Specialisation in Research:

- ✓ Marketing
- ✓ Human Resources Management

Journal

1.A Publication of Shanlax Publications, entitled “A study on the entrepreneurial traits of women entrepreneurs in Madurai City” at Madurai Sivakasi Nadars Pioneer Meenakshi Womens’ College, Poovanthi, Sivagangai”, Volume I, ISSN 2321-4168, February 2015, Pp170-176.

2. A publication of IMRF, entitled “A study on stress management of women lecturers in self financing arts and science colleges in Madurai City at The American College, Volume 3, Issue 1, ISSN 2320-6942, March 2015, Pp233-236.

3. A publication of Nehru journal of management and research, “Coping strategies adopted by banking employees to manage stress” at Nehru Institute of Volume 2 Issue 11 February 2016, ISSN 2230 7974, November 2015, Pp 28-33.

Books

1. A publication of Shanlax Publications, Madurai entitled Banking –Vision 2020, Edition of Department of Commerce, Subbalakshmi Lakshmipathy College of Science, ISBN 978-93-80657-60-8, January 2012, Pp 154-157.

2. A publication of Shanlax publications, Madurai on Emerging Trends in Marketing of Services in the Global Era and the paper entitled “Passenger’s attitude toward online ticket booking of railway services in Madurai city” Department of Business Administration, The American College ISBN 938068689-7- October 2013, Pp108-112.

3. A Publication of Shanlax Publications, Madurai, on Productivity Enhancement Strategies and the paper entitled “ A study on job stress of staff nurses and its impact on the productivity of the hospitals in Madurai City” Department of Business Administration, The American College ISBN: 978-93-80657-60-8, October 2014, Pp 288-294.

4. A publication of Curriculum Development Cell, Ayya Nadar Janaki Ammal College, Sivakasi and the paper entitled “A study on customers’ attitude towards ATM services of State Bank of India in Madurai City” edition of Curriculum Development Cell, Ayya Nadar Janaki Ammal College, Sivakasi, ISBN 978-93-83191-09-3, December 2014, Pp 185,186.

5. A publication of Shanlax Publications, Madurai on New Dimensions of Management in The Globalisation Era the paper entitled “ A study on the job stress of LOCO pilots in Madurai Division of Southern Railway” Department of Management Studies, Madurai Kamaraj University, ISBN 978-93-85977-05-3, March 2016, Pp 91-96.

6. A publication of Sourashtra College, on Online Marketing of Services in the Globalisation Era, and the paper entitled “E- tailing –a key to business success”, ISBN 978-81-929458-4-2, March 2016, Pp 382-387.

7. A publication of Sri Kaliswari College, on Role of Information and Communication Technology (ICT) on the Growth of Service Industries and the paper entitled “Minimising the Effects of Techno stress in Today’s World of Information Technology” ISBN 978-93-5258-485-7, March 2016, Pp 48-50.

Conference, Seminar Presentations:

1. Presented a paper entitled “Emerging trends Indian Mutual Fund” (State level) at Madurai Institute of social Science, March 2012.

2. Presented a paper entitled “Corporate Social Responsibility” at Madurai Institute of social Science, October 2013.

3. Presented a paper entitled “A study of on the Stress of Women Nurses in Health Care institutions of Madurai District” at Research Colloquium Organized by PG Department of Commerce, Vivekananda College on Madurai on July 2016.

PARTICIPATION IN WORKSHOPS

1. Attended a workshop on “SPSS in Social Science Research” held by V.H. N Senthilkumara Nadar College, on December 2015.

2. Attended a Two Day International Seminar and Workshop on “ICT in Education and Research: Innovations, Trends and Issues” held by St. Charles College of Education on March, 2016.

3. Attended a workshop on “Creating Awareness about Financial Markets for Future Investors: by Baroda Pioneer Mutual Fund in association with Ambition Learning Solutions