

Name: C.Jameslyn Vithya

Designation: Assistant Professor

Department: Commerce

Date of Joining: 28.06.2017

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Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
Ph.D	➤ Commerce "A study on Customer Attitude towards Mobile Applications with special reference to Madurai District"	Fatima College/MKU & Madurai	Pursuing
M.Phil	Commerce	Fatima College/MKU & Madurai	2017
M.Com	Commerce	Fatima College/MKU & Madurai	2016
B.com With Computer Application	Commerce	Fatima College/MKU & Madurai	2009
Higher Secondary Course	Commerce	St. Joseph's Girls' Higher Secondary School, Madurai	March 2006
S.S.L.C	Nil	St. Joseph's Girls' Higher Secondary School, Madurai	April 2004

Specialisation in Teaching: Marketing, Accountancy.

Specialisation in Research:

- **Research in Ph.D:** A study on Customer Attitude towards Mobile Applications with special reference to Madurai City”
- **Research in M.Phil :** “A Comparative Study on English and Tamil Newspaper in Madurai city.”
- **Research in M.com :** “ A Study on customer Attitude towards Eco-Tourism in Madurai City.”
- **Research in B.com :** “A Study on IN-PATIENT Management in Lakshmana Hospital.”

Research Interests: Pursuing Ph.D in Marketing

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Assistant Professor	Fatima College, Madurai	July 2019 to October 2019

Administrative /Academic Position/s (held/currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
Project Associate (Service learning programme –Solid Waste Management)	From 2018 December to 2019
Project Associate (Service learning programme –Child Support)	From 2020 till now
Member in College Day Committee	2019
Member in College Day Committee	2020

Membership in Professional Bodies:

Positions held / currently holding	Year - From (month/year) To month/year)
Project Associate (Service learning programme –Solid Waste Management)	From 2018 December to 2019
	From 2020 till now

Project Associate (Service learning programme –Child Support)	
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Books Published: Book Title: **The New Era Of Digital Payments**

Chapter Name: Applications Of Digital Payments In Online Shopping, 12/1/2021, Isbn- 978-81-954576-1-8, New Chennai Publications, Pioneer In Book And Journal Publications.

Publications: Articles in Various National and International Journals.

- **Paper presented:** “Tips and Guidelines to Strengthen Eco-Tourism.in national conference on “Marketing of Ecotourism : Prospects and Challenges”organised by the research centre of commerce. Fatima College, Madurai.
- **Paper presented and Published:** “A Study on Impact of Demonetization on Common Man” in National Seminar on Impact od demonetisation on Indian Economy organised by the research centre of commerce, Fatima College, Madurai.
- **Paper presented and Published:** A Study on Problems and Prospects of Women entrepreneurs in Tamilnadu. in the UGC sponsored National Conference on Working women: Problems and Prospects organised by the department of Commerce, V.H.N.Senthikumara Nadar College , Virudhunagar.
- **Paper presented and Published:** Prospects of Women Entrepreneurs and Problems faced by them in MSMEs in the National conference on “Prospects of MSMEs in Indian Scenario organised by department of Commerce held at The American College, Madurai.
- **Paper presented and Published:** SWOT Analysis in MSMEs Sector – An Overview in the National conference on “Prospects of MSMEs in Indian Scenario organised by department of Commerce held at The American College, Madurai.
- **Paper presented and Published :** Performance of Unregistered MSMEs Sector in the National conference on “Prospects of MSMEs in Indian Scenario organised by department of Commerce held at The American College, Madurai.

Books: nil

Articles Published in International Journals:

- **Paper presented and Published :** “ Challenges and Risk Faced by the working entrepreneurs” in the International conference held on Mangayarkarasi College

Department of Commerce with Computer Application. Published in Shanlax International Journals.

- **Paper presented and Published : Role of Green Marketing in improving the business performance of small scale Manufacturing enterprises –an empirical analysis in the international Conference on “Innovations in Business Management”** organised by the department of commerce ,The American College, Madurai.
- **Paper presented and Published: “Impact on Green Banking in Banking Sector”** in 2nd International Conference “Current Strategies and Innovative Practices of Business and Banks in the Digital Epoch” held at St. Joseph’s College of Arts and Science, Cuddalore.
- A Study On Literature Review And Customer's Attitude Towards App Based Cab Service In Madurai City, Journal Of Interdisciplinary Cycle Of Research, Jicr Journal, Volume Xiii, 10/1/2021, Issnno:0022-1945, Journal Of Interdisciplinary Cycle Research, 6.2, Volume Xiii, Issue X, October/2021, Page No: 146-153
- A Study On Customers Awareness Towards App Based Cab Service In Madurai City. Gis Science Journal, 10/1/2021, Issn No:1869-9391, 6.1, Volume 8, Issue 10, 2021
- A Study On Consumer Preference Towardsswiggy App With Special Reference To Madurai City, Jac: A Journal Of Composition Theory, Issn No: 0731-6755, 5.7, Volume Xiv, Issue Xii December 2021.

Conference/Seminar Presentations:

- Workshop Attended: Tamilnadu State council for Science and Technology Sponsored workshop entitled” Awareness on Intellectual Property Rights”
- **Paper presented:** Role of MSMEs in Economic Development in the State level Inter collegiate Students seminar conducted by the Department of Commerce .Thiagarajar College, Madurai.
- **Paper presented and Published:** “ Corporate Social Responsibility in India Perspective” in the National Level Seminar on Modern Transpiration in Business and Management in Syed Hameedha Arts & Science College , Karaikudi.

Workshop Attended

- Work Shop On Research And Development Organised By Fatima College, Madurai On 20.1.2019
- Applications Of Amos In Social Science Research, The American College Madurai Dated 12th And 13th October 2018
- GST Workshop, The American college, Madurai.
- Development of website workshop, The American college, Madurai.

Faculty Development Program Attended:

- Ubchea Sponsored Four Day Fdp2020 On Emerging Leaders Of Service Learning Programme On 13-16 Feb 2020
- Online Fdp On Teaching For Transformation & Excellence In Post Covid Era Organized By Dept.Of Commerce,The American College,Held On 6th June 2020
- Online Fdp On Being A Super Teacher Organized By Management Studies Mangayarkarasi College Of Arts Of Science On 8-11 July.2020
- National Fdp Programme On Research In Finance 27-29 July 2020 Organised By Dept. Of.Commerce Psgr Krishnammal College For Women

Webinars :

- International Webinar on impact of Covid-19 on entrepreneurship held on 10th june 2020 organised by the dept of business administration ,Latha Mathavan art & science college, kidaripatti,Madurai.
- Webinar on teacher to educational leader held on 23,april,2020.
- Webinar on women at risk blossom organized by the ladies club of the American College Madurai on 9.6.20
- Webinar on impact of Covid 19 on educational sevices and altering strategies organized by the department of commerce ,the American college,Madurai held on 20th june 2020
- Webinar on “Maintaining Quality of life during COVID Era” organized by the department of business administration ,The American College,Madurai held on 3rd july 2020
- Webinar on a Perspicacious view on electronic payments organized by the dept of commerce ,The American College,Madurai held on 3 rd july 2020
- Webinar on Re-Birth of the Indian Economy –Post Pandemic Revival strategies organized by the dept of commerce on 9th july 2020
- Webinar on Management education the challenges of changing scenario organized by the deparatment of business administration , The American College,Madurai held on 9th july 2020.
- Webinar on “importance of research & case study in higher education” organized by the department of business administration , The American College,Madurai held on july 16,2020.
- Webinar on “ Navigate financial crisis during Pandemic” organised by the department of commerce ,the American College. Held on 17 july 2020.
- Webinar on “The Art of Anchoring – how to become Rj/Vj” organised by the department of Visual Communication,The American College,Madurai on 17th july 2020.
- Webinar on Misinformation in Medicine : Myths Vs Facts” organised by the department of Business administration ,The American College,held on 20th july 2020
- International webinar on “Covid 19 and the Plight of consumers organized bu consumer club Arul Anandar College,karumathur,Madurai

Lectures /Talks given:

- Talk given in the Hostel day Celebration in Fatima College to the students and Acted as a judge for Dance Competition.
- Talk given to the Govt.School Girl students about women entrepreneurship and taught them silk thread jewellery making .

Awards / Fellowships:**Doctoral Students****Completed:**

Name of the student	Title of the thesis
nil	nil
nil	nil

Ongoing:

Name of the student	Title of the thesis
nil	nil
nil	nil

UGC Sponsored Major Projects:

Title	Year of Award	Amount Awarded	Status of the project-	Co-investigator, if any
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			Completed /Ongoing	
nil	nil	nil	nil	nil
nil	nil	nil	nil	nil
nil	nil	nil	nil	nil

UGC Sponsored Minor Project

Title	Year of Award	Amount Awarded	Status of the project- Completed /Ongoing	Co-investigator, if any
nil	nil	nil	nil	nil
nil	nil	nil	nil	nil
nil	nil	nil	nil	nil

Overseas Academic Visits:

nils

Other Activities / Academic Credentials:

- Member in Tamilnadu State council for Research for Science and Technology
- To train the all students of commerce as well as other departments on various skills to equip themselves in various activities.
- To equip the students with English language skills and have arranged English development activities to promote them.
- To act as liaison between the college management and students for future development drives.
- Workshop Attended: Tamilnadu State council for Science and Technology Sponsored workshop entitled” Awareness on Intellectual Property Rights”

- Trained the Rural Govt School students in entrepreneurship activities (taught silk thread jewellery making)
- Trained the Fatima College students in entrepreneurship activities (taught them silk thread jewellery making)

- Acted as a Rotract Club Member in Fatima College, Madurai
- Won many prizes in school cultural programs and awarded as first in district level competitions.
- Won many prizes in college cultural events in and around Madurai districts.
- Held various positions in the organizing committee in conducting Seminars and Conferences.
- Won district first award for the shake sphere English competition.