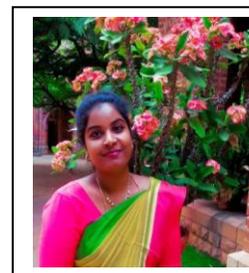


FACULTY PROFILE

NAME : C.JAMESLYN VITHYA
DESIGNATION : ASSISTANT PROFESSOR
DEPARTMENT : COMMERCE (CA)



EDUCATIONAL QUALIFICATION :

Degree	subject	College/ University & Place	Year of Completed
Ph.D	Commerce	Madurai Kamaraj University	May ,2023 (awaiting for the Viva)
M.Phil.	Commerce	Fatima College, Madurai Kamaraj University	APRIL 2017
M.Com	Commerce	Fatima College, Madurai Kamaraj University	APRIL 2016
B.Com with Computer Application	Commerce	Fatima College, Madurai Kamaraj University	APRIL 2009

2. AWARDS - NIL

3. BOOK PUBLISHED- NIL

4. PAPER PUBLISHED SCOPUS/ UGC CARE LIST:

SCOPUS: Scopus author Id/ profile link:

<https://www.pnrjournal.com/index.php/home/article/view/3883>

0976-9234 Is currently active for Scopus, (<https://www.elsevier.com/solutions/scopus/how-scopus-works/content>) under the tab “Re-evaluation and ethics”.

A study on Customers attitude towards E-Learning apps with special reference to Madurai City

UGC CARE LIST:

❖ Presented a paper titled “Introducing Artificial Intelligence In Higher Education Institutions – With Special Reference To Arts Colleges, Madurai City in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and innovations” Conducted by the school of Commerce, The American College, Madurai on 5th and 6th January 2024.

- ❖ Growing trend of mobile marketing in the sustainable development of global business, Authored by C.JAMESLYN VITHYA, Published in South India Journal of Social Sciences ,vol.XXI, No.13, Group I, Bi-Annual Journal, 5 and 6 January 2023. ISSN: 0972-8945
- ❖ A Study on role of business applications(apps) in the growth of digitalised global Marketing Authored by C.JAMESLYN VITHYA, Published in Journal of the Asiatic Society of Mumbai, Pg-23 to 28, December 14, 2022, ISSN: 0972-0766
- ❖ JAC: A Journal of Composition Theory, A Study on Consumer Preference towards swiggy app with special reference to Madurai City, Authored by C.JAMESLYN VITHYA, has been Published in JCT JOURNAL IN VOLUME XIV ISSUE XII December 2021 GIS SCIENCE JOURNAL ISSN :0731-6755
- ❖ An UGC –CARE Approved Group II Journal ,Paper ID: GSJ/5350, A Study on Customer’s Awareness towards app based cab service in Madurai City , Authored by C.JAMESLYN VITHYA, has been Published in GIS SCIENCE JOURNAL Volume 8, Issue 10 ,October 2021. ISSN: 1869-9391/ www.gisscience.net/
- ❖ Journal of Interdisciplinary Cycle Research An UGC-CARE Approved Group-II Journal an ISO: 7021-2008 Certified Journal “A Study on Literature review and Customers attitude towards app based cab service in Madurai City”, Authored by C.JAMESLYN VITHYA, has been Published in JICR JOURNAL , VOLUME XIII, ISSUE X, OCTOBER -2021 ISSN: 0022-1945/WEB: <http://jicrjournal.com/email:submitjicrjournal@gmail.com> Certificate Id: JICR/5249
- ❖ “A Study on the transformation of business operations through information technology- with special reference to Mobile app technologies in India”. Authored by C.JAMESLYN VITHYA, has been Published in the International Conference on Sustainability, Transformation, development in business and management , sponsored by council of scientific and Industrial Research(CSIR) on 24th January ,2020
- ❖ JASC Journal of Applied Science and Computations An ISO:7021-2008 Certified Journal, “Role of Green Marketing in Improving the business performance of small scale manufacturing enterprises-an empirical Analysis”. Authored by C.JAMESLYN VITHYA, has been Published in JASC JOURNAL, Volume 6, Issue I, January-2019, Pg.No.1836-1842

5. PAPER PUBLISHED INTERNATIONAL SEMINAR / NATIONAL/ STATE SEMINAR CONFERENCE:

- ❖ Presented and Published a paper titled “Contribution Of Mobile Apps In Business Development In Digital India” in the National Seminar on “Entrepreneurial Triats and Trends on September 29, 2023.
- ❖ Published an Research Article in AIACHE’s New Frontiers in Education “,vol.56 no.2, April-June 2023 titled on “Artificial Intelligence As A Game Changer Of Traditional Education System–A Discussion On Challenges And Opportunities

- ❖ “Prospects of women entrepreneurs and problems faced by them in MSMEs”, Authored by C.JAMESLYN VITHYA, has been Published in the National Conference on “Prospects of Micro,small & Medium Enterprises(MSMEs) in Indian Scenario” National Conference held on 16 Feb,2018.
- ❖ “SWOT Analysis in MSME sector an overview in Madurai City”, Authored by C.JAMESLYN VITHYA, has been Published in the National Conference on “Prospects of Micro,small & Medium Enterprises(MSMEs) in Indian Scenario” National Conference held on 16 Feb,2018.
- ❖ “Prospects of women entrepreneurs and problems faced by them in MSMEs”, Authored by C.JAMESLYN VITHYA, has been Published in the National Conference on “Prospects of Micro,small & Medium Enterprises(MSMEs) in Indian Scenario” National Conference held on 16 Feb,2018.
- ❖ “Performance of Unregistered MSMEs Sector”, Authored by C.JAMESLYN VITHYA, has been Published in the National Conference on “Prospects of Micro,small & Medium Enterprises(MSMEs) in Indian Scenario” National Conference held on 16 Feb,2018.
- ❖ “Impact on Green Banking on Banking Sector”, Authored by C.JAMESLYN VITHYA, has been Published in Emperor International journal of Finance and Management Research,Volume –IV Regular Issue – VI, March 2018,UGC Approval Jr.No.45308
- ❖ Shanlax International Journals better sound through Compendium A Peer – reviewed – refereed/scholarly quarterly journal with Impact Factor,in recognition of the Publication of the Paper entitled “Challenges and risks faced by the working entrepreneurs Published in Shanlax International Journal of Commerce UGC Approval No: 44120
- ❖ UGC Sponsored two day national Conference on Working women :Problems and Prospects 19th & 20th July 2017, paper titled”A Study on Problems and Prospects of Women Entrepreneurs in Tamilnadu”.

6. PAPER PRESENTATION:

- ❖ Entrepreneurship & Development of small and Medium Scale Enterprises (SMEs)in Global Era “Challenges and risk faced by the working Entrepreneurs “ in the International Seminar held on 26th August 2017.
- ❖ “Corporate Social Responsibility in India Perspective in the National level seminar on Modern Transpiration in Business and Management”held on 4TH October 2017,

7. CONFERENCES/ SEMINARS/ WORKSHOP /WEBINARS:

- ❖ Entrepreneurship & Development of small and Medium Scale Enterprises (SMEs)in Global Era “Challenges and risk faced by the working Entrepreneurs “ in the International Seminar held on 26th August 2017.
- ❖ “Corporate Social Responsibility in India Perspective in the National level seminar on Modern Transpiration in Business and Management”held on 4TH October 2017,

Webinars:

- ❖ participated in the Webinar on “Misinformation in Medicine : Myths Vs Facts ” Organized by the Department of Business Administration, The American College, Madurai, held on 20 July 2020.
- ❖ participated in the National Level Webinar titled “Rebirth of the Indian Economy - Post-Pandemic Revival Strategies” organised by the Department of Commerce, on 9th July 2020.
- ❖ attended the Faculty Development webinar under UGC PARAMARSH scheme on “Governance & Leadership in Higher Education Institution” on 22.09.2021 jointly organized by Internal Quality Assurance Cell and the Department of Commerce (Professional Accounting),The Standard Fireworks Rajaratnam College for Women, Sivakasi.
- ❖ participated in the FACULTY DEVELOPMENT PROGRAM ON “Scientific paper writing for newbies: Nuances, tools and techniques” held on 19.06.2021 organized by the GURU NANAK CENTRE FOR RESEARCH (GNCR)
- ❖ participated in the Webinar on “Impact of Covid 19 on Educational Services and Alternating Strategies” organized by the Department of Commerce, The American College, Madurai held on 20 June 2020.
- ❖ participated in the Webinar on “A Pespicious View on Electronic Payments” organized by the Department of Commerce, The American College, Madurai held on 03 July 2020.
- ❖ participated in the Webinar on “Maintaining Quality of Life during COVID Era”, Organized by the Department of Business Administration, The American College, Madurai, held on 03 July 2020.
- ❖ participated in the Webinar on “Navigate Financial Crisis During Pandemic” organized by the Department of Commerce, The American College, Madurai held on 17 July 2020.
- ❖ Actively participated in the National webinar on “Teacher Vs Learner: Impact of COVID’19 in colleges” organized by Internal Quality Assurance Cell on 22 July 2020
- ❖ Participated in the international webinar on financial accounting and enterprise resource planning organised by PG and Research Centre of Commerce, Jeyaraj AnnaPackiam college for women ,Periyakulam on sep 3rd,2021.
- ❖ Participated in the international webinar on Impact of Covid-19 on global economy organised by PG and Research Centre of Commerce, Jeyaraj AnnaPackiam college for women ,Periyakulam on 3rd March 2021.

8. REFRESHER

COURSE/ORIENTATION PROGRAMME/FACULTY DEVELOPMENT PROGRAMME:

- ❖ One day Faculty on recent trends in industry ,research and teaching methodology organised by research centre of Commerce, Fatima College, Madurai chapter of ICSI March 22,2023.
- ❖ UBCHEA Sponsored four days FDP2020 Emerging Leaders of Service Learning Programme during 13-16 Feb,2020.
- ❖ Leadership development Programme jointly Organised by the International Network for Christian HigherEducation at Lady Doak College from 17th to 19th May 2023 at Lady Doak College Madurai.

9. RESOURCE / CHAIR PERSON – nil

10. MEMBERSHIP IN ACADEMIC BODIES –nil

11. MA/MPHIL/PH.D WARDS – nil

12.INTERNATIONAL VISIT – nil

13.ANY OTHER ACHIEVEMENT- nil