

Name: Dr. C. ANTONY MARY VINOETHINI

Designation: Assistant Professor/ Coordinator, B. Com (IT)

Department: Commerce (IT)

Date of Joining: 02.02.2011

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Educational Qualification:

Qualification	Name of the Institution	Year of Completion
B Com	Lady Doak College	2002
M Com	M.S.S. Wakf Board College	2004
M. Phil	M.S.S. Wakf Board College	2005
TNSET	Mother Theresa University	2016
Ph. D	Madurai Kamaraj University	2019
MBA	Madurai Kamaraj University	2013

Specialisation in Teaching:

- Accounting
- Marketing

Specialisation in Research:

M. Phil : A study on the customer's attitude towards ATM services in Madurai City.

Ph. D : A study on the stress of women nurses in health care institutions of Madurai district

Research interest:

Accounting, Marketing, Human Resource Management

Academic position/s (held/ currently holding)

Positions held/ Currently holding	Year- From (month/year) To month/year)
Co-ordinator- B Com (IT)	December 2017 to till date

Publication of articles in Journal:

1. Attended international conference organized by Madurai Sivakasi Nadars Pioneer Meenakshi Womens' College, Poovanthi, Sivagangai, and presented a paper entitled "A study on the entrepreneurial traits of women entrepreneurs in Madurai City", Shanlax Publications, Madurai, Volume I, February 2015, ISSN 2321-4168, Pp 170-176.
2. Attended international conference on "Women Empowerment & Social Sciences" organized by The American College, Madurai & International Multidisciplinary Research Foundation and presented a paper, entitled "A study on stress management of women lecturers in self-financing arts and science colleges in Madurai City" IMRF Journals, Volume 3, Issue 1, March 2015, ISSN 2320-6942, Pp 233-236.
3. Attended international conference on "Changing Management Paradigms and Leadership in Digital Age" organized by Nehru Institute, Coimbatore and presented a paper entitled "Coping strategies adopted by banking employees to manage stress", Nehru journal of management and research publication, Volume 2, Issue 11 February 2016, ISSN 2230 -7974, Pp 28-31.
4. Attended international conference on "Women and power: Challenges and opportunities" organised by the Centre for Gender Studies, The American College and presented the paper entitled "Challenges of women police in Madurai City with special reference to occupational stress", International Journal of Multidisciplinary Researchers publication, Volume 3, Special issue 1, January 2017, ISSN 2349-8684, Pp 37-39, with impact factor 0.811.
5. Published a paper in Eaglet, "Emerging trends in service sector" entitled "Impact of information technology on the growth of retail trade services" Shanlax International Journal of Commerce, Volume 5, Special issue 1, October 2017, ISSN 2320-4168, Pp 23-25, with impact factor 3.017.
6. Attended national conference on Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario organised by Department of Commerce, The American College and presented a paper entitled "A study on stress of entrepreneurs of MSMEs in Madurai City" International Journal of Multidisciplinary Researchers, Volume 4, Special issue 4, February 2018, ISSN 2349-8684, Pp 25-26 with impact factor 3.487.
7. Attended international conference on "Innovations in Business and Management" organized by Department of Commerce, The American College and presented a paper entitled "Passengers satisfaction towards e-catering service in Vaigai super-fast express with special reference to Madurai city, Journal of Applied Science and Computation, Volume 6, Issue 1, January 2019, ISSN 1076 -5131.
8. Published a paper entitled "Impact of COVID-19 on the workers in construction sector with special reference to Madurai City" in IJAEMA Journal, Vol XIII, Issue VIII, August 2021, ISSN: 0886-9367 with impact factor 6.3.
9. Published a paper entitled "Spending behavior of salaried employees after COVID-19 outbreak in Madurai City" in UGC Care Group- I Journal, Journal of the Asiatic Society of Mumbai, Vol XCV, No: 26, 2022, ISSN: 0972-0766.

Publication of articles in Books:

1. Attended national seminar on “Banking and Insurance Vision-2020” organised by Department of Commerce, Subbalakshmi Lakshmipathy College of Science, Madurai and presented a paper entitled Banking –Vision 2020, Shanlax Publications, Madurai, January 2012, ISBN 978-93-80657-60-8, Pp 154-157.
2. Attended national seminar on “Emerging Trends in Marketing of Services in the Global Era” organised by Department of Business Administration, The American College and presented a paper entitled “Passenger’s attitude toward online ticket booking of railway services in Madurai city”, Shanlax publications, Madurai, October 2013, ISBN: 978-93-80686-89-9, Pp108-112.
3. Attended national seminar on “Productivity Enhancement Strategies” organized by Department of Business Administration, The American College and presented a paper entitled “ A study on job stress of staff nurses and its impact on the productivity of the hospitals in Madurai City”, Shanlax publications, Madurai, October 2014, ISBN: 978-93-80657-60-8, Pp 288-294.
4. Attended national seminar on “Indian service sectors in the information and communication technology era: emerging trends, issues and prospects”, organised by Ayya Nadar Janaki Ammal College, Sivakasi and presented a 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, December 2014, ISBN 978-93-83191-09-3, Pp185,186.
5. Attended national seminar “New dimensions of management in the globalised era” organised by Department of Management Studies, Madurai Kamaraj University, Madurai and presented a paper entitled “A study on stress management of women lecturers in self-financing arts and science colleges in Madurai City”, IMRF Journal, Volume 3, Issue 1, March 2015, ISSN 2320-6942, Pp 233-236.
6. Attended a national seminar “Online Marketing of Services in the Globalisation Era” organised by Department of Commerce with Computer Applications, Sourashtra College and presented a paper entitled “E- tailing –a key to business success”, publication, March 2016, ISBN 978-81-929458-4-2, Pp 382-387.
7. Attended a national conference, on Role of Information and Communication Technology (ICT) on the Growth of Service Industries organized by PG Department of Commerce, Sri Kaliswari College, Sivakasi and presented a paper entitled “Minimising the Effects of Techno stress in Today’s World of Information Technology”, March 2016, ISBN 978-93-5258-485-7, Pp 48-50.
8. Attended a national conference on “New dimensions of management in the globalised era-2016” organized by Department of Management Studies, Madurai Kamaraj University, and presented a paper on “A study on the job stress of loco pilots in Madurai division of Southern Railway”, Shanlax Publications, Madurai, March 2016, ISBN 978-93-85977-05-3, Pp 91-96.
9. Attended international conference on “Sustainability, transformation, development in business and management”, organized by Department of Commerce, The American College and presented a paper entitled “Impact of e commerce on the transformation of textile retail business with special reference to Madurai City”, January 2020, ISBN 978-93-89658-48-4

10. Attended national seminar on “Sustainable Developments through MSME’s: A pathway to self-reliant India” organized by the Department of Commerce, Nallumuthu Gounder Mahalingam College, Pollachi, Tamilnadu on 6th October 2023 and presented a paper entitled “Freelancing- The future of Gig Economy” ISBN 978-93-94004-58-0, Pp 38-44.
11. Attended national seminar on “Sustainable Developments through MSME’s: A pathway to self-reliant India” organized by the Department of Commerce, Nallumuthu Gounder Mahalingam College, Pollachi, Tamilnadu on 6th October 2023 and presented a paper entitled “Role of green crackers in Environmental Sustainability” ISBN 978-93-94004-58-0, Pp 259-267.
12. Attended international conference on “Commerce and Management in the digital age: Trends, Challenges and innovations” organized by the School of Commerce, The American College on 5 & 6 January, 2024 and presented a paper entitled “Customer Relationship Management in retail industry, ISBN 978-81-968663-7-2, P 345.

Presentation of papers:

1. Presented a paper entitled “Emerging trends Indian Mutual Fund” (State level) at Madurai Institute of social Science.
2. Presented a paper entitled “Corporate Social Responsibility: An ethical values of business” organised by Department of Management Studies and Department of Commerce, Madurai Institute of social Science on October, 2013.
3. Presented a research paper entitled “A study on the stress of women nurses in health care institutions of Madurai district” in research colloquium organised by Post Graduate and Research Department of Commerce, Vivekananda College, Madurai on 23rd July 2016.
4. Presented a paper entitled “ A study on the effectiveness of corporate social responsibility of matriculation schools on controlling stress” in international conference on Corporate and Business Response to Climate Change- From Awareness to Adoption(Transcending the Boundaries) organised by Department of Commerce, Periyar University held during 9th to 11th March, 2016.
5. Presented a paper entitled “Consumers perception towards sustainable purchasing with special reference to Madurai city” in the international conference on “Business Dynamics and Sustainable development” conducted by School of Commerce in association with the School of Business, St. Joseph’s university, Bengaluru, Karnataka on 5 and 6 January 2023.

Participation in workshops, seminars and webinars:

1. Attended a Two-Day workshop on “SPSS in Social Science Research” held by V.H.N Senthilkumara Nadar College, on 11th and 12th 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 11th and 12th 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.

4. Attended a Two-Day workshop on “Application of AMOS in social science research” organised by Department of Commerce, The American College on 12 and 13 October, 2018.
5. Attended a workshop on “GST” organised by Office of the Commissioner of GST and Central Excise, Madurai and Department of Commerce, The American College on 5th July 2019.
6. Attended a workshop on “Development of website” organised by Department of Commerce, The American College on 3rd August, 2019.
7. Participated in the international webinar on Teacher to Educational Leader organized by the Colombo Plan Staff College, Philippines on 23 April 2020.
8. Participated in the webinar on “Art of achieving teaching excellence in digital era” organized by the SIIMS Business School, Pollachi on 4 May 2020
9. Participated in the international webinar on “COVID 19 and continuing relevance” organized by the Department of Commerce, The American College on 23 May 2020.
10. Participated in the webinar organized by the Ladies club of the American College on 27th May 2020.
11. Participated in the Faculty Development Program on “Teaching for Transformation and excellence in post Covid era” organized by the Department of Commerce, The American College on 6 June 2020.
12. Participated in the webinar on “Impact of Covid19 on educational services and alternating strategies” organized by the Department of Commerce, The American College on 20 June 2020.
13. Participated in the webinar on “A perspicacious view on electronic payment” organized by the Department of Commerce, The American College on 3 July 2020.
14. Participated in the webinar on National level webinar on “Rebirth of the Indian Economy- Post pandemic revival strategies” organized by the Department of Commerce, Bishop Cotton Academy of Professional Management on 9 July 2020.
15. Participated in the webinar on “Digital marketing” organized by the American School of Business Administration” The American College on 20 July 2020.
16. Participated in the webinar on NAAC accreditation and assessment process, organized by NAAC Bangalore and IQSC, Madurai Kamaraj University on 16th July, 2020
17. Participated in the International webinar on “Lead the Life in Style” organized by Women’s Forum, The American College on 1st February 2021.
18. Participated in the International webinar on “The power to change the world” organized by Women’s Forum, The American College on 8th March 2021.
19. Participated in a Workshop on “Roadmap to successful entrepreneurship for commerce professionals, Department of Commerce, The American College on 15th March, 2021.

20. Participated in Two Weeks National Faculty Development Program on “Industry Institute interaction- A holistic approach insight out, SRM Institute of Science and Technology from 1 June, 2021 to 14 June 2021.
21. Participated in a Virtual Faculty Development Program on “ Teaching Pedagogies for virtual classroom”, Vivekananda College of Arts and Sciences for Women” from 25th May to 31st May 2021.
22. Participated in an international webinar on “Promoting IKIGAI to arise and shine”, Women’s Forum, The American College on 29th July 2021.
23. Participated in a national webinar on “A pandemic year for women: what are we learning”, Ladies Club, The American College on 30th June 2021.
24. Participated in a Faculty Development Webinar under UGC PARAMARSH on “Governance and Leadership in Higher Education Institution”, Department of Commerce, Standard Fireworks Rajaratnam College on 22nd September, 2021.
25. Participated in a seven days Faculty Development Programme on “Exploring Dynamics of the Class room- NEP and NAAC Perspective” organized IQAC of St. Paul’s College, Bengaluru from 20th January 2022 to 28th January 2022
26. Participated in a three days Faculty Development Programme on “Investor Awareness and Education”, hosted by Sradha Academy for Financial Education in partnership with the Department of Commerce, The American College from 28th to 30th April, 2022.
27. Participated in a seven days Faculty Development Programme on “Research Methodology and data analysis using SPSS and R organized CMR technical campus, Hyderabad from 11th July 2022 to 16th July 2022.
28. Participated in three-day workshop on “Research methodology and research tools (SPSS &AMOS)” organized by the Post Graduate and Research Department of Commerce, The American College form 14 December to 16 December 2022.
29. Participated in one day workshop on “Art and Science of Methodical scientific writing and publishing in a high impact journal” conducted by IQAC and office of the Dean Research, The American College on March 6, 2023.
30. Participated in seven days Faculty Development Program on Research Methodology and Data Analysis using

NPTEL and Refresher course

1. Completed an 8-week MOOC course on “Customer Relationship Management” under NPTEL, September – November 2020.
2. Completed an 8-week MOOC course on “Soft Skill Development” under NPTEL-AICTE Faculty Development Program, January – March 2021.

3. Completed online two-week interdisciplinary Refresher Course/ Faculty Development Programme on “Managing Online Classes and Co-creating MOOCS (Level 2)”, Teaching Learning Centre, Ramanujam College, University of Delhi, from 2 to 16 June 2021

Programs organised:

1. Co-convenor for the National Conference on “Prospects of Micro, Small and Medium Enterprises in Indian Scenario organized by the Department of Commerce, The American College on 16th February, 2018.
2. Co-convenor for the International Conference on Innovations in Business and Management, sponsored by Council of Scientific and Industrial Research (CSIR) and organized by the Department of Commerce, The American College on 1 & 2 February, 2019
3. Co-convenor for the International Conference on Sustainability, Transformation, Development in Business and Management organized by the Department of Commerce, The American College on 24 January, 2020
4. Organizing secretary for the webinar on “Navigate financial crisis during pandemic”, Department of Commerce, The American College on 17 July 2020.
5. Organizing secretary for an awareness program on BFSI organized by Department of Commerce, The American College on 18th March, 2022
6. Member of finance team in organizing international conference on “Business Dynamics and Sustainable development” conducted by School of Commerce in association with the School of Business, St. Joseph’s university, Bengaluru, Karnataka on 5 and 6 January 2023.
7. Organizing member of Fem Fiesta-2023, organized by the Women’s Forum of the American College on 8 March 2023
8. Acted as a president in COMMAS 2023, an intercollegiate competition organized by Department of Commerce, The American College
9. Conference coordinator for the International conference on “Commerce and Management in the digital age: Trends, Challenges and innovations” organized by the School of Commerce, The American College on 5 & 6 January, 2024.