

NAME : Dr.M.VEERALAKSHMI

DESIGNATION : AssistantProfessor

DEPARTMENT : COMMERCE

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Nationality and Mother Tongue : Indian, Tamil

Already working with your Institution :7.9.2020 to 31.5.2022

Teaching Experience : 2 years

Research Experience : 3 years

As a Research Scholar

Ph.D Thesis - Area – Marketing

M.Phil Dissertation – Area – Marketing

Academic Qualification : M.Com (CA), M. Phil., PGDCA., CGT.,DFT., Ph.D

M.Phil Guidance : Nil

Ph.D Guidance : Nil

Details of Research guidance/Projects guidance:

Courses/ Year	Number of candidates (attach list of students)	
	Name of the candidate/s	Title of the project
UG Level	K.Pandiyajothi L.Parvathi T.Priya S.Ramalakshmi S.Sakthi Uma Mahewari	A Study on Perception of People on Primary Health Centre Towards it's Utilization with Reference in Tirunelveli City
UG	P.Abinaya M.Buvaneswari S.Divya V.Gnanadesi S.Ishwarya	A Study on Customers Perception Towards Organizing Retailing with Reference to Reliance Supermarket in Tirunelveli City
UG	M.Karthika S.Kavi Arasi U.Kumarajothi M.Mala N.Mangalanayaki	Promotion of Small Scale Enterprises and their Contribution to the Economic Growth of India
PG Level	S.Sivagami Sundari	A Study on Awareness about the Entrepreneurship among the Youngster in Tirunelveli (2024)
M Phil	-	-

BOOK PUBLISHED:

S. No	Title	Book Published by	Page No	Year	Book No.
1.	Green Marketing Intervention Strategies for Sustainable Business Growth	Vijay Nicole Imprints Private Limited ,Chennai	1-176	2021	ISBN:978-81-8209-489-5

BOOKS PUBLISHED (ISBN):

Sl. No	Title	Name of the Journal	Page	Year	Book No.
1.	Faculty of History (RAC)	National Seminar on Challenges of Women Through Ages	166	2016	ISBN-978-93-80609-39-3
2.	Emerging Trends & Innovations in Digital Marketing	International Conference Published by Bonfring	396	2016	ISBN-978-93-86176-32-5
3.	Green Marketing Issues and Challenges	International Seminar Proceedings	483	2017	ISBN : 978-81-933821-0-3
4.	Emerging Trends and Innovative Strategies in Social Media Marketing	International Seminar Proceedings	201	2017	ISBN : 978-93-5288-003-4
5	Socio-Economic, Environmental, Ethical, Science & Technological Impact on Various Facets of Trade & Commerce	International Conference Proceedings	451	2018	ISBN : 9788193382127
6.	Emerging Trends in Entrepreneurship Development	Shanlax Publications	292	2018	ISBN :978-93-87871-79-3
7.	Emerging Trends in Green Entrepreneurship	International Seminar Proceedings	334	2018	ISBN : 978-93-81402-61-0
8	Environmental Protection, Food Security & Precision Agriculture for Sustainability EBFSPA 2019	Sustainable Agriculture and Development	526	2019	ISBN : 978-93-84734-70-1

Details of Publications:

S. No	Title	Name of the Journals	Periodicity of the article	Page No	Vol. No, Special Issue ISSN No , ISBN No, & Impact Factor No
1	Influence on Green Marketing Mix on Green Products Purchase Intention of Consumer: A Mediation Effect of Consumer's Environmental Concern Attitude	INDIA 2030 A peer reviewed-Refereed Scholarly Quarterly journal	1 st &2 nd September-2017	230-234	Volume – 5,Special Issue-3,ISSN No: 2320-4168, ImpactFactor:3.017
2	Recent Trends and Development in Marketing (UGC Approved Journal)	Roots International journal of Multidisciplinary Researches	February - 2018	173-175	Volume-4, Special Issue: 8,ISSN No:2349-8684,UGC Approved Journal No: 48991, Impact Factor: 3.487
3	Culture and Women Empowerment	Women Empowered to Lead – Wel 2018	7 th February-2018	109-115	Special Issue: Enrich, ISSN No: 2319-6394
4	Impact on Consumers of FMCG Product in Tirunelveli District	Nehru Journal of Management and Research Coimbatore	September – 2018	114-123	Volume-1, issue:10, ISSN No:2230-7974,

5	Impact on Joint Liability Groups and Socio – Economic Development	Significance of Joint Liability Group as Saviours of Rural poor Students	9 th &10 th October-2018	41-42	-
6	Green Marketing Strategies and its impact on Consumers of FMCG Products in Tirunelveli District	International Journal of Scientific Research and Review	October - 2018	5-10	Volume-7, Issue: 12, ISSN No: 2279-543X, Impact Factor: 6.1
7	Evaluation of Demands for Green Marketing Strategies in FMCG Product	International Journal of Research and Analytical Reviews	2019	215-219	Special Issue, ISSN No: 2349-5138, UGC Journal ID- 43602, Impact Factor: 5.75
8	Research Directions	Curriculum for Sustainable Development	2019	344-355	Vol-7, Special Issue - 4, UGC Approved Journal ISSN No: 2321-5488, Impact Factor: 5.7
9	Green Marketing – Need of the Hour	Alochana Chakra Journal (UGC Care List)	April – 2020	2464- 2484	Vol-IX, Issue: 4, ISSN No: 2231 – 3990.
10	Green Marketing : Innovative Mantra of Marketing	International Journal of Advanced Science and Technology (Scopus)	2020	1967-1981	Vol-29, No.7s, (2020), ISSN No: 2005-4238 IJAST
11	Green Marketing Practices in India	Purakala (UGC Care List Journal)	April – 2020	53-63	Vol- 31, Issue: 10, ISSN No: 0971-2143

Conference Workshop Seminars Participation

S. No	Title/ Institution	Conference/ Seminar/ Workshop/ Symposium	Level: State National International	Status of Participation Present ation/ Particip ator	Year
1	“Economic Empowerment of Women through Entrepreneurship – Problems and prospects”	Seminar	National	Participated	2016
2	“Green Marketing”	Seminar	International	Presented	2016
3	“Modern Perspectives and Strategies in Teaching, Learning and Evaluation”	Conference	National	Presented	2016

4	“Problems and Prospects of Indian Economy”	Seminar	National	Participated	2016
5	“Emerging Trends and Innovations in Digital Marketing”	Conference	International	Presented	2016
6	“Green Marketing – Issues and Challenges”	Seminar	International	Participated	2017
7	“India 2030”	Conference	International	Presented	2017
8	”Impact of Environmental Hygiene in Globalized”	Seminar	National	Presented	2017
9	“Global and Indian Banking Scenario”	Conference	International	Participated	2017
10	“Emerging Trends and Innovative Strategies in Social Media Marketing”	Conference	International	Presented	2017
11	“Entrepreneurship Opportunities in Financial Markets”	Workshop	National	Participated	2017
12	“International Conference on Socio Economic Environmental Ethical Science and Technological Impact on Various Facts of Trade and Commerce”	Conference	International	Presented	2018
13	“Finance & Banking (FIBA -2018)”	Seminar	International	Presented	2018
14	“Ten days Workshop on Research Methodology & SPSS in Social Science”	Workshop	International	Participated	2018
15	“Modern Business Practices – A Drive for Sustainability”	Conference	International	Presented	2018
16	“Innovations and Modern Practices in Global Business Management”	Conference	International	Participated	2018
17	“Commerce and Business – A Paradigm Shift to Information and Communication Technology (CBICT – 2018)	Conference	National	Presented	2018
18	“Opportunities and Challenges of Modern Marketing”	Seminar	National	Presented	2018
19	“5s Framework of Entrepreneurial Dimensions: Significance, Stimulus, Strategies, Synergy and Success”	Conference	National	Presented	2018
20	“An Entrepreneurship: The Panacea for India’s Economic Growth”	Conference	International	Presented	2018
21	“Coimbatore Strategic Leadership Conference”	Conference	International	Presented	2018
22	“Public Debt in Tamil Nadu	Seminar	International	Presented	2018
23	“Perspectives of Global Human Resource”	Conference	International	Presented	2018

24	“Application of MS EXCEL,VBA & Cloud Accounting Tools”	Workshop	National	Participated	2018
25	“Rising Women for Entrepreneurship” (RWD)	Workshop	National	Participated	2018
26	“Swami Vivekananda’s Thoughts on Education and Present Day Educational Atmosphere	Conference	National	Participated	2018
27	“Empowering Women through Entrepreneurship”	Conference	International	Participated	2018
28	“Emerging Trends in Entrepreneurship Development”	Conference	International	Participated	2018
29	“Enhancing Young Women Entrepreneurs”	Workshop	International	Participated	2018
30	“Technology and its Impact on Commerce and Management in the Global Era”	Seminar	International	Participated	2018
31	“Prevention of Sexual Harassment at Working Places & Creation of Legal Awareness”(PSHCLA’18)	Seminar	National	Participated	2018
32	“Significance of Joint Liability Group as Saviours of Rural Poor Students”	Conference	International	Presented	2018
33	“Impact of Digitalization on Indian Economy – Issues and Challenges for MSMEs”	Conference	National	Presented	2018
34	Seven Days National Workshop on “Research Methodology & SPSS in Social Science”	Workshop	National	Participated	2018
35	“Quality Research and Publications”	Seminar	National	Participated	2018
36	“Impact Factor Publications, Citation Analysis, Plagiarism, Getting Patent and Copyright”	Workshop	International	Participated	2018
37	“Emerging Trends in Green Entrepreneurship (ETGE 2018)	Seminar	International	Presented	2018
38	“Environmental Protection, Food Security & Precision Agriculture for Sustainability (EPFSPA2019)	Conference	International	Presented	2019
39	“Asian International Conference on Advances: Strategic Innovations and Emerging Perspectives for Global Business in Engineering and Social Sciences”	Conference	International	Presented	2019

40	“Dimensions of E – Commerce and E – Management in Business Environment and Its Implications”	Conference	National	Participated	2019
41	“Writing Quality Research Papers – Publishing in Scopus & Care Approved Journals”	Workshop	International	Participated	2019
42	“Digital Initiatives for Higher Education: Quality and Patinence (DIHEQP – 2019)”	Conference	International	Presented	2019
43	“Commerce, Management and Leadership – A Global Perspective”	Conference	International	Presented	2019
44	“Curriculum for Sustainable and Societal Development (ICSSD 2019)	Conference	International	Presented	2019

Awards Honors Conferred

S.No	Award	Year	Institution
1	I'm really proud to place on record the meritorious service rendered in the capacity of “BEST OUTGOING STUDENT”,	2016-2018	Sri Sarada College for Women, Tirunelveli-11.
2	I got the First Prize for Proficiency Award in M.Phil Commerce with Computer Applications,	2016-2017	Manonmaniam Sundaranar University, Tirunelveli-12.
3	I have received the Merit Certificate for Essay Writing Competition	2018	The Tamilnadu Peoples Consumer Federation
4	My NEP Ambassador for the valuable Contribution	2020	National education Policy
5	“Kalam Arivu Maamani Award”	2020	Present this Award on 18/10/2020 Appreciation of Academic work

Sports Certificate:

S.No	Certificate	year	Institution
1.	I won the First Place for KHO-KHO Team Sports in 2014-2015 Annual Sports Day	2014- 2015	Sri Sarada College for Women, Tirunelveli-11.
2.	I won Second Place in Kabadi Team in the Annual Sports Day	2014-2015	Sri Sarada College for Women, Tirunelveli-11.

Responsibilities/positions served in the college: (other than Headship)

Responsibility – 1	Responsibility – 2	Responsibility – 3
Organizing Committee for ICT Academy	Learning Management System (LMS) – co – ordinator	IIC – co - ordinator
Responsibility – 4	Responsibility – 5 Criteria7	Responsibility – 6 Faculty Development Program Coordinator
Placement Training and Development cell – co ordinator	-	-

Publications:

Edited Book Published - 1

Books Published with ISBN - 8

Journal - 11

Conference Paper Presented: National - 6

International – 18

Conference/Workshop/Seminars :

National -10

International – 10
