

## DrPalani Kumar V

Assistant Professor,  
Department of Commerce,  
Bishop Heber College,  
Tiruchirappalli - 17.

E-mail :

Phone :

Web:

### Qualification

Degree	Branch	Institution / University	Year of Passing
B.COM,M.COM,M.PHIL, Ph.d	Commerce	Bharathidasan University	2017
B.COM,M.COM,M.PHIL		Bharathidasan University	2009

### Ph.D. Details

Title of Thesis		Area of Specialization
A STUDY ON CONSUMER PREFERENCE TOWARDS UPS IN TRICHY DISTRICT		MARKETING
Research Supervisor	Research Centre	Year of Award
B.SEKAR	NATIONAL COLLEGE	JUNE 2017

### Work Experience

Name of Institution	Address of Institution	Designation	From	To
NATIONAL COLLEGE	NATIONAL COLLEGE,TRICHY	ASST.PROFESSOR	21/12/2009	15/06/2015
SERVITE ARTS AND SCIENCE COLLEGE FOR WOMEN	SERVITE ARTS AND SCIENCE COLLEGE FOR WOMEN ,KARUR	ASST.PROFESSOR	01/07/2015	25/09/2020
Bishop Heber College,Trichy.	Vayalur Road ,Trichy.	Asst.Professor in Commerce Department	1/10/2020	Till Date

### Research Guidance

**U.G. :** Nil      **P.G. :** 15 PROJECTS      **M.Phil. :** 01 DISSERTATION      **Ph.D. :** Nil

## Table of Contents

1.	<b>Conferences / workshops / Seminars Attended</b>	<b>6</b>
2.	<b>Research Papers Presented</b>	<b>0</b>
3.	<b>Publication in Journals</b>	<b>6</b>
4.	<b>Publication in Books</b>	<b>0</b>
5.	<b>Books Published / Edited</b>	<b>0</b>
6.	<b>Conferences / Workshops / Seminars Organised</b>	<b>0</b>
7.	<b>Research Projects</b>	<b>0</b>
8.	<b>Resource Person</b>	<b>0</b>
9.	<b>Consultancy</b>	<b>0</b>
10.	<b>Awards Recieved</b>	<b>0</b>
11.	<b>Patent</b>	<b>0</b>
12.	<b>Extension Activities Undertaken</b>	<b>0</b>
13.	<b>Professional Membership</b>	<b>0</b>
14.	<b>M.Phil. / Ph.D. Produced</b>	<b>0 / 0</b>

1. International level Conference on **"Steps Up Sustainable Development Goals into Actions"** sponsored by Bishop Heber College organized by Commerce Department at Trichy during 31/03/2022 to 31/03/2022.
2. International level Conference on **"Digital Transformation in Banking & Finance"** sponsored by Bishop Heber College organized by Commerce Department at Trichy during 23/03/2022 to 24/03/2022.
3. College level Orientation on **"Unleashing Effectiveness"** sponsored by Deanery of Academics organized by Bishop Heber College at Trichy during 16/03/2022 to 17/03/2022.
4. National level Conference on **"Techno Preneurship"** sponsored by Bishop Heber College organized by Commerce Department at Trichy during 15/03/2022 to 16/03/2022.
5. State level Orientation on **"Successful writing of a research paper in scopus ,index journals"** sponsored by EINSTEIN COLLEGE OF ARTS & SCIENCE. organized by Commerce Department at Tirunelveli during 25/02/2022 to 26/02/2022.
6. College level Orientation on **"Synergy SBS"** sponsored by Bishop Heber College organized by Commerce Department at Trichy during 07/10/2021 to 07/10/2021.

Publication in Journals

- 6

1. **"A study on marketing strategy for improving the consumer purchasing power of ups in trichy."** published in Indian Journal of Commerce (PEER REVIEW) Vol. 4, Issue No. , June 2013 ISSN : ---.
2. **"A Comparative study of ameron & exide ups in trichy"** published in Golden Research Thought (PEER REVIEW) Vol. , Issue No. , January 1900 ISSN : ---.
3. **"A theoretical study of employees of job satisfaction and its impacts"** published in Internal journal of management and social science (SELECT) Vol. , Issue No. , January 1900 ISSN : ---.
4. **"Consumer Preferencetowards inverter with special reference in trichy"** published in (SELECT) Vol. , Issue No. , January 1900 ISSN : ---.

**Signature of Staff**  
**(Palani Kumar V)**