

Mrs.R.VIJAYALAKSHMI

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

E-mail : rvijee@gmail.com

Phone : 9843194433

Web:

Qualification

Degree	Branch	Institution / University	Year of Passing
Doctor of Philosophy	Commerce	Bishop Heber College (Autonomous), Trichirappalli - 17	2021
M.Com.	Commerce	Bharathidasan University	2012
M.C.A	Computer Application	Bharathidasan University	2009
B.Com.	Commerce	Holy Cross College (Autonomous)	2004

Ph.D. Details

Title of Thesis	Area of Specialization	Year of Award
A study on attitude towards online shopping among students of Bharathidasan Affiliated Arts and Science College, Tiruchirappalli, Tamilnadu	Marketing	2021
Research Supervisor Dr.Parimala Kalarani	Research Centre Bishop Heber College (Autonomous), Trichirappalli - 620017	

Cleared NET / SET :	Details	Year of Passing
SET	13126286	July2017

Additional Qualification

Name of Course	Place of Study	Date	Duration
PGDCA	Bharathidasan University	March2007	1 year
Diplomo In Tally	American Technology Solutions, Trichy	April 2004	6 months
ARPIT Refresher Course in Skills for new Educational Architecture	SWAYAM	October 2021	4 months
Basics of Digital Marketing	SWAYAM	August 2022	12 weeks
Computer Application in Business	SWAYAM	August 2022	12 weeks

Work Experience

Name of Institution	Address of Institution	Designation	From	To
Bishop Heber College (Autonomous)	Vayalur Road, Trichirappalli - 620017	Assistant Professor in Commerce	04-07-2012	till

Teaching / Research Experience

U.G. : 10

P.G. : 10

M.Phil. 2

Ph.D.

Research Guidance

U.G. :

P.G. : 10

M.Phil. :

Ph.D. :

Table of Contents

1.	Conferences / workshops / Seminars Attended	30
2.	Research Papers Presented	8
3.	Publication in Journals	1
4.	Publication in Books	3
5.	Books Published / Edited	0
6.	Conferences / Workshops / Seminars Organised	1
7.	Research Projects	1
8.	Resource Person	0
9.	Consultancy	0
10.	Awards Recieved	0
11.	Patent	0
12.	Extension Activities Undertaken	0
13.	Professional Membership	0
14.	M.Phil. / Ph.D. Produced	0 / 0

1. College level Seminar on **"Faculty Development Programme on Student Mental Health"** sponsored by IQAC, Bishop Heber College (Autonomous) organized by IQAC, Bishop Heber College (Autonomous) at Trichirappalli -620017 during 15/07/2022 to 15/07/2022.
2. National level Seminar on **"E- RESOURCES FOR RESEARCH AND EDUCATION"** sponsored by IQAC and Department of Library and Information Center RTE Society Arts and Commerce College Rannebennur organized by IQAC and Department of Library and Information Center RTE Society Arts and Commerce College Rannebennur at Karnataka during 03/07/2021 to 03/07/2021.
3. International level Conference on **"International Conference on Recent Trends in Computing (ICRTC-2021)"** sponsored by Compucom Institute of Information Technology and Management Jaipur organized by Compucom Institute of Information Technology and Management Jaipur at during 30/06/2021 to 30/06/2021.
4. National level Seminar on **"How to Crack NTA – NET SET JRF Paper 1 – Common"** sponsored by Internal Quality Assurance Cell VET Institute of Arts and Science (Co-education) College Erode organized by Internal Quality Assurance Cell VET Institute of Arts and Science (Co-education) College Erode at Erode during 08/06/2021 to 08/06/2021.
5. National level Seminar on **"Investor Awareness"** sponsored by Bishop Heber College in association with Ambition Learning Solutions organized by Bishop Heber College in association with Ambition Learning Solutions at Trichirappalli during 08/06/2021 to 08/06/2021.
6. National level Workshop on **"NAAC's Revised Guidelines for Accreditation and Assessment of Higher Education Institutions"** sponsored by Bishop Heber College lutions organized by Bishop Heber College lutions at Trichirappalli during 03/06/2021 to 05/06/2022.
7. College level Workshop on **"A Two day Workshop on E-Resources: A Boon for the Teaching and Research"** sponsored by PG & Research Department of Library and Information Science & The College Library, Bishop Heber College (Autonomous) organized by PG & Research Department of Library and Information Science & The College Library, Bishop Heber College (Autonomous) at Trichirappalli -620017 during 26/03/2021 to 27/03/2021.
8. International level Conference on **"A Two Day International Conference on Digital Transformation In Banking and Finance"** sponsored by Department of Commerce, Bishop Heber College (Autonomous), Trichirappalli 620017 organized by Department of Commerce, Bishop Heber College (Autonomous), Trichirappalli 620017 at Trichirappalli -620017 during 23/03/2021 to 24/03/2021.
9. National level Conference on **"National conference on Technopreneurship"** sponsored by Department of Commerce Bishop Heber College (Autonomous) Trichirappalli 620017 organized by Department of Commerce Bishop Heber College (Autonomous) Trichirappalli 620017 at Trichirappalli -620017 during 15/03/2021 to 16/03/2021.
10. College level Workshop on **"E-Content Development"** sponsored by Deanery of Academics, Bishop Heber College (Autonomous) organized by Deanery of Academics, Bishop Heber College (Autonomous) at Trichirappalli -620017 during 27/10/2020 to 02/11/2020.
11. University level Refresher on **"MANAGING ONLINE CLASSES and CO-CREATING MOOCS"** sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission an Teachers and Teaching organized by Ramanujam College University of Delhi at New Delhi during 20/04/2020 to 06/05/2020.
12. State level Workshop on **"One day State Level Hands-on Workshop on Python"** sponsored by Department of Computer Applications, Bishop Heber College (Autonomous) organized by Department of Computer Applications, Bishop Heber College (Autonomous) at Trichirappalli -620017 during 20/02/2020 to 20/02/2020.
13. College level Workshop on **"Data Analytics with R"** sponsored by Department of Commerce, Bishop Heber College (Autonomous), Trichirappalli 620017 organized by Department of Commerce, Bishop Heber College (Autonomous), Trichirappalli 620017 at Trichirappalli -620017 during 18/02/2020 to 19/02/2020.

14. National level Workshop on **"One day National Level Workshop on Real Time applications using Next generation IoT technology"** sponsored by Certify TN Microsoft Training division organized by Department of Computer Applications, Bishop Heber College (Autonomous) at Trichirappalli -620017 during 14/02/2020 to 14/02/2020.
15. College level Seminar on **"Faculty Recharging Programme"** sponsored by IQAC Bishop Heber College (Autonomous) organized by IQAC Bishop Heber College (Autonomous) at Trichirappalli -620017 during 12/06/2019 to 13/06/2019.
16. College level Workshop on **"One day Workshop on Examinations and Evaluation Reforms"** sponsored by IQAC Bishop Heber College (Autonomous) organized by IQAC Bishop Heber College (Autonomous) at Trichirappalli -620017 during 10/03/2018 to 10/03/2018.
17. National level Workshop on **"A two day workshop on Developing High Quality Research Skill"** sponsored by PG & Research Department of Commerce and Business Administration organized by Cauvery College for Women at Trichy during 01/03/2018 to 02/03/2018.
18. National level Workshop on **"National Level Workshop on Developing High Quality Research Skill"** sponsored by Department of Commerce and Business Administration Cauvery College for Women Trichirappalli - 620018 organized by Department of Commerce and Business Administration Cauvery College for Women Trichirappalli - 620018 at Trichirappalli -620018 during 01/03/2018 to 02/03/2018.
19. College level Workshop on **"One day Workshop on International Financial Reporting Standards"** sponsored by International Skill Development CorporationISDC organized by Department of Commerce Bishop Heber College (Autonomous), Trichirappalli 620017 at Trichirappalli -620017 during 09/02/2018 to 09/02/2018.
20. International level Conference on **"Emerging trends in service sector for the transformation of Indian Economy"** sponsored by PG and Research Department of Commerce organized by Bishop Heber College (Autonomous), Trichy at Tiruchirappalli during 01/12/2017 to 01/12/2017.
21. College level Workshop on **"Faculty Empowerment Programme"** sponsored by BISHOP HEBER COLLEGE(AUTONOMOUS) organized by IQAC, BHC at Trichy during 14/07/2017 to 14/07/2017.
22. International level Conference on **"Recent Trends in Business and Finance"** sponsored by College organized by Department at Bishop Heber College during 05/10/2016 to 05/10/2016.
23. College level Workshop on **"Optimizing Research Tools & Techniques"** sponsored by Bishop Heber College (Autonomous), Trichy - 620017 organized by PG & Research Department of Library and Information Science and Research & Development cell, Bishop Heber College (Autonomous), Trichy - 620017, Bishop Heber College (Autonomous), Trichy - 620017 at Trichy during 22/08/2015 to 22/08/2015.
24. College level Workshop on **"Capacity Building Programme"** sponsored by Bishop Heber College (Autonomous), Trichy - 620017 organized by IQAC at Trichy during 06/08/2015 to 06/08/2015.
25. College level Workshop on **"Question Paper Setting"** sponsored by Bishop Heber College (Autonomous), Trichy - 620017 organized by PG & Research Department of Commerce, Bishop Heber College (Autonomous), Trichy - 620017 at Ooty during 19/07/2014 to 20/07/2014.
26. International level Conference on **"Sustainable Development Through Global Business"** sponsored by Srinivasa College of Arts and Science, Perambalur organized by Department of Management Studies, Srinivasa College of Arts and Science, Perambalur at Perambalur during 06/02/2014 to 07/02/2014.
27. International level Conference on **"Applied Research in Commerce & Management"** sponsored by Bishop Heber College (Autonomous), Trichy - 620017 organized by PG & Research Department of Commerce, Bishop Heber College (Autonomous), Trichy - 620017 at Trichy during 22/01/2014 to 22/01/2014.
28. College level Workshop on **"Research Techniques & Data Analysis"** sponsored by Bishop Heber College (Autonomous), Trichy - 620017 organized by PG & Research Department of Commerce, Bishop Heber College (Autonomous), Trichy - 620017 at Trichy during 21/10/2013 to 21/10/2013.

29. International level Conference on **"Marketing Research in the Emerging Global Scenario"** sponsored by Tamilnadu State Council for Science & Technology, Chennai organized by PG & Research Department of Commerce, Sri Venkateswara College of Arts & Science, Peravurani at Peravurani during 24/09/2011 to 24/09/2011.
30. National level Seminar on **"E-Services and its Emerging issues in the Global Business Environment"** sponsored by College organized by Department of Commerce at Cauvery College for Women, Trichy during 12/09/2011 to 13/09/2011.

Research Papers Presented

- 8

1. **"Importance of Technology on Indian Agriculture Sector"** in the International conference on *International Conference on Step Up Sustainable Development Goals into Actions* sponsored by , organized by Department of Commerce Bishop Heber College (Autonomous) Trichirappalli -620017 at Trichirappalli during 31/03/2021 to 31/03/2021.
2. **"A study on Causes and Remedies of Economic Slowdown"** in the International conference on sponsored by International Conference on Current Issues on Indian Economy, organized by Department of Commerce Bishop Heber College (Autonomous) Trichirappalli -620017 at Trichirappalli during 08/01/2020 to 08/01/2020.
3. **"A study on the concept of virtual water"** in the International conference on *International Conference on Current Issues on Indian Economy* sponsored by , organized by Department of Commerce Bishop Heber College (Autonomous) Trichirappalli -620017 at Trichirappalli during 08/01/2020 to 08/01/2020.
4. **"A study on Consumers Awareness about security in Online Shopping in Trichy"** in the International conference on *International Conference on Sustaining A Competitive Advantage in the changing Business Scenario* sponsored by , organized by Department of Commerce Bishop Heber College (Autonomous) Trichirappalli -620017 at Trichirappalli during 12/09/2018 to 12/09/2018.
5. **"Digital India"** in the International conference on *Emerging trends in service sector for the transformation of Indian Economy* sponsored by PG and Research Department of Commerce, organized by Bishop Heber College(Autonomous), Trichy at Trichy during 01/12/2017 to 01/12/2017.
6. **"Emerging trends in Road transport services for the transformation of Indian Economy"** in the International conference on *International Conference on Emerging trends in services sector in the transformation of Indian economy* sponsored by , organized by Department of Commerce, Bishop Heber College (Autonomous) Trichirappalli -620017 at Trichirappalli during 01/12/2017 to 01/12/2017.
7. **"Retail Management - Non Store based Methods"** in the International conference on *Marketing Research in the Emerging Global Scenario* sponsored by Tamilnadu State Council for Science and Technology Chennai, organized by Department of Commerce, Sri Venkateswara College of Arts and Science at Peravurani during 24/09/2011 to 01/01/1900.
8. **"E-Money"** in the National conference on *Seminar - E Services and its emerging issues in the Global Business Environment* sponsored by Cauvery College, organized by Cauvery College at Cauvery College for Women during 12/09/2011 to 13/09/2011.

Publication in Journals

- 1

1. **"A STUDY ON THE CUSTOMER SATISFACTION TOWARDS AMAZON, IN TRICHIRAPPALLI"** published in UGC Approved Journal - SELP JOURNAL OF SOCIAL SCIENCE (PEER REVIEW) Vol. VIII, Issue No. 33, July 2017 ISSN : 0975-9999.

Publication in Books

- 3

1. **A study on analysing the service quality of Femina Shopping Mall Central Bus stand Tiruchirappalli.** *Research Explorer*. Perambalur :Indian Academic Researchers Association, February 2014.
2. **A study on Determining the factors affecting Consumer Preferences of Shopping at Spencer Hyper Cantonment Trichy.** *Applied Research in Commerce and Management*. Trichy :Bishop Heber College, January 2014.
3. **A study on Importance of soft skills.** *Talent Management*. PROMOFORCE, Trichy :Bishop Heber College, January 2013.

Conferences / Workshops / Seminars Organised

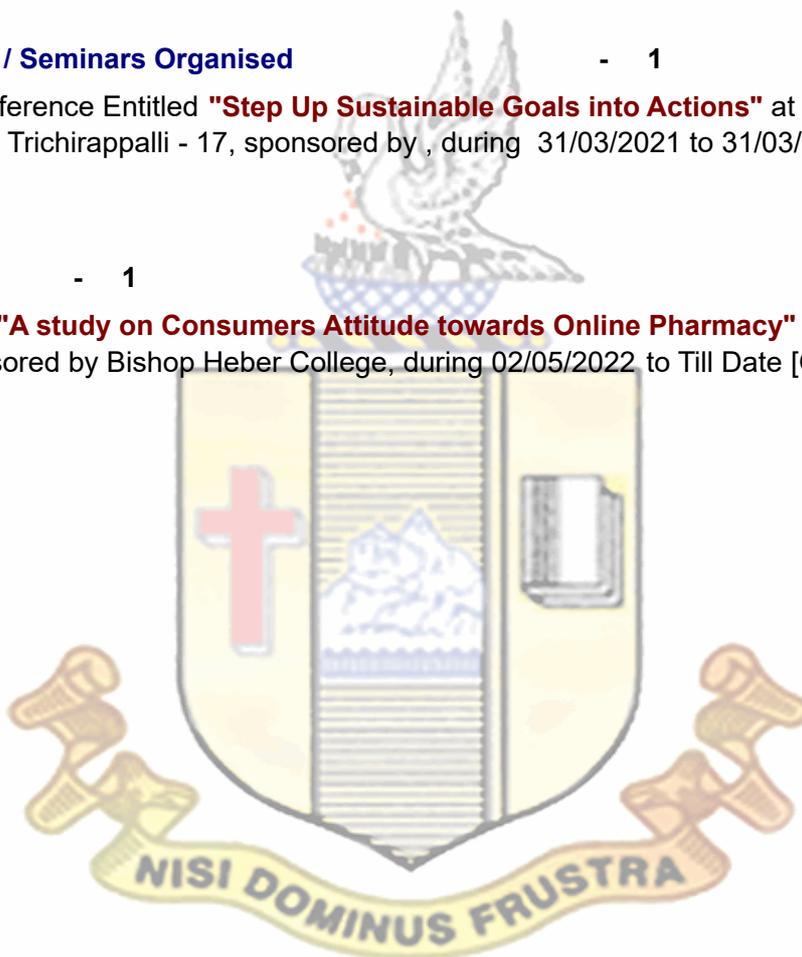
- 1

1. International level Conference Entitled **"Step Up Sustainable Goals into Actions"** at Bishop Heber College (Autonomous) Trichirappalli - 17, sponsored by , during 31/03/2021 to 31/03/2021.

RESEARCH PROJECTS

- 1

1. Minor project entitled **"A study on Consumers Attitude towards Online Pharmacy"** (*PRINCIPAL INVESTIGATOR*), Sponsored by Bishop Heber College, during 02/05/2022 to Till Date [Ongoing].



Signature of Staff
(R.VIJAYALAKSHMI)