

ACADEMICPROFILE

Name(inBlockLetters) : **Dr.S.VISHNUVARTHANI**
Designation : Associate Professor and Head
Department : Commerce (PA)
Domain id : vishnuvarthani@vcw.ac.in
Academic Qualification : **M.Com., M.Phil., PGDCA., PGDHRD., Ph.D.,**

Examination	Subject(s)	University	Year of Passing
Under Graduate	Commerce	Bharathiar	2000
Post Graduate	Commerce	Bharathiar	2002
M.Phil.,	Commerce	Alagappa	2004
Ph.D.,	Commerce	Bharathiar	2013
SET	Commerce	Bharathiar	2012
NET	Commerce	UGC-CBSE	2014
PGDHRD	Human Resource	Bharathiar	2002
PGDCA	Computer Applications	Bharathiar	2003

Teaching Experience

P.G.: 11 Years

U.G.: 18 Years

Date of Retirement: 15.05.2040

Research Experience: 13 Years

Field(s) of Specialization

- Marketing Management
- Financial Management

Research Guidance

- Awarded M.Phil.: **11**
- Guiding Ph.D. : **2**

Publications

- Journals
 - International : **23**
 - National : **7**
- Book Chapters
 - National : **4**
- Books
 - International : **1**

Papers Presented/Attended/Resource Person in Conferences/Seminars/Symposia/FDPs/Workshops

International

- Presented : **25**
- Attended : **13**

National

- Presented : **38**
- Attended : **40**

State

- Attended :6
- Resource Person :2

On Campus

- Attended :80
- Resource Person :2

Membership

Academic Bodies

- Special Invitee, Board of Studies, Department of Commerce (Cost Accounting), Dr.NGP Arts and Science College, Coimbatore
- Chairman, Board of Studies, Department of Commerce(Professional Accounting), Vellalar College for Women, Erode

Editorial Board

- Associate Editor, HuSS: International Journal of Research in Humanities and Social Sciences
- Member, Association of Academic Researchers and Faculties (AARF Publications)
- Member, The Standard International Journals - The SIJ Transactions on Industrial, Financial & Business Management

On Campus Committees / Clubs / Forums

- Member, Tour Committee (2012-2013)
- Member, Fine Arts Committee (2013-2014)
- Coordinator, Value Added Courses (2016-2022)
- Member, Examination Committee (2018-2022)
- Member, NIRF Team (2019-2022)
- Member, Autonomy Extension Committee (2018-2022)
- Member, Atal Ranking of Institutions on Innovation Achievements (2018-2022)
- Member, Service Examination Committee (2018-2022)
- Member, Office of Academic Collaborations (2018-2022)
- Member, Curriculum Development Committee (2018-19 onwards)
- Treasurer, Parent – Teacher Association (2019 onwards)
- Member, Admission Committee (2020-2021 onwards)
- Member, Magazine Committee (2014-2020 & 2022-2023 onwards)
- Coordinator , Centre for Professional Studies (2022-2023 onwards)
- Core Team Member – IQAC (2022-2023 onwards)
- Member, Data Centre (2022-2023 onwards)
- Member, Rural Entrepreneurship Development Cell (2020-2021 onwards)
- Member, Self-employment TEchno Park (STEP) & Eco Shopee (2021-2022 onwards)
- Member, Covid -19 Cell (2020-2021 onwards)
- Member, MSME Courses (2022-2023 onwards)