

ACADEMIC PROFILE

Name (in Block Letters) : Dr.P.PARIMALADEVI
Designation : Associate Professor and Head
Department : B.Com (E-Commerce)
Domain id : parimaladevi.p@vcw.ac.in
Mobile Number (optional) : 7373162276
Academic Qualification : M.Com.,M.Phil.,Ph.D., M.B.A.,P.G.D.C.A. (SET)

Examination	Subject(s)	University	Year of Passing
Under Graduate	B.B.M	Bharathiar	1997
	B.Com	Alagappa	2005
Post Graduate	M.Com	Bharathiar	1999
	M.B.A	TNOU	2010
M.Phil.,	Commerce	Alagappa	2004
Ph.D.,	Commerce	Mother Teresa	2012
NET/SET	SET	Mother Teresa	2016
Others, if any	PGDCA	Alagappa	2005
	M.B.A	Tamil Nadu Open University	2006

Teaching Experience

P.G. : 19 Years
U.G. : 23 Years

Date of Retirement : 17.01.2037

Research Experience : 12 Years

Field(s) of Specialization

- Financial Management
- Marketing Management

Research

Guidance

- Awarded Ph.D. : 01 M.Phil.: 10
- Guiding Ph.D. : 04

Publications

- Journals
 - International : 27
 - National : 07
- Conference Proceedings
 - National : 06
- Book Chapters
 - National : 03

Patent

Title of the Invention:

The main Impact of Mobile Commerce in Wealth Creation and Economic Growth in Various Developing Countries.

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

International

- Presented : 32
- Attended : 09

National

- Presented : 41
- Attended : 10
- Resource Person : 01

State

- Presented : 04
- Attended : 01

On Campus

- Presented : 07

Membership

Academic Bodies

- Chairman, Board of Studies, B.Com (E-Commerce), Vellalar College For Women (Autonomous), Erode -12
- University Representative, Board of Studies in Commerce, Sri Sarada College (Autonomous), Salem -16
- University Representative, Board of Studies in Commerce, Government Arts College (Autonomous), Salem-7
- Subject Expert, Board of Studies in Commerce, Mahendra Arts and Science College (Autonomous), Kalipatti, Tiruchengode, Namakkal- 637501.
- Subject Expert, Board of Studies in Commerce, Sri Vidya Mandir College, Udankarai
- External Member in Doctoral Committee, Commerce, JKK Nataraja College of Arts and Science, Komarapalayam, Namakkal -638183
- External Member in Doctoral Committee, Commerce, Adiyaman Arts and Science College, Uthangarai, Krishnagiri -635207
- External Member in Doctoral Committee, Commerce, Government Arts College, Salem -07
- External Member in Doctoral Committee, Commerce, KSR College, Tiruchengode - 637215

On Campus Committees / Clubs / Forums

- Member, Alumni Association
- Member, Curriculum Development Committee
- Member, Internal Academic Audit Committee 2018-2022
- Co-ordinator, Vellalar NET/SET Coaching Centre 2019-2022
- Member, Research Committee 2016-2022