

**Seminars/Conferences/Workshops/ FDP Attended /Presented
(2017-2018)**

S.No	Name of the Faculty	Date	Nature of Event	Level	Theme/Topic	Details of Organizer	Presented /Attended	Title of the paper (If presented)
1.	Mrs.G.Punitha	09.08.2017 & 10.08.2017	Conference	National	Digital India : Prospects & Challenges	PG and Research Departments of Commerce and Management, Vivekanandha College of Arts and Sciences for Women, Tiruchengode & Department of Commerce, Periyar University	Presented	Demonetisation : Issues and Challenges
2.	Dr.P.Janaki	11.08.2017	Conference	International	Pros and Cons of GST in India	PG and Research Departments of Commerce and Commerce(CA), Bharathidasan College of Arts and Science, Erode	Presented	Goods and Services Tax – An Overview
3.	Dr.S.Vishnuvarthani							Impact of GST on Consumers
4.	Dr.S.Parimala							Goods and Services Tax – Pros and Cons
5.	Dr.S.Senthilvadivu							Goods and Services Tax – Pros and Cons
6.	Mrs.G.Punitha	18.08.2017	Conference	International	New Digital Economy in India- Challenges & Opportunities	School of Commerce, Rathinam College of Arts & Science, Coimbatore	Presented	New Digital Economy
7.	Mrs.G.Punitha	14.09.2017	Conference	International	Status of Women in Cashless Economy	PG Department of Commerce (CA), K.S.R. College of Arts & Science for Women, Tiruchengode	Presented	Advantages to Women in Cashless Economy
8.	Dr.S.Parimala							Cashless Transactions by Women in Developed Countries
9.	Dr.C.Brundha	15.09.2017	Conference	National	Winning the Marketing War : Challenges & Responses	Department of Management Science, P.K.R. Arts College for Women, Gobichettipalayam		Role of Marketing In Modern Organisation
10.	Dr.P.Janaki							Rural Marketing
11.	Dr.S.Vishnuvarthani							Social Media Advertisement – A Revolution
12.	Mrs.N.Vidhya							Online Marketing: Benefits and Barriers
13.	Mrs.P.Shanthi							Trends in Pricing Strategies

14.	Mrs.E.Thenmozhi							Challenges in Distribution Services through Electronic Channels
15.	Mrs.G.Punitha							Opportunities and Challenges in Social Media Marketing
16.	Mrs.C.Chitra							Impact of Online Marketing towards Traditional marketing
17.	Dr.S.Parimala							Recent Challenges in Marketing Environment
18.	Dr.S.Senthilvadivu							Corporate Social Responsibility: A Step towards Brand Building
19.	Mrs.C.Chitra	14.10.2017	Conference	National	Digital India – A Managerial Perspective	School of management Studies, Jay Shriram Group of Institutions, Tirupur	Presented	Management Issues and Challenges in Digital Era
20.	Dr.P.Janaki	05.01.2018	Conference	National	Earnings Management Practices in India	Department of Commerce, K.S.R. College of Arts and Science for Women, Tiruchengode	Presented	Working Capital Analysis of Ceat Tyres Company limited
21.	Dr.S.Vishnuvarthani							Capital Market Scenario in India
22.	Dr.S.Saraswathi	24.01.2018 & 25.01.2018	Conference	National (Sponsored by Indian Council of World Affairs)	India's Foreign Policy with Neighbouring Countries	PG & Research Department of Commerce, Vivekanandha College of Arts & Sciences for Women, Tiruchengode	Presented	Foreign Policy Issues, Challenges and Opportunities
23.	Mrs.N.Vidhya							Foreign Policy Issues, Challenges and Opportunities
24.	Dr.Saravanambigadevi							The Impact of Foreign Direct Investment in the Indian Retail Sector
25.	Mrs.P.Shanthi							Trends and Policies of FDI in India
26.	Mrs.E.Thenmozhi							Foreign Investment, Trade and Commerce
27.	Dr.S.Parimala							Trends and Policies of FDI in India
28.	Dr.S.Senthilvadivu							
29.	Mrs.C.Chitra							
30.	Mrs.D.Vidhya							Foreign Investment, Trade and Commerce
31.	Dr.P.Janaki	01.02.2018	Conference	International	Finance and Banking	Department of Commerce (C.A.), Sengunthar Arts and Science College,	Presented	A Study on Working Capital Management of CEAT Tyres Company Limited

32.	Dr.S.Vishnuvarthani					Tiruchengode		Customers' Perception on Services Offered by Bank of Baroda in Erode City – An Exploratory Study
33.	Mrs.N.Vidhya							Impact of Goods and Services Tax (GST) on Common Man
34.	Mrs.E.Thenmozhi							Role of IT in Banking Sector
35.	Mrs.G.Punitha							Customer's Awareness towards E – Banking Services offered by the Public Sectors Banks in Erode City
36.	Dr.S.Saraswathi							E-Banking
37.	Mrs.C.Chitra	01.02.2018 & 02.02.2018	Conference	International	Information and Communication Technology for Business Turnround: Sustainability, Growth and Innovation	PG & Research Department of Commerce, Computer Science & Applications. Vivekanandha College of Arts & Sciences for Women, Tiruchengode, Dhaka International University, Bangladesh, MTC Global, Bangalore & Department of Commerce, Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore	Presented	Impact of Electronic Communications in Education
38.	Dr.S.Vishnuvarthani							Job Satisfaction of Employees at Seshasayee Paper and Boards Limited – An Empirical Study
39.	Mrs.G.Punitha	16.02.2018	Conference	National	Emerging Issues in Economic Development of India	Department of Commerce, Trinity College for Women, Namakkal	Presented	E-Commerce in India – Challenges and Opportunities
40.	Dr.C.Brundha							Search Engine Marketing – An Insight
41.	Dr.P.Janaki							Misleading Advertisement And Issue in Digital Marketing
42.	Dr.S.Vishnuvarthani	16.12.2017	Seminar	National	e-Marketing Trends – A Platform for Digital Thinkers	Department of Commerce, Kongu Arts and Science College, Erode	Presented	Online Shopping Behavior of College Students with respect to Flipkart Marketing – A Study in Erode City
43.	Mrs.N.Vidhya							Social Media Marketing and Effective Ways to engage Customers
44.	Dr.S.Saravanambigadevi							Online Marketing – Panacea for all evils

45.	Mrs.E.Thenmozhi							Role of E-Marketing in Today's Business Scenario
46.	Mrs.G.Punitha							Engaging Customers with Social Media Marketing
47.	Dr.S.Parimala							An Empirical Study on Misleading Advertisement and Digital Marketing
48.	Dr.S.Senthilvadivu							An Empirical Study on Misleading Advertisement and Digital Marketing
49.	Dr.P.Janaki	25.01.2018	Seminar	National	Implementation and Management of GST in India – An Appraisal	PG & Research Department of Commerce, Jamal Mohamed College(Autonomous), Trichy	Presented	The Indian Scenario on GST
50.	Dr.S.Vishnuvarthani							GST in Indian Society
51.	Dr.S.Saravanambigadevi	16.02.2018	Seminar	National (Sponsored by ICSSR)	Women Empowerment and Rural Entrepreneurship in the Formation of Self Help Groups: Challenges & Opportunities	Department of Cooperation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore	Presented	Women Empowerment and Rural Entrepreneurship
52.	Dr.S.Vishnuvarthani	19.02.2018	Seminar	National	Role of E-Commerce in Business and Entrepreneurial Development	Department of Commerce, Vivekanandha Arts and Science College for Women, Sankagiri	Presented	Electronic Payment System – An Overview
53.	Dr.C.Brundha	07.10.2017	Seminar	International	Re-inventing Resources for Research	Department of Library, Navarasam Arts and Science College, Arachalur	Attended	-
54.	Dr.S.Vishnuvarthani	07.12.2017 & 08.12.2017	Seminar	National (Sponsored by NAAC)	The Promise of ICT usage for Quality Improvement in Higher Education	IQAC, Sri Ramakrishna College of Arts and science for Women, Coimbatore	Attended	-
55.	Mrs.N.Vidhya	09.08.2017	Symposium	International	Relationship Management: Prosperity & Issues	Nandha Arts & Science College, Erode	Attended	
56.	Dr.S.Saraswathi		Symposium	State (UGC Funded)	Strategies of Economic Reformation and Digital Transformation: Unveiling India as an Innovation Hotspot	PG & Research Department of Commerce, Vellalar College for Women(Autonomous), Erode	Attended	-
57.	Dr.C.Brundha							
58.	Dr.P.Janaki							
59.	Dr.S.Vishnuvarthani							
60.	Mrs.N.Vidhya							

61.	Dr.S.Saravanambigadevi	01.09.2017						
62.	Mrs.P.Shanthi							
63.	Mrs.E.Thenmozhi							
64.	Mrs.G.Punitha							
65.	Mrs.C.Chitra							
66.	Dr.S.Parimala							
67.	Dr.S.Senthilvaidivu							
68.	Mrs. D.Vidhya							
69.	Dr.S.Saraswathi	13.02.2018	Symposium	State (UGC Funded)	UGC Funded State Level Symposium on Strategies and Challenges In Eco-Restoration	Department of Zoology, Vellalar College for Women(Autonomous), Erode	Attended	-
70.	Mrs.N.Vidhya							
71.	Dr.S. Saravanambigadevi							
72.	Mrs.P.Shanthi							
73.	Mrs.E.Thenmozhi							
74.	Mrs.G.Punitha							
75.	Mrs.C.Chitra							
76.	Dr.S.Parimala							
77.	Dr.S.Senthilvaidivu							
78.	Mrs. D.Vidhya							
79.	Dr.S.Saraswathi	01.08.2017 & 02.08.2017	Workshop	State (UGC Sponsored)	Goods and Services Tax (GST) in India	PG & Research Department of Economics, Erode Arts and Science College, Erode and The Hindu Tamil Daily	Attended	-
80.	Dr.S.Saraswathi	06.09.2017 to 08.09.2017	Workshop	National (UGC-SAP Sponsored)	Environmental Accounting for Sustainable Development	School of Commerce, Bharathiar University, Coimbatore	Attended	-
81.	Dr.S.Saravanambigadevi	31.03.2018	Workshop	National	Paradigm Shift in Teaching: The Need of the Hour	IQAC, Government First Grade College, Bidadi	Attended	-
82.	Mrs.G.Punitha							
83.	Mrs.N.Vidhya	03.01.2018	FDP	Institutional (DBT – Star College Scheme)	Healthy Life Style and Non- Communicable Diseases	Department of Nutrition & Dietetics, Vellalar College for Women(Autonomous), Erode	Attended	-

84.	Dr. S.Saraswathi	03.02.2018	Orientation and Retraining of Teachers Programme	Institutional (UGC Funded)	Education Beyond Academics	PG & Research Department of Commerce, Vellalar College for Women (Autonomous), Erode	Attended	-
85.	Dr.P.Janaki							
86.	Dr.S.Vishnuvarthani							
87.	Mrs.N.Vidhya							
88.	Dr.S.Saravanambigadevi							
89.	Mrs.P.Shanthi							
90.	Dr.S.Parimala	21.02.2018 & 22.02.2018	FDP	Institutional (DBT funded)	Cloud Computing with Amazon Web Services	Department of Computer Science, Vellalar College for Women (Autonomous), Erode	Attended	-
91.	Dr.S.Senthilvadivu							
92.	Dr.S.Vishnuvarthani	30.10.2017	Workshop	Institutional	Statistical Packages for Social Sciences (SPSS)	PG Department of Library and Information Science, Vellalar College for Women, Erode	Resource Person	-