

## ACADEMIC PROFILE

**Name** : Dr.S.SOUNTHIRI  
**Designation** : Assistant Professor and Head  
**Department** : Commerce with Accounting and Finance  
**Domain id** : [Sounthiri@vcw.ac.in](mailto:Sounthiri@vcw.ac.in)

**Academic Qualification** : M.Com.,M.Phil.,P.G.D.C.A.,Ph.D.,(SET)

Examination	Subject(s)	University	Year of Passing
B.Com	Commerce	Bharathiyar University	2004
M.Com	Commerce	Bharathiyar University	2006
M.Phil	Commerce	Bharathiyar University	2008
P.G.D.C.A	Computer Application	Algappa University	2008
Ph.D	Commerce	Bharathiyar University	2017
SET	Commerce	Bharathiyar University	2012

### Teaching Experience

P.G. : 12 Years 6 months

U.G. : 14 Years 6 months

**Date of Retirement** : 07.03.2044

**Research Experience** : 4 Years

### Field(s) of Specialization

- Financial Management
- Marketing Management

### Research

#### Guidance

- Guiding Ph.D. : 1

#### Publications

- Journals
  - International : 8
- Conference Proceedings
  - International : 1

#### Projects

- Completed :
  - Vellalar Educational Trust – Community Research Project : 6 Months (A Study on Level of Awareness and Utilisation of Digital Payment Method among Rural Customers in Erode District)

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

#### International

- Presented : 10
- Attended : 10

National

- Presented : 7
- Attended : 17

State

- Presented : 1
- Attended : 17

On Campus

- Attended : 13

**Membership**

**Academic Bodies**

- Chairman, Board of Studies in Commerce (A&F), Vellalar College for Women (Autonomous), Erode
- Member, Board of Studies in Commerce (Finance), Dr.NGP Arts and Science College, Coimbatore

**On Campus Committees / Clubs / Forums**

- Coordinator, Student welfare Committee (2018-2022)
- Member, Supporting Committee, Atal Ranking
- Member, India Today Ranking
- Member, College Staff Council
- Member, Curriculum Development Committee
- Member, MSME Committee
- Member and Supporting Staff, Academic Council

**Any other**

- Completed NPTEL Online Certification Course “ Consumer Psychology”