

ACADEMIC PROFILE

Name(inBlockLetters) :Dr.P.PARIMALADEVI
Designation :AssociateProfessorandHead
Department :E-Commerce
Emailid :parimalap08@gmail.com
MobileNumber(optional) :7373162276

AcademicQualification: M.Com.,M.Phil.,Ph.D.,M.B.A.,P.G.D.C.A(SET)

Examination	Subject(s)	University	Year of Passing
UnderGraduate	B.B.M	Bharathiar	1997
	B.Com	Alagappa	2005
Post Graduate	M.Com	Bharathiar	1999
M.Phil	Commerce	Alagappa	2004
Ph.D	Commerce	MotherTeresa	2012
NET/SET	SET	MotherTeresa	2016
Others,ifany	PGDCA	Alagappa	2005
	M.B.A	TamilNadu Open University	2006

TeachingExperience:

P.G.level :20 Years
U.G.level :24 Years
Date of Retirement :17.01.2037
Research Experience :14Years

Field(s)ofspecialization:

- FinancialManagement
- MarketingManagement

ResearchGuidance

❖ Awarded Ph.D.:1 M.Phil.: 10
❖ Guiding Ph.D.:4

Acted asResource Person : 08

Publications

- Journals
 - International :30
 - National : 10
- ConferenceProceedings
 - National :06
- BookChapters
 - National :05

Patent Publication:

Title-The Main Impact of Mobile Commerce in Wealth Creation and Economic Growth in

Various Developing Countries, Application No: 202241032109

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

- ❖ InternationalLevel
 - Presented 34
 - Attended 10
- ❖ NationalLevel
 - Presented 41
 - Attended 10
 - ResourcePerson 01
- ❖ StateLevel
 - Presented 04
 - Attended 01
- ❖ InstitutionLevel
 - Presented 10

MembershipinAcademicBodies

- Chairman,BoardofStudies,B.Com(E-Commerce), VellalarCollegeForWomen(Autonomous),Erode-12
- UniversityRepresentative,BoardofStudiesinCommerce,SriSaradaCollege(Autonomous),Salem-16
- UniversityRepresentative,BoardofStudiesinCommerce, GovernmentArtsCollege(Autonomous),Salem-7
- SubjectExpert,BoardofStudiesinCommerce,MahendraArtsandScienceCollege(Autonomous),Kalipatti,Tiruchengode,Namakkal,637501
- SubjectExpert,BoardofStudiesinCommerce, SriVidyaMandirCollege,Udankarai
- SubjectExpert,BoardofStudiesinCommerce,Padmavani Arts & Science College for Women(Autonomous), Salem
- ExternalMemberinDoctoralCommittee,Commerce,JKKNatarajaCollegeofArtsandScience,Komarapalayam,Namakkal-638183
- ExternalMemberinDoctoralCommittee,Commerce,AdiyamanArtsandScienceCollege,Uthangarai,Krishnagiri-635207
- ExternalMemberinDoctoralCommittee,Commerce,GovernmentArtsCollege,Salem-07
- ExternalMemberinDoctoralCommittee,Commerce,KSRCollge,Tiruchengode,637215
- Subject Expert in Doctoral Committee Meeting, Commerce, Sri Vasavi College, Erode

Membership inCommittees/Clubs/Forums intheCollege

- Co-ordinator, VellalarNET/SETCoachingCentre 2019-2022
- Member,ResearchCommittee 2016-2022
- Member,AlumniAssociation 2008 onwards
- Member,InternalAcademicAuditCommittee 2018 onwards
- Member,CurriculumDevelopmentCommittee 2018 onwards
- Member, National Institute of Ranking Framework 2023-2024
- Member, India Today Ranking 2022-2024