

DR.S. VANITHA

Head & Assistant Professor,
PG Department of Commerce (UA),
A.P.C. Mahalaxmi College for Women
Thoothukudi
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Date of Joining : 07.07.2000
Education : M.Com., M.Phil., Ph.D.,
Specialization : Consumers attitude and awareness

Degree	College / University	Specialization	Year
Ph.D.,	Manomaniam Sundaranar University Tirunelveli	Consumers attitude and awareness in using Packaged Drinking Water	Awarded 2014
M.Phil.,	Madurai Kamaraj University Madurai	Financial Performance of Tuticorin Port Trust	1995
M.Com.,	Madurai Kamaraj University Madurai	Commerce	1992
B.Com.,	Madurai Kamaraj University Madurai	Commerce	1989

Computer Knowledge :

- ❖ MS Office
- ❖ Tally. 9

Conferences / Seminars / Workshops Attended

International :-

- ❖ Emerging Dimensions of Banking sector in the global scenario – green Banking – Manomaniam Sundaranar University, Tirunelveli on 21st and 22nd Jan – 2011.

National Level :

1. Workshop on National Awareness Company on Information security – 28th September 2010 sponsored by the Department of Information Technology, Government of India, New Delhi and Centre for Development of Advanced Computing, Hyderabad.
2. National Level seminar on Innovative Strategy for Technological Development and Designing New Business modal in Renewable Energy Sector held at VHNSN College, Virudhunagar – 3rd and 4th March 2011.
3. Eight days training programme on “Net programming conducted by ICT academy of Tamil Nadu between 2nd and 9th July – 2011.
4. Three days workshop on “SPSS and its Practical application in Research” on 24th and 25th and 26th June 2016 organized by research Department of Commerce, V.O.C. Collage, Thoothukudi.
5. Workshop on “Indian Community College System” – An overview’ on 30th March 2015 organized by MS University, Tirunelveli.
6. Workshop on “Innovative Practices in Human Resource Management” on 14th Sep 2015 organized by Department of Commerce with CA and Economics, Sri Sarada College for Women, Tirunelveli.
7. Two days seminar on “Trend of Micro finance in the Indian Context” on 11th and 12th Jan – 2016 organized by St.Mary’s College (Autonomous), Thoothukudi.

8. Two days workshop on “Legal awareness for women” on 17th and 18th Feb – 2017, organized by Department of commerce, Tirunelveli.
9. Conference on “Demonetisation and cashless Economy (NCDCE) on 2nd March 2017, organized by Department of commerce (Aided, unaided and CA) APC Mahalaxmi College for women, Thoothukudi.
10. Seminar on “Rural Entrepreneurship challenge and prospects” on 21st March 2017, organized by Department of Business Administration, MS university constituent college of Arts and Science, Sathankulam.

Regional Level :

1. Workshop on skill Based Subjects – 14th and 15th December 2009, organized by Manonmaniam Sundarana University, Tirunelveli.
2. Workshop on Application of SPSS in Education Research – 31st March 2012 organized by Internal Quality Assurance cell, VOC College of Education, Thoothukudi.
3. Seminar on “Orientation programme for YRC Program officers and volunteers on 8th Oct 2016 organized by youth Red cross, Thoothukudi District at Bishop Caldwell college, Thoothukudi.
4. Seminar on “Corporate governance and Corporate Social Responsibility” on 18th March 2016 organized by Department of Commerce, MS University, Tirunelveli.
5. Two days workshop on “SPSS in commerce and Management Research” on 29th and 30th Dec 2016 organized by Department of Commerce (UA), APC Mahalaxmi College for women, Thoothukudi.

6. Seminar on orientation programme for YRC programme officers, on 30th Jan 2017, MS University, Tirunelveli.

Thesis / Dissertations :

Ph.D., Thesis :

1. Consumer's Attitude towards packaged Drinking water and their awareness of its impact on their health in the southern Districts of Tamilnadu.

M.Phil Dissertation :

1. Financial Performance of Tuticorin Port Trust.

Academic Position :

1. External Examiner, Part III Project viva – voce, M.D.t. Hindu College, Tirunelveli.

Paper presented in conferences / Seminars :

International Level :-

1. Emerging Dimensions of Banking sector in the Global Scenario – Green Banking in the international seminar at Manomaniam Sundaranar University, Tirunelveli on 21st and 22nd January 2011.
2. Awareness and Attitudes of consumer towards packaged Drinking water in AICTE sponsored International conference on 20th and 21st December 2013. Organized by Sri Ram Institute of Management studies, Chennai.
3. Behavioural changes of consumers in purchasing and using packaged Drinking water, in International conference on 25th February 2014 organized by Sai Ganesh School of Business Management, Salem.

4. Presented a paper on “Green marketing” on 9th & 10th Oct 2015 organized by Sai Ram Institute of Management Studies, Chennai.

National Level :

1. E-Marketing in the National level conference on 25th January 2012 organized by Dhanalakshmi Srinivasan College for Women Perambalur.
2. Presented a paper on “Dealers problem in Public Distribution System” on 13th and 14th Nov 2014 organized by V.O.C. College, PIG and Research Department of Commerce, Thoothukudi.

State Level :

1. E – Banking in the State Level Seminar on 24th and 25th March 2011 organized by Ayya Nadar Janaki Ammal College, Sivakasi.

Publications :

1. E – Banking in the souvenir of the two days state level seminar on E – Lifeline.
2. Behavioural changes of consumers in purchasing and using packaged Drinking water in International Journal of Functional Management – Issue No. : 1, ISSN No. : 2319 – 1406.
3. Green Banking in Banking Sector Book.
4. Impact of packaged Drinking water on Health and water borne Diseases in the International Journal – Research Journal of Social Science and Management – ISSN : 2251 – 1571, Vol : 03, Number : 05, September, 2013

5. Brand Preferences of the consumers in Buying Packaged Drinking water in the International Journal of Commerce and Behavioural Science – ISSN : 2251 – 1547, Vol : 02, Number : 11, September, 2013
6. “Dealers problem in Public Distribution System” in India – Book, Page No. 12 – 16.
7. “Attitude towards handing of empty packaged drinking water bottle” in International Journal of Research – Volume 4 Issue 9 – Sep, special edition – 2016 ISSN 2394 – 3629, ISSN – 235 – 0530.
8. “Consumers” awareness and attitude towards packaged drinking water in Thoothukudi District” in International Journal of Research – Volume 5 issue – 1, Jan Special edition – 2017. ISSN 2394 – 3629.
9. “A study on the diversified roles of microfinance in developing a Nation in the Journal “EnRich” – Volume VIII – ISSN 2319 – 6394.

Achievement

1. “Best Women Educationalist Award” – 2015 awarded by Education Today Publication.

PG Department of commerce (Unaided)

In the year 1998, the department was established as corporate secretary shop. In 2006, the department was converted into Department of commerce in the unaided stream (B.com.). The department was headed by Mrs. S. Rosita and then by C. Kumari. Now the department was headed by Dr. S. Vanitha.

The PG Programme (M.Com.) was introduced in June 2013. The development of the students is being ensured through various curricular, extra curricular and co-curricular activities by the member of the department.

The department offers career oriented course (Add on course) on “MS Office” and “Tally 9” and conducted for the first and second degree students during zero hours. ICT classes are handled by the faculty, members to improve the quality of learning. The department has a library of its own to help the needy students.