

ABSTRACT

SL.NO	PARTICULARS	DETAILS
1	Name	Dr.G.Vijayalakshmi
2	Educational Qualification	MBA.Ph.D
3	Designation	Director and Head
4	Contact Address and email	9884726067 gvijimktg@gmail.com
5	Phone Numbers	04367-252133
6	Field of Specialization	Marketing
7	Teaching Experience	16 Years
8	Research Experience	1 Years
	No. of papers presented conferences/Seminars.	National:16 International:2 Total:18
9	No. of /Participated conferences/Seminars.	National:31 International:5 Total:36
10	FDP/Workshops/Training Programmes attended	National: 59 International:3 Total: 62
11	Orientation /Refreshers Course Attended	1
12	Articles published in books /Magazines and journals	National:8 International:8 Total:16
13	Invited special Lectures	Schools:Nil Colleges:1 Others:1 Total:2
14	Positions held in the career	Director
15	Membership in other professional bodies	Indian Academic Researchers Association,(IARA)Trichy
16	Projects Guided	81



1. Name: Dr.G.VIJAYALAKSHMI
2. Address: No141, North street,Melavasal ,Mannargudi
9884726067
Email :gvijimktg@gmail.com
vijichandru2005@yahoo.com
3. Designation: Director & Asst.Professor.
4. Department : MBA
5. Age and Date of Birth: 39&04.10.1980
6. Area of Specialization: Marketing
7. **Educational Qualification**

Degee/ Exam passed	Subject	University/college	Year of passing	%age of mark	Grade/Merit
Ph.D	Management	BARD/Trichy	2018	83	I CLASS With Distinction
MBA	Business Administration	BARD/ STET	2004	73.11	I CLASS
BBA	Business Administration	BARD/STET	2002	66.27	I Class with 19 th university rank
XII	Business Maths	State Board\Ganeshbai GHSS Chennai	1999	79	I CLASS With Distinction
X	General	State Board\Ganeshbai GHSS Chennai	1997	65	I CLASS

8. Technical Qualification:

- (i) Diploma in computer Application

9. Total Teaching Experience at STET Women's college as on 30.8.2023

S.No	Name of the Institution	Designatio n	From	To	Subject taught	Total experience in yy/mm/dd
1	STET	Director	07/08 /2007	Till date	Management Concepts, Communication, Operation Research, Marketing Management, Production	16 Years

					Management, Advertising & Sales Promotion, Project Management, Business to Business Marketing, Retailing, Consumer Behaviour, Business law, Strategic Management, Micro Finance	
--	--	--	--	--	---	--

10. Projects Guided:

No. of candidates supervised : 81 (MBA degree)

No. of candidates under supervision : -

Workshops / Training Programs Attended:

1. “Innovative Methods in Teaching and Learning Process”, STET Women’s College, Mannargudi, Dec 8th 2012.
2. “Tips for effective teaching – Teaching Values”, STET Women’s College, Mannargudi, June 4, 2011.
3. Participated in Faculty development program on “Research Methods using SPSS”, Hallmark Business School, Trichy, Jan 7, 8, 2011.
4. Participated in Faculty development program on 30.07.2011 SET, NET Coaching Class in STET Women’s College, Mannargudi
5. . Participated in Workshop programme in “Soft Skills” Organized by Sengamala Thayaar Educational Trust women’s college held on October 4, 2013 by Institute for communication and Technology-Trichy.
6. . Participated in Workshop programme in “Guidance and Counseling” , STET Women’s College Mannargudi July 24,25, 2010
7. . Participated in Workshop programme in “Soft Skills Training Program”, STET Women’s College on October 4,2013
8. Participated in Faculty development Training programme on “Instructional design for e-content development organized by Sengamala Thayaar Educational Trust women’s college from 11.06.2013 to 13.06.2013.
9. Participated in Faculty development program on 26.05.2014 SET, NET Coaching Class in STET Women’s College, Mannargudi.
10. Participated in Faculty development program on 05.06.2014 SET, NET Coaching Class in STET Women’s College, Mannargudi.

11. Participated in Faculty development program on 14.07.2014 How to use NPTEL Resources STET Women's College, Mannargudi
12. Participated in Faculty development program on 15.11.2014 Research Proposal and Funding agencies in STET Women's College, Mannargudi
13. Participated in one day FDP entitled "Office Management" held at 31.12.2016 Organised by STET Women's College, Mannargudi. Resource Person Dr.Alex St.Joseph Arts and Science College,Trichy.
14. Participated in one day FDP entitled "Effective Communication Development Skills" Organised by STET Women's College, Mannargudi held on 11.04.2017,Resource person Dr.K.G.Mathew Tharagan,Associate Professor and Head Department of English(Rtd.) AVC College ,Mailaduthurai.
15. Participated in one day FDP entitled "Educational Psychology for Effective Teaching"Resource person Mr.S.Slevaraj, Asst Professor in Department of Education(Psy) " Organised by STET Women's College, Mannargudi held on 12.04.2017
16. Participated in one day Workshop on "Speaking Skill" Resource Person Dr.S.Ashok Kumar, Associate Professor,Poombuhar College,Melaiyur.held on 18.04.2017.
17. Participated in one day FDP "Bio technology for clean environment" organized by Tamil University Thanjore Department of Environment and Herbal Science held on 26.04.2017.
18. Participated in one day Workshop on NPTEL Organized by Sengamala Thayaar Educational Trust women's college held on 6.1.2018
19. ICSSR Sponsored National Level Workshop on Sustainable Development of Indian Economy Through Women Entrepreneurship organized by AVVM Sri Pushpam College (Autonomous) Poondi held on 21.2.2018.
20. Participated in International Lecture Workshop on "Research Methodology"organized by STET women's College, Department of Business Administration and Department of Economics held on 4.1.2019.
21. Participated in Faculty Development Programme on " Improving Your Research Visibility – Research Impact and Metrics" on 11.05.2020 to 13.05.2020
22. Participated in one day Workshop on How to use "STET LM APP" organized by STET women's College, Department of Computer Application held on 15.4.2019
23. Participated in National Level one week Faculty Development Programme on Research Methodology on 26.04.2021 to 01.05.2021
24. Participated in Two days Virtual Faculty Development Programme onBio-Invention, Patenting and Entrepreneurship Opportunities in Biotechnology for Sustainable Environment on 29.03.2021 to 30.03.2021

25. Participated in Online Faculty Development Programme on Introduction to Sata Tool For Data Analysis on 03.03.2021 to 04.03.2021
26. Participated in Faculty Development Programme on Outcome based Curriculam Framework on 28.04.2021
27. Participated in One Day virtual Faculty Development Programme on “intellectual Property Rights” on 31-05-2021
28. Participated in National level Online Faculty Development Programme on Strategic Resilience and Organization Agility on 26.05.2021 to 31.05.2021
29. Participated in Three Days National online FDP on ICT Tools for Effective Teaching Learning on 08.06.2021 to 10.06.2021
30. Participated in Two day online Faculty Development Programme on ICT Tools for Teaching and Learning on 07.06.2021 to 08.06.2021
31. Participated in One Week Virtual International Faculty Development Programme on Innovation, IPR, Technology Development and Entrepreneurship on 14.06.2021 to 19.06.2021
32. Participated in Three Days Online Faculty Development Programme on “Prospects and Challenges of IPR” on 18.06.2021 to 20.06.2021
33. Participated in Two Weeks Online Faculty Development Programme on Pedagogy and Research Methods on 24.05.2021 to 06.06.2021
34. Participated in "8 Days International Professional Development Programme on “Effective and Quality Research Writing - Phase II”" on 07.06.2021 to 15.06.2021
35. Participated in State Level Faculty Improvement Programme on “Research Proposal Writing and Funding Opportunities" on 11.06.2021 to 12.06.2021.
36. Participated in Two day online Faculty Development Programme on “Understanding Pedagogy and Research Output” on 23.06.2021 to 24.06.2021
37. Participated in Faculty Development Programme on ICT Enabled Campus on 16.06.2021-17.06.2021.
38. Participated in Two day Faculty Development Programme on Revised NAAC Accreditation Framework Perceptions on 04.06.2021 to 05.06.2021
39. Participated in E-Workshop on Role of Communication ,Media & Technology in Youth Development 10.07.2021
40. Participated in Six days Faculty Development Programme on" Digital Teaching methods in Higher Education 23.08.2021 to 28.08.2021

41. Participated in Faculty Development Programme on “Environmental Issues and Ethics”
17.09.2021 to 19.09.2021
42. Participated in Seven Days National FDP on “Mission on Interdisciplinary Approaches in Biological Sciences” 20.09.2021 to 26.09.2021
43. Participated in Workshop on “E-Content Development ” 29.10.2021
44. Participated in "Five days Faculty Development Programme on ""Advanced Mathematics and Science"" Idhaya College for Women, Saruguni" 06.01.2022 to 10.01.2022
45. Participated in "Faculty Development Programme on ""NAAC Awareness & Revised Reaccreditation Process"" Mother Thersaa College of Engineering and Technology" 31.01.2022
46. Participated in "Twodays National Level Online FDP on ""Enhancing Quality and Driving Changes in Higher Education Through NEP-2020"" AIMA College of Arts and Science For Women, Trichy" 24.03.2022 to 25.03.2022
47. Participated in Two days Online Faculty Development Programme on “Application of tools and techniques in Research Methodology” 23.06.2021 to 24.06.2021
48. Participated in Two day online Faculty Development Programme on “Understanding Pedagogy and Research Output” 23.06.2021 to 24.06.2021
49. Participated in Two Weeks Online Faculty Development Programme on Pedagogy and Research Methods 24.05.2021 to 06.06.2021
50. Participated in National level Online Faculty Development Programme on Strategic Resilience and Organization Agility 26.05.2021 to 31.05.2021
51. Participated in National Level one week Faculty Development Programme on Research Methodology 26.04.2021 to 01.05.2021
52. Participated in Faculty Development Programme on Outcome based Curriculum Framework 28.04.2021
53. Participated in Online Faculty Development Programme on Introduction to Sata Tool For Data Analysis 03.03.2021 to 04.03.2021
54. Participated in Twodays Virtual Faculty Development Programme on Bio-Invention, Patenting and Entrepreneurship Opportunities in Biotechnology for Sustainable Environment 29.03.2021 to 30.03.2021
55. Participated in Six days Faculty Development Programme on " Digital Teaching methods in Higher Education 23.08.2021 to 28.08.2021
56. Participated in Faculty Development Programme on “Environmental Issues and Ethics”
17.09.2021 to 19.09.2021
57. Participated in Seven Days National FDP on “ Mission on Interdisciplinary Approaches in Biological Sciences” 20.09.2021 to 26.09.2021
58. Participated in one week virtual National level FDP on National Education Policy Organized by St.Peter Institute of Higher Education and Research held on 19.9.2022 to 25.09.2022.

- 59 Participated in International online workshop on Multivariate Analysis and its Interpretation using SPSS Organized by Global Institute of Statistical Solution from 4.02.2023 to 6.02.2023
60. Participated in Virtual FDP on Artificial Intelligence – A drive for transformation in Business and Management organized by Bon Secours Arts and Science college on 13.03.2023 to 15.03.2023.
61. Participated in Webinar on How to plan for startup and legal and ethical issues organized by M/SV Consultant, Hyderabad on 15.09.2022.
62. Participated in Workshop on Bibliographical Information Sources in academic World Organized by STET Women’s College on 09.01.2023.

Conferences and Seminars /Paper Presented/attended

1. Trends in current Management practices”- National level conference on Innovative Practices in HRM at ARJ college of engineering & Technology at Mannargudi held on 18th September 2009.
2. Participated and presented a paper in National level conference on Emerging trends in Customer Relationship management held on 10th September 2011 at RVS Institute of Management Studies & RVS College of Engineering and Technology at Coimbatore. (Page No 21 to 24, ISBN: 978-93-81537-00-8, Publisher: NCRC Publications)
3. Participated and presented a paper in International level conference on Marketing Research in the Emerging Global Scenario – Retailing and Retail Management and Behaviour held on 24th September 2011 at Sri Venkateswara college of Arts & science – Peravurani. (Edited Volume, Sep 2011, ISBN: 978-93-80509-01-3, Page No: 38-42.)
4. Challenges of Indian Business in Global Economy”, International Conference on “Challenges of Indian Business in Global Economy”, Annai Mathammal Sheela Engineering College, Erumapatty, Namakkal, September 23, 2011.
5. “Presented a paper on “WTO and Global Trade” Emerging, National Seminar on “Dimensions of Globalization in the Indian Economy”, KSG College of Arts and Science Coimbatore 2011
6. Presented a paper on Brand Management, National Seminar on “Interdisciplinary – Commerce, Economics, and Management”, Idhaya College for Women, Kumbakonam, March 25, 2011.
7. Developing a Rural Market in India”, National Seminar on “Key Concepts in Management Research”, STET School of Management, Mannargudi, Jan 19, 2012.
8. Participated and presented paper on E-Mail Marketing in the National Level Conference on “The Dynamics of Management the plus factors held on 9th and 10th march 2011 at St. Joseph’s College Trichy. (Page 305 to 308, ISBN: 978-81-920622-0-7)
9. Participated and presented paper in the National level seminar on “Synergize Green to gold” - Green Marketing held on 3rd September 2010 at Annamalai University – Chidambaram. (Page 20 to 23, Volume- II, ISBN: 978-81-908455-5-7)
10. Participated in a National seminar on Cloud computing on 26 .09.14 in STET Women’s College, Mannargudi.

11. Participated and presented a paper in Tamil Nadu State Council for Science and technology Sponsored International level seminar On “Health care in India-vision-2020” at Rajah Serfoji government college(Autonomous) Thanajvur held on 16th and 17th december2010.
12. Participated in National level seminar on “Corporate Social Resopnsibility” on 31.08.2015 & 01.09.2015at STET Women’s College,Sundarakkottai,Mannargudi.
13. Participated and presented paper Two day International Conference on Relevant Trends in Business and Management for Strategies Adopted for Rural Marketing organized by J.J.College ,Pudukkottai held on 5th and 6th Aug.2016.
14. Participated in International seminar on “Dimensions in Management”for Social Entrepreneurship and its impact on Economic Development on 04.09.2015 at STET Women’s College,Sundarakkottai,Mannargudi.
15. Participated and presented paper UGC Sponsored Two day National Conference on Working Women: Problems and Prospects organized by Virudhunagar Hindu Nadars’ Senthilkumara Nadar College,Vurudhunagar held on 19.7.2017 & 20.7.2017.
16. Participated in ICSSR Sponsored one day National level seminar on “GST and Its Impact” organized by Department of Commerce and Management Studies STET Women’s College ,Sundarakkottai,Mannargudi on 4.1.2018.
17. Participated and presented in One day National level conference on “Emerging Challenges of Global Business Scenario” organized by the STET women’s college, Department of Business Administration held on 28.2.2018,entitled An overview of Emerging Trends in Rural Markets.
18. Participated in National level Seminar on “Corporate Governance” Organized by Srimad Andavan Arts and Science College (Autonomous) Trichy. Held on 29.07.2016
19. A National Seminar on MSME’S Prospects and Challenges organized by Department of Commerce and Management Studies STET Women’s College ,Sundarakkottai,Mannargudi on 30.1.2019
20. International Seminar Intellectual Property Rights- Emerging issues and Challenges Department of Commerce, STET Women’s College, Mannargudi 11.09.2019
21. One day National Level Workshop on Digital Economy: Challenges&Opportunities Department of Commerce A.V.V.M SriPushpam College(Autonomous)Poondi. 31.1.2020.
22. Two days National level online colloquium on Migrants Labours and social Security measures in india and interpersonal skills Department of Commerce and Commerce (CA),Mass College of Arts and Science , Kumbakonam 29.5.2020 -30.5.2020
- 23.Participated International Seminar on Digitalized financial and banking practices issues and challenges organised by Indian accounting Association Thiruchirapalli branch held on 6.3.2021
- 24.Participated International webinar on Waste to Wealth organised by IyyaNadarJanakiAmmal College, sivakasi,Tamil Nadu hwld on 8.06.2021
25. Participated National webinar on Financial Planning and Investment Opportunity organised by Central University of Kashmir held on 9.3.2021
- 26 Participated National webinar on Strategy for managing personal finance including mutual funds and NPS organised by Sri Venkateshwara University , Tirupati,AP held on 10.03.2021
- 27.Participated National webinar on Strategy for Managing Personal Finance including Mutual Funds and NPS organised by Vivekanandha College of Arts and Science for Women(A) Elayanpalayam, Tiruchangode held on 12.03.2021

28. Participated National webinar on Financial Empowerments your Right organised by Mahatma Gandhi Central University and Association of Mutual Funds in India held on 13.03.2021
29. Participated National webinar on Financial Empowerment through Wealth Creation organised by Bharathidasan Government College for women, Pudhucherry held on 16.03.2021
30. Participated National webinar on Financial Empowerment Through wealth Creation organised by Central University of Karnataka and Association of Mutual Funds in India held on 20.03.2021
31. Participated National webinar on Research related Tools organised by CMS College of Science and Commerce, Coimbatore held on 16.04.2021 & 17.04.2021
32. Participated National webinar on Citing a Research Paper –Dos and don'ts organised by Shri Shankaralal Sundarbal Shasun Jain College for Women, Chennai held on 25.05.2021
33. Participated National webinar on Design Aspects of Tall Structures organised by PSR Engineering College-Sivakasi held on 14.06.2021
34. Participated National webinar on Preventive Healthcare: Yog for Anxiety and Stress Management during Covid Pandemic organised by Janki Devi Memorial College University of Delhi Department of Physical Education, Delhi held on 21.05.2021 to 21.6.2021
35. Participated International Webinar on A Virtual conference on Industry 5.0 - Post Pandemic Transformation organised by Department of Commerce Patrician College of Arts and Science, Adyar, Chennai St. Joseph's college of Commerce, Bengaluru held on 18.8.2021
36. Participated International webinar on A Webinar on Robotics & Machine Learning organised by Aiman College of Arts and Science for women held on 24.09.2021

Publication of papers in proceedings of seminars / conferences, /Journal etc

1. **Participated and presented a paper in UGC Sponsored National level Conference On Recent Trends in Management Practices** in the topic **Marketing and selling skills** at Rajah Serfoji government college (Autonomous) thanajvur held on 25th and 26th Feb. 2013. (Special issue Feb 2013, Page 281 to 283, ISSN 2250-1940, Research Explorer, vol II, Issue 3)
2. Participated and presented a paper in National level conference on Emerging trends in **Customer Relationship Management** held on 10th September 2011 at RVS Institute of Management Studies & RVS College of Engineering and Technology at Coimbatore. (Page No 53 to 55, ISBN: 978-93-81537-00-8, Publisher: NCRC Publications)
3. Participated and Presented a paper in International Journal of Applied Management Research in the topic **health Care In India-Vision 2020** Volume – 2, Special Issue, Dec 2010, ISSN: 0974 8709, Pg. No: 52-54
4. **“Retailing and Retail Management”**, International Conference on “Marketing Research in the emerging global scenario”, Sri Venkateshwara College of Arts and Science, Peravurani, Edited Volume, Sep 2011, ISBN: 978-93-80509-01-3, Pg. No. 66-70
5. **“Evangelism Marketing”**, National Conference on the “Dynamics of Management: The plus factors”, St. Joseph's College, Trichirappalli, Edited Volume, Mar 2011, ISBN: 978-81-920622-0-7, Pg. No. 317-319.
6. **“Eco Tourism”**, Synergize: Green to Gold, National level seminar on Annamalai University, Chidambaram, Edited Volume, Sep 2010, ISBN: 978-81-908455-5-7, Pg. No. 97-98.

7. **Migrant Labours** Indian Journal of Applied Research 2016/6/4/102-105 ISS-2249-555X 3.919
8. A Study on **customer satisfaction towards** online shopping with Reference to snapdeal (IJASRD)International Journal of Advanced Scientific research and Development, 2018/05(Special Issue 03)336/Version –II, P-ISSN:2394-8906,e-ISSN:6089, 3.151.
9. A study on **Marketing Management for Perishable** Products International journal of Commerce,Management and Computer applications 2016,2(4), 24-27 ISSN:2395-2091(online)-2395-2083(print)
10. A Study on **Challenges in service sector Marketing** International journal of Commerce,Management and Computer applications 2016,2(4) 5-6ISSN:2395-2091(online)-2395-2083(print)
11. **Women Entrepreneurs- Problems and Prospects**(July2017) Working women- Problems and Prospects Department of Commerce V.H.N.Senthilkumar Nadar College (Autonomous) (Accredited with ‘A’ Grade by NAAC Virudhunagar-626 001 Tamil Nadu.ISBN 978-93-81723-72-2(89) ISBN 978-93-81723-72-2
12. A study on **Change management** organized by Swami Dayananda College of Arts and Science/“One day International Conference on Contemporary Issues in Business-A Global Perspective (IJASRD)International Journal of Advanced Scientific research and Development 2018/05(Special Issue 03)79 Version -I P-ISSN:2394-8906,e-ISSN:6089.3.151
13. A Study on **Advertising effectiveness** with special reference to Aachi Masala at chennai(IJMTE)International Journal of Management Technology and Engineering March 2019 Volume IX Issue-III (1541-1551)ISSN NO -2249-7455 (6.3)
14. **A study on human resources recruitment and Selection process** with special reference to magick Woods export private limited Chennai. (IJMTE)International Journal of Management Technology and Engineering March 2019 Volume IX Issue-III (1541-1551)ISSN NO -2249-7455 (6.3)
15. **A Study on Digitalized Insurance Practices**,Anvesak,0378-4568, UGC Care Group 1 Journal, 2021 Vol. 51, No.1(IV) 10 -18
16. **A Study In Understanding The Role Of Social Media In Navigating Changing Rural Marketing** With Special Reference To Kumbakonam District , Journal of Philanthropy and Marketing Vol 3 No 1 (2023) E-ISSN: 2691-1361

15.Positions held in STET women's college

S.No	Position held	From	To	Nature of work
1	Director	2021	Till Date	IQAC
2.	Co-ordinator	2008	2010	Exnora
3	Member	2013	Till date	Quiz Club
4.	Co-Convener			National Seminar
5.	Organiser	Aug 2007	Till Date	Ilakkiya Mandra Vizha
6	Member	Aug 2008	Till Date	Internal Examination Conduction 1. Invigilation Chart Preparation. 2. Seating Arrangement. 3. Question Paper Rolling. 4. Answer Scripts Collection.
7	Member	Aug 2007	Till Date	Opal Club
8	Member	April 2010	Till Date	Catering Committee
9	Member	Aug 2007	Till Date	Stage Committee
10	Member	Oct 2010	Till Date	NAAC Co Ordinator

16. Personal Details:

Name : Mrs. G. Vijayalakshmi
Father's Name : Mr. S. Gopi
Husband's Name : Mr. N. Chandramohan
Date of Birth : 04 / 10 / 1980
Sex : Female
Marital Status : Married
Nationality : Indian
Mother Tongue : Tamil
Languages Known : Tamil, English
