

**G. VENKATASWAMY NAIDU COLLEGE,  
KOVILPATTI**

**PG AND RESEARCH DEPARTMENT OF  
COMMERCE**

**ODD SEMESTER**

**ASSOCIATION INAUGURATION CUM  
GUEST LECTURE**

Com-Wisdom Association  
inaugurated by Dr. S. Jeyakumar, Assistant  
Professor, PG & Research Department of  
Commerce, P.M.T College, Sankarankovil  
and delivered his lecture titled “Challenges  
and Opportunities for Commerce Graduates  
in the Present Scenario” on 31.07.2018.



**GUEST LECTURE**

Dr.S.Prince Jebaraj, Assistant  
Professor, PG & Research Department of  
Commerce, St.Xavier’s College,  
Palayamkottai delivered his speech titled  
“Recent Trends in Human Resources  
Management” on 19.09.2018. 37 Students



from 1st & 2nd M.Com have participated &  
gained practical knowledge on HR.

**INTERNATIONAL SEMINAR**

- ✓ Our Department was organised  
International seminar on the topic  
Technology and Its’ Impact on  
Commerce and Management in the  
Global Era” on 27.09.2018.



Dr.D.Rajan, Professor and Head,  
Department of Business Administration,  
Blue Crest University College, Accra,  
Ghana, West Africa presenting inaugural



address and Dr.J.Arulsuresh, Assistant Professor, PG and Research Department of Commerce, Loyola College, Chennai. Dr.S.Jeyakumar, Assistant Professor of Commerce, P.M.T. College, Sankarankovil acted as a resource person. In this seminar more than 30 college Students, M.Phil and Ph.D. Research Scholars and Faculty Members participated and presented research papers.

### **EVEN SEMESTER**

#### **INDUSTRIAL VISIT**

All the Students of I and II M.Com students and research scholars gone to Industrial visit to Aavin Milk Society., Tirunelveli, on 21<sup>st</sup> January 2019. Through this visit, students learned experience about the working process of the milk industry.

#### **GUEST LECTURE**

Dr.B. Felix Francy, M.Com., M.B.A., SET, Assistant Professor of Commerce, St.John's College, Palayamkottai delivered his lecture titled "Problems and Prospects of Women Entrepreneur in India" on 19.01.2019. 37



Students from 1st & 2nd M.Com students have participated and discuss about women entrepreneurs.

#### **GUEST LECTURE**

Dr.S.Sheik Abdullah, Assistant Professor, PG & Research Department of Commerce, P.M.T College, Sankarankovil presenting his speech on one day workshop titled "Application of SPSS in Research" on 13.02.2019.





Mr.S.Sundaram, M.Com., B.Ed., Sri.Mangai Vidyashram Coaching Centre, Palayamkottai delivered his speech titled “CA and CMA Awareness Programme” on 27.02.2019.

### STATE LEVEL INTER COLLEGIATE COMPETITION



An Inter Collegiate Competitions was organized on 12<sup>th</sup> March 2019 for students to equip their talents and creativity.

Our Department students organized various events like Quiz, Mime, Art from Waste, Best manager, Skit, Product launching etc., More than 200 students participated from various colleges and Universities from Tamilnadu. The overall championship cash prize amount Rs.3000/- received by PG and Research Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.

### GUEST LECTURE

Lion, T.Jeyasree, B.Sc., L.L.B., Advocate, Joint Secretary, Lions Club, Committee Advisor, Indian Postal Services, Kovilpatti delivered his lecture titled “Motivation on Self Development” on 05-04-2019.



### UNIVERSITY RANK HOLDERS

S.No	Name	Rank
1	V.Sridevi	9 <sup>th</sup>

### Details of M.Phil Scholars Participations and Presentations

S No	Name	Name of the Program	College	Date
1.	A. Gurudevi, P. Saranya S. Shagira Banu & V. Shenbagavalli	Perspectives of Global Human Resource	St. John's College, Palayamkottai	5 <sup>th</sup> September 2018
2.	A. Gurudevi, P. Saranya S. Shagira Banu & V. Shenbagavalli	Rural Women Empowerment	ANJA College Sivakasi	9 <sup>th</sup> & 10 <sup>th</sup> January 2019
3.	A. Gurudevi, P. Saranya & V. Shenbagavalli	Emerging Trends in Indian Stock Market	ANJA College Sivakasi	21 <sup>th</sup> August 2018
4.	A. Gurudevi, P. Saranya S. Shagira Banu, P. Muthulakshmi & V. Shenbagavalli	“Corporate Social Responsibility”	St. Xavier's College, Palayamkottai	30 <sup>th</sup> January 2019
5.	A. Gurudevi & S. Shagira Banu	Research Probity and Plagiarism	ANJA College Sivakasi	29 <sup>th</sup> January 2019
6.	A. Gurudevi, P. Saranya S. Shagira Banu, P. Muthulakshmi & V. Shenbagavalli	“Technology And Its Impact On Commerce And Management In The Global Era”	G.Venkataswamy Naidu College, Kovilpatti	27 <sup>th</sup> September 2018
7.	A. Gurudevi & S. Shagira Banu	Internal Quality Assurance Cell (IQAC)	Rani Anna Government College for Women	25 – 26 2018 October
8.	A. Gurudevi, P. Saranya S. Shagira Banu, P. Muthulakshmi & V. Shenbagavalli	“Reforms In Indian Taxation” (NSRIT)	Pope's College	25 <sup>th</sup> January 2019

### Details of Ph.D. Scholars Paper Presentation and Workshop Participation

S.No	Name	Name of the Program	College	Date
1.	S.Vinayasee	National seminar on Contemporary Trends in Business and Management Practices	Sri S.R.N.M. College, Sattur	27.07.2018
2.	S.Vinayasee	Faculty Development Programme on MOOCs	G.Venkataswamy Naidu College, Kovilpatti	01.08.2018
3.	S.Vinayasee	One day conference on Emerging Trends in Indian Stock Market	ANJA College, Sivakasi	21.08.2018
4.	S.Vinayasee	International Conference on Perspectives of Global Human Resource	John's College, Palayamkottai	05.09.2018
5.	S.Vinayasee	One day seminar on Technological Transformation – A boom or threat for Entrepreneurship	V.H.N.S.N. College, Virudhunagar	19.09.2018
6.	S.Vinayasee	International seminar on Technology and its Impact on Commerce and Management in the Global Era	G.Venkataswamy Naidu College, Kovilpatti	27.09.2018
7.	S.Vinayasee	Two days Faculty Development Programme on Research Methodology	Rani Anna Government College for Women, Tirunelveli	25-10-2018 & 26-10-2018
8.	S.Vinayasee	Seven days National Workshop on Research Methodology & SPSS in Social Science	Manonmaniam Sundaranar University, Tirunelveli	12-11-2018 To 18-11-2018
9.	S.Vinayasee & S.Praba	Two days National Workshop on Research Methodology and Application of Statistical Packages for	ANJA College, Sivakasi	29-11-2018 & 30-11-2018

		Research		
10.	S.Vinayasree	International Seminar on Emerging Trends in Green Entrepreneurship ETGE2018	Manonmaniam Sundaranar University, Tirunelveli	13-12-2018 & 14-12-2018
11.	S.Vinayasree	International conference on Multidisciplinary approaches in Engineering, Management and Science	Sri S.R.N.M. College, Sattur	14.12.2018
12.	S.Vinayasree	National Seminar on Rural Women Empowerment	ANJA College, Sivakasi	09-01-2019 & 10-01-2019
13.	S.Vinayasree	International Conference on Recent Developments in Science, Engineering, Management & Humanities	IEI Institutions of Electronics, Mumbai	13.01.2019
14.	S.Vinayasree, S.Praba & S.Anupriya	National Seminar on Reforms in Indian Taxation	Pope's College, Sawyerpuram	25.01.2019
15.	S.Vinayasree	National workshop on Research Probity and Plagiarism	ANJA College, Sivakasi	29.01.2019
16.	S.Vinayasree, S.Anupriya & S.Praba	National level workshop on Goods and Services Tax	Sri Kaliswari College, Sivakasi	30.01.2019
17.	S.Vinayasree & S.Anupriya	National Seminar on Winning Market War in the Digital Economy	G.Venkataswamy Naidu College, Kovilpatti	01.02.2019
18.	S.Praba	National seminar on Current business and economic condition in India	Sadakathullaa Appa College, Tirunelveli	14.02.2019
19.	S.Vinayasree & S.Praba	National Conference on Recent Trends in Commerce and Management	G.Venkataswamy Naidu College, Kovilpatti	22.02.2019
20.	S.Praba	National seminar on Dimensions of E-	MSU Constitution College	27.02.2019

		Management in business environment and its implementation		
21.	S.Vinayasree & S.Praba	International Conference on Commerce and Management and Leadership – A global perspective	Pasumpon Muthuramalinga Thevar College, Sankarankovil	06.03.2019
22.	S.Praba	National seminar on Recent Trends in Development in Modern Commerce	Don Bosco College of arts and science, Keela Eral	15.03.2019

### Details of Ph.D. Scholars Publications

S. No	Name	Topic	College	Seminar	Publication
1.	S.Vinayasee,	A Study on Job Satisfaction among Women Faculties of Arts and Science College in Kovilpatti	St.John's College, Tirunelveli.	International level	ISSN:2349-5138 E-ISSN:2348-1269, Impact Factor: 5.75, cosmos impact factor: 4.236, special issue 1, pp.111-120
2.	S.Vinayasee,	A Study on Problems faced by Rural Manufacturing Entrepreneurs in Tuticorin district	V.H.N.S.N. College, Virudhunagar	National level	ISBN:978-93-81723-90-6
3.	S.Vinayasee,	Entrepreneurs' Awareness towards Green Entrepreneurship in Thoothukudi district	Manonmaniam Sundaranar University, Tirunelveli	International Seminar	ISBN:978-93-81402-61-0
4.	S.Vinayasee,	Customers'	Sri S.R.N.M	International	ISSN:2249-

		Satisfaction towards Mobile banking services in Tuticorin district, Tamilnadu	College, Sattur	ional	7455, vol.8, issue XII, December 2018, pp.1039-1045
5.	S.Vinay asree,	People' Attitude towards Problems and Prospects of E-governance in Tirunelveli district	IEI Institutions of Electronics, Mumbai	International Conference	ISSN: 2249-7455, vol.9, issue 1, January 2019
6.	S.Vinay asree,	Students' Awareness and Opinion towards E-learning Services in Kovilpatti Arts and Science Colleges	-	Service sectors in India	ISBN:978-93—86088-50-5

			Tuticorin district		
5.	Dr.K.Mariapan, Dr.M.Sivakumar, Dr.M.Vairavan & Dr.R.Kavitha	Faculty Development Programme on "Living as an Educationalist"	IQAC, G.Venkataswamy Naidu College, Kovilpatti	08.12.2018	12 <sup>th</sup> December 2018
6.	Dr.K.Mariapan, Dr.M.Sivakumar, Dr.M.Vairavan & Dr.R.Kavitha	Rural Women Empowerment	ANJA College Sivakasi		9 <sup>th</sup> & 10 <sup>th</sup> January 2019
7.	Dr.M.Vairavan	National seminar	Vivekananda College, Madurai		23 <sup>rd</sup> January 2019
8.	Dr.K.Mariapan, Dr.M.Vairavan & Dr.R.Kavitha	Reforms In Indian Taxation (NSRIT)	Pope's College		25 <sup>th</sup> January 2019
9.	Dr.R.Kavitha	National workshop, "Research Probity and Plagiarism".	ANJA College, Sivakasi		29 <sup>th</sup> January 2019
10.	Dr.K.Mariapan, Dr.M.Sivakumar, Dr.M.Vairavan & Dr.R.Kavitha	Corporate Social Responsibility	St. Xavier's College, Palayamkottai		30 <sup>th</sup> January 2019
11.	Dr.R.Kavitha	National workshop on Goods and Services Tax	Sri Kaliswari College, Sivakasi		30 <sup>th</sup> January 2019
12.	Dr.K.Mariapan	Orientation Programme for YRC Programme Officers	M.S.University, Tirunelveli		30 <sup>th</sup> January 2019
13.	Dr.K.Mariapan	ICT Academy Bridge'19	Hotel Le Royal Meridien, Chennai		31 <sup>st</sup> January 2019
14.	Dr.K.Mariapan, Dr.M.Sivakumar & Dr.M.Vairavan	National seminar	Sadakathullah Appa college, Tirunelveli		14 <sup>th</sup> February 2019
15.	Dr.K.Mariapan, Dr.M.Sivakumar, Dr.M.Vairavan & Dr.R.Kavitha	National Conference	G.Venkataswamy Naidu College, Kovilpatti		22 <sup>nd</sup> February 2019
16.	Dr.M.Vairavan	National seminar	MSU constituent Model College, Tirunelveli		27 <sup>th</sup> February 2019

### Details of Staff Participations and Presentations

S No	Name	Name of the Program	College	Date
1.	Dr.K.Mariapan, Dr.M.Sivakumar & Dr.M.Vairavan	Perspectives of Global Human Resource	St. John's College, Palayamkottai	5 <sup>th</sup> September 2018
2.	Dr.K.Mariapan, Dr.M.Sivakumar, Dr.M.Vairavan & Dr.R.Kavitha	Faculty Development Programme on MOOCs	G.Venkataswamy Naidu College, Kovilpatti	10 <sup>th</sup> September 2018
3.	Dr.R.Kavitha	One day Seminar entitled, "Impact of Technology in Entrepreneurship"	V.H.N.S.N. College, Virudhunagar	19 <sup>th</sup> September 2018
4.	Dr.R.Kavitha	International Seminar entitled, "A Study on Customers' Opinion towards Telecom operators in	G.Venkataswamy Naidu College, Kovilpatti.	27 <sup>th</sup> September 2018

### Details of Staff Publications

S.No	Name of the Staff	Topic	ISSN/ISBN
1.	Dr.K.Mariappan	“A Study on Consumer Attitude towards E-Shopping on Durable Goods in Thoothukudi District”	International e-Journal Commerce and Management, June 2018 Vol.4 Issue-1, ISSN 2394 9074 pp 1-5.
2.	Dr.K.Mariappan	“A Study on Customer Satisfaction towards Banking Technology in Private and Public Sector Bank in Thoothukudi District”	PG and Research Department of Commerce, Mannar Thirumalai Naicker College, Pasumalai, Madurai, ISBN978-81-9339998-7-3 pp 38-47.
3.	Dr.K.Mariappan	“A Study on Consumer Perception towards E-Service Marketing in Kovilpatti Taluk, Tuticorin District”	International Journal of Research and Analytical Reviews, December 2018 Vol.4 Special Issue, ISSN 2349-5138, E-ISSN-2348-12-69 pp 41-47.
4.	Dr.K.Mariappan	A Study on Problems Faced by Farmers to Receive the Agriculture Credit in Public Sector Banks in Thoothukudi District”	International Journal of Research and Analytical Reviews, December 2018 Vol.4 Special Issue, ISSN 2349-5138, E-ISSN-2348-12-69 pp 215-220.
5.	Dr.K.Mariappan	“Impact of Organised Retailing in Unorganised Retailing – A Study with Special Reference to Thoothukudi District”	International Journal of Research and Analytical Reviews, December 2018 Vol.4 Special Issue, ISSN 2349-5138, E-ISSN-2348-12-69 pp 253-258.
6.	Dr.K.Mariappan	“A Study on Enhancements in E-way Bill System”	Department of Commerce, Manonmaniam Sundaranar University Constituent Model College, Nagalapuram, Thoothukudi District, ISBN

			978-93-86712-60-8 pp 175-181.
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S.No	Name of the Staff	Topic	ISSN/ISBN
1.	Dr.M.Sivakumar	A Study on Passenger Satisfaction Towards Service Quality Provided by TNSTC in Thoothukudi District	International Journal of Research and Analytical Reviews, September 2018 Special Issue, ISSN 2349-5138, E-ISSN-2348-12-69 pp 175-186
2.	Dr.M.Sivakumar	A Study on Customer Perception Towards E-Banking Services in Kovilpatti	International Journal of Research and Analytical Reviews, September 2018 Special Issue, ISSN 2349-5138, E-ISSN-2348-12-69 pp 187-191
3.	Dr.M.Sivakumar	Consumer Preference towards E-Shopping Surrounded by the Individuals in Thoothukudi District	AJMR, ISSN 2278-4853 Vol.8 Special Issues 2 April 2019 Impact Factor 6.053

S.No	Name of the Staff	Topic	ISSN/ISBN
1.	Dr.M.Vairava n	A Study on Impact on technology in Banking sector	ISSN2270-2640 IJSART , Volume 4, Issue 11, 2018
2.	Dr.M.Vairava n	A study on effective management of grievances in an Organisation	ISSN2270-2640 IJSART , Volume 4, Issue 10, Oct 2018
3.	Dr.M.Vairava n	A study on Application and implementation of E-banking in India	ISSN 2278-2540 IJLTEMAS, Issue X, Vol VII, Page No 17-20
4.	Dr.M.Vairava n	A study on buyer Behaviour of Tamil newspaper in Thoothukudi district	ISSN2270-2640 IJSART , Volume 4, Issue 10, Oct 2018
5.	Dr.M.Vairava n	A Study on social media in education	ISSN 2581-5782 IJRESM, Volume 1 , Issue 10, Oct 2018
6.	Dr.M.Vairava n	The Impact of Information	International Journal of

		Technology on Commerce	Research and Analytical Reviews, September 2018 Special Issue, ISSN 2349-5138, E-ISSN-2348-12-69 pp 85-89
7.	Dr.M.Vairavan	A study on application and implementation of CRM and retention in its sector	ISSN 2456-2998 IJARMET vol3, Issue 3, March 2019
8.	Dr.M.Vairavan	A study on Problems and prospects of stress management	ISSN 2456-2998 IJARMET vol3, Issue 3, March 2019
9.	Dr.M.Vairavan	An empirical Study on Motivational Factors of Women Entrepreneurs in Thoothukudi District	ISSN 2456-2998 IJARMET vol3, Issue 3, May 2019
10.	Dr.M.Vairavan	Digitalization on agriculture	Journal of Innovative development in Pharmaceutical and Technical science ISSN 2466-2999 Vol 2, Issue 2, Issue Feb 2019
11.	Dr.M.Vairavan	Technology trends in HRM in India	ISSN 2456-2998 IJARMET vol3, Issue 3, May 2019
12.	Dr.M.Vairavan	Women Entrepreneurship in Present Scenario	AJMR, ISSN 2278-4853 Vol.8 Special Issues 2 April 2019 Impact Factor 6.053

S.No	Name of the Staff	Topic	ISSN/ISBN
1.	Dr.R.Kavitha	International Conference People' Attitude towards Problems and Prospects of E-governance in Tirunelveli district	IEI Institutions of Electronics, Mumbai ISSN: 2249-7455, vol.9, issue 1, January 2019
2.	Dr.R.Kavitha	A Study on Customers' Opinion towards Telecom Operators in Tuticorin District	International Journal of Research and Analytical Reviews, September 2018 Special Issue, ISSN 2349-5138, E-ISSN-2348-12-69 pp 16-20