

# PROFILE



## PERSONAL DETAILS

Name : Dr. J. Anand  
Date of Birth : 05.07.1994  
Qualification : M.Com (CA), M.Phil., PhD  
Designation : Assistant Professor  
Department : PG and Research Commerce  
Community : BC  
Nationality : INDIAN  
EmailID : anand@gvncollege.edu.in

## ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
Ph.D	Commerce	GVN College, Kovilpatti	MS University	2023
SET /NET	-	-	-	-
M.Phil	Commerce	GVN College, Kovilpatti	MS University	2017
M.Com	Commerce	GVN College, Kovilpatti	MS University	2016
B.Com	Commerce	GVN College, Kovilpatti	MS University	2014
H.Sec.	Commerce	Nadar Higher Secondary School, Kovilpatti.	-	2011
SSLC	-	Nadar Higher Secondary School, Kovilpatti	-	2009

## ACADEMIC IDENTITY

*VIDWANID	-
*ORCIDID	-
*SCOPUS ID	-
*RESEARCHER ID/PUBLON SID	-
GOOGLE SCHOLARLINK	-

<b>TEACHING EXPERIENCE</b>	
<b>Date of Appointment</b>	05.07.1994
<b>Date of Retirement</b>	30.06.2052
<b>Teaching Experience</b>	8 years
<b>UG</b>	7 Years
<b>PG</b>	1 Year
<b>Research</b>	-

<b>COURSES/CLASSES TAUGHT</b>	<b>NAME OF THE INSTITUTIONS</b>	<b>DURATION</b>		<b>Years</b>
		<b>From</b>	<b>To</b>	
B.Com	GVN College, Kovilpatti	2017	2018	1 Year
B.Com PA	GVN College, Kovilpatti	2018	2020	2 Years
B.Com	GVN College, Kovilpatti	2020	2024	4 Years
B.Com, M.Com.,	GVN College, Kovilpatti	2024	2025	1 Year

<b>AWARDS RECEIVED</b>	
1.	<b>PhD (2023)</b>
2.	
3.	

<b>ADMINISTRATIVE EXPERIENCE</b>			
<b>S. No</b>	<b>DESIGNATION</b>	<b>INSTITUTIONS</b>	<b>YEAR</b>
1.	-	-	-
2.	-	-	-
3.	-	-	-
4.	-	-	-
5.	-	-	-

**ORIENTATION/REFRESHER COURSES/FACULTY DEVELOPMENT PROGRAMME UNDERGONE**

S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1.	-	-	-
2.	-	-	-
3.	-	-	-

**DETAILS OF RESEARCH WORK**

Research Stages	Title of the Thesis	University where the work was carried out
Ph. D	A Study on Customers' attitude towards E-Service Marketing on Durable Goods in Thoothukudi District	MS University, Tirunelveli.

**AREAS OF RESEARCH**


**PH.D. THESIS ADJUDICATED:**

S.No	Name of the University	Title of the Thesis/Name of Candidate/Year
1	MS University, Tirunelveli	A Study on Customers' attitude towards E-Service Marketing on Durable Goods in Thoothukudi District 2023

<b>STUDENT RESEARCH PROJECTS GUIDED</b>			
<b>S. No</b>	<b>Student Name</b>	<b>Title of the Project</b>	<b>Year</b>
1.	-	-	-
2.	-	-	-
3.	-	-	-

<b>PUBLICATIONS</b>				
<b>BOOKS</b>	<b>BOOK CHAPTERS</b>	<b>SCOPUS</b>	<b>WEB OF SCIENCE</b>	<b>UGC LISTED</b>
-	03	-	-	03
<b>OTHER INDEXED</b>	<b>ASA RESOURCE PERSON</b>	<b>PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS</b>	<b>WEBINARS, SEMINARS, WORKSHOPS ATTENDED</b>	
	-	03	03	

**PUBLICATIONS:SCOPUSINDEXEDJOURNALS&WEB OF SCIENCE**

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	-	-	-
2.			

**PUBLICATIONS:UGCLISTEDJOURNALS****PUBLICATIONS:BOOKS**

S. No	Title of the Book	Publication	Year
1.	Sadakathulla Appa Educational Society	ISBN 978-81938054-7-3	2023
2.	Indian Council of Social Science Research	ISBN: 978-81-960673-0-4	2022
3.	GVN College, Kovilpatti-628502.	ISBN: 978-93-5300-289-3	2018
4.			

S. No	Title of the Paper	Nam eof the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	A Study on Customer Perception towards Banking Technology in Public Sector Banks in Thoothukudi District	The International Journal for Economics and Business Management	2250-2750
2.	A Study on Consumer Satisfaction towards Online Marketing on Durable Goods in Kovilpatti Taluk, Thoothukudi District	Our Heritage Multidisciplinary Research Journal	2020
	A Study on Consumers Satisfaction towards Online Marketing on Durable Goods in Tiruchendur Taluk, Thoothukudi District	Wesleyan Journal of Research - An International Research Journal	2021

**PUBLICATIONS:OTHERINDEXEDJOURNALS**

S. No	Title of the Paper	Name of the Journal	ISSNNo., Volume, Issue, Impact factor&Pg.No
1.			
2.			

**ASARESOURCEPERSON**

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	-	-	-
2.	-	-	-
3.	-	-	-

**WEBMINARS/SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP  
PAPER PRESENTED: National -International-**

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	International Conference on Emerging Dialogue between Science and Social Science: Perspectives, Methods and Uses	MS University College, Sankarankovil	14.03.2023
2.	District Level Neighbourhood Youth Parliament	Ministry of Youth Affairs & Sports, Govt of India	28.02.2023
3.	International Conference on Emerging Technologies in ECommerce and Digital Marketing – Opportunities and Challenges	Sadakathullah Appa College, Tirunelveli	23.02.2023

**SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP/ATTENDED:**

<b>S. No</b>	<b>Name of the Event</b>	<b>Name of the Sponsoring Agency</b>	<b>Place and Date</b>
1.	-	-	-
2.			
3.			

**SEMINARS/CONFERENCES/WORKSHOP ORGANISED:**

<b>S. No</b>	<b>Name of the Event</b>	<b>Name of the Sponsoring Agency</b>	<b>Place and Date</b>
1	-	-	-
2	-	-	-
3	-	-	-
4	-	-	-

<b>REVIEWER IN INTERNATIONAL JOURNALS</b>			
<b>S. No</b>	<b>Name of the Journal</b>	<b>Publishers</b>	<b>ISSN/ EISSN</b>
1	-	-	-
2	-	-	-
3	-	-	-
4	-	-	-
5	-	-	-
6	-	-	-
7	-	-	-

<b>MEMBERS IN PROFESSIONAL BODY</b>			
<b>S. No</b>	<b>Name of the Body</b>	<b>Member ID</b>	<b>Location of the Body</b>
1	-	-	-
2	-	-	-
3	-	-	-
4	-	-	-

*J. Anand*

Date:

Signature