

Faculty Profile



Name : V.NITHYA

Designation : Assistant Professor

Department : Commerce with Computer Applications

Date of Birth : 05.06.1989

Date of Appointment : 01.10.2019

Academic

S. No.	Degree	University/Institution	Year of Completion
1.	Ph. D	Government Arts College , Udumalpet, Bharathiyar University ,Coimbatore	Pursuing
3.	M. Phil	Alagappa university Madurai.	2009
4.	M.Com	E.M.G Yadava women's college Madurai.	2008
5.	B.Com	Govt. Arts college, Melur, Madurai.	2006

Total Experience : 5 (Previous college 5 years)

Area of Specialization/Interest : Accounting, Income Tax, Marketing, Business statistics, Financial Management and International Business

**OTHERS : 1. Certificate Course in Basic of Computing,
2. Diploma in Computer Application,**

Workshops, FDPs & Webinars

- **Faculty Development Programmes:**
 - “Pedagogy and Learning Mapping”, Jyoti Nivas College (2022)
 - “Revamping Evaluation Systems in Accordance with OBE”, JAC (2022)
 - “E-Content Development”, Shri G.V.G College for Women (2024)
 - “Essential Skills for Professional Development”, Star International Foundation (2024)
 - Research Summary Tools Training”, SRM Institute – July 2024
 - Data Analysis Using Excel & AI Tools”, GISS
 - “Outcome Based Education,Binary Accreditation&Usage AI” , on 2nd to 6th June 2025, ST.Mary ‘s Centenary Degree College ,Telangana ,India.
- **Webinars & Conferences:**
 - “Emerging Business Trends Driven by COVID-19” – 2021
 - “Business Growth & Technology” – 2022
 - “Global Indigenous Literature”, JAC – 2022
 - “Research Methodology”, BARNS College – 2022
 - “Contribution of Sri Lankans to Tamil Culture”, JAC – 2024

Research & Publications

- **Book Chapters Published:**
 - *Exploring Ethical Issues in Marketing* – Ilakkiyam Publication, 2024
 - *Digital Payment System and Its Impact on Indian Economy* – String Production, Uttarakhand
 -

Journal Articles:

- **“Customer Perception Towards Online vs Offline Shopping” – JACJOSHAM**

Paper Presented:

- **“Marketing Practices Problem of MSMEs in Coimbatore District” for JACFRP**
- **National Conference on “Strategies for Career Growth and Financial Success in Capital Market” – Feb 2024**
- **Guest Lectures:**
 - **“Startup Business and Strategies” – Aug 2022**
 - **“Intellectual Property Rights in Today’s Business” – Aug 2024**
 - **“Role of MSMEs” – Sep 2024**
- **Quiz & Seminar Participation:**
 - **National Level Quiz on Banking Awareness**
 - **Seminar on “Thirukkuralin Special Features”**

Courses in Elsevier:

- **Funding Hacks for Researchers Elsevier Research Academy 2023**
- **Best Practices n Translational Research Elsevier Research Academy 2023**
- **E-Content:**
- **Report Writing – <https://youtu.be/kIup0vxNGJ4>**
- **Types of Business Reports- <https://youtu.be/dmLDTez6fSs>**
- **LetterWritingg in Profession Communication skills- <https://youtu.be/tjnewQJPIEQ>**
- **Plan Your Business Letter- <https://youtu.be/ktdKh2SjJsA>**

- **Mobile: +91 88077 22290**

Email: nithyasuresh597@gmail.com

**Address:Door No: 14/2-17, Nabigal Nayagam Street, Tahsildar Nagar, Tamaraikulam P.O,
Theni (D.T)**