

Faculty Profile



Name : V.NITHYA
Designation : Head & Assistant Professor
Department : Commerce with Computer Applications
Date of Birth : 05.06.1989
Date of Appointment: 01.10.2019

Academic

Qualified :NET, TN SET Exam in the month of July and September 2025

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 : 6 (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,

Resource Person:

Acted as a Resource Person in the Guest Lecture Programme on the topic of “Taxation 2.0 Digital India and New Income Tax Frame work at St.Berchmans College, kerala on 13.02.2026

Workshops, FDPs & Webinars

Convenor: Acted as a Convenor for the following programmes Guest Lecture, FDP, Entrepreneurship Development Programme and National Webinar and outreach Programme in the year of 2025-2026

Faculty Development Programmes:

- **Outcome Based Education from 2nd June to 6th June, St. Mary Centenary Degree College, Telangana**
- **IKS Insights from Ancient Indian Trade for Modern Securities Market From 22nd October 2025 to 26th October 2025. JAC for Women, Periyakulam**
- **“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>**
- **Letter Writing in Profession Communication skills- <https://youtu.be/tjnewQJPIEQ>**
- **Plan Your Business Letter- <https://youtu.be/ktdKh2SjJsA>**

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