



Name: Dr. S.TAMIZHVANI

Qualification: B.Com., M.Com., SET, Ph.D

Designation: Assistant Professor

Years of Experience: UG: 3months PG: 3 months

Previous Experience: UG: 2 years PG: 2 years

Area of Specilization: Financial Accounting & Marketing

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WORKSHOPS

| S.no. | Organized by | State/National/International | Topic | Date(s) |
|-------|---|------------------------------|---|----------------|
| 1. | Ethiraj College for Women. | National | Statistical analysis using AMOS | 2018 |
| 2 | Ethiraj College for Women | National | Data Science | 2019 |
| 3. | Ethiraj college for Women. | International | “Research Insights, Publication and Proposal Strategies” | 2019 |
| 4. | Ethiraj College for Women. | International | Research, Innovation and Creativity | 2019 |
| 5. | KALASALINGAM BUSINESS SCHOOL | National | Two Days Workshop on SPSS | 2020 |
| 6. | CAPE – Institute of Technology | International | “Writing Literature Review Article : Weekend” | 09th May, 2020 |
| 7. | SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY (Deemed to be University) | International | "Application of Research Methods and Statistical Tools in Management Studies and Social Sciences” | 2021 |

CONFERENCES ATTENDED / PRESENTED PAPER

| S.no | Organized by | State/National /International | Participated/Presented | Title | Date(s) |
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|----|---|---------------|--------------------------|--|--------------|
| 1 | Ethiraj college for Women. | International | Participated & Presented | Emerging Innovative Strategies in Business – Creating a Competitive Edge | 2016 |
| 2. | University of Madras. | National | Participated & Presented | “Digital Economy: Business Opportunities and Challenges | 2019 |
| 3. | Women’s Christian College in collaboration with “University of Madras”. | International | Participated & Presented | Digital Transformation for sustainable development | 2019 |
| 4. | Ethiraj College for Women in association with MCCI. | International | Participated & Presented | Design Thinking Prototype: A Quintessence Mapping of Ideation and Innovation | March , 2020 |

SEMINARS

| S.no. | Organized by | State/national/international | Topic | Date(s) |
|-------|-----------------------|------------------------------|--|---------|
| 1 | University of Madras. | National | Challenges for human resource management in the changing environment | 2017 |

JOURNAL PUBLICATIONS

| S.NO | JOURNAL NAME | UGC /SCI/SCIE /WOS | ISBN / ISSN NUMBER | REFERENCE | DATE OF PUBLICATION/ DOI |
|------|---|--------------------|-------------------------------------|--|--------------------------|
| 1. | International Journal of Advanced Scientific Research & Development | - | p-ISSN:2394-8906 e-ISSN:2395-6089 | ANTECEDENTS AND CONSEQUENCES OF CONSUMER ATTITUDE TOWARDS COUNTERFEIT PRODUCTS | September 2016 |

| | | | | | |
|----|---|-----------------------|--------------------|--|---|
| 2. | Challenges for human resource management in the changing environment | - | - | DIGITAL WALLET & MANAGEMENT DECISION | 2017 |
| 3. | AJANTA | Peer Reviewed Journal | ISSN 2277 – 5730 | PREDICTORS OF USERS’ SATISFACTION WITH RESPECT TO MOBILE WALLET SERVICES | 2018 |
| 4. | Applications of management research in social science, engineering and technology | - | - | MOBILE WALLET: PREFERENCE AND SATISFACTION OF ITS USERS | 25 th January, 2019 |
| 5. | Adalyajournal | UGC-CARE | ISSN NO: 1301-2746 | MOBILE WALLET USAGE, USER SATISFACTION AND CONTINUOUS USAGE Page No: 434 – 444. | 2019 DOI:16.10089.A J.2019.V8I9.285 311.6166 |
| 6. | “The Global relevance of Bitcoin as a payment system” | - | - | CUSTOMER SATISFACTION AND LOYALTY TOWARD DIGITAL WALLET, | 2020 |
| 7. | International Journal of Analytical and Experimental Modal Analysis | UGC-CARE | ISSN NO:0886-9367 | TESTING AND VALIDATION OF THE MOBILE WALLET USAGE – CONTINUANCE USAGE INTENTION MODEL. | 2021 |

FDP/STTP

| S.no. | Organized by | State/National/International | Topic | Date(s) |
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|-----|--|---------------|--|------------------------------|
| 1 | Ethiraj college for Women. | International | “Research Insights, Publication and Proposal Strategies” | 2019 |
| 2. | Ethiraj College for Women. | International | Research, Innovation and Creativity | 2019 |
| 3. | Ethiraj college for Women. | International | “Innovative Approaches to Management Teaching” organized by the Department | 2020 |
| 4. | Ethiraj college for Women. | National | The Unlock Down – Challenges and opportunities in Business Post Covid | 2020 |
| 5. | Ethiraj college for Women. | National | “REJUVENATION OF BODY, MIND AND SOUL | 15th June to 19th June 2020. |
| 6. | Ethiraj college for Women. | International | “Progressing Amidst Hindrance - Turning Adversity into Opportunity” | 8th to 14th June 2020. |
| 7. | Ethiraj college for Women. | | | |
| 8. | The New College | International | "Recent Amendments in Companies Act 2013", | 27th May 2020. |
| 9. | Sengunthar Arts and Science College | International | 7 Days International Level Online FDP Webinar Series | 17.06.2020 to 23.06.2020 |
| 10. | Dr. M.G.R Educational and Research Institute | International | Digital Literacy Learning | 30.12.2020 |

WEBINARS [National/International]

| S.no. | Organized by | State/National/International | Topic | Date(s) |
|-------|----------------------------|------------------------------|--|---------------|
| 1 | Ethiraj College for Women. | International | “Developing a Future Workforce for the Business Analytics and AI Driven Enterprises” | 25th May 2020 |

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| 2. | Uma Krishna Shetty institute of management studies and research | International | “Crazy Tips To Crack Virtual Interviews” | 6th June 2020 |
| 3. | Ethiraj College for Women. | National | “Eat Smart: Lockdown and beyond” | 18th May, 2020 |
| 4. | V.P Institute of Management Studies and Research | International | Few Business stories... Many Lessons...(under pandemic situation) | 12 June, 2020 |
| 5. | Women’s Christian college | International | Designing Alternative Assessment and Evaluation Models during Covid-19 Crisis | 12 May, 2020 |
| 6. | Ethiraj College for Women. | National | Usage of ICT Tools – Why? How? | 14 th May, 2020 |
| 7. | Ethiraj College for Women. | International | “Alumnae Connect: Our Pride, Your Inspiration” | 17th June to 21st June 2020 |
| | Dr. Ambedkar Institute of Technology | National | The Art of Influencing the Students | 30 th Dec, 2020 |
| 8. | Tamil Nadu Teachers Education University & Nazareth College of Education for Women | National | “ Skills and Capacity Building”- Perspective Teacher, Prospective Learner | 11.12.2021. |
| 9. | VELS School of Management Studies and Commerce | National | “Application of Sampling Techniques in Social Science Research” | 22.12.2021. |
| | Ethiraj College for Women. | International | Investor Education and Awareness | 2 nd to 4 th Dec, 2021 |