



**DR. P.S. VIJAYA LAKSHMI**

**Qualification:** M.A., M.Phil., Ph.D., B.L

**Designation:** Assistant Professor

**Years of Experience:** UG: 5 Years and 6 Months

**Previous Experience:** UG: 7 Years & PG: 10 Years

**Area of Specialization:** Micro Economics, International Economics.

**Email ID:** [vijayalakshmi\\_ps@ethirajcollege.edu.in](mailto:vijayalakshmi_ps@ethirajcollege.edu.in)

**PAPER PUBLICATIONS:**

S. NO	TITLE OF THE RESEARCH PAPER	DETAILS OF PUBLICATION
1	Information Produced by The Consumers (IPC): The Ultimate Driver Behind the Social Media Marketing (SMM) Activities of Today's Organizations	Manager-The British Journal of Administrative Management, ISSN - 1746 1278, Volume 58, Issue 150, May 2022
	A Study to Analyse the Major Challenges and Strategies to Overcome Work Life Imbalance Among Women Academicians with special reference to Kumbakonam District	Journal of Positive School Psychology, Vol.6 No.2, pp. 3358-3364, 2022.
2	Addressing the Post Covid-19 Economic Consequences of Lockdown in India	IJDRBC (Scopus index) Vol.12, No.7 (2021), pp.1447-1456 (Scopus Indexed)

		April 2021
3	Green Consumer and Green Society	ISBN-978-81-23 43-983-9 Feb 2020
	India's Exports and its Impact on the Economy	International Journal of Disaster Recovery and Business Continuity (IJDRBC) Vol. 11, No. 1, (2020)
4	The Impact of Food Advertisement on Child Obesity with Special Reference to Kumbakonam	International Conference on the Role of Analyst in the Global Business Scenario, Vol.68, No.28(2020), ISBN: 978-93-86954-51-0, January 2020
5	Factors Influencing Employees Absenteeism in IT company in Trichy	International Journal of Recent Technology and Engineering. Issue 2S6 2277-3878, - July 2019
6	A review of the capital structure theories	Shanlax International Journals, ISSN: 2321-4643 Vol.5, Issue 2, March 2018
7	Growth of FII and its impact on Indian Economy	International Journal for Research in Engineering Application & Management (IJREAM) ISSN: 2454-9150, Special Issue - NCSDTM – 2018, with an impact score of 4.438.

**PAPER PRESENTATIONS: INTERNATIONAL/ NATIONAL CONFERENCES AND SEMINARS**

<b>S.NO.</b>	<b>CONFERENCE/ SEMINAR DETAILS</b>	<b>ORGANISED BY</b>	<b>RESEARCH PAPER TITLE</b>
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1	International Multidisciplinary Conference on “Biosphere Conservation – Emerging Vistas in Sciences, Economics and Tamil Literature” on 17 <sup>th</sup> & 18 <sup>th</sup> February 2020	Ethiraj College for Women, Chennai	Green Consumer and Green Society
2	International Conference on Advances in Business Management on 12th and 13th March 2019	Department of Management Studies, Periyar Maniammai Institute of Science and Technology (PMIST).	India’s Exports and its Impact on the Economy
3	Conference volume of National Conference on “Economic Development of India in Global Perspective” on 27 <sup>th</sup> & 28 <sup>th</sup> September 2018	Post Graduate & Research Department of Economics and the Department of Business Economics, Ethiraj College for Women, in collaboration with Indian Economic Association (IEA) & Tamil Nadu Economic Association (TNEA).	A Study on the Agricultural Productivity of Tamil Nadu
4	International Conference on “Contemporary Issues and Practices in Management with special reference to Service Industry in India” on 23 <sup>rd</sup> March 2018	Department of Management Studies, Idhaya College for Women.	A review of the capital structure theories

<b>S. N O</b>	<b>FACULTY DEVELOPMENT PROGRAMMES</b>
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1	One Week International Faculty Development Programme on “Effective Teaching for the Next Generation” Department of Management Studies & IQAC, Periyar Maniammai Institute of Science & Technology, Thanjavur 27 <sup>th</sup> July to 2 <sup>nd</sup> August 2020
2	Five Day Faculty Development Programme on “Recasting from Onsite to Online Pedagogy” IQAC, Ethiraj College for Women, Chennai, 20 <sup>th</sup> to 24 <sup>th</sup> July 2020
3	Faculty Development Programme on “Tax Planning And Investors” IQAC, Hindustan College of Arts & Sciences, Chennai 17 <sup>th</sup> June 2020
4	Faculty Development Programme on “Epitome of Tax Saving Tips” Department of Commerce, S.I.V.E.T.College, Chennai 16 <sup>th</sup> June 2020
5	Faculty Development Programme on “Citation Database & Analysis, Scientometric Study” Ethiraj Centre for Research, Innovation & Creativity (ECRIC), Ethiraj College for Women, Chennai 9 <sup>th</sup> June 2020
6	Seven Day online International Faculty Development Programme on “progressing Amidst Hindrance – Turning Adversity into Opportunity” PG and Research department of Commerce, Ethiraj College for Women, Chennai & Miles Education, 8th to 14th June 2020
7	Two Day Faculty Development Programme on “Case Based Teaching Methods” Department of Management Studies & IQAC, Periyar Maniammai Institute of Science & Technology, Thanjavur, 27 <sup>th</sup> & 28 <sup>th</sup> May 2020
8	2 Day FDP on “Statistical Application Using SPSS” IQAC and Shasun Knowledge Centre, Shasun Jain College for Women, Chennai 16 <sup>th</sup> May 2020
9	Two Day FDP on “Effective project Proposal Writing” Department of Computer Science and Engineering, Velammal Engineering College, Chennai & Computer Science of India 8 <sup>th</sup> & 9 <sup>th</sup> May 2020
10	6 Day FDP on “MOODLE- Learning Management System” Department of Computer Science and Engineering, Tagore Institute of Engineering and Technology, Chennai 4 <sup>th</sup> -9 <sup>th</sup> May 2020
11	“Art of Writing Research Article in Hi-Indexed Journals” Department of Business Administration, Nehru Arts and Science College, Coimbatore 29 <sup>th</sup> and 30 <sup>th</sup> April 2020
12	"Art of Writing Research Article in HI-Indexed Journals" Department of Business Administration of Nehru Arts and Science College, 29-30 April, 2020

S.NO	WORKSHOP ATTENDED
1	Two Day Workshop on “Statistical Tools in Research using SPSS” Department of Education, Mother Teresa Women’s University Research & Extension Centre, Chennai

	20 <sup>th</sup> & 21 <sup>st</sup> July 2020
2	“Working with Moodle Platform” MBA Department, Ethiraj College for Women, Chennai & Society for the Advancement of Library and Information Science (SALIS) 7 <sup>th</sup> & 8 <sup>th</sup> July 2020
3	“Academic Publishing for Quality Research: Global Need and Importance in Academics” Department of Management Studies & Department of Commerce, Periyar Maniammai Institute of Science & Technology, Thanjavur and Periyar Management & Computer College, New Delhi 27 <sup>th</sup> June 2020
4	“Idea Generation in Non-Technical Entrepreneurship” Department of Management Studies & Department of Commerce, Periyar Maniammai Institute of Science & Technology, Thanjavur 13 <sup>th</sup> June 2020
5	3 Day Workshop on “Multi Criteria Decision Making” REST Society for Research International (RSRI), Krishnagiri 23 <sup>rd</sup> to 25 <sup>th</sup> April 2020
6	Online Workshop on “Intellectual Property Rights” Pandit Deendayal Petroleum University (PDU) and Intellectual Property Protection Organization (IPPO) 10 <sup>th</sup> & 11 <sup>th</sup> April 2020
7	Workshop on IPR, Ethiraj College for Women and Department of Science and Technology, Government of India, New Delhi, 01.02.2020
8	“Role and Responsibilities of Teachers in Institution Development” Dean of Academics and Dean of Research, Ethiraj College for Women on December 2017
9	“Work Life Balance” UGC Cell, Ethiraj College for Women on August 2017

S.NO.	SYMPOSIUM AND SEMINAR PARTICIPATION	
1	National Symposium	“Innovation Driven Inclusive Growth in India” organized by the Department of Business Economics, Ethiraj College for Women, Chennai on 5th February 2019

2	State Level Symposium	Demonetisation in India on 31st January 2018, organized by Post Graduate & Research Department of Economics and Department of Business Economics, Ethiraj College for Women
3	State Level Symposium	Goods & Services Tax (GST) on 26th July 2017, organized by Post Graduate & Research Department of Economics, Ethiraj College for Women

S.NO.	WEBINAR PARTICIPATION	
1	Webinar	“The Impact of COVID-19 on the Labour Market and the Misery of Migrant Workers” Department of Business Economics, Ethiraj College for Women, Chennai 3 <sup>rd</sup> July 2020
2	Webinar	“Life Skills & Social Commerce” Department of Management Studies, Periyar Maniammai Institute of Science & Technology, Thanjavur 19 <sup>th</sup> June 2020
3	Webinar	“Managing Financial Health Post Covid” Department of Bank Management, Ethiraj College for Women, Chennai 20 <sup>th</sup> May 2020
4	Webinar	“Impact Factor, H index and Google Scholar” PG and Research Department of Commerce, Ethiraj College for Women & Wiley and Miles Education 16 <sup>th</sup> May 2020
5	Webinar	“COVID -19: Emerging Economic Issues and Challenges” Post Graduate & Research Department of Economics, Ethiraj College for Women, Chennai 15 <sup>th</sup> May 2020
6	Webinar	“How the teachers should be ready to handle post pandemic challenges Chennai Institute of Technology, Chennai 12 <sup>th</sup> May 2020
7	National Webinar	“Impact of Lockdown on the Economy Department of Economics, St.Xavier’s College for Women, Aluva, Ernakulam, Kerala 5 <sup>th</sup> May 2020
8	Four Day Webinar	"AN EFFECTIVE RESEARCH PAPER WRITING SKILLS”Dr. BhaveshVanparia, BhagwanMahavir College of Commerce and Management Studies, BhagwanMahavir University, Surat, Gujarat 13th to 16th April 2020.

9	Webinar	“How to conduct Online Class to Students” followed by an online Examination conducted & secured ‘A’ Grade Atal Incubation Centre-Pondicherry Engineering College Foundation, Puducherry 8 <sup>th</sup> April 2020.