

Resume

Dr.T.VijayaChithra

Assistant Professor

UG Department of Commerce (CA)

Nallamuthu Gounder Mahalingam College

Pollachi – 642001, Coimbatore District

Tamil Nadu, India

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PERSONAL DETAILS

Date of Birth : 29-06-1983
Gender : Female
Marital Status : Married
Nationality : Indian
Educational Qualification : M.Com(CA)., M.Phil., MBA (HR).,Ph.D., MA(Hindi).,
Designation : Assistant Professor
College Phone No. : Phone No: 04259 – 234868 / 234870
Languages Known : Tamil & English (To Read, Write and Speak)
Hindi (To Read and Write)

ACADEMIC QUALIFICATIONS

P.G. Diploma in International Business Management, September 2023 in A+ Grade, Mc Stem Eduversity, USA.

MA Hindi, 2021, Pondicherry University, Pondicherry – Second Class (59.04%).

BA Hindi, Feb 2019, Dakshina Bharat Hindi PracharSabha, Chennai.

Doctor of Philosophy in Commerce, May 2018, Hindusthan College of Arts and Science, Bharathiar University, Coimbatore.

Master of Business Administrations (HR), 2010, Indra Gandhi National Open University, New Delhi – First Class (62%)

Master of Philosophy in Commerce, 2008, Madurai Kamaraj University, Madurai – Second Class (51.2%)

Master of Commerce with Computer Applications, 2005, Hindusthan College of arts and science, Coimbatore – First Class (73.05%)

Bachelor of Commerce with Computer Applications, 2003, Sri GVG College for Women, Udumalpet – First Class with Distinction (79.4%)

Secondary School Leaving Certificate, 2000, RGM Hr. Sec. School, Udumalpet – First Class with Distinction (87.2%)

TECHNICAL SKILLS

Package : Tally, SPSS
Database : Oracle
Languages : C++, Visual Basic, Visual Basic.Net and HTML

AREA OF INTEREST

Human Resource Management
Visual Basic and VB.Net
Oracle
Marketing and Digital Marketing

WORK EXPERIENCE:

S.No	Institution	Designation	Period
1.	SreeSaraswathiThyagaraja College, Thippampatti, Pollachi.	Lecturer in Commerce	From 13-07-05 to 15-04-2011
2.	NGM College, Palakkad Road, Pollachi.	Assistant Professor in Commerce	27.06.2011 to till date

Years of Experience: 19.6 years(UG: 19.6 Years& PG experience: 15 years)

Permanent Qualification Approval No and Date: 17841/A3/2008& 17.10.2008(UG)

28679/A3/2018 & 22.11.2018 (PG)

M.Phil Guide Recognition Approval No and Date: 25020/A2/2008 & 04.12.2008

Employment Registration No: TPD2011F00104249

Ph.D Guideship Recognition No and Date: 4820/A2/2020 & 24.03.2020

Publication Details:

1. Consumers Attitude on Television Advertisement, International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319 – 2828, Vol. 3, No. 6, December 2014. Citation – 8, Peer Reviewed Journal, Impact Factor – 2.133, Global Impact Factor – 0.674.
2. Television Viewing Behaviour of Consumers and Television Advertisements’ Impact on Consumers’ Purchase Decision, Clear International Journal of Research in Commerce and Management, Vol. 6, Issue. 10, October 2015, Double Blind Peer Reviewed Refereed/Juried Open Access International e-Journal, ISSN: 0976-2183, IC Value: 5.09.
3. Impact of Online Advertisement on Internet Users, International Journal of Applied and Advanced Scientific Research (IJAASR) – Bi-Annual Open Access – Peer Reviewed Fully Refereed International Journal, Vol. 3, Issue 1, January 2018, ISSN: 2456 – 3080, Impact Factor: 5.655, www.dvpublication.com.
4. User Preference on Mobile Applications among College Students, International Journal of Current Research and Modern Education, Vol. 3, Issue. 1, January 2018, ISSN: 2455-5428, International Referred Journal, Impact Factor – 6.925.
5. Perception on Television Advertisement by Home Makers’ on their Buying Behaviour, International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH), Vol.3, Issue 1, January 2018, ISSN: 2456-3145, Impact Factor: 5.225, Bi-Annual Open Access – Peer Reviewed – Fully Referred International Journal, www.dvpublication.com.
6. Impact of Demonetisation on Cash to Cashless Economy among Job Goers, Emperor International Journal of Finance and Management Research, Vol. 5, Special Issue. 2, February 2019, Mayas Publication – www.eijfmr.com., Peer Reviewed Index Journal, ISSN: 2395-5929, Impact Factor: 0.673.

7. Effects of Trusts on Television Advertising Format and Program Rating, Journal of Engineering, Computing and Architecture, Vol. 10, Issue 2, 2020, ISSN No: 1934 – 7197, Impact Factor – 6.1, UGC CARE Approved (Group II), Category Journal, Peer Reviewed – Referred Open Access Journal.
8. Green Initiatives in Business – An Insight Over the Pros, Cons and Notions behind it, PalArch’s Journal of Archaeology of Egypt/Egyptology, Vol.18, Issue 1, 2021, Pg.No.4634 – 4639, Group II – Scopus Indexed.
9. A Study on Employees Empowerment at Amar Seva Sangam, Ayikudi, Design Engineering (Scopus Indexed Journal), Issue: 7, 2021, Pg.No.7217 – 7224, ISSN No: 0011-9342.
10. Consumers’ Attitude on Television Advertising in the Internet Era, Two Days International Conference Proceedings on Global Economic Impact of COVID - 19, Kamadhenu Arts and Science College, Sathyamangalam, Erode on June 9th& 10th 2020, Pg. No. 243 – 249
11. A primer working comparative analysis on Android Operating System and i-Phone Operating System in Mobile Phones – A Customers Perspective, Conference Proceedings of One Day International Conference on Emerging Trends in Science and Technology (ETIST – 2021) organised by Nallamuthu Gounder Mahalingam College, Pollachi on 27th October 2021, Volume 3, ISBN No. 978-81-953602-2-2, Pg. No. 5-13.
12. Impact and Customer Satisfaction on Internet of Things Through Digital Seva Centers Services With Special Reference to Pollachi, Conference Proceedings of One Day International Conference on Emerging Trends in Science and Technology (ETIST – 2021) organised by Nallamuthu Gounder Mahalingam College, Pollachi on 27th October 2021, Volume 3, ISBN No. 978-81-953602-2-2, Pg. No. 29 – 34.
13. Growth of Digital Platforms and its Impact on Green Business Implications, Conference Proceedings of One Day Virtual International Conference on Make in India: Redefined in a Digital Era for Sustainable Development organised by G R Damodaran Academy of Management, Coimbatore on 27th October 2021, ISBN : 978-93-91286-12, Pg. No. 24-28.
14. User Preference and Awareness on Digital Payment Systems with Special Reference to Digital India Programme,
15. Enriching the Nation through Empowering Women –Challenges and Opportunities, International Journal of Advance and Applied Research, Volume 2, Issue 10, May-June 2022, ISSN-2347-7075, Pg. No. 89-91.

16. Usage and Preference of Social Media Sites among Students – An Attitudinal Insight, International Journal of Advance and Applied Research, Volume 2, Issue No. 20, ISSN: 2347-7075, July – August 2022, Pg. No. 311-317.
17. Challenges in Usage of Social Media among Students with special reference to Rural Community, Research Trends in Commerce & Management – Edited Book, Volume -1, First Edition, ISBN: 978-93-05456-15-9, September 2022, Pg. No. 43-51
18. The Ethics of Data Privacy in Digital Marketing: Consumer Perceptions and Industry Practices, Book Chapter (International Edition) in peer reviewed edited book entitled Fusion of Knowledge: Multidisciplinary Perspective in Research, Volume 2, ISBN: 978-93-5879-211-9, September 2023
19. The Role of AI in Talent Acquisition: Opportunities and Challenges, Journal of Foundational Research, Volume XXXII, No. 1 (II), January-June 2024, ISSN: 2395-5635, UGC CARE Indexed, peer reviewed and referred Journal.
20. Artificial Intelligence in Customer Relationship Management, IPE Journal of Management, Volume-14, No-04, July – December 2024, ISSN: 2249-9040, UGC CARE Listed, Double-Blind, Peer Reviewed Journal.
21. Artificial Intelligence in Yoga Arena – An Overview, Yoga for Health, Happiness & Harmony – Edited Book Chapter, Sri Ramakrishna College of Arts & Science, Coimbatore, published by Coimbatore Institute of Information Technology, First Edition, ISBN: 978-93-6126-676-8, Pg. No. 599 – 604.

CONFERENCES / SEMINARS PARTICIPATED AND PAPERS PRESENTED

Details of Paper Presentation

Paper Presentation - At International Level:

1. Dr. T. Vijaya Chithra has participated and presented paper in the International Seminar on the title Management Challenges for Tomorrows Leadership organised by Nandha Engineering College on 17th October 2008.
2. Dr. T. Vijaya Chithra has participated in International Conference titled Rebooting Strategies for Global Recession and presented paper on the topic Rebooting Strategies of Retail Industries against Global Recession organised by TiruppurKumaran College for Women on 20th August 2009.

3. Dr.T. Vijaya Chithra has participated in International Conference on Innovative HR Practices in Corporate World and presented paper on the topic HR role in Corporate Stress Management organised by Rathinam College of arts and science, Coimbatore on 19th Aug 2015.
4. Dr. T. Vijaya Chithra has participated in International Seminar on Emerging Trends in Global and Indian Financial Markets and presented paper on the topic Hybrid Securities organised by Hindusthan College of arts and science, Coimbatore on 6th Feb 2015.
5. Dr. T. Vijaya Chithra has participated in the One Day International Conference on Dynamics of Research in Commerce – A Solace to Sustainable Business Decisions and presented a paper entitled Green Initiatives in Business – An insight over the Pros, Cons and Notions Behind it organised by The Madura College (Autonomous), Madurai held on 19th& 20th March 2021.
6. Dr. T. Vijaya Chithra has participated in the One Day International Conference on Make in India: Redefined in a Digital Era for Sustainable Development and presented paper on the title Growth of Digital Platforms and its Impact on Green Business Implications organised by G R Damodaran Academy of Management, Coimbatore on 27th October 2021.
7. Dr. T. Vijaya Chithra has participated in the International Conference on Modern Research in Science, Social Science and Languages and presented a paper entitled Usage and Preference of Social Media Sites among Students – An Attitudinal Insight organised by Bharat Mahavidyalaya, Jerur on 12.8.2022.
8. Dr. T. Vijaya Chithra has participated in the Two Day International Conference on Research and Innovation: Opening New Paradigm in the field of Education, Business and Industry and Presented a paper entitled User Preference and Awareness on Digital Payment Systems with Special Reference to Digital India Programme organised by Mahakal Institute of Management, Ujjain on 26th& 27th August 2022.

Paper Presentation - At National Level:

1. Dr. T. Vijaya Chithra has participated in the National Conference on The Impact of GST in Indian Economy and presented paper on the title The Impact of GST in Indian Economy organised by Rathinam College of arts and science, Coimbatore on 3rd Feb 2017
2. Dr. T. Vijaya Chithra has participated in the National Level Seminar on Impact of Euro-Zone Debt Crisis on the Indian Economy and presented paper on the topic Fact of Euro-Zone Debt Crisis on the Banking Sector organised by Vidhyasagar College of Arts and Science held on 27th Feb, 2012.
3. Dr. T. Vijaya Chithra has participated in the National Seminar on Emerging Dimensions of Globalisation in the Indian Economy and presented the paper on the topic Challenges of Global Business organised by K.S.G College of Arts and Science on 30th Sep, 2011.
4. Dr. T. Vijaya Chithra has participated in Two Day National Seminar on Issues and Challenges in the Banking, Financial Services and Insurance (BFSI) Sectors and presented paper on the topic Issues and Challenges in the Banking Sector organised by SreeSaraswathiThyagaraja College, Pollachi on 4th and 5th Feb 2011.
5. Dr. T. Vijaya Chithra has participated in UGC Sponsored National Seminar on Emerging Issues in Indian Economy and presented paper on the topic Dimensions of Industrial Sector with special reference to Food Industry organized by Bharathiar University dated 14th& 15th Feb, 2011.
6. Dr. T. Vijaya Chithra has participated in One Day National Level Seminar on India's Foreign Trade – Challenges and Opportunities in the Era of Post Liberalization and presented paper on the topic Opportunities and Challenges of IT Scenario organised by GRD School of Commerce and International Business, GRD College on 1st April 2010.
7. Dr. T. Vijaya Chithra has participated in One Day National Seminar on Emerging Trends in Financial Services and presented paper on the topic Financial Services and Insurance Organized by SreeSaraswathiThyagaraja College, Pollachi on 23rd Feb, 2010.
8. Dr. T. Vijaya Chithra has participated in UGC Sponsored National Seminar on Global Financial Crisis – Its Impact on Indian Economy and presented paper on the topic Impact of Global Financial Crisis on Indian Industries organised by NGM College dated 25th and 26th Aug 2009.

9. Dr. T. Vijaya Chithra has participated in AICTE Sponsored 3-Day National Seminar on Financial Sector – Contemporary Issues and presented paper on the topic Financial Sectors – Challenges Faced organized by SreeSaraswathiThyagaraja College, Pollachi on 15, 16 & 17th Sep 2009.
10. Dr. T. Vijaya Chithra has participated in the National Seminar- Dimensions of Sickness in SSI and presented paper on the topic Problems and Prospects of SSI organized by SreeSaraswathiThyagaraja College, Pollachi and CODISSIA on 17th Oct 2008.
11. Dr. T. Vijaya Chithra has participated and presented paper on the title Retail Banking, in One day National Seminar organized by Dr.N.G.P Arts and Science college, Coimbatore on 30th September, 2006.
12. Dr. T. Vijaya Chithra has participated in the National Conference on Role of Finance Professionals in Cost Management, Tax Planning, Corporate Governance and Organisational Growth and presented paper on the topic Identifying and Tackling of Financial Distress that Hinders the Organisation Growth and Development organised by SreeSaraswathiThyagaraja College, Pollachi on 24th January 2018.
13. Dr. T. Vijaya Chithra has participated in the National Level Seminar on Cash to Cashless Economy and presented paper on the title Future Prospects of Payment in India organised by AJK College of Arts and Science, Coimbatore on 31st January 2018.
14. Dr. T. Vijaya Chithra has participated in UGC Sponsored National Seminar on PURA (Providing Urban Amenities in Rural Areas) Challenges and Opportunities and presented a paper on the title Technology and Rural Development organized by Nallamuthu Gounder Mahalingam College, Pollachi on 25th & 26th Aug 2005.
15. Dr. T. Vijaya Chithra has participated in National Seminar on Retail Marketing – Key Issues and Challenges and presented a paper entitled Retail Marketing Issues organised by P.S.G.R Krishnammal College for Women on 4th October 2008.
16. Dr. T. Vijaya Chithra has participated in National Seminar on Impact of Demonetisation on Alternate Payment Mechanism and presented paper entitled Electronic Fund Transfer

organised by SNMV College of Arts and Science Institute of Management on 27th January 2017

17. Dr. T. Vijaya Chithra has participated in the National Conference on Confluence of Social Innovation and Digitalization in Business and presented a paper entitled Impact of Digital Transformation among Rural People with Special reference to Pollachi organised by St. Andrews Institute on 11th& 12th March 2022.
18. Dr. T. Vijaya Chithra has participated in Two-Day Virtual National Seminar on Atmanirbhar Bharat: Need of the hour for reviving as Self-Reliant India amid the pandemic covid organised by SRM Institute, Kattankulathur from 19.9.2022 – 20.9.2022.
19. Dr. T. Vijaya Chithra has participated in One Day National Seminar on Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs and presented a paper entitled Impact on Digital Learning and Online Examination System organised by NGM College, Pollachi on 19.10.2022.
20. Dr. T. Vijaya Chithra has participated in the National Conference on Blended Mode of Teaching and Learning for Teachers Community and presented a paper entitled Blended Learning Models and Teacher's Role in a Blended Learning Environment organised by NGM College, Pollachi on 30th& 31st January 2023.
21. Dr. T. Vijaya Chithra has participated in the National Conference on Impact of Digital Learning in Education Sector: A Pandemic Perspective and presented a paper entitled Impact and Satisfaction on E-Learning among Rural People organised by NGM College, Pollachi on 8th& 9thFebruary 2023.
22. Dr. T. Vijaya Chithra has participated in One Day ICPR, New Delhi sponsored National Seminar on Yoga for Health, Happiness and Harmony and presented a paper entitled Artificial Intelligence in Yoga Arena – An Overview, organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 19.07.2024
23. Dr. T. Vijaya Chithra has participated in the ICSSR Sponsored Two-Day National Level Seminar on Women Empowerment as a Catalyst for the Holistic Development of the Economy and presented a paper entitled Artificial Intelligence in Women's Health Care

and Wellness – An Overview organised by Sri G.V.G College for Women, Udumalpet on 30.7.2024 & 31.07.2024.

Paper Presentation - At State Level:

1. Dr. T. Vijaya Chithra has participated in the One Day State Level Seminar on Retail Marketing – Key Issues and Challenges and presented paper on the title “Retail Marketing and its Challenges organised by P.S.G.R Krishnammal College for Women dated 4th Oct 2008.

Details of Participation in Seminars/ Conferences

At International Level

1. Dr. T. Vijaya Chithra has participated in the Five Day International Webinar on International Business beyond COVID 19 organised by Gujarat School of Management Studies, Ahmedabad from 1.5.2020 to 5.5.2020
2. Dr. T. Vijaya Chithra has participated in the Nine Day International Webinar on Unlock your Career and Unleash your Potential organised by Nilgiri College of arts and science, Thaloor from 25.4.2020 – 3.5.2020
3. Dr. T. Vijaya Chithra has participated in the International Webinar on Human Trafficking and Covid 19 organised by Sathyabama Institute of Science and Technology, Chennai on 14.5.2020
4. Dr. T. Vijaya Chithra has participated in the International Webinar on Towards Excellence in Qualitative Research in Social Sciences organised by Tamil Nadu Open University, Chennai on 28.5.2020
5. Dr. T. Vijaya Chithra has participated in the International Webinar on Protection of Women and Children from Everyday Violence – Covid 19 organised by International Justice Mission and Cyber Intelligence Academy on 29.5.2020

6. Dr. T. Vijaya Chithra has participated in the International Webinar on Business Strategies for Sustainable Growth – A Global Perspective organised by Sri G.V.G Visalakshi College for Women, Udumalpet on 9.5.2020
7. Dr. T. Vijaya Chithra has participated in the One Day International Conference on Pandemic Pedagogy in Higher Education of Covid 19 organised by Bharathiar University, Coimbatore on 13.5.2020
8. Dr. T. Vijaya Chithra has participated in the One Day International Conference on Consumers' Attitude on Television Advertising in the Internet Era organised by Kaamadhenu Arts and Science College, Erode on 26.2.2020
9. Dr. T. Vijaya Chithra has participated in the International Webinar on How to Write a Research Paper organised by Sagar Institute of Research and Technology, Bhopal on 16.06.2020
10. Dr. T. Vijaya Chithra has participated in the International Webinar on Web Development in Python using Pycharm organised by St. ANNE's College of Engineering and Technology, Chennai on 02.06.2020
11. Dr. T. Vijaya Chithra has participated in the International Webinar on VFX Techniques in Video Editing organised by St. ANNE's College of Engineering and Technology, Chennai on 03.06.2020
12. Dr. T. Vijaya Chithra has participated in the International Webinar on Recent Advances in Cloud and Edge Computing and the Aneka 5G Cloud Platform organised by Sagar Institute of Research and Technology, Bhopal during June 2020
13. Dr. T. Vijaya Chithra has participated in the International Webinar on Research Papers and Proposal Writings for Academic Career organised by Sagar Institute of Research and Technology, Bhopal during 11.06.2020
14. Dr. T. Vijaya Chithra has participated in the International Webinar on Does She Know that I Know that She Does Not Know P? organised by Sagar Institute of Research and Technology, Bhopal during 22.06.2020

15. Dr. T. Vijaya Chithra has participated in the International Webinar on Role of Information Technology in Health Services organised by Nallamuthu Gounder Mahalingam College, Pollachi on 10.06.2020
16. Dr. T. Vijaya Chithra has participated in the International Webinar on A Comprehensive Insight into External Debt and its Impact on Economic Development organised by Institute for Policy Research in Economics, Management and Social Development, Berhampur, Odisha on 8th August 2021
17. Dr. T. Vijaya Chithra has participated in the Five Day International Webinar on Research Philosophies, Strategies and Approaches organised by Government Victoria College, Palakkad on 12.02.2022
18. Dr. T. Vijaya Chithra has participated in the International Webinar on Restorative Justice and Disinformation by Ateneo De Davao University on 23.6.2022.

At National Level

1. Dr. T. Vijaya Chithra has participated in Two Day National Seminar on Changing Paradigms in Indian Business organised by NGM College on 24th& 25th March 2017
2. Dr. T. Vijaya Chithra has participated in National Seminar on Impact of Demonetisation (2016) on Indian Economy organised by NGM College on 28th July 2017
3. Dr. T. Vijaya Chithra has participated in National Seminar on Empower the Youth to Enrich the Nation organised by NGM College on 28th July 2017
4. Electronic Fund Transfer – organised by SNMV College of arts and science – Institute of Management on 27th Jan 2017.
5. Dr. T. Vijaya Chithra has participated in National Seminar on Empowering the Youth to Enrich Mankind organised by NGM College, Pollachi on 29th Jan 2016.
6. Dr. T. Vijaya Chithra has participated in Two Day National Seminar on Issues and Challenges in Higher Education – Sponsored by Bharathiar University and organised by SreeSaraswathiThyagaraja College, Pollachi dated 23rd and 24th Jan 2007.
7. Dr. T. Vijaya Chithra has participated in the National Level Seminar on Research Methodology and Article Writing –organized by ICFAI National College, Pollachi on 16th April 2006.

8. Dr. T. Vijaya Chithra has participated in the National Level Seminar on Disruptions in Banking Sector in the Current Scenario organised by Dr.N.G.P Arts and Science College (Autonomous), Coimbatore on 28th February 2018
9. Dr. T. Vijaya Chithra has participated in the Two Days National Level Seminar on Blockchain and Ethereum organised by SNMV College of Arts and Science, Coimbatore on 24th& 25th April 2020
10. Understanding Markets and Building Brands – One day seminar organized by NGM College, Pollachi on 21st Jan 2004 (Participated)
11. Dr. T. Vijaya Chithra has participated in the Four Day National Level Webinar on An Effective Research Paper Writing Skills organized by BhagwanMahavir College of Commerce and Management Studies, Gujarat from 13.4.2020 to 16.4.2020
12. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Virtual Reality organized by BhagwanMahavir College of Commerce and Management Studies, Gujarat on 20.4.2020
13. Dr. T. Vijaya Chithra has participated in the National Level Webinar on An Overview of Curriculum Design – PEOs, POs and Cos organised by Kaamadhenu Arts and Science College, Sathyamangalam on 25th April 2020
14. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Impact of COVID 19 on Future Investment Pattern of Investors organized by BhagwanMahavir College of Management, Gujarat on 28.4.2020
15. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Role of Emotional Quotient on Professional Development organized by BhagwanMahavir College of Management, Gujarat on 19.4.2020
16. Dr. T. Vijaya Chithra has participated in the National Level Webinar on University Industry Linkage – Different Mechanisms organized by Audisankara Group of Institutions, Bangalore.
17. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Use of Elsevier Tools in Research Workflow organised by University of Madras, Chennai on 5.5.2020.

18. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Blockchain Technology for New Era of Higher Education organised by University School of Information and Communication Technology, Uttar Pradesh on 14.5.2020
19. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Future of Higher Education organised by Shri Vaishnav College of Commerce, Bangalore on 14.5.2020
20. Dr. T. Vijaya Chithra has participated in the Four Day National Level Webinar on Ground Based Solutions for Curbing Economic Slowdown of India during and after Corona Pandemic Situation organised by Mahatma Gandhi ChitrakootGramodhayaVishwavidhyalaya, Chitrakoot, Madhya Pradesh from 10.5.2020 to 13.5.2020
21. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Impact of Covid 19 on Indian Economy organised by Karnataka Sangha'sManjunatha College of Commerce and Junior College of Commerce, Thakurli on 18.5.2020
22. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Reevaluating Covid 19 for New Business Opportunities organised by Thakur College of Science and Commerce, Mumbai on 19.5.2020
23. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Introduction to Service Design organised by G H Patel College of Engineering and Technology, CVM University on 19.5.2020
24. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Skilling India Workforce on Cyber Attack Demonstration organised by L D College of Engineering and Cyberbit Ltd on 21.5.2020
25. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Skill Development and Opportunities in Robotics organised by Gujarat Technological University, Surat on 21.5.2020

26. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Introduction of Data Science, Data Modelling and Analysis of Covid 19 Data organised by Chameli Devi Group of Institutes, Indore on 23.5.2020
27. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Future Trends in AI organised by Gujarat Technological University on 20.5.2020
28. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Art of Writing Research Paper organised by Gautam Buddha University, Uttar Pradesh on 29.5.2020
29. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Maintaining the Academic Interest of Teachers and Students during and after Lockdown organised by Shri Jai Narayan Mishra PG College, Lucknow on 16.5.2020
30. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Digital Transformation Fundamentals organised by Gujarat Technological University, Ahmedabad on 29.5.2020
31. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Impact of Covid 19 on Human Resource Practices in Higher Education Institutes organised by G. S College of Commerce and Economics, Jabalpur on 28.5.2020
32. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Remote Sensing Techniques in Engineering organised by Gujarat Technological University, Ahmedabad on 31.5.2020
33. Dr. T. Vijaya Chithra has participated in the Two Day National Level Webinar on Upcoming Economic and Marketing Challenges for India Post Covid 19 Lockdown organised by St. John's College, Agra from 19.5.2020 to 20.5.2020
34. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Transformational Role of Technology in Higher Education organised by Jaipuria Institute of Management, Ghaziabad on 30.5.2020

35. Dr. T. Vijaya Chithra has participated in the National Level Conference on Economic, Social and Environmental Dimension of Covid 19 organised by Modern College of Professional Studies, Ghaziabad on 17.5.2020
36. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Research Proposals Preparation for Funding Agencies in Social Science Studies organised by St. Joseph's College of Engineering on 11.06.2020
37. Dr. T. Vijaya Chithra has participated in the National Level Webinar FDP on Emotions Management organised by Nallamuthu Gounder Mahalingam College, Pollachi on 29th& 30th June 2020
38. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Transformational Mindset – Innovating Minds for Success organised by Ramanujan College, University of Delhi on 01.06.2020
39. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Confidence Over Beauty organised by M.G.R Educational and Research Institute, Chennai on 06.06.2020
40. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Food and Nutrition organised by M.G.R Educational and Research Institute, Chennai on 05.06.2020
41. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Tips and Tricks of Cooking organised by M.G.R Educational and Research Institute, Chennai on 04.06.2020
42. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Impact of Radio organised by M.G.R Educational and Research Institute, Chennai on 03.06.2020
43. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Breast Cancer Awareness organised by M.G.R Educational and Research Institute, Chennai on 02.06.2020
44. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Emotional Intelligence organised by M.G.R Educational and Research Institute, Chennai on 06.06.2020

45. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Yoga for Health organised by M.G.R Educational and Research Institute, Chennai on 05.06.2020
46. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Freak-A-Thon organised by M.G.R Educational and Research Institute, Chennai on 04.06.2020
47. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Women Safety and Security organised by M.G.R Educational and Research Institute, Chennai on 02.06.2020
48. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Carefree Vagabond organised by M.G.R Educational and Research Institute, Chennai on 03.06.2020
49. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Corporate Expectation organised by Chameli Devi Group of Institutions, Indore on 05.06.2020
50. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Reading in Digital Era organised by Dr D Y Patil Institute of Management Studies, Pune on 16th October 2021
51. Dr. T. Vijaya Chithra has participated in the National Level Webinar on Budget Confab - 2022 organised by Maharishi Markandeshwar, Haryana on 5.2.2022
52. Dr. T. Vijaya Chithra has participated in the National Conference on Confluence of Social Innovation and Digitalization in Business organised by St. Andrews Institute on 11th& 12th March 2022
53. Dr. T. Vijaya Chithra has participated in the National Seminar on Good Academic Research Practices organised by GRABS Educational Charitable Trust and Tamil Nadu Association of Intellectuals and Faculty on 24th April 2022.
54. Dr. T. Vijaya Chithra has participated in the National Webinar on A Road Map to Inclusive Education in NEP 2020: Reaching to Unreached, organised by Mandsaur University, Mandsaur, M.P. on 7.7.2022.
55. Dr. T. Vijaya Chithra has participated in the national IP Awareness/ Training program organised by Intellectual Property Office, India on 23.1.2023.
56. Dr. T. Vijaya Chithra has participated in the 5 Day - National Level Seminar on Hallway Biz 23 organised by Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai from 25.1.2023 – 25.1.2023.

57. Dr. T. Vijaya Chithra has participated in the National Seminar on AI Analysis of 50 Indian Universities NAAC SSR Report – Criteria I organised by Association of Indian Management Schools (AIMS), on 10.11.2023.

Participation in Seminars / Webinars - State Level

1. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Virtual Reality organized by St. Anne's College of Engineering and Technology, Chennai on 20.5.2020
2. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Hands on Tally ERP -9 Reports and Returns organized by SRM Institute of Science and Technology, Chennai on 27.4.2020
3. Dr. T. Vijaya Chithra has participated in the Two Day State Level Webinar on Block Chain and Ethereum organized by SNMV College of arts and science, Coimbatore from 24.4.2020-25.4.2020
4. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Psychological First Aid organised by St. Mary's College, Thoothukudi on 11.5.2020
5. Dr. T. Vijaya Chithra has participated in the State Level Webinar on How to be a Successful Instructional Designer in E-Learning organised by PSG College of Arts and Science, Coimbatore on 6.5.2020
6. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Now or Never organised by Nehru Institute of Management Studies, Coimbatore on 12.5.2020
7. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Action Speaks organised by SNMV College, Coimbatore on 12.5.2020
8. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Robots after COVID 19 organised by Nilgiri College of Arts and Science, Thaloor on 11.5.2020
9. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Benchmark of Research organised by Loyola College of Education, Chennai on 15.5.2020
10. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Challenges in HR During and After Covid organised by Nehru Institute of Management Studies, Coimbatore on 15.5.2020
11. Dr. T. Vijaya Chithra has participated in the Six Day State Level Webinar on Teaching Learning Tools for the Digital Era organised by Sree Ramakrishna Arts and Science College for Women, Coimbatore from 11.5.2020 to 16.5.2020

12. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Knowledge Gained through Challenge Exercise of NAAC: Success Story organised by St. Joseph College, Tiruchirapalli on 15.5.2020
13. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Safeguarding Savings in Pandemic Times organised by Stella Maris College, Chennai on 13.5.2020
14. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Trends in Commerce Study through Online Learning organised by GTN College, Dindigal on 18.5.2020
15. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Leadership Qualities organised by Tamil Nadu Teachers Education University, Chennai on 13.5.2020
16. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Guidelines for Writing a Research Paper organised by Arasu Engineering College, Kumbakonam on 22.5.2020
17. Dr. T. Vijaya Chithra has participated in the State Level Webinar on An Overview of Curriculum Design – PEOs, POs and Cos organised by Kamadhenu Arts and Science College, Erode on 25.4.2020
18. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Assessment and Evaluation in Outcome Based Education organised by Stella Maris College, Chennai on 25.5.2020
19. Dr. T. Vijaya Chithra has participated in the State Level Webinar on SangamSahithya organised by Providence College for Women, Conoor on 12.5.2020
20. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Modern Classroom Management and Tools for Academician organised by SNS Rajalakshmi College of Arts and Science, Coimbatore on 27.5.2020
21. Dr. T. Vijaya Chithra has participated in the State Level Webinar on The Digital Accountant – Digital Skills in a Transformed World organised by Kumaraguru College of Liberal Arts and Science, Coimbatore on 26.5.2020
22. Dr. T. Vijaya Chithra has participated in the Six Day State Level Webinar on Innovation, Creativity and Entrepreneurship organised by Sathyabama Institute of Science and Technology, Chennai from 25.5.2020 to 30.5.2020
23. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Specific Learning Disabilities (SLD): An Overview held on 29th May 2020

24. Dr. T. Vijaya Chithra has participated in the State Level Webinar on System and Procedures for NAAC Assessment organised by IQAC, Nallamuthu Gounder Mahalingam College, Pollachi on 26.6.2020
25. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Problems and Prospects of Digital Marketing organised by Periyar Arts College, Cuddalore on 31.05.2021
26. Dr. T. Vijaya Chithra has participated in the State Level Webinar on What makes a Good Teacher? Organised by The Madura College, Madurai on 23th September 2021
27. Dr. T. Vijaya Chithra has participated in the State Level Webinar on Investor Awareness Program entitled How to Buy and Sell Shares in Stock Exchanges organised by Nallamuthu Gounder Mahalingam College, Pollachi on 26.10.2021

WORKSHOPS ATTENDED:

1. Dr. T. Vijaya Chithra has participated in the Workshop on Export Import Documentation organised by NGM College on 7th Oct 2015
2. Dr. T. Vijaya Chithra has participated in the Workshop on Writing a Research Article organised by NGM College on 11th Sep 2015
3. One day workshop on IQ Board by MCA Department, NGM College, Pollachi on Aug 2014.
4. Dr. T. Vijaya Chithra has participated in the Workshop on SPSS – Applications in Biostatistics organised by NGM College, Pollachi on 4th October 2016.
5. Dr. T. Vijaya Chithra has participated in the Workshop on Social Science Research Methodology organised by Bharathiar University on 26, 27 & 28th Feb 2009
6. 3 Days workshop on Social Science Research Methodology Conducted by Bharathiar University from 26th to 28th Feb, 2008.
7. Dr. T. Vijaya Chithra has participated in Two – Day Workshop on Professional Pedagogy Skills organised by Bharathiar University and SreeSaraswathiThyagaraja College on 28th& 29th June 2006.
8. Dr. T. Vijaya Chithra has participated in the Three Day International Workshop on E-Content Development for MOOCs among the Faculty Members organised by Alagappa University, Karaikudi from 10.9.2020, 12.9.2019 & 13.9.2020

9. Dr. T. Vijaya Chithra has participated in the National Level Workshop on Examination Guidance for Qualifying NET/SET organized by M.S. College, Mumbai on 29.4.2020.
10. Dr. T. Vijaya Chithra has participated in the National Level Workshop on ICT Based Teaching Learning Tools organised by Odd Partikle and Inquire Hub on 31.5.2020
11. Dr. T. Vijaya Chithra has participated in the National Level Workshop on Scientific Research and Data Analytics organised by Nallamuthu Gounder Mahalingam College, Pollachi on 12.10.2019
12. Dr. T. Vijaya Chithra has participated in the State Level Workshop on Business Analytics using Excel – A Hands on Training organised by Kamadhenu Arts and Science College, Erode on 18.5.2020
13. Dr. T. Vijaya Chithra has participated in the 10 Day National Yoga Workshop on Lifestyle Management through Yoga and Fitness organised by D.A.K Degree College, Moradabad, U.P. from 12.06.2020 to 21.06.2020
14. Dr. T. Vijaya Chithra has participated in the National Level Workshop on ICT & LMS Tools organised by Inquire Hub and Odd-Partikle on 27th& 28th June 2020
15. Dr. T. Vijaya Chithra has participated in the One Day Workshop on Bloom's Taxonomy Based Question Paper Design for Outcome Based Education organised by AyyaNadarJanakiAmmal College, Sivakasi under UGC – Paramarsh Scheme on 27.09.2021
16. Dr. T. Vijaya Chithra has participated in the Two Days Online National Workshop on Data Analysis Using AMOS & E-Views sponsored by ICSSR-SRC organised by Alagappa Institute of Management, Alagappa University, Karaikudi on 7th& 8th October 2021.
17. Dr. T. Vijaya Chithra has participated in the One Day Online National Workshop on IPR, Innovation and Research organised by PhulsingNaikMahavidyalaya, Pusad on 25th October 2021
18. Dr. T. Vijaya Chithra has participated in the National Level Two Days Virtual Workshop on Intellectual Property Rights (IPR) organised by CMS College of Science and Commerce, Coimbatore on 4th and 5th April 2022.
19. Dr. T. Vijaya Chithra has participated in the National Level One Day Virtual Workshop on Intellectual Property Rights organised by TPCT's College of Engineering, Osmanabad on 26.4.2022.

20. Dr. T. Vijaya Chithra has participated in the National Level One Day Virtual Workshop on Implementation of OBE in Commerce Education by G.Venkataswamy Naidu College, Kovilpatti on 27.8.2022.
21. Dr. T. Vijaya Chithra has participated in the International Level Two Days Virtual Workshop on 10 Simple Secrets for the World's Greatest Business Communicators organised by Mc Stem Eduversity, USA on 22nd and 23rd July 2023.

FACULTY DEVELOPMENT PROGRAMME:

1. Dr. T. Vijaya Chithra has participated in Faculty Orientation Programme on Research Project: Process & Techniques organized by SreeSaraswathiThyagaraja College, Pollachi on 21, 22& 23rd Nov 2006.
2. Dr. T. Vijaya Chithra has participated in Faculty Development Programme on Advanced Research Tools through SPSS organised by SNMV College of Arts and Science, Coimbatore on 20th Nov 2015.
3. Dr. T. Vijaya Chithra has participated in Faculty Development Programme on Business Analytics using R organised by Sakthi Institute of Management Studies, Pollachi on 26th Dec 2016
4. Dr. T. Vijaya Chithra has participated in the International Faculty Development Program on Mental Well-Being in Personal and Professional Life organised by Nehru Institute of Management Studies, Coimbatore on 28.5.2020
5. Dr. T. Vijaya Chithra has participated in the International Faculty Development Program on Reference Manager for Scholarly Writing – A Hands on Session organised by Nehru Institute of Management Studies, Coimbatore on 30.5.2020
6. Dr. T. Vijaya Chithra has participated in the Seven day International Faculty Development Program on New Paradigms of Teaching organised by Nallamuthu Gounder Mahalingam College, Pollachi from 22.5.2020 to 29.5.2020
7. Dr. T. Vijaya Chithra has participated in the Six Day National Level Faculty Development Program on R-Programming organized by Spoken Tutorial Bombay and Sri Krishna Arts and Science College, Coimbatore from 19.4.2020 to 24.4.2020

8. Dr. T. Vijaya Chithra has participated in the One Week National Level Faculty Development on Python & Latex through MOOCs – Spoken Tutorial Project – IIT, Bombay from 23.4.2020 to 29.4.2020
9. Dr. T. Vijaya Chithra has participated in the National Level Faculty Development Program on Python organized by Spoken Tutorial Bombay and Vellalar College for Women, during January 2020.
10. Dr. T. Vijaya Chithra has participated in the National Level Faculty Development Program on Latex organized by Spoken Tutorial Bombay and Vellalar College for Women, during January 2020.
11. Dr. T. Vijaya Chithra has participated in the One Week National Level Faculty Development Program on Mastering the Art of Handling Post Covid Challenges for Sustainable Development organised by Dr. M.G.R Educational and Research Institute, Chennai from 19.5.2020 to 23.5.2020
12. Dr. T. Vijaya Chithra has participated in the One Week National Level Faculty Development Program on Machine Learning and Applications organised by Sagar Institute of Research and Technology, Bhopal from 18.5.2020 to 23.5.2020
13. Dr. T. Vijaya Chithra has participated in the Two Week National Level Faculty Development Program on Managing Online Classes and Co-Creating MOOCs organised by Ramanujam College, University of Delhi from 20.4.2020 to 6.5.2020
14. Dr. T. Vijaya Chithra has participated in the National Level Faculty Development Program on Effective Online Teaching and Learning Tools organised by Mar Gregorios College of Arts and Science, Chennai on 13.5.2020
15. Dr. T. Vijaya Chithra has participated in the National Level Faculty Development Program on Where Technology Meets Business: Industry 4.0 organised by Nehru Institute of Management Studies, Coimbatore on 17.5.2020
16. Dr. T. Vijaya Chithra has participated in the National Level Faculty Development Program on Moodle Learning Management System organized by Spoken Tutorial Bombay and SNMV College of Arts and Science, Coimbatore, during January 2020.
17. Dr. T. Vijaya Chithra has participated in the National Level Faculty Development Program on Developing a Future Workforce for the Exponential Technologies organised by Mount Carmel College, Bengaluru on 16.5.2020

18. Dr. T. Vijaya Chithra has participated in the Six Day National Level Faculty Development Program on Techno-Pedagogical Aspect of Global Competency in Higher Education organised by NSS Training College, Ottapalam from 22.5.2020 to 27.5.2020
19. Dr. T. Vijaya Chithra has participated in the Three Day National Level Faculty Development Program on Digital Marketing organised by Infosys BPM Ltd., Mysore from 6.11.2019 to 8.11.2019
20. Dr. T. Vijaya Chithra has participated in the State Level Faculty Development Program on Dhrona – The Art of Teaching and Learning for the Nxt Gen organized by Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai on 11.4.2020.
21. Dr. T. Vijaya Chithra has participated in the Two Day State Level Faculty Development Program on Virtual Teaching organised by Coimbatore Institute of Technology, Coimbatore from 29.4.2020 to 30.4.2020
22. Dr. T. Vijaya Chithra has participated in the Five Day State Level Faculty Development Program on Art of Effective Teaching by Excel College of Commerce and Science, Komarapalayam from 11.5.2020 to 15.5.2020
23. Dr. T. Vijaya Chithra has participated in the State Level Faculty Development Program on Building Innovative thoughts for Future Leaders organised by Nehru Institute of Management Studies, Coimbatore on 25.5.2020
24. Dr. T. Vijaya Chithra has participated in the Two Week State Level Faculty Development Program on I5 – Innovation, Incubation, Intrapreneur, Invention and Intellectual Property organised by S.A College of Arts and Science, Chennai from 26.4.2020 to 9.5.2020
25. Dr. T. Vijaya Chithra has participated in the Seven Day State Level Faculty Development Program on Beyond Academic Excellence – A Reality Show organised by Nallamuthu Gounder Mahalingam College, Pollachi from 25.5.2020 to 31.5.2020
26. Dr. T. Vijaya Chithra has participated in the Three Day State Level Faculty Development Program on Introduction to Structural Equation Modelling for Social Science Research organised by Nallamuthu Gounder Mahalingam College, Pollachi from 12.5.2020 to 14.5.2020

27. Dr. T. Vijaya Chithra has participated in the Five Day State Level Faculty Development Program on Innovative Approaches in Management Education organised by Srinivasan College of Arts and Science, Trichy from 27.5.2020 to 31.5.2020
28. Dr. T. Vijaya Chithra has participated in the Seven Day International Faculty Development Program on Post Covid -19 Challenges and Opportunities – A Global Perspective organised by Sakthi Institute of Information and Management Studies from 6th – 12th June 2020
29. Dr. T. Vijaya Chithra has participated in the National Faculty Development Program on Institutional Benchmarking of Best Practices organised by Shree Mallikarjun and Shree CHetanManju Desai College, Canacona from 8th to 14th June 2020
30. Dr. T. Vijaya Chithra has participated in the National Faculty Development Program on E-Learning and ICT Tools for Effective Teaching-Learning organised by Aravali College of Advanced Studies in Education, Pali, Faridabad from 8th – 13th June 2020
31. Dr. T. Vijaya Chithra has participated in the National Faculty Development Program on Mastering the Mind for Conquering the World organised by Nehru Institute of Management Studies on 17.06.2020
32. Dr. T. Vijaya Chithra has participated in the Seven Day National Faculty Development Program on Managing the Unlock Down in India organised by S.A. Engineering College, Chennai from 16.6.2020 to 23.06.2020
33. Dr. T. Vijaya Chithra has participated in the National Faculty Development Program on E-Pathashala: A Platform for Online Learning organised by Prince Shri Venkateshwara Arts & Science College, Chennai on 22.06.2020
34. Dr. T. Vijaya Chithra has participated in the State Level Faculty Development Program on Mutual Funds organised by Bharathiar University, Coimbatore on 4.6.2019
35. Dr. T. Vijaya Chithra has participated in the Three Day State Level Faculty Development Program on Recent Trends in Higher Education in Science and Humanities to Rural Students organised by Nallamuthu Gounder Mahalingam College, Pollachi from 12.6.2019 to 14.6.2019

36. Dr. T. Vijaya Chithra has participated in the Five Day National Level Faculty Development Program on Systematic Investment Plans – Opportunities and Challenges organised by Government First Grade College, Bengaluru from 29th May to 3rd June 2021
37. Dr. T. Vijaya Chithra has participated in the State Level Faculty Development Program on Entrepreneurship Education in Commerce Curriculum organised by Nehru Arts and Science College, Coimbatore on 1st June 2021
38. Dr. T. Vijaya Chithra has participated in the Seven Day International Faculty Development Program on New Paradigms in Management Education organised by Government First Grade College, Bengaluru from 7th – 14th June 2021
39. Dr. T. Vijaya Chithra has participated in the State Level Faculty Development Program on Funding Agencies for Project Proposals organised by Nallamuthu Gounder Mahalingam College, Pollachi on 20th July 2021.
40. Dr. T. Vijaya Chithra has participated in the State Level Faculty Development Program on Maha Mantras for Versatile Faculty organised by SreeNarayana Guru College, Coimbatore on 13th September 2021
41. Dr. T. Vijaya Chithra has participated in the Three Day State Level Faculty Development Program on Inculcating the Significance of Employability Skills in the Minds of the Teachers organised by Career and Counselling Cell under UGC Paramarsh Scheme by AyyaNadarJanakiAmmal College, Sivakasi from 23.09.2021 to 25.09.2021
42. Dr. T. Vijaya Chithra has participated in the State Level Faculty Development Program on Technology Invasion for Quality Assurance in Higher Education – Special Focus on NAAC RAF (Revised Academic Framework) organised by The Standard Fireworks Rajaratnam College for Women, Sivakasi on 27.09.2021
43. Dr. T. Vijaya Chithra has participated in the Seven Day International Faculty Development Program on Next Generation Teachers organised by Nallamuthu Gounder Mahalingam College, Pollachi from 24.09.2021 to 04.10.2021
44. Dr. T. Vijaya Chithra has participated in the Five Day National Faculty Development Program on Upskilling Personal Finance Planning organised by Hindusthan College of Arts and Science, Coimbatore from 25th – 29th October 2021

45. Dr. T. Vijaya Chithra has participated in the Seven Day National Faculty Development Program on Quality Enhancement Strategies for Higher Education Institutions organised by Sri Sarada College for Women, Salem from 05.01.2022 to 12.01.2022
46. Dr. T. Vijaya Chithra has participated in the National Faculty Development Program on Emerging Innovative Trends in Quality Research Paper Writing and Publishing in Right Journals organised by Sri GVG Visalakshi College for Women, Udumalpet on 25.01.2022
47. Dr. T. Vijaya Chithra has participated in the Seven Day National Faculty Development Program on Investor Education organised by Sraddha Academy for Financial Education and Rathinam College of Arts & Science, Coimbatore from 17th – 23rd 2022
48. Dr. T. Vijaya Chithra has participated in the Seven Day National Faculty Development Program on NAAC Awareness & Revised Accreditation Process organised by Mother Theresa College of Engineering and Technology on 31.01.2022
49. Dr. T. Vijaya Chithra has participated in the Two Day National Faculty Development Program on Recent Trends in Research organised by SRM Institute of Science and Technology, Vadapalani on 09th& 10th February 2022
50. Dr. T. Vijaya Chithra has participated in the National Faculty Development Program on Overview of IPR Patent and Filing Aspects organised by Cauvery College for Women, Trichy on 22.02.2022
51. Dr. T. Vijaya Chithra has participated in the One Week National Faculty Development Program on Effective Teaching Learning Paradigms through Pedagogical Innovations organised by Sathyabama Institute of Science and Technology, Chennai from 7th – 12th February 2022
52. Dr. T. Vijaya Chithra has participated in the International Faculty Development Program on Being a Firm Friendly & Approachable Teacher organised by AJK College of Arts and Science, Coimbatore on 11.03.2022
53. Dr. T. Vijaya Chithra has participated in the National Faculty Development Program on Funded Research Project Proposal Preparation and Submission Protocol organised by CMS College of Science and Commerce, Coimbatore on 31.03.2022

54. Dr. T. Vijaya Chithra has participated in a Seven Day Online National Faculty Development Program on Enhancing Quality by Unearthing Innovative Practices – Equip 2022 organised by MannarThirumalaiNaicker College, Madurai and A.P.C Mahalaxmi College for Women, Thoothukudi from 18th – 24th April 2022.
55. Dr. T. Vijaya Chithra has participated in Seven Days Virtual FDP on Best Practices for Next Gen Teachers organised by SRM Institute of Science and Technology, Chennai from 30.5.2022 – 7.6.2022.
56. Dr. T. Vijaya Chithra has participated in One Week FDP on Advanced Computing Technologies organised by NGM College, Pollachi from 25.7.2022 – 31.7.2022.
57. Dr. T. Vijaya Chithra has participated in Seven Days National FDP on Overview of Capital Market organised by NGM College, Pollachi & Bombay Stock Exchange Broker's Forum, Mumbai from 22.8.2022 – 30.8.2022.
58. Dr. T. Vijaya Chithra has participated in a Seven Day FacultyDevelopment Program on ESG Framework for Business organised by V.O. Chidambaram College, Thoothukudi from 27.10.2022 – 3.11.2022.
59. Dr. T. Vijaya Chithra has participated in Five Days National Level Faculty Development Programme on Contribution of Service Sectors in Economic Growth and Industrial Development organised by NGM College, Pollachi from 21.11.2022 – 25.11.2022.
60. Dr. T. Vijaya Chithra has participated in 9 days FDP on Design and Development of Industry led Curriculum in Technological Era organised by AMET University from 14-22 December 2022.
61. Dr. T. Vijaya Chithra has participated in International Virtual FDP on Personality Grooming – Handling Stress and Emotional Intelligence organised by PPG College of Arts and Science, Coimbatore from 2.1.2023 – 6.1.2023.
62. Dr. T. Vijaya Chithra has participated in One week online FDP on Ethics in Academic Research Writing organised by AMET University from 30.1.2023 – 4.2.2023.
63. Dr. T. Vijaya Chithra has participated in a Five Day Online National FacultyDevelopment Program on Data Science Specialization using Python organised by

Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore from 19.06.2023 to 23.06.2023.

64. Dr. T. Vijaya Chithra has participated in a Seven Day Faculty Development Program on Tally ERP 9 with GST, organised by NGM College, Pollachi from 16.10.2023 to 26.10.2023.

65. Dr. T. Vijaya Chithra has participated in a Five Day Online Faculty Development Program on E-Content Development organised by Sri G.V.G Visalakshi College for Women, Udumalpet under DBT Star Status Scheme from 12.2.2024 – 16.2.2024.

Symposium Attended

1. Dr. T. Vijaya Chithra has participated in State Level Symposium on Overseas Trade organised by NGM College, Pollachi on 3rd January 2017
2. Dr. T. Vijaya Chithra has participated in State Level Symposium on Entrepreneurship in 4G Era organised by NGM College, Pollachi on 16th March 2017
3. Dr. T. Vijaya Chithra has participated in One Day National Level Symposium on E-Business & E-Commerce – Its Emerging Trends organised by NGM College, Pollachi on 23rd August 2017
4. Dr. T. Vijaya Chithra has participated in International Symposium on A Climate Change: Causes and Impact on Demonetization organised by Navarasam Arts & Science College for Women, Arachalur on 12th September 2017.

IIT Spoken Tutorial Course

1. Dr. T. Vijaya Chithra has attended the One Month Training Programme organised by Vellalar College for Women (Autonomous) on Latex funded by National Mission on Education through ICT, MHRD, Govt. of India.
2. Dr. T. Vijaya Chithra has attended the One Month Training Programme organised by Vellalar College for Women (Autonomous) on Python 3.4.3 funded by National Mission on Education through ICT, MHRD, Govt. of India.

3. Dr. T. Vijaya Chithra has participated in FDP on R – Programming organised by Sri Krishna Arts and Science College, Coimbatore through Spoken Tutorial Project, IIT Bombay from 19th – 24th April 2020

Online Quizzes

1. Dr. T. Vijaya Chithra has successfully completed Online Quiz Programme for Creating Awareness on Open and Distance Learning (ODL) conducted by Tamil Nadu Open University, School of Education, Chennai on 25.5.2020.
2. Dr. T. Vijaya Chithra has successfully completed Online Quiz on Accounting Concept – 2020 conducted by Thiru. VI. KA. Government Arts College, Thiruvarur on 25.5.2020
3. Dr. T. Vijaya Chithra has successfully completed Online Quiz on Covid – 19 Awareness conducted by Sacred Heart College, Tirupattur on 15.5.2020
4. Dr. T. Vijaya Chithra has successfully completed Online Quiz Time 20:20 Event organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 10.5.2020
5. Dr. T. Vijaya Chithra has successfully completed E- Quiz on Technology Quiz 2K20 organised by Park's College, Tirupur on 1.5.2020
6. Dr. T. Vijaya Chithra has successfully completed Online Quiz on Principles of Auditing organised by Palanisamy College of Arts, Perundurai during April/May 2020
7. Dr. T. Vijaya Chithra has successfully completed Online Quiz On Tamil Literature organised by M.V.Muththaiya Government Girls Arts College, Dindugal from 30.06.2020 to 02.07.2020
8. Dr. T. Vijaya Chithra has successfully completed Online Quiz challenge on Think Bots – A Commerce Quiz organised by Karpagam Academy of Higher Education, Coimbatore on 25.5.2020
9. Dr. T. Vijaya Chithra has successfully completed National Level E- Quiz organised by Women Students' Forum of Guru Nanak College, Velachery, Chennai on 12.5.2020
10. Dr. T. Vijaya Chithra has successfully completed Online Business Quiz during the period of Covid – 19 organised by DON BOSCO College, Yelagiri Hills during April/May 2020
11. Dr. T. Vijaya Chithra has successfully completed Online Quiz on Corporate Accounting conducted by C.B.M College, Coimbatore on 20.5.2020
12. Dr. T. Vijaya Chithra has actively participated and qualified in Online Quiz on Basic Computer Awareness Quiz 2020 organised by Aditanar College of Arts and Science, Virapandianpatnam from 21.5.2020 to 23.5.2020

13. Dr. T. Vijaya Chithra has successfully completed International Quiz and Survey on Online Learning Techniques: Awareness conducted by the IT Club of NSS Training College, Ottapalam, Kerala on 27.06.2020

Short Term and Online Courses

1. Dr. T. Vijaya Chithra has participated in One Week National Level Short Term Course on Virtual Learning Environment through Online Mode organised by A.P.A College of Arts and Culture, Palani from 18.05.2020 to 24.05.2020
2. Dr. T. Vijaya Chithra has successfully completed Online Course on Beginners Level – Customs Act 1962 hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 08.05.2020
3. Dr. T. Vijaya Chithra has successfully completed Online Course on Depreciation Accounting hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 03.05.2020
4. Dr. T. Vijaya Chithra has successfully completed Online Course on Fundamentals of Banking hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 08.05.2020
5. Dr. T. Vijaya Chithra has successfully completed Online Course on Measures of Central Tendency and Correlation hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 08.05.2020
6. Dr. T. Vijaya Chithra has successfully completed Online Course on Artificial Intelligence hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 08.05.2020
7. Dr. T. Vijaya Chithra has successfully completed Online Course on Pizhai indri yelutha hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 08.05.2020
8. Dr. T. Vijaya Chithra has successfully completed Online Course on Enhancing Soft Skills hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 08.05.2020
9. Dr. T. Vijaya Chithra has successfully completed Online Course on Financial Sources – Long Term Finance hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 07.05.2020
10. Dr. T. Vijaya Chithra has successfully completed Online Short Term Training Programme on I5 – Innovation, Incubation, Intrapreneur, Invention and Intellectual Property organised by S.A. College of Arts and Science, Chennai from 26.4.2020 to 09.05.2020

11. Dr. T. Vijaya Chithra has successfully completed Online Course on Ethical Hacking for Beginners hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 10.05.2020
12. Dr. T. Vijaya Chithra has successfully completed Online Course on Fundamentals of R Programming hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 10.05.2020
13. Dr. T. Vijaya Chithra has successfully completed Online Course on Fundamentals of Object Oriented Programming hosted by Sri Krishna Adithya College of Arts and Science, Coimbatore on 10.05.2020

Write Up Event

1. Dr. T. Vijaya Chithra has actively participated in the Fine – Tune Online Write – Up Event organised by ST.Pious X Degree & PG College for Women, Affiliated to Osmania University during April/ May 2020

Refresher Course

National Level

1. Dr. T. Vijaya Chithra has successfully completed the Swayam ARPIT – 16 Week Refresher Course in Commerce – Examination held on 16.2.2020 and Certificate Issue Dated – 30.6.2020 organised by Shri Ram College of Commerce, University of Delhi.

NPTEL Online Certification Courses

1. Dr. T. Vijaya Chithra has successfully completed NPTEL Online Certification Course on Service Marketing: A Practical Approach (4 Week Course) funded by the Ministry of HRD, Govt. of India during Jan – Feb 2019

2. Dr. T. Vijaya Chithra has successfully completed NPTEL Online Certification Course on Outcome Based Pedagogic Principles for Effective Teaching (4 Week Course) funded by the Ministry of HRD, Govt. of India during June – August 2017

Coursera Online Course Certifications

1. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Accounting: Principles of Financial Accounting an Online Non-Credit Course authorized by IESE Business School and offered through Coursera on 14.07.2020
2. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Adapt your Leadership Style an Online Non-Credit Course authorized by Macquarie University and offered through Coursera on 10.07.2020
3. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Accounting: Principles of Financial Accounting an Online Non-Credit Course authorized by IESE Business School and offered through Coursera on 14.07.2020
4. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Advanced Trading Algorithms an Online Non-Credit Course authorized by Indian School of Business and offered through Coursera on 11.07.2020
5. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Agile Analytics an Online Non-Credit Course authorized by University of Virginia and offered through Coursera on 22.07.2020
6. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Behavioral Investing an Online Non-Credit Course authorized by Indian School of Business and offered through Coursera on 09.07.2020
7. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Brand and Product Management an Online Non-Credit Course authorized by IE Business School and offered through Coursera on 13.07.2020
8. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Budgeting and Scheduling Projects an Online Non-Credit Course authorized by University of California and offered through Coursera on 02.07.2020

9. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Business Intelligence and Data Analytics: Generate Insights an Online Non-Credit Course authorized by Macquarie University and offered through Coursera on 07.07.2020
10. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Communication in the 21st Century Workplace an Online Non-Credit Course authorized by University of California and offered through Coursera on 17.07.2020
11. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Competitive Strategy an Online Non-Credit Course authorized by Ludwig-Maximilians-UniversitatMunchen (LMU) and offered through Coursera on 10.07.2020
12. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Conflict Resolution Skills an Online Non-Credit Course authorized by University of California and offered through Coursera on 11.08.2020
13. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Create a Resume and Cover Letter with Google Docs an Online Non-Credit Course authorized by Coursera Project Network and offered through Coursera on 01.08.2020
14. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Creating a Portfolio an Online Non-Credit Course authorized by Indian School of Business and offered through Coursera on 11.07.2020
15. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Creating Innovation an Online Non-Credit Course authorized by Macquarie University and offered through Coursera on 12.07.2020
16. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Data Collection: Online, Telephone and Face-to-Face an Online Non-Credit Course authorized by University of Michigan and offered through Coursera on 04.07.2020
17. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Effective Problem – Solving and Decision Making an Online Non-Credit Course authorized by University of California and offered through Coursera on 14.07.2020

18. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Entrepreneurial Strategic Management an Online Non-Credit Course authorized by University of New Mexico and offered through Coursera on 02.07.2020
19. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Finance for Startups an Online Non-Credit Course authorized by Korea Advanced Institute of Science and Technology (KAIST) and offered through Coursera on 06.07.2020
20. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Financing for Startup Businesses an Online Non-Credit Course authorized by Duke University and offered through Coursera on 31.07.2020
21. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Forecasting, Budgeting, Territories, Evaluation and Legal/Ethical Issues an Online Non-Credit Course authorized by West Virginia University and offered through Coursera on 13.08.2020
22. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Framework for Data Collection and Analysis an Online Non-Credit Course authorized by University of Maryland and offered through Coursera on 14.07.2020
23. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Fundamentals of Management an Online Non-Credit Course authorized by University of California and offered through Coursera on 14.07.2020
24. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Fundamentals of Management an Online Non-Credit Course authorized by University of California and offered through Coursera on 14.07.2020
25. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Getting Started with Google Sheets an Online Non-Credit Course authorized by Google Cloud and offered through Coursera on 11.08.2020
26. Dr. T. Vijaya Chithra has successfully completed Certificate Course on High-Impact Business Writing an Online Non-Credit Course authorized by University of California and offered through Coursera on 17.07.2020

27. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Hiring and Onboarding Employees with Click Up an Online Non-Credit Course authorized by Coursera Project Network and offered through Coursera on 14.07.2020
28. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Improve Business Performance with Google Forms an Online Non-Credit Course authorized by Coursera Project Network and offered through Coursera on 11.08.2020
29. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Influencing People an Online Non-Credit Course authorized by University of Michigan and offered through Coursera on 19.07.2020
30. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Initiating and Planning Projects an Online Non-Credit Course authorized by University of California and offered through Coursera on 15.07.2020
31. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Innovating in a Digital World an Online Non-Credit Course authorized by Institut Mines- Telecom and offered through Coursera on 07.07.2020
32. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Inspiring and Motivating Individuals an Online Non-Credit Course authorized by University of Michigan and offered through Coursera on 13.07.2020
33. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Intelligence Tools for the Digital Age an Online Non-Credit Course authorized by IE Business School and offered through Coursera on 08.07.2020
34. Dr. T. Vijaya Chithra has successfully completed Certificate Course on International and Cross-Cultural Negotiation an Online Non-Credit Course authorized by ESSEC Business School and offered through Coursera on 09.07.2020
35. Dr. T. Vijaya Chithra has successfully completed Certificate Course on International B2B (Business to Business) Marketing an Online Non-Credit Course authorized by Yonsei University and offered through Coursera on 18.07.2020

36. Dr. T. Vijaya Chithra has successfully completed Certificate Course on International Entertainment and Sports Marketing an Online Non-Credit Course authorized by Yonsei University and offered through Coursera on 19.07.2020
37. Dr. T. Vijaya Chithra has successfully completed Certificate Course on International Hospitality & Healthcare Services Marketing an Online Non-Credit Course authorized by Yonsei University and offered through Coursera on 17.07.2020
38. Dr. T. Vijaya Chithra has successfully completed Certificate Course on International Marketing Entry and Execution an Online Non-Credit Course authorized by Yonsei University and offered through Coursera on 17.07.2020
39. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Introduction to Personal Branding an Online Non-Credit Course authorized by University of Virginia and offered through Coursera on 08.07.2020
40. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Intro to International Marketing an Online Non-Credit Course authorized by Yonsei University and offered through Coursera on 16.07.2020
41. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Introduction to Financial Markets an Online Non-Credit Course authorized by Indian School of Business and offered through Coursera on 27.07.2020
42. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Introduction to Philosophy an Online Non-Credit Course authorized by The University of Edinburgh and offered through Coursera on 01.07.2020
43. Dr. T. Vijaya Chithra has successfully completed Certificate Course on IT Infrastructure and Emerging Trends an Online Non-Credit Course authorized by University of Minnesota and offered through Coursera on 08.07.2020
44. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Leading Teams an Online Non-Credit Course authorized by University of Michigan and offered through Coursera on 19.07.2020

45. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Managing Employee Compensation an Online Non-Credit Course authorized by University of Minnesota and offered through Coursera on 11.07.2020
46. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Managing Employee Performance an Online Non-Credit Course authorized by University of Minnesota and offered through Coursera on 12.07.2020
47. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Managing Project Risks and Changes an Online Non-Credit Course authorized by University of California and offered through Coursera on 15.07.2020
48. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Managing Talent an Online Non-Credit Course authorized by University of Michigan and offered through Coursera on 19.07.2020
49. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Market Research and Consumer Behaviour an Online Non-Credit Course authorized by IE Business School and offered through Coursera on 06.07.2020
50. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Marketing Mix Fundamentals an Online Non-Credit Course authorized by IE Business School and offered through Coursera on 29.07.2020
51. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Master Class for Corporate Entrepreneurs an Online Non-Credit Course authorized by University of Maryland, College Park and offered through Coursera on 26.07.2020
52. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Meeting Investors' Goals an Online Non-Credit Course authorized by University of Geneva and offered through Coursera on 01.08.2020
53. Dr. T. Vijaya Chithra has successfully completed Certificate Course on New Models of Business in Society an Online Non-Credit Course authorized by University of Virginia and offered through Coursera on 08.07.2020

54. Dr. T. Vijaya Chithra has successfully completed Certificate Course on New Product Development – Develop your own New Product an Online Non-Credit Course authorized by Israel Institute of Technology and offered through Coursera on 15.07.2020
55. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Organisational Behaviour: Know your People, an Online Non-Credit Course authorized by Macquarie University and offered through Coursera on 24.07.2020
56. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Organisational Design: Know your Organisation, an Online Non-Credit Course authorized by Macquarie University and offered through Coursera on 24.07.2020
57. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Personal & Family Financial Planning, an Online Non-Credit Course authorized by University of Florida and offered through Coursera on 06.08.2020
58. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Portfolio and Risk Management, an Online Non-Credit Course authorized by Indian School of Business and offered through Coursera on 29.07.2020
59. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Portfolio and Risk Management, an Online Non-Credit Course authorized by University of Geneva and offered through Coursera on 31.07.2020
60. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Relationship Management, an Online Non-Credit Course authorized by Rice University and offered through Coursera on 24.07.2020
61. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Sales Training: Building Your Sales Career, an Online Non-Credit Course authorized by HubSpot Academy and offered through Coursera on 12.08.2020
62. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Securing Investment Returns in the Long Run, an Online Non-Credit Course authorized by University of Geneva and offered through Coursera on 01.08.2020

63. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Six Sigma Advanced Define and Measure Phases, an Online Non-Credit Course authorized by University System of Georgia and offered through Coursera on 13.07.2020
64. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Six Sigma Principles, an Online Non-Credit Course authorized by University System of Georgia and offered through Coursera on 04.07.2020
65. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Six Sigma Tools for Analyze, an Online Non-Credit Course authorized by University System of Georgia and offered through Coursera on 03.07.2020
66. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Six Sigma Tools for Define and Measure, an Online Non-Credit Course authorized by University System of Georgia and offered through Coursera on 03.07.2020
67. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Six Sigma Tools for Improve and Control, an Online Non-Credit Course authorized by University System of Georgia and offered through Coursera on 23.07.2020
68. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Startup Valuation Methods, an Online Non-Credit Course authorized by Duke University and offered through Coursera on 14.08.2020
69. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Strategies for Effective Engagement, an Online Non-Credit Course authorized by University of Colorado Boulder and offered through Coursera on 15.07.2020
70. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Structure: Building the Frame for Business Growth, an Online Non-Credit Course authorized by Michigan State University and offered through Coursera on 16.07.2020
71. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Successful Negotiation: Essential Strategies and Skills, an Online Non-Credit Course authorized by University of Michigan and offered through Coursera on 08.07.2020

72. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Supply Chain Management: Be Global, an Online Non-Credit Course authorized by Macquarie University and offered through Coursera on 14.08.2020
73. Dr. T. Vijaya Chithra has successfully completed Certificate Course on The Art of Negotiation an Online Non-Credit Course authorized by University of California and offered through Coursera on 17.07.2020
74. Dr. T. Vijaya Chithra has successfully completed Certificate Course on The Future of Payment Technologies, an Online Non-Credit Course authorized by University of Michigan and offered through Coursera on 06.08.2020
75. Dr. T. Vijaya Chithra has successfully completed Certificate Course on The Language and Tools of Financial Analysis, an Online Non-Credit Course authorized by The University of Melbourne and offered through Coursera on 14.08.2020
76. Dr. T. Vijaya Chithra has successfully completed Certificate Course on The Power of Macroeconomics: Economic Principles in the Real World an Online Non-Credit Course authorized by University of California and offered through Coursera on 25.07.2020
77. Dr. T. Vijaya Chithra has successfully completed Certificate Course on The Science of Well-Being an Online Non-Credit Course authorized by Yale University and offered through Coursera on 12.07.2020
78. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Trading Algorithms an Online Non-Credit Course authorized by Indian School of Business and offered through Coursera on 11.07.2020
79. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Understanding Research Methods an Online Non-Credit Course authorized by University of London and SOAS University of London and offered through Coursera on 25.07.2020
80. Dr. T. Vijaya Chithra has successfully completed Certificate Course on Visionary Leadership, Identity and Motivation: Become a Meaning Maker, an Online Non-Credit Course authorized by Macquarie University and offered through Coursera on 29.07.2020

Coursera Specialization Courses

1. Dr. T. Vijaya Chithra has successfully completed the Online, Non-Credit Specialization Certificate Course on Leading: Human Resource Management and Leadership consisting of 4 Courses: Organizational Design: Know your Organization, Organizational Behaviour: Know your People, Adopt your Leadership Style and Visionary Leadership, Identity and Motivation: Become a meaning maker Online Non-Credit Courses authorized by Macquarie University and offered through Coursera on 29.07.2020
2. Dr. T. Vijaya Chithra has successfully completed the Online, Non-Credit Specialization Certificate Course on Six Sigma Yellow Belt consisting of 4 Courses: Six Sigma Principles, Six Sigma Tools for Define and Measure, Six Sigma Tools for Analyze and Six Sigma Tools for Improve and Control Online Non-Credit Courses authorized by Macquarie University and offered through Coursera on 23.07.2020
3. Dr. T. Vijaya Chithra has successfully completed the Online, Non-Credit Specialization Certificate Course on Project Management & Other Tools for Career Development consisting of Five Courses: Initiating and Planning Projects, Managing Project Risks and Changes, High-Impact Business Writing, The Art of Negotiation and Effective Problem-Solving and Decision-Making Online Non-Credit Courses authorized by Macquarie University and offered through Coursera on 17.07.2020

Adjunct Faculty

1. Dr. T. Vijaya Chithra has acted as an Adjunct Faculty and delivered a lecture on Relational Database Management System for II B.Com (Computer Applications) Students of PSGR Krishnammal College for Women from 07.10.2021 to 13.10.2021 (Total of 10 Hours)

Seed Money Project

1. Dr. T. Vijaya Chithra has been sanctioned with Rs.25,000 as SEED Money by Nallamuthu Gounder Mahalingam College, Pollachi for the project proposal entitled Challenges in Implementation of Go Cashless Economy among Rural Public with Special Reference to Pollachi Taluk on April 2022 and the duration of the project is six months.
2. Dr. T. Vijaya Chithra has been sanctioned with Rs.25,000 as SEED Money by Nallamuthu Gounder Mahalingam College, Pollachi for the project proposal entitled

Fusion of Metaverse and Live Commerce – A Revolutionizing Approach approved on April 2024 and the duration of the project is six months.

Membership Details

1. Dr. T. Vijaya Chithra is acting as Honorable Advisor of Kalam Help Foundation Trust, Pollachi 20.04.2020 – May 2024
2. Dr. T. Vijaya Chithra is acting as Secretary of Kalam Help Foundation Trust, Pollachi from May 2024
3. Dr. T. Vijaya Chithra is a Life Time Fellow Member of International Institute of Organized Research from 14th August 2021
4. Dr. T. Vijaya Chithra is a Life Time Member of Global Professors Welfare Association Forums powered by Kutumb App with ID No. 15719 – 1.6.2020
5. Dr. T. Vijaya Chithra is a Founder Member of the International Association of Commerce and Management (IACM) of Bestow Edutrex with a Lifetime Membership from 19th January 2022
6. Dr. T. Vijaya Chithra is a Premium Member of the Institute for Engineering Research and Publication (IFERP) from 05.08.2021
7. Dr. T. Vijaya Chithra is an Associate Member of International Society for Development and Sustainability (ISDS) from March 8th, 2022
8. Dr. T. Vijaya Chithra is a member of World Innovative Educator Association (WIEA) backed by I2OR – registered MSME with Ministry of MSME, Govt. of India (UDYAM-PB-20-0002405), Membership Number: I2OR/2022/WIEA/008 from May 2022.
9. Dr. T. Vijaya Chithra is a member of GRABS Educational Charitable Trust, Chennai from 4.4.2022.
10. Dr. T. Vijaya Chithra is a member of Tamil Nadu Association of Intellectuals and Faculty (TAIF), Chennai from 4.4.2022 – 30.4.2023.
11. Dr. T. Vijaya Chithra is a Fellow Member of International Association of Business Researcher, Economist and Statistician (IABRES) of Bestow Edutrex International LLP

registered with NITI Aayog, Ministry of Micro, Small and Medium Enterprises of India from May 2022.

12. Dr. T. Vijaya Chithra is a Lifetime member in Paradox International Publications since 2023 with ID: 2023L11.

Awards Received

1. Dr. T. Vijaya Chithra has been honoured with National Award 2021 – Elite Teacher Award in Commemoration of Teachers Day by International Institute of Organised Research registered MSME with Ministry of MSME, Govt. of India on 05.09.2021
2. Dr. T. Vijaya Chithra has been honoured with International Award 2021 for Academic Excellence by International Institute of Organised Research registered MSME with Ministry of MSME, Govt. of India on 05.09.2021
3. Dr. T. Vijaya Chithra has been awarded with Distinguished Professor Award for her leadership role in Education Sector with strong recommendation of Award and Recognition Committee under Common Seal of Bestow Edutrex International in Global Educational Leadership Award: 2022 on Feb 27th, 2022
4. Dr. T. Vijaya Chithra has been awarded with Best Faculty Award in recognition and appreciation of her outstanding contribution to teaching by Tamilnadu Association of Intellectuals and Faculty (TAIF) and GRABS Educational Trust in GRABS Awards – 2022 held on 24th April 2022 at Chennai through Virtual Mode.
5. Dr. T. Vijaya Chithra has been awarded Internationally with Distinguished & Dedicated Educator Award by KAAV Media Pvt. Ltd., New Delhi, an International Organisation on 2.9.2022.
6. Dr. T. Vijaya Chithra has been awarded with Emerging Talent Award in recognition of an Outstanding Contribution and Encouragement of Sustainable Development given by Mc Stem Eduversity, USA on 30.12.2023.

Editorial Board Member

1. Dr. T. Vijaya Chithra is an Editorial Board Member of Technoarete Journal on Advances in E-Commerce and E-Business from 2022

2. Dr. T. Vijaya Chithra is an Editorial Board Member of Technoarete Journal of Entrepreneurship and International Business Advances from 2022
3. Dr. T. Vijaya Chithra is an Editorial Board Member of International Journal of Advanced Multidisciplinary Research Cases and Practices from 4.10.2023.
4. Dr. T. Vijaya Chithra is a Technical Committee Member for 5th International Conference on Soft Computing and its Engineering Applications organised by Smt. Chandaben Mohanbhai Patel Institute of Computer Applications, Charotar University of Science and Technology, Changa, India during December 07-09, 2023.

Book Editor

1. Dr. T. Vijaya Chithra has edited a book entitled The Strategies for Progression of Smart Villages and Digital Transformation Process – Volume I – holding ICSSR Sponsored National Level Seminar articles – Volume I, ISBN: 978-93-94004-19-1, First Edition – June 2023, Shanlax Publications, Madurai.
2. Dr. T. Vijaya Chithra has edited a book entitled The Strategies for Progression of Smart Villages and Digital Transformation Process – Volume II – holding ICSSR Sponsored National Level Seminar articles – Volume I, ISBN: 978-93-94004-21-4, First Edition – June 2023, Shanlax Publications, Madurai.

Resource Person

1. Dr. T. Vijaya Chithra has acted as Resource Person in Two-Day International Workshop on 10 Simple Secrets for the World's Greatest Business Communicators organised by Mc STEM Eduversity, USA on 23.7.2023 & 24.7.2023.
2. Dr. T. Vijaya Chithra has acted as Resource Person in Two-Day International Workshop on How to Develop Self-Confidence and Influence People by Public Speaking and delivered a talk entitled The Improvement of Memory organised by Mc Stem Eduversity, USA on 16.12.2023 & 17.12.2023.

E- Content Development

1. <https://youtu.be/vkciG7aMN1c?si=kElaeKK8KnosROPm>

Mentor – NPTEL Online Course

1. Dr. T. Vijaya Chithra is recognized as mentor for the NPTEL Online Certification Course entitled Consumer Psychology for July – December 2023.

Spoken Tutorial Exam Organiser

1. Dr. T. Vijaya Chithra has acted as Spoken Tutorial Exam organiser for the course - Introduction to Computers offered by Spoken Tutorial Project, IIT Bombay during October 2023.

PROJECTS DONE

U.G:

Title : Hospital Management System, Santhosham Hospital, Udumalpet.

Duration : 6 Months

Software : Front- End: Visual Basic

Back- End: MS Access.

P.G:

Title : Telecommunication System, Telephone Exchange, Udumalpet.

Duration : 6 Months

Software : Front- End: Visual Basic

Back- End: MS Access

M.Phil:

Title : A Study on Women Entrepreneurs in Udumalpet Taluk, Coimbatore District.

MBA:

Title : A study of job stress and personality traits of school teachers in Tiruppur district with special reference to Udumalpet.

Ph.D(Commerce)

Title : Antecedents of Purchase Decision over TV advertising – An Attitudinal Approach

PROJECTS GUIDED

1. M.Phil – 1
2. PG Projects – 30
3. Industrial Training work – 90

Books Published

1. Cardholders Awareness Utilization and Satisfaction of Public Distribution System in Coimbatore District, ISBN: 978-93-91286-54-5, Mayas Publication, 2021.
2. The Strategies for Progression of Smart Villages and Rural Digital Transformation Process, Shanlox Publications, First Edition, Volume – I, June 2023, ISBN: 978-93-94004-19-1
3. The Strategies for Progression of Smart Villages and Rural Digital Transformation Process, Shanlox Publications, First Edition, Volume – II, June 2023, ISBN: 978-93-94004-21-4
4. Digital Marketing, Red Unicorn Publishing Pvt. Ltd. First Edition, March 2024, ISBN: 978-93-5809-624-8

Seminar Director

1. Organised a Two-Day ICSSR sponsored National Seminar on The Strategies for Progression of Smart Villages and Rural Digital Transformation Process on 5th & 6th April 2023, with sanctioned amount of Rs. 2,30,000.

EXTRA CURRICULAR ACTIVITIES

Served in various Committees as an Active Member & is as follows:

- External examination committee member
- Internal examination committee member
- Calendar committee member
- Advertisement club Coordinator
- Annual day competition Organizing committee member
- Department magazine editor
- Department ISO files coordinator

- Fine Arts Club Co-Coordinator
- Hindi Certificate Course Teacher
- OBC Committee Member
- Department Alumni Coordinator
- Department IQAC Coordinator
- Adhoc committees:
 1. Inter collegiate meet Organizing committee member
 2. Inter school meet committee member
 3. Sports day - committee member
 4. National level seminar - committee member

I hereby assure that the above-furnished information are true to the best of my knowledge.

Place: Pollachi

(Dr.T.Vijaya Chithra)