

Name : Dr. Simi.V
 Address for Communication : 4/352-R, Ram Nagar,
 Near Bodipatti Panchayath Office
 Bodipattiputhur,
 Udumalpet-642 154

 Marital Status : Married
 Date of Birth : 30.11.1984
 Nationality & Religion : Indian, Hindu
 Community : Backward Class
 Languages Known
 To Read & Write : English, Tamil, Malayalam & Hindi
 To Speak : English, Tamil, Malayalam& Hindi

 Mobile : 9442384813, 9443282704
 Email : simivijay2007@gmail.com
 simivasantha00@gmail.com

ACADEMIC PROFILE

EDUCATIONAL QUALIFICATIONS

Degree	University	Month & year of passing	Percentage of Marks
B.Com	Kerala University	April-2005	57.53%
M.Com	Annamalai University	May-2007	63.90%
M.Phil	Manonmaniam Sundaranar University	December-2009	61.20%
PGDBA	Annamalai University	December-2010	61.75%
Ph.D	Bharathiar University	July-2020	Highly Commented
PGDCA	Bharathiar University	June - 2022	73.50%

RESEARCH PROFILE

ARTICLES IN JOURNALS

S.No.	Name of the Journal	Title of the Article	ISSN	Month and Year	Volume/Issue /Page No.
1	Third Concept	Impact of GST on Indian Economy	0970-7247	August 2017	Vol.31, No.366, 38 - 41
2	Asia Pacific Journal of Research	Problems faced by Tourists in Tiruppur District with special reference to Thirumoorthy Hills	2320-5504	August 2017	Vol.1, Issue (LIV), 195-198
3	International Journal of Academic Research & Development	Strategies for Conversion of Visitors to Tourists: A Study with reference to Thirumoorthy Hills	2455-4197	November 2017	Vol.2 Issue 6 477- 480
4	International Journal of exclusive Management Research	Problems and Challenges faced by Rural Women Entrepreneurs with special reference to Udumalpet	2249-8672	February 2018	Vol.8 Issue 2 37- 42
5	International Journal of Management Studies	Measuring Tourist Satisfaction on Tourism Activities in Udhagamandalam as a Holiday Destination	2249-0302	January 2019	Vol.VI Issue 1(3) 38- 44
6	Alochana Chakra Journal	Challenges and Strategies faced by Retail Industries during the COVID-19 Lockdown Period	2231-3990	June 2020	Vol.IX Issue VI 790 - 793
7	AutAut Research Journal	E-Marketing: Challenges and Opportunities https://drive.google.com/file/d/1bagpqa5K2i5l09aF-76P9QL64xdxVg4/view?usp=sharing	0005-0601	September 2021	Vol.XII Issue IX 35-42
8	Madhya Bharti - Humanities and Social Sciences	Employees Organization Loyalty As a Strategic Role in Logistic Management https://ir.ngmclibrary.in/files/show/3451	0974-0066	January– June 2025	Vol-86, No. 1 30-35
9	Strad Research	A Study on Customer Satisfaction towards T-Shirt in Tirupur District https://drive.google.com/file/d/1uMcu3jGIRtmxvhEWmfH DJ56lBftipm1s/view?usp=sharing	0039-2049	September: 2025	Vol-12, Issue 9, PP 60-68

10	Indo American Journal of Multidisciplinary Research and Review (IAJMRR)	Marketing of Paddy with special reference to Kangeyam https://doi.org/10.5281/zenodo.17164898	2581-6292	July – December: 2025	Vol-9, Issue 2, PP 68-72
----	---	--	-----------	-----------------------	--------------------------

BOOK CHAPTER

S. No.	Name of the Book	Title of the Article	ISBN	Publisher
1	Global Competitiveness, Technological Disruptions and Organizational Resilience: Trends and Implications	E-COMMERCE :Advantages	978-93-91842-30-7	KAAV Publications
2	Impact of Covid-19 Pandemic on Education – A global perspective	Challenges and Opportunities faced by education sector during the covid-19 lockdown period	978-93-5578-503-9	PG & Research Department of Commerce Vivekanandha College of arts and Science for Women Tiruchengode
3	Impact of New Education Policy Among Future Generation	Women Empowerment Through New Educational Policy	978-93-94004-26-2	Nallamuthu Gounder Mahalingam College, Pollachi
4	Contemporary Issues and Trends in Digital Marketing	Digital Marketing A New Buzz Word	978-93-95214-27-8	Mayas Publications
5	Digitalization in the Marketing and International Trade	A Study on the Impact of Social Media Marketing among College Students in Ernakulam District	978-93-95659-60-4	Rathinam College of Arts and Science
6	Digitalization of the Economic Growth and Development	Leveraging the Potential of Digital Transformation in Higher Education Institutions to entice the Younger	978-93-92151-31-6	Rathinam College of Arts and Science

		Generation		
7	India 2.0 : Vision for India 2047 – Digital Ecosystem & Harnessing Artificial Intelligence	Digital Innovation : Reshaping Business to Meet the Digital Era	978-93-94004-60-3	Nallamuthu Gounder Mahalingam College, Pollachi
8	Empowering India through Digital Transformation: A Sustainable Approach	India's Digital Transformation: Prospects and Effect on Economic Development	978-93-340-9642-2	Nallamuthu Gounder Mahalingam College, Pollachi
9	Vision Viksit Bharat 2047 Education 4.0 Enhancing India's Workforce for the AI – Powered Future	AI as a Catalyst : Reskilling the Workforce through Education	978-93-94004-64-1	Nallamuthu Gounder Mahalingam College, Pollachi
10	Vision Viksit Bharat 2047: Contribution & Initiatives of Digital India for Empowering Rural Women	Skills Development Programs for Rural Women: A Path to Financial Independence	978-93-94004-84-1	Nallamuthu Gounder Mahalingam College, Pollachi
11	Artificial Intelligence in Logistics and Supply Chain Management Ethical Implications in Automation, Transparency & Sustainability	Customer Service and Chatbots in Logistics	978-93-94004-85-6	Nallamuthu Gounder Mahalingam College, Pollachi

EXPERIENCE

	Organisation	Period	No. of Years
Full Time Scholar	Government Arts College, Udumalpet	01-07-2016 to 01-07-2018	2 years
Assistant Professor	Sri G.V.G Visalakshi College for Women, Udumalpet	28-08-2019 to 28-02-2022	2 years 6 months
Assistant Professor	Karpagam Academy of Higher Education, Coimbatore	1.07.2022 to 16.10.2023	1 year 4 months
Assistant Professor	Nallamuthu Gounder Mahalingam College, Pollachi	13.12.2023 to till the date	

S.No.	Name of the Course	Certification	Period	Credit Points
1	Strategic Management for Competitive Advantage	Indian Institute of Technology, Kharagpur	July –October 2022 (12 weeks)	3
2	Retail Marketing Strategy	Indian Institute of Technology, Roorkee	July –September 2025 (8 weeks)	3

BOOK PUBLISHED

S.No.	Name of the Book	Publisher	ISBN
1	Principles of Management	Multi Spectrum Publications	978-81-983997-0-0
2	Business Communication	Mind Reading Publications, Maduari	978-93-921-5073-4
3	Essentials of E-Commerce	Rajaram Mohanrai Publications, New Delhi	978-93-344-5298-3

PAPERS PRESENTED IN SEMINARS & CONFERENCES

1. Has presented a paper in one day National Conference on “Demonetisation – Impact on Tourism Industry” organized by Department of Commerce, Sree Saraswathi Thyagaraja College, Pollachi on 15th February 2017.
2. Has presented a paper in one day International Conference on “Impact of GST in Indian Economy” organized by PG & Research Department of Commerce , Padmavani Arts & Science College for Women, Salem on 9th September 2017.
3. Has presented a paper in UGC Sponsored National Conference on “Digital India: Power to Empower” organized by Department of Commerce, Avinashilingam University, Coimbatore on 22nd September 2017.
4. Has presented a paper in one day National Conference on “Impact of Digitalization in Banking Sector” organized by Department of Commerce Studies, SNMV College of Arts and Science, Coimbatore on 31st January 2018.
5. Has presented a paper in the National Level Seminar on “Moving from cash to cashless: Challenges and Opportunities for India” organized by Department of Commerce and Commerce with Computer Applications, Nandha Arts and Science College, Erode on 9th February 2018.
6. Has presented a paper in the National Seminar on “Problems and Challenges faced by Rural Women Entrepreneurs with special reference to Udumalpet Taluk” organized by Department of Commerce, PSGR Krishnammal College for Women, Coimbatore on 13th February 2018.

7. Has presented a paper in the National Seminar on “India’s Digital Transformation: Prospects and Effect on Economic Development” in one day National Seminar on “Empowering India through Digital Transformation: A Sustainable Approach” Sponsored by Indian Council of Social Science Research (ICSSR) Organised by Department of E - Commerce, NGM College, Pollachi on 19.07.2024.
8. Has presented a paper entitled “Digital Marketing Strategies and AI Applications” in one day International Seminar on “International Conference on Artificial Intelligence & Digital Transformation: Strategies for Growth and Sustainability” Organised by Research and Development Cell, Nilgiri College of Arts & Science, Nilgiri, on 23.08.2024.
9. Has presented a paper entitled “AI as a Catalyst: Reskilling the Workforce through Education” in one day National Seminar on “Vision Viksit Bharat 2047 Education 4.0 Enhancing India’s Workforce for the AI – Powered Future” Sponsored by Indian Council of Social Science Research (ICSSR) Organised by Indian Council of Social Science Research – Southern Regional Centre, Organised by Department of Commerce (BPS), NGM College, Pollachi on 24.01.2025.
10. Has presented a paper entitled “Digital Currencies and Crypto Assets” in one day National Seminar on “Navigating the Digital Revolution: Embracing Technology for Business Growth in Global Perspectives” Sponsored by Indian Council of Social Science Research, Organised by School of Commerce, Sree Saraswathi Thyagaraja College, Pollachi on 05.03.2025.
11. Has presented a paper entitled “Customer Service And Chatbots In Logistics” in one day National Seminar on “Artificial Intelligence in Logistics and Supply Chain Management Ethical Implications in Automation, Transparency & Sustainability” Sponsored by Indian Council of Social Science Research, Organised by PG Department of Commerce with international Business, NGM College, Pollachi on 07.03.2025.

GUEST LECTURES ORGANISED

1. Guest Lecture on “Digital Marketing: Kick Start your Entrepreneurship with Passion” has organised in the Department of Commerce B.Com (PA) & (BPS), Karpagam Academy of Higher Education, Coimbatore on 5th August 2022.
2. Guest Lecture on “Role of Intellectual Property Rights in E-Commerce” has organised in the Department of Commerce B.Com (PA) & (BPS), Karpagam Academy of Higher Education, Coimbatore on 19th October 2022.
3. Guest Lecture on “Startup Operation and Digital Marketing” has organised in the Department of Commerce B.Com (PA) & (BPS), Karpagam Academy of Higher Education, Coimbatore on 20th October 2022.
4. Guest Lecture on “Startup Ecosystem and its success stories” has organised in the Department of Commerce B.Com (PA) & (BPS), Karpagam Academy of Higher Education, Coimbatore on 10th January 2023.

PARTICIPATION IN SEMINARS & WORKSHOPS

1. Has participated in the National Seminar on “Enriching Your Hidden Potential – Be Smart & Dynamic” organized by Department of Commerce, S.T.Hindu College, Nagercoil on 29th January 2009.
2. Has participated in the National Level Workshop on “Statistical Analysis for Business Research” organized by Department of Management Studies, Pondicherry University, Pondicherry from 3rd to 10th January 2018.
3. Has participated in one day workshop on “Research Analysis Using SPSS” organized by Department of Management Studies, Dr.G.R.Damodaran College of Science, Coimbatore on 20th February 2018.
4. Participated in two days National Level Skill Development Program on “Capital Market Series 1” organized by Department of Commerce, Nallamuthu Mahalingam College, Pollachi, Coimbatore in Collaboration with Bombay Stock Exchange Brokers’ Forum, Mumbai held from 13.8.2024 to 14.8.2024.
5. Participated in five days Faculty Development Program on organized by Mary Matha College of Arts and Science, Periyakulam from 09.06.2025 to 13.06.2025.
6. Participated in five days Faculty Development Program on organized by Mary Matha College of Arts and Science, Periyakulam from 09.06.2025 to 13.06.2025.
7. Participated in Five Day International online Faculty Development Program on “ Strategic Planning and Curriculum Alignment for Enhancing Teaching and Learning to Achieve SDG4- Quality Education” Jointly Organised by Tamil Nadu Teachers Education University,Chennai-97 and Dr.M.G.R. Educational and Research Institute, Chennai-95 from 9th to 13th June, 2025.
8. Participated in five days Faculty Development Program entitled “Ignite/Inspire/Implement: The 31 Model for Commerce Educators” organized by Department of Commerce, JP College of Arts and Science, Tenkasi from 01.09.2025 to 05.09.2025.
9. Participated in five days Faculty Development Program entitled “GEN Ai – RAG (Retrieval-Argumented Generation” organized by Chaitanya Bharathi Institute of Technology, Hyderabad, Telangana & MSVR Engineering College, Nadargul, Hyderabad from 08.09.2025 to 12.09.2025.

10. Participated in five days Faculty Development Program entitled “Empowering Education Foundation and Frontiers of Business Analytics” organized by Department of Business Administration, Hindusthan College of Arts and Science, Coimbatore from 15.09.2025 to 19.09.2025.

Place : Udumalpet

Date:

Signature

(Dr.Simi.V)