

Dr. V. MEERAM.COM., M.Phil., PDGCA., Ph.D.,

V. MEERA

Permanent Address:

No.27, Surya Nagar

Postal Colony

Pollachi- 642002



Official Address:

Nallamuthu Gounder Mahalingam College

No.90, Palghat Road, Pollachi 642001, Coimbatore Dt.,

Tamil Nadu, India

9884920228

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ACADEMIC PREPARATION:

Ph.D., (Jan 2020)

Bharathiar University–Coimbatore, Tamil Nadu, India

Title: Millennial Consumer Perception on Online Shopping

M.Phil., (2004)

Bharathiar University–Coimbatore, Tamil Nadu, India

Title: A study on customer relationship management of BPL Mobile provider

M.Com., NGM College of Arts and Science, Pollachi (1993–1995)

Bharathiar University –Coimbatore, Tamil Nadu, India

B.Com., NGM College of Arts and Science, Pollachi (1990–1993)

Bharathiar University –Coimbatore, Tamil Nadu, India

PGDCABharathiar University–Coimbatore, Tamil Nadu, India (2001)

Area of Teaching:

- ☐ Cost Accounting
- ☐ Principles of Accounting
- ☐ Marketing
- ☐ Financial Accounting
- ☐ Management Accounting
- ☐ Commercial Law
- ☐ Company Law
- ☐ Auditing

Conference/Workshop/Paper Presentation (National /International)

- ☐ Attended 100+ workshops organized by various Govt. and Private

Dr. V. MEERAM.COM., M.Phil., PDGCA., Ph.D.,

Organizations.

- ☐ Presented Paper in 50+ National Conferences/ International Conferences.
- ☐ Published paper in 25+ journals with impact factor and, 1 Scopus.
- ☐ Published Paper in 01 WEBOF SCIENCE journals with impact factor.
- ☐ Book Published: 1. Principles of Insurance
2. Management Information System
- ☐ Received over 10 appreciation certificates from various activities organized by different institutions.
- ☐ Attended over 50 Faculty Development Programs (FDPs) conducted by various institutions.
- ☐ Completed the online course titled 'A Comprehensive Online Course on Personnel and Stress Management' organized by Erode Arts and Science College on 13th and 14th May 2020.

Academic Responsibilities

- ☐ Programme Coordinator
- ☐ NSS Programme Officer for Girls unit
- ☐ ISO Co-Ordinator for Commerce Stream
- ☐ NACCCo-Ordinator for III and V Criteria
- ☐ NACCCriterion Manager for Commerce and Management Stream Editor
- ☐ Member for Conference Proceedings
- ☐ Convener-- Women's Grievances Committee
- ☐ Admission In Charge
- ☐ Convener— Women Empowerment and Complaints Committee
- ☐ Mentorship In Charge for Staff members
- ☐ Counseling In Charge.
- ☐ IIC In Charge and IIC Ambassador

Editor Member

- ☐ Editor National Conference Proceedings.
- ☐ Organizing Member in the National Conferences

Guest Lecture

- ☐ Given Guest Lecture Topic "Facing Problems in Online Shopping by the Millennial Consumers" at Jaya College of Arts and Science, Chennai, Tamil Nadu

PROFESSIONAL EXPERIENCE:

- Associate Professor, Department of Commerce, 2021–Till date
Affiliated to Bharathiar University
- Programme Co-Ordinator B.Com (BPS), 2015–
2021 (6 Year) Affiliated to Bharathiar University
- HOD, Assistant Professor, Department of Commerce, 2006–2015,
(9 Years) Affiliated to Madras University, Chennai
- Lecturer, Department of Commerce, 1998–2006, (7.8 Years)
- Affiliated to Bharathiar University, Pollachi

Dr. V. MEERAM.COM., M.Phil., PDGCA., Ph.D.,
Personal Details:

DOB	11.05.1973
Marital Status	Married
Nationality	Indian

Leisure Interests:

Communicating, Discussion on Topics and problem handlings.

Additional Responsibilities:

My ORCID ID: <https://orcid/0000-0001-6836-6429>

ACHIEVEMENTS

- Act as a member of organizing committee for several FDPs
 - Act as a Editorial Board Member for several seminar/conference proceedings
 - Act as organizing committee member or NACC sponsored seminar
 - Act as a organizing secretary for various ICSSR sponsored seminar
 - Act as a member of Research and Development Department
 - Act as a Board Member for finalizing the schemes and allotment of answerscripts in University.
 - Act as a Chairman/Chief Examiner in the University Valuation.
 - Act as a Committee Member of various colleges appointed by the University for their permanent approval / New course.
 - IIC Dept. Coordinator and IIC Ambassador
 - NPTEL Translator
 - Class Counsellor
 - Students Mentor
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Award(s):

- Best Woman Faculty Award—Novel Research Academy--Year 2020-2021. (Received Medal, Certificate and Memento).
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Patent Applied and Accepted:

Applied Patent "Credit card detection in Ecommerce system using machine learning based HTM-C Algorithm", Application no: 202141041025 A, Publication Date 17.09.2021.
