

**NAME** : DR. C. LUCIA VANITHA  
**POSITION** : ASSISTANT PROFESSOR  
**FACULTY ON** : COMMERCE  
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**LANGUAGES PROFICIENCY**

**READ** : TAMIL, ENGLISH, HINDI & SANSKRIT  
**WRITE** : TAMIL, ENGLISH, HINDI & SANSKRIT  
**SPEAK** : TAMIL, ENGLISH, HINDI & MALAYALAM

**1. QUALIFICATION**

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME ON THE INSTITUTION	YEAR ON PASSING
1.	UG	COMMERCE	FATIMA COLLEGE, MADURAI	1992
2.	PG	COMMERCE	FATIMA COLLEGE, MADURAI	1994
3.	M.PHIL.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	1996
4.	NET	COMMERCE	-	1995
5.	PH.D.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2013
6.	DIPLOMA	DESKTOP APPLICATIONS	ANNA UNIVERSITY	2002
7.	CERTIFICATE	TALLY 6.3	C.S.C. COMPUTER EDUCATION (P) LTD	2005

**2. TEACHING EXPERIENCE**

S. No.	INSTITUTION	FROM – TO
1.	N.M.S. SERMATHAI VASAN COLLEGE FOR WOMEN, MADURAI	23.09.1994 - 20.07.1995
2.	AMBIGA COLLEGE ON ARTS AND SCIENCE FOR WOMEN, MADURAI	24.07.1995 - 14.05.1996
3.	P.K.R ARTS COLLEGE FOR WOMEN, GOBICHETTIPALAYAM	02. 07.1996 - 16.06.1999
4.	FATIMA COLLEGE, MADURAI-18	16.06.1999 - TILL DATE

**3. POSITION HELD IN FATIMA**

S. No.	NAME ON THE POSITION	DURATION
1.	N.C.C. CARE TAKER	1999 - 2000
2.	AICUF ADVISOR	2000 - 2004
3.	WOMEN CELL CO-ORDINATOR	2006 - 2009

4.	PLACEMENT CELL CO-ORDINATOR	2007 - 2009
5.	QUALITY CELL FACILITATOR	2011 - 2013
6.	ENGLISH LANGUAGE TRAINER	23.06.2015 - 03.07.2015
7.	EXTENSION CO-ORDINATOR	2014 – TILL DATE
8.	MEMBER, DISCIPLINE COMMITTEE	2018 ONWARDS
9.	MEMBER, RESEARCH ADVISORY COMMITTEE	2018 ONWARDS
10.	MEMBER, CAMPUS MINISTRY	2018 ONWARDS

#### 4. AREAS OF SPECIALIZATION

##### ➤ HUMAN RESOURCE MANAGEMENT

#### 5. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	ORIENTATION COURSE	-	UGC ACADEMIC STAFF COLLEGE, PONDICHERRY UNIVERSITY	19.02.2003 - 18.03.2003
2.	REFRESHER COURSE	EMERGING TRENDS IN INDIAN BUSINESS	UGC ACADEMIC STAFF COLLEGE, MKU	09.06.2004 - 29.06.2004
3.	REFRESHER COURSE	EMERGING TRENDS IN INDIAN SERVICE SECTOR	UGC ACADEMIC STAFF COLLEGE, MKU	02.09.2015 - 22.09.2015
4.	REFRESHER PROGRAMME	EMERGING TRENDS OF CURRENT BUSINESS ENVIRONMENT	UNIVERSITY GRANTS COMMISSION, HUMAN RESOURCE DEVELOPMENT CENTRE, MADURAI KAMARAJ UNIVERSITY	02.11.2016 - 22.11.2016

#### 6. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE ON THE PAPER
1.	TWO DAY WORKSHOP ON "PERSONALITY DEVELOPMENT AND INTERVIEW TECHNIQUES	P. K. R. SCHOOL ON MANAGEMENT STUDIES	JAN. 06 & 07, 1999	PARTICIPATED	-
2.	STATE LEVEL SEMINAR ON "EMERGING TRENDS IN CAPITAL MARKET	GOBI ARTS AND SCIENCE COLLEGE, GOBICHETTIPALAYAM	MAR. 13, 1999	PRESENTED	RECENT TRENDS IN CAPITAL MARKET
3.	UGC SPONSORED NATIONAL LEVEL WORKSHOP ON "REVITALIZATION ON COMMERCE CURRICULUM"	LADY DOAK COLLEGE, MADURAI	FEB. 14 – 16, 2002	PARTICIPATED	-
4.	NATIONAL SEMINAR ON "VALUE EDUCATION"	NATIONAL BIBLICAL CATECHETICAL AND LITURGICAL CENTRE ON THE CATHOLIC BISHOP'S CONFERENCE ON INDIA, BANGALORE	MAY 09 – 17, 2004	PARTICIPATED	-

5.	NATIONAL SEMINAR ON "EMERGING TRENDS IN ADVERTISING AND SALESMANSHIP IN THE GLOBAL ER"	THE AMERICAN COLLEGE, MADURAI	FEB. 01 & 02, 2004	PARTICIPATED	-
6.	NATIONAL SEMINAR ON "KNOWLEDGE MANAGEMENT"	FATIMA COLLEGE, MADURAI-18	OCT. 16, 2004	PARTICIPATED	-
7.	UGC SPONSORED STATE LEVEL WORKSHOP ON "STANDARDISATION AND CONSUMER PROTECTION"	POST GRADUATE AND RESEARCH DEPT. ON COMMERCE PSG COLLEGE ON ARTS AND SCIENCE, COIMBATORE.	SEP. 23 & 24, 2005	PRESENTED	CONSUMER COMPLAINTS AND REMEDIAL MEASURES
8.	STATE LEVEL SEMINAR ON "VALUE ADDED TAX"	M. S. S. WAKF BOARD COLLEGE, PG AND RESEARCH DEPARTMENT ON COMMERCE. MADURAI-20	MAR. 15, 2006	PARTICIPATED	-
9.	A 3 DAY WORKSHOP ON "APPLICATION ON SPSS FOR DATA ANALYSIS"	EVERONN LEARNING ACADEMY. CHENNAI	SEP. 05 & 07, 2007	PARTICIPATED	-
10.	INTERNATIONAL CONFERENCE ON "REFORMS IN HIGHER EDUCATION IN ASIA"	CARDOMOM PLANTERS' ASSOCIATION COLLEGE, BODINAYAKANUR	MAR. 03 – 05, 2008	PRESENTED	EMERGING TRENDS IN HIGHER EDUCATION
11.	WORKSHOP ON "UNDERSTANDING AND HANDLING STRESS"	FATIMA COLLEGE, MADURAI	AUG. 10 & 11, 2009	PARTICIPATED	-
12.	INTERNATIONAL CONFERENCE ON "PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION"	FATIMA COLLEGE, DEPT. ON MANAGEMENT STUDIES, MADURAI	JAN. 11 & 12, 2010	PRESENTED	TEACHERS' MOTIVATION TO USE ICT
13.	INTER COLLEGIATE SEMINAR ON "RESEARCH TRENDS IN COMMERCE"	MKU COLLEGE, MADURAI	OCT. 05, 2010	PARTICIPATED	-
14.	STATE LEVEL SEMINAR ON ENTREPRENEURSHIP PROMOTION AND DEVELOPMENT	YADAVA COLLEGE, MADURAI	FEB. 10, 2010	PRESENTED	A STUDY ON MOTIVATION ON ENTREPRENEURS IN MADURAI CITY
15.	NATIONAL SEMINAR ON "CHANGING FACETS ON HUMAN RESOURCE MANAGEMENT IN PUBLIC SECTOR BANKS – AN INEVITABLE PARADIGM SHIFT"	PG AND RESEARCH DEPT. OF COMMERCE, DWARAKA DOSS VAISHNAV COLLEGE CHENNAI & TARAK INSTITUTE ON BANKING & TRADE UNOIN RESEARCH, MAMALLAPURA	DEC. 16 & 17, 2010	PRESENTED	MOTIVATION- INEVITABLE FOR BANK EMPLOYEES
16.	NATIONAL LEVEL CONFERENCE ON "SALES PROMOTIONAL STRATEGIES ON MSMES"	V.H.N.SENTHIKUMARA NADAR COLLEGE, DEPARTMENT ON COMMERCE, VIRUDHUNAGAR	DEC. 22 & 23, 2010	PRESENTED	SMS - AN EMERGING MEDIUM ON ADVERTISING
17.	NATIONAL CONFERENCE ON "TRENDS AND RESEARCH IN MANAGEMENT"	OXFORD ENGINEERING COLLEGE, MANAGEMENT STUDIES, TRICHY	JAN. 28, 2011	PRESENTED	A STUDY ON MOTIVATION ON SCHOOL TEACHERS IN MADURAI
18.	INTERNATIONAL CONFERENCE ON "ENVIRONMENTAL SUSTAINABILITY: CHALLENGES AND STRATEGIES"	DEPT. ON HISTORY, ECONOMICS, SOCIOLOGY AND COMMERCE, FATIMA COLLEGE, MADURAI	FEB. 17 & 18, 2011	PRESENTED	A STUDY ON AWARENESS LEVEL ON PUBLIC IN MADURAI CITY WITH SPECIAL REFERENCE TO AIR POLLUTION

19.	ONE DAY INTER COLLEGIATE SEMINAR ON "GREEN MARKETING"	DEPT. ON COMMERCE [SF], HAYAGREEVA COLLEGE ON ARTS AND SCIENCE, KODAI ROAD	FEB. 24, 2012	PRESENTED	GREEN MARKETING
20.	NATIONAL SEMINAR ON "INDIA – AN EMERGING ECONOMIC POWER	PG DEPT. ON COMMERCE [SF], JAMAL MOHAMED COLLEGE [AUTONOMOUS], TIRUCHIRAPPALLI	FEB. 04, 2012	PRESENTED	INTEGRATION ON ICT IN AMUL
21.	UGC SPONSORED WORKSHOP ON "E- COMMERCE FOR EVERY ONE"	RESEARCH DEPARTMENT ON COMMERCE, FATIMA COLLEGE, MADURAI	MAR. 02, 2012	PARTICIPATED	-
22.	NATIONAL SEMINAR ON "ORGANIZED RETAILING"	DEPT. ON BBA AND COMMERCE WITH COMPUTER APPLICATIONS , FATIMA COLLEGE, MADURAI	MAR. 09, 2012	PRESENTED	MOVING TOWARDS E-TAILING
23.	TRAINING CUM PRODUCTION WORKSHOP ON" E CONTENT DEVELOPMENT"	FATIMA COLLEGE, MADURAI IN COLLABORATION WITH DEPARTMENT ON EDUCATION TECHNOLOGY BHARATHIDASAN UNIVERSITY	APR. 16 – 20, 2012	PARTICIPATED	-
24.	INTERNATIONAL CONFERENCE ON "E-MARKETING –ROADS AHEAD ON INDIA"	DEPARTMENT ON COMMERCE(UG), KONGUNADU ARTS AND SCIENCE COLLEGE, COIMBATORE	AUG. 22, 2013	PRESENTED	A STUDY ON MOBILE BANKING
25.	INTERNATIONAL CONFERENCE ON COMPETENCY BUILDING STRATEGIES IN BUSINESS DEVELOPMENT AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT	SRI GANESH SCHOOL ON BUSINESS MANAGEMENT	FEB. 25, 2014	PRESENTED	A COMPARATIVE STUDY ON SERVICES PROVIDED BY INDIAN BANK AND ICICI BANK IN MADURAI CITY
26.	STATISTICAL TRAINING PROGRAMME (BASIC AND ADVANCED)	IQAC, FATIMA COLLEGE, MADURAI	NOV. 2013 AND JAN. 2014	PARTICIPATED	-
27.	NATIONAL SEMINAR ON "MARKETING STRATEGIES FOR MAKE IN INDIA PRODUCTS AND SERVICES"	POST GRADUATE DEPARTMENT ON COMMERCE (SF), JAMAL MOHAMED COLLEGE, TRICHY	JAN. 24, 2015	PRESENTED	A STUDY ON EFFECT ON BRANDING ON THE PURCHASE DECISION ON CONSUMERS IN MADURAI CITY TOWARDS WHITE GOODS
28.	INTERNATIONAL CONFERENCE ON "COMPETENCY BUILDING STRATEGIES IN BUSINESS AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT"	SRI GANSH SCHOOL ON MANAGEMENT, SALEM	FEB. 20, 2015	PRESENTED	A STUDY ON CUSTOMER SATISFACTION TOWARDS ATM SERVICES IN MADURAI CITY
29.	ONE-DAY WORKSHOP ON "INTELLECTUAL PROPERTY RIGHTS"	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE [AUTONOMOUS], MADURAI	DEC. 10, 2016	PARTICIPATED	-
30.	NATIONAL SEMINAR ON "IMPACT OF DEMONITISATION OF INDIAN ECONOMY"	RESEARCH DEPARTMENT ON COMMERCE, FATIMA COLLEGE, MADURAI	MAR. 10, 2017	PRESENTED	IMPACT OF DEMONETISATION ON RURAL POPULATION
31.					PROBLEMS FACED BY WOMEN ON INTRODUCTION OF DEMONETISATION

32.	NATIONAL SEMINAR ON "BUSINESS INTELLIGENCE "	RESEARCH DEPARTMENT ON COMMERCE, FATIMA COLLEGE, MADURAI	MAR. 07, 2018	PARTICIPATED	-
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## 7. RESEARCH GUIDANCE

**No. of M. Phil. Guided : 9**

S. No.	TITLE ON DISSERTATION	STUDENT NAME	YEAR
1.	WORKING CAPITAL MANAGEMENT ON V.V.V VANNIAPERUMAL & SONS: A CASE STUDY	M. SUBHASHINI	2006 - 2007
2.	A STUDY ON INVESTMENT PATTERN AMONG BANK EMPLOYEES IN MADURAI CITY	D. JENITTA	2007 - 2008
3.	A STUDY ON WORK LIFE BALANCE AMONG WOMEN EMPLOYEES IN BANKS WITH SPECIAL REFERENCE TO MADURAI CITY	P. DHIVA	2013 - 2014
4.	A COMPARATIVE STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT BETWEEN PRIVATE AND PUBLIC BANKS IN MADURAI CITY	R. NANDHINEESWARI	2013 - 2014
5.	A STUDY ON EFFECTIVENESS ON THE CELEBRITY ENDORSEMENT AMONG HOMEMAKERS	A. SUGANYA	2014 - 2015
6.	A STUDY ON JOB SATISFACTION AMONG TEACHERS ON AIDED SCHOOLS IN SIVAGANGAI DISTRICT	S. DEIVANAI	2015 - 2016
7.	A COMPARATIVE STUDY ON CUSTOMERS' PERCEPTION TOWARDS THE SERVICES ON INDIAN BANK AND ICICI BANK IN MADURAI CITY	M. VARSHINI	2015 - 2016
8.	A STUDY ON QUALITY OF WORK LIFE OF SOUTHERN RAILWAY EMPLOYEES IN MADURAI DIVISION	S. NANDHINI	2016 - 2017
9.	A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS FAST MOVING CONSUMER GOODS IN MADURAI CITY	S.SATHYA PRIYA	2016 - 2017

## 8. ARTICLES PUBLISHED IN JOURNALS/BOOKS

S. No.	JOURNAL/BOOK NAME	TITLE ON THE ARTICLE	MONTH / YEAR	VOL . No.	ISSUE No.	PAGE No.	ISBN/ ISSN	PUBLISHER	IMPACT FACTOR
1.	JOURNAL ON B - RESEARCH	NVESTORS PREFERENCE FOR POST OFFICE SAVINGS SCHEMES	2007	1	-	29-33	-	RESEARCH CENTRE IN COMMERCE, WOMEN'S CHRISTIAN COLLEGE, NAGERCOIL	-
2.	HUMAN RESOURCE MANAGEMENT IN PUBLIC SECTOR BANKS	MOTIVATION - INEVITABLE FOR BANK EMPLOYEES	2010	-	-	85-90	81-907924-5-8	PG AND RESEARCH DEPARTMENT ON COMMERCE DWARAKA DOSS VAISHNAV COLLEGE (AUTONOMOUS), CHENNAI	-
3.	SALES PROMOTIONAL STRATEGIES	SMS - AN EMERGING MEDIUM ON ADVERTISING	2010	-	-	159-165	978819 104265 8	V.H.N. SENTHIKUMARA NADAR COLLEGE. VIRUDHUNAGAR.	-

4.	TRENDS AND RESEARCH IN MANAGEMENT	A STUDY ON MOTIVATION ON SCHOOL TEACHERS IN MADURAI	2011	-	-	96-101	9789380430027	CBA PUBLISHERS	-
5.	INDIA AN EMERGING ECONOMIC POWER	INTEGRATION ON ICT IN AMUL	2012 -	-	-	338-339	93-81521-00-7	PG DEPARTMENT ON COMMERCE, [Sf], JAMAL MOHAMED COLLEGE [AUTONOMOUS], TIRUCHIRAPPALLI	-
6.	INTERNATIONAL JOURNAL ON SCIENTIFIC RESEARCH AND MANAGEMENT SPECIAL ISSUE ON E-MARKETING ROAD AHEAD ON INDIA	A STUDY ON MOBILE BANKING	2013	-	-	71-77	2321-3418	INTERNATIONAL JOURNAL ON SCIENTIFIC RESEARCH AND MANAGEMENT	-
7.	JAMAL ACADEMIC RESEARCH JOURNAL: AN INTER DSICIPLINARY	A STUDY ON EFFECT ON BRANDING ON THE PURCHASE DECISION ON CONSUMERS IN MADURAI CITY TOWARDS WHITE GOODS	-	-	-	338-339	0973-0303	PG DEPARTMENT ON COMMERCE, [Sf], JAMAL MOHAMED COLLEGE [AUTONOMOUS], TIRUCHIRAPPALLI	-
8.	INTERNATIONAL JOURNAL ON FUNCTIONAL MANAGEMENT	A COMPARATIVE STUDY ON SERVICES PROVIDED BY INDIAN BANK AND ICICI BANK IN MADURAI CITY	2014	2	3	17-23	2319-1406	SSM EDUCATIONAL AND RESEARCH FOUNDATION,SALEM	-
9.	INDO GLOBAL JOURNAL ON COMMERCE AND ECONOMICS	A STUDY ON CUSTOMER SATISFACTION TOWARDS ATM SERVICES IN MADURAI CITY	APRIL 2015	2	3	382	2393-9793	THE KONGU REGIONAL EDUCATIONAL AND RESEARCH FOUNDATION	-
10.	FACET 2K15 - ANNUAL JOURNAL ON RESEARCH	AN ANALYTICAL STUDY ON EFFECTIVENESS ON THE CELEBRITY ENDORSEMENT IN BRAND RECALL AND PURCHASE INTENTION	Nov. 2015	7	-	32	0975-6973	RESEARCH DEPARTMENTS ON FATIMA COLLEGE, MADURAI	-
11	INDO GLOBAL JOURNAL ON APPLIED AND MANAGEMENT SCIENCE	A STUDY ON EFFECTIVENESS ON THE CELEBRITY ENDORSEMENT	MAR. 2016	4	4	220	2320-7892	THE KONGU REGIONAL EDUCATIONAL AND RESEARCH FOUNDATION	-
12.	INTERNATIONAL JOURNAL ON MANAGEMENT AND SOCIAL DEVELOPMENT	A STUDY ON CONSUMER BEHAVIOUR TOWARDS HOME APPLIANCES IN MADURAI CITY	FEB. 2016	3	2	46	2348-1919	GRABS EDUCATIONAL TRUST	-
13.	SHANLAX INTERNATIONAL JOURNALS	IMPACT OF DEMONETISATION ON RURAL POPULATION	JUNE 2017	5	SPL. ISS. 1	51-57	2320-4168	RESEARCH DEPARTMENTS ON FATIMA COLLEGE, MADURAI	3.017
14.	SHANLAX INTERNATIONAL JOURNALS	PROBLEMS FACED BY WOMEN ON INTRODUCTION OF DEMONETISATION	JUNE 2017	5	SPL. ISS. 1	51-57	2320-4168	RESEARCH DEPARTMENTS ON FATIMA COLLEGE, MADURAI	3.017

## 9. BOOKS PUBLISHED

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN	PLACE
1.	WORK, LIFE AND BALANCE	2017	LAP LAMBERT ACADEMIC PUBLISHING	978-3-659-92500-9	UK

## 10. EDITED BOOKS

S. No	BOOK NAME	YEAR	PUBLISHER	ISBN
1.	GREEN MARKETING - A THRUST ON REVIEWABLE ENERGY PRODUCTS	2014	RESEARCH CENTRE ON COMMERCE, FATIMA COLLEGE, SHANLAX PUBLISHERS, MADURAI	978-93- 80686-46-2

## 11. MEMBER OF THE BOARD OF STUDIES

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	P.K.R. ARTS COLLEGE FOR WOMEN, GOBICHETTIPALAYAM	MEMBER OF BOARD OF STUDIES (B.COM., B.COM. CA, B.COM. AF, B.COM PA)	2017 - 2019

## 12. MAJOR ASSIGNMENTS

S. No	MAJOR ASSIGNMENTS	INSTITUTION	THEME/TITLE	DATE
1.	GUEST LECTURE	N.M.S.SERMATHAI VASAN COLLEGE FOR WOMEN, MADURAI	FOREIGN DIRECT INVESTMENT	06.10.2012
2.	GUEST LECTURE	PKR ARTS COLLEGE FOR WOMEN, GOBICHETTIPALAYAM	E-BANKING	11.08.2017