

D.D.G.D. VAISHNAV COLLEGE (AUTONOMOUS)

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| 1 | Name | Dr.N.Sarulatha |
| 2 | Designation | Assitant Professor & Head i/c |
| 3 | Department | BBA |
| 4 | Employee Id | EC05009 |
| 5 | Date of Birth | 18/11/1980 |
| 6 | Gender | Female |
| 7 | Date of Appointment in this institution | 16 June2016 |
| 8 | Experience in this institution | 6.6 years |
| 9 | Official Mail Id | nsarulatha@dgvaishnavcollege.edu.in |
| 10 | Blood Group | O+ |

| 11 | EDUCATION DETAILS (from highest qualification): | | | | |
|--------------|--|------------------------------------|-----------------------|----------------------|--------------------|
| S.No. | Degree | Institution | University | Year of study | Grade/Class |
| 1 | Ph.D | - | Bharathiar University | 2019 | - |
| 2 | MBA | Sri Sairam Institute of Management | Madras University | 2003 | I |
| 3 | B.Sc | Meenakshi College | Madras University | 2001 | I |
| 4 | UGC NET | | | 2014 | |

| 12 | Details of ORIENTATION/REFRESHER COURSES attended: | | | |
|--------------|---|-------------------------------|-----------------|-----------------------|
| S.No. | Orientation/Refresher | University/Institution | Duration | Date (from-to) |
| 1 | Annual Refresher Programmme in Teaching (ARPIT) SWAYAM | ARPIT - SWAYAM | | February 2020 |
| 2 | Faculty Orientation Programme | DDGD Vaishnav College | 7 days | 21/11/18 to 27/11/18 |

| 13 | Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended: | | | | |
|-------------|---|--|---------------------------|-----------------|-------------|
| S.No | Type (Regional/National/International) | Theme (Workshop/Conference/Seminar/FDP) | Organized by | Duration | Date |
| 1 | National | Outcome Based Accreditation Process – Workshop | CARE Group of Institution | 1 day | 16/10/2012 |

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|----|---------------|---|---|---------|--------------------------|
| 2 | National | National Cyber Safety & Security – Conference | National Cyber Summit | 2 days | 27/08/2013 to 28/08/2013 |
| 3 | National | Human Rights – Dynamics and Dialectics - Seminar | Bharathidasan University | 2 days | 10/12/2013 to 11/12/2013 |
| 4 | National | National Conference on Digital Marketing - Conference | Thiagarajar School of Management | 1 day | 31/01/2014 |
| 5 | International | Emerging Trends in Commerce & Management - Conference | Queen May's College | 2 days | 29/07/2015 to 30/07/2015 |
| 6 | National | Life, Legacy and Liberation of Benedict Mar Gregorios - Seminar | Mar Gregorios College | 1 day | 26/02/2016 |
| 7 | National | Third National Conference in Economic & Social Science Development | MEASI Institute of Management | 1 day | 27/01/2017 |
| 8 | National | Structured Equation Modelling using AMOS - FDP | Easwari Engineering College | 1 day | 11/5/2017 |
| 9 | International | Implementation Strategies for Sustainable Innovation - Conference | D.G. Vaishnav College | 1 day | 25/10/2017 |
| 10 | National | Digital Economy : Business Opportunities and Challenges - Conference | University of Madras | 1 day | 10/1/2019 |
| 11 | Regional | 2 Day workshop on data analysis using SPSS | DDGD Vaishnav College | 2 days | |
| 12 | Regional | One day workshop on entrepreneurial prospects using Digital Marketing & IoT | DDGD Vaishnav College | 1 day | 14.03.20 |
| 13 | International | International conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCRESM), Chennai | National Foundation of Entrepreneurship Development | 2 days | 28/01/20 to 29/01/20 |
| 14 | National | Online 2 weeks FDP - Managing Online classes and Co-creating Moocs - TLC & MHRD | MHRD & TLC, Ramanujam College | 2 weeks | 20.04.20 to 06.05.2020 |

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| 15 | National | Online 2 weeks FDP Comprehensive e-Learning to e-Training guide for Administrative Work " - TLC & MHRD | MHRD & TLC, Ramanujam College | 2 weeks | 25/05/20 to 05/06/20 |
| 16 | National | Advanced Concepts for Developing MOOCs- TLC & MHRD | MHRD & TLC, Ramanujam College | 2 weeks | 02/07/20 to 17/07/20 |
| 17 | National | Ten day online Skill Development Programme on Digital Marketing | Department of Higher Education & Bharathiar University | 10 days | 02/09/20 to 12/09/20 |
| 18 | National | Ten day online Skill Development Programme on Social Media Digital Marketing | Department of Higher Education & Bharathiar University | 10 days | 10/08/20 to 20/08/20 |
| 19 | National | Online 2 weeks FDP - Open source tools for research | MHRD & TLC, Ramanujam College | 2 weeks | 08/06/20 to 14/06/20 |
| 20 | International | IFIP WG 8.6 Working Conference | IIM Trichy | 2 days | 17/12/20 to 19/12/20 |
| 21 | National | Digital Entrepreneurship Conference | Maharaja Surajmal Institute | 2 days | 29/01/21 to 30/01/21 |
| 22 | International | Exploring Statistics using R and SPSS – Workshop | Seva Academy | 3 days | 20/08/21 to 22/08/21 |
| 23 | National | Digital Teaching Methods in Higher Education - FDP | Hindusthan College of Arts & Science | 6 days | 23/08/21 to 28/08/21 |
| 24 | International | Modern Techniques & Practices in Commerce and Management – Conference | Bhusawal Arts, Science & P.O. Nahata Commercial College | 1 day | 04/09/21 |
| 25 | International | International conference on Business & Technology 2021 | Euromid Academy of Business & Technology | 2 days | 06/11/21 to 07/11/21 |
| 26 | National | PDP on Recent trends in Commerce | DDGD Vaishnav | 14 days | 22/09/21 to 05/10/21 |

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| 27 | International | 38th EBES Conference - Warsaw | Eurasia Business and Economics Society (EBES) | 2 days | 13/01/22 to 14/01/22 |
| 28 | National | Exploring dynamics of the Classroom - NEP & NAAC Perspective – FDP | St. Paul's College | 7 days | 20/01/22 to 28/01/22 |
| 29 | National | Five day IQAC FDP Series 2022 | Sankara College of Science & Commerce | 7 days | 24/01/22 to 29/01/22 |
| 30 | National | FDP on Industry 5.0 - Opportunities & Challenges | Rajalakshmi Engineering College | 6 days | 11/03/22 to 16/03/22 |
| 31 | National | Key Focus on NEP 2022 - Seminar | Sri Ramakrishna College of Arts & Science | 2 days | 21/04/22 to 22/04/22 |
| 32 | National | Building academic leaders for 21st century - FDP | GAD TLC - MHRD | 7 days | 14/04/22 to 21/04/22 |
| 33 | National | Blended Learning : Concepts & Tools – FDP | GAD TLC - MHRD | 7 days | 03/10/22 to 09/10/22 |

| 14 Details of Papers published in CONFERENCES/attended Conferences: | | | | | |
|--|--|--|---|----------------------------------|--------------------------|
| S.No | Type (Regional/National/ International) | Name of the Conference | Name of the paper presented/Attended | Organized by | Date |
| 1 | National | National Conference on Digital Marketing | A study on social media presence to occurrence: Social Commerce | Thiagarajar School of Management | 31/01/2014 |
| 2 | International | Emerging Trends in Commerce & Management | A study on emerging trends in retail sector with special reference to social media. | Queen Mary's College | 29/07/2014 to 30/07/2014 |
| 3 | National | Third National Conference in Economic & Social Science | A study on the role of social media networks for online retailers with special reference to | MEASI Institute of Management | 21/01/2017 |

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| | | Development | fashion industry in India. | | |
| 4 | International | Implementation Strategies for Sustainable Innovation | Investigating age & gender differences on social commerce constructs and trust for shopping fashion products in social networking sites. | D.G. Vaishnav College | 25/10/2017 |
| 5 | National | Digital Economy : Business Opportunities and Challenges | A study on the facilitative role of social commerce in consumer decision making with special reference to e-tailing | University of Madras | 10/01/2019 |
| 6 | International | IFIP WG 8.6 Working Conference | Social commerce constructs & Trust as influencers of consumer decision making with reference to fashion e-tailing. | IIM Trichy | 17/12/20 to 19/12/20 |
| 7 | International | Digital Entrepreneurship | A study on social commerce apps - with special reference to women homepreneurs in the digital era. | Maharaja Surajmal Institute | 29/01/21 to 30/01/22 |
| 8 | International | International conference on Business & Technology 2021 | Investigating Differences In Social Commerce Apps With Special Reference To Fashion E-tailing (ICBT 21) | Euromid Academy of Business & Technology | 06/11/21 to 07/11/21 |
| 9 | International | 38th EBES Conference - Warsaw | EMPIRICAL ANALYSIS OF GENDER DIFFERENCES IN SOCIAL NETWORKING SITES USAGE AND PURPOSE | Eurasia Business and Economics Society (EBES) | 13/01/22 to 14/01/22 |

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| 15 | Details of visit as a RESOURCE PERSON: |
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| S.No | Type (Guest Lectures,Workshops,Conferences Or Seminars/ Ph.D, Viva-voce Examination) | Title | Institution Name | Date |
|-------------|---|--|-----------------------------|----------------------------|
| 1 | Lecture | Dhrona –The Art of Teaching & Learning for Nxt Gen, Online Faculty Development Programme | DDGD Vaishnav College | 11/04/20 |
| 2 | Session Chair | International web conference on Women empowerment through Education, Employment & Entrepreneurship | NFED | 27/06/20 |
| 3 | Lecture | ICT Application in Teaching & Learning | Indus University | 27/07/20 |
| 4 | Lecture | Motivation andChallenges for Women | Bishop Heber College | 02/12/20 |
| 5 | Session Chair | Global Web conference on Impact for Engineering, Science & Management | NFED | 29/01/21 |
| 6 | Lecture | GUJCOST sponsored National level online seminar on Developing of Intrapreneurial Mindset | Indus University | 29/09/21 to 01/10/22 |
| 7 | Lecture | Digital Marketing | Mar Gregorios College | 23/10/21 |

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| 8 | Member, TNSCHE | Syllabus Revamping | Tamil Nadu State Council of Higher Education | |
| 9 | External Examiner | Project Viva Voce | JBAS | 08.06.22 |

| 16 Details of publication of Articles/ Chapters written in EDITED BOOKS: | | | | |
|--|--------------------------|--|---|-----------------------------|
| S.No | Book Name | Title of Articles/Chapters | Name & Address of the Publisher | Month & Year of Publication |
| 1 | Digital Marketing | A study on social media presence to occurrence: Social Commerce | Bonfring 292/2, 5 th Street Extn, Gandhipurm, Coimbatore | Jan 2014 |
| 2 | Digital Entrepreneurship | A study on social commerce apps - with special reference to women homepreneurs in the digital era. | Excellent Publishing House, Krishnagarh, Vasanth Kunj, New Delhi 110 070. | Jan 2021 |

| 17 Details of individual/collaborative MAJOR/MINOR research project undertaken: | | | | | | |
|---|----------------------|---|----------------|-----------------|--------|----------|
| S.No | Title of the Project | Name & Address of the Collaborating Faculty | Funding Agency | Fund Sanctioned | Period | Duration |
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| 18 Details on RESEARCH GUIDANCE: | | | | | |
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| S.No | Type (FT/PT) | Name of the candidate | Title of the Dissertation | University | Status |
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| 19 Details of papers published in JOURNALS: | | | | | | | |
|---|---------------------------------------|--|---|------------------------|--|-------------------------------|-----------------------------------|
| S.No | Journal Type (National/International) | Name of the Journal | Title of the article | Name of the Co-authors | Vol No, Issue No, Page Nos. ISSN No/DOI | Month and year of Publication | Impact Factor/SCI/Scopus (if any) |
| 1 | International | International Journal for Management Research and Review | Big Data : A Marketers perspective of emerging marketing approach | Dr. S. Ramanatha | Vol.3, Issue 5/ 2872-2880/ ISSN No. 2249-7196 | Jun 2013 | 0.675 |
| 2 | National | Annamalai Journal of Management | A study on marketer's perspective of social media for Indian Banking Sector | Dr.V.Sa sirekha | Vol. 6, Issue 1/ Pg. No. 67-70/ ISSN No. 0974-0406 | Dec 2013 | |
| 3 | International | International Journal of Business Intelligence & Innovations | A study on emerging trends in retail sector with special reference to social media. | Dr.V.Sa sirekha | Vol. 2, Issue 2 / Pg No. 121-126/ ISSN No. 2348 – 4705 | Jul 2015 | |
| 4 | International | MIM International Journal of Management Research | A study on the role of social media networks for online | Dr.V.Sa sirekha | Vol. 3/ Pg No. 85-90/ ISSN No. 2394-6997 | Feb 2017 | |

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| | | | retailers with special reference to fashion industry in India. | | | | |
| 5 | National | Journal of Management | Investigating age & gender differences on social commerce constructs and trust for shopping fashion products in social networking sites. | Dr.V.Sa sirekha | Vol.4, Issue 2/Pg.No. 597-601/ ISSN No. 2347 3940 | Oct 2017 | 2.4352 |
| 6 | National | AJANTHA | A study on the facilitative role of social commerce in consumer decision making with special reference to e-tailing | Dr.V.Sa sirekha | Vol.8, Issue I, Part II/ Pg. No.103- 112/ ISSN No. 2277- 5730 | Dec 2018 | 5.5 |
| 7 | National | Studies in Indian Place Names | A study on usage of social networking sites – Marketing Perspective | Dr.V.Sa sirekha | Vol. 40, Issue 27/Pg . No. 542- 546/ ISSN No. 2394- 3114 | Feb 2020 | 6.3 |

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| 8 | International | The New Economist | CRM IMPLEMENTATION: A study with reference to Avonflex pvt ltd | | Pg. No. 371-373/ ISSN 2347 - 7172 | June 2020 | |
| 9 | International | International Journal of Civil Engineering & Technology (IJCET) | A study on the role of social commerce constructs for shopping fashion products. | Dr.V.Sa sirekha | Vol.9, Issue 1/Pg. No. 508-518/ Print: 0976- 6308 and ISSN Online: 0976- 6316 | Jan 2018 | 10.3547 / SCOPUS |
| 10 | International | IFIP Advances in Information and Communication Technology Part II, Springer. | Social commerce constructs & Trust as influencers of consumer decision making with reference to fashion e-tailing. | Dr.V.Sa sirekha | Vol. No.2 / Pg. 371- 383/ Springer Publicatio ns - ISSN 1868- 4238 ISSN 1868- 422X | Dec 2020 | 0.665/ SPRINGER |
| 11 | International | FinTech, Entrepreneurship & Business Development | Investigating Differences In Social Commerce Apps With Special Reference To Fashion | Dr.Nish adNiwaz | https://doi.org/10.1007/978-3-031-08087-6_53 | Jun 2022 | SPRINGER |

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| | | | E-tailing | | | | |
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| 20 Details of AWARDS received: | | | |
|---------------------------------------|--------------------------------------|---|-------------------|
| S.No | Title of the Award | Awarding Agency / University / Government | Month/Year |
| 1 | Best Performer Award | Nittany Outsourcing Services | October 2003 |
| 2 | Best Faculty Award | CARE Group | 2014 |
| 3 | Young Women Educator & Scholar Award | NFED | Aug 2020 |
| 4 | Best Paper Award | International Conference on Business, Technology, Istanbul. | Nov 2021 |
| 5 | Pillars of India Award | ESN Publications | Nov 2021 |

| 21 Details of MEMBERSHIP IN EDITORIAL BOARD/ACADEMIC AGENCIES/BODIES: | | | | |
|--|--|------------------------------|------------------------------|-------------|
| S.No | Name of the Journal/Magazine/Agency | Position in the Board | ISBN/ISSN No.(if any) | Year |
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| 22 POSITIONS HELD in this institution: | | | |
|---|-------------------------------------|---|-----------------|
| S.No. | Institution/Department Level | Position | Duration |
| 1 | Institution Level | IQAC - Member | Effective 2021 |
| 2 | Department Level | IQAC- Co-ordinator | 3 years |
| 3 | Department Level | Managing Editor – Epitome Magazine | 3 years |
| 4 | Institution Level | NAAC Committee - Member | 21-22 |
| 5 | Institution Level | NAAC - Criteria-II Member | 20-22 |
| 6 | Institution Level | Institution Innovation Council - Member | Effective 21-22 |

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| 7 | Institution Level | Curriculum Design & Development - Co-ordinator (Arts) | Effective 22-23 |
| 8 | Finishing School Project | Finishing School Project - Member | Effective 22-23 |
| 9 | Institution Level | ESE Team - Member | Nov 22 – Dec 22 |
| 10 | Institution Level | NIRF Ranking - Member | Effective 21-23 |
| 11 | Department Level | TIMES Ranking - Co-ordinator | 3 years |
| 12 | Institution Level | FDP - Organising Member | 7 days |
| 13 | Department Level | I year Certificate Course - Co-ordinator | 3 years |