



CURRICULUM VITAE

I - PERSONAL DATA

Name : **G.VIMALA**
Date of Birth : 12.03.1982
Gender : Female
Address : D/o K.Gunasekaran,
No.4/109, Avvai Nagar, Tirupattur,
Vellore District – 635601
Mobile: 9600975482, 9080947296, 9443309343
Community : MBC (Vanniyar)
Religion : Hindu
Nationality : Indian
Mother tongue : Tamil
Marital status : Married

II - ACADEMIC RECORD

| Course | Month & Year of Passing | Subject | Name of the Board/University | Percentage /Grade |
|---------|-------------------------|----------|---|-------------------|
| SET | 2017 | Commerce | Mother Theresa University | |
| Ph.D | 2013 | Commerce | Manonmaniam Sundaranar University, Tirunalveli | Highly Commanded |
| M.Phil | 2007 | Commerce | Periyar University | 69% / I Class |
| M.Com | 2006 | Commerce | Sacred Heart College Tirupattur. | 73% / I Class |
| B.Com | 2004 | Commerce | Jothi's College of arts & Science, Katpadi | 73% / I Class |
| XII Std | 1999 | Commerce | Mary Immaculate girls Hr.Sec.School, Tirupattur | 81.67% |
| X Std | 1997 | | Mary Immaculate girls Hr.Sec.school, Tirupattur | 77.4% |

III - RESEARCH EXPERIENCE

| Research Degree | Year of Completion | Title of the Thesis | Name of the University |
|-----------------|--------------------|--|--|
| M. Phil. | June 2007 | A study on Financial Performance analysis of KSB Pumps limited, Coimbatore. | Periyar University, Salem |
| Ph.D. | June 2013 | A study on the Marketing of LIC policies with reference to Vellore district. | Manonmaniam Sundaranar University, Tirunelveli |

IV – COMPUTER SKILL

| Course | Name of the institution | Year of passing |
|-----------|-------------------------|-----------------|
| Tally | CSC Computer education | 2006 |
| Ms.Office | Sakthi soft | 2006 |
| SPSS | - | - |

V – WORK EXPERIENCE

| Name and address of Employer | Designation | Period of service (UG & PG) | |
|---|---------------------------------|---------------------------------|---------------------------------|
| | | From | To |
| Sacred Heart College, Tirupattur | Assistant professor in Commerce | July, 07 th 2008. | April, 30 th 2009 |
| Shanmuga Industries Arts & Science College, Tiruvannamali | Assistant professor in Commerce | July, 1 2009 | February, 15 th 2014 |
| Arignar Anna College(Arts & Science), Krishnagiri | Assistant professor in Commerce | February, 17 th 2014 | Till date. |

Total years of experience: 13 years

VI - PROFICIENCY IN LANGUAGES

| Languages | To read | To speak | To write |
|-----------|---------|----------|----------|
| Tamil | Yes | Yes | Yes |
| English | Yes | Yes | Yes |

VII – SUBJECTS HANDLED

UG SUBJECTS:

- Business law
- Cost Accounting
- Management Accounting
- Corporate Accounting
- Company law
- Banking and Financial System
- Financial Accounting
- Business Management
- Income Tax Law & Practice
- Marketing
- Advertising
- Business Statistics

PG SUBJECTS:

- Research Methodology
- Financial Management
- Advanced Cost Accounting
- Indirect Taxes
- Advanced Managerial Decisions
- Advanced corporate accounting
- Investment Analysis & Portfolio Management
- Tally
- Corporate law
- Modern Banking
- Income tax law & Practice

M.Phil SUBJECTS:

- Research Methodology
- Financial Management
- Research on functional areas of business
- Statistics for research

GUIDESHIP:

M.phil Guideship: Thiruvalluvar University (2010), Periyar University (2015)

Completed : 10

| TITLE | NAME OF THE UNIVERSITY | NAME & REGISTER NO. | YEAR |
|--|--------------------------|---------------------------|----------|
| IMPACT OF MOBILE TELEPHONE SERVICES IN TIRUVANNAMALI TOWN. | THIRUVALLUVAR UNIVERSITY | H. MAHALAKSHMI 2012134 | 2012 |
| A STUDY ON POST PURCHASE BEHAVIOUR WITH SPECIAL REFERANCE TO TVS TWO WHEELERS. | THIRUVALLUVAR UNIVERSITY | D.JANARTHANAN 2013174 | 2013 |
| A STUDY ON ROLE OF PACKAGING IN BRAND COMMUNICATION WITH SPECIAL REFERENCE TO KRISHNAGIRI DISTRICT | PERIYAR UNIVERSITY | P.ROJA 15CAD1206 | NOV.2016 |
| A STUDY ON STRESS MANAGEMENT AMONG THE COLLEGE PROFESSORS IN KRISHNAGIRI DISTRICT | PERIYAR UNIVERSITY | VISALATCHI 15CAD1207 | NOV.2016 |
| A STUDY ON EFFECTIVENESS OF LEADERSHIP IN PUBLIC SECTOR ORGANISATION IN KRISHNAGIRI DISTRICT | PERIYAR UNIVERSITY | R.LAVANYA 15CAD1201 | NOV.2016 |
| A STUDY ON CONSUMER BEHAVIOR TOWARDS E-MARKETING IN KRISHNAGIRI DISTRICT | PERIYAR UNIVERSITY | SIVARANJAL.B 15CAD1205 | NOV.2016 |
| A STUDY ON EFFECTIVENESS OF CELEBRITY ENDORSEMENT ON PRODUCT PURCHASE DECISISON IN KRISHNAGIRI | PERIYAR UNIVERSITY | MAGESWARI P 16CAD1163 | NOV.2017 |
| A STUDY ON CUSTOMER PERCEPTION, PREFERENCE AND SATISFACTION TOWARDS HOUSING FINANCE PROVIDED BY BANKS WITH SPECIAL | PERIYAR UNIVERSITY | KAVITHA.C 16CAD1165 | NOV.2017 |

| | | | |
|---|--------------------|----------------------------|----------|
| REFERENCE TO KRISHNAGIRI | | | |
| A STUDY ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR TOWARDS ECO FRIENDLY PRODUCTS IN KRISHNAGIRI REGION | PERIYAR UNIVERSITY | SATHYAVANI.C 17CAD11166 | NOV.2018 |
| AN EMPIRICAL STUDY ON CONSUMER IMPULSE BUYING BEHAVIOUR IN LOCAL MARKETS WITH SPECIAL REFERENCE TO KRISHNAGIRI REGION | PERIYAR UNIVERSITY | P.PUNITHA | MAR.2020 |

M.Phil Guideship: Thiruvalluvar University (2010),
Periyar University (2015)

Ph.D Guideship: Periyar University (2015)

VIII - PAPER PRESENTED

- (i) Research Paper titled “**PROSPECTS OF CYBER BANKING AND ELECTRONIC CURRENCY IN INDIA**” in the UGC sponsored National seminar organized by the Sacred Heart College, Tirupattur.
- (ii) Research Paper titled “**WOMEN ENTREPRENEURSHIP IN INDIA – PROBLEM AND PROSPECTS**” Presented in the National Level Seminar, organized by St.Joseph’s College of Engineering, Chennai.
- (iii) Research Paper titled “**A STUDY ON MEASURING PERFORMANCE OF BANKS ON CRM PRACTICES IN KRISHNAGIRI, TAMIL NADU**” Presented in the National Conference, organized by Gonzaga College of Arts & Science, Bargur, Krishnagiri.

IX- PUBLICATION

G.VIMALA and **DR.R.GANAPATHI**, “ *A Study on Customer satisfaction towards Cable TV services with reference to Sivagangai District.* ”, Volume 1(1), June 2011, International Journal for Social Science and Management,ISSN 2249 0191 pages 153 - 163.

Dr.M.MURUGAN and **Dr.G.VIMALA**, “ Inventory Management and its effects on Customer Satisfaction.”, Volume No.1, Issue No.5, Nov.2014, International Journal of Management and Social science Research review, ISSN – 2349 6738, Pages 160 – 165.

Dr.M.MURUGAN and **Dr.G.VIMALA**, “ A Comparative study of Motivation levels in Life insurance Corporation of India and Commercial Bank Branches in Vellore District Tamil Nadu”, Volume No.1, Issue No.7, Dec.2014, International Journal of Business and Administration Research review, ISSN – 2348 0653, Pages 164 – 171.

X – REFERENCE

1. **Dr.V.Raghuraman** – Assistant Professor, Government arts and science college,
Bargur, Krishnagiri.
(Mobile:9443444502)
2. **Prof. Dr.Rathina Natarajan -**

I do hereby declare that the above-furnished particulars are true and correct to the best of my knowledge and belief.

Place: Tirupattur
Date:

(G.VIMALA)