Name	:Dr. K. Viswa Sarojini Devi M.Com., M.Phil., Ph.D., NET
Designation	:Assistant Professor
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Papers presented in the international/National Seminars/Conferences

International Level :

1**.** E-HR: Human Resource Management in the digital age –' Emerging Trends of E- Commerce in the Global Business Scenario '- Dept. of E-Commerce, V.H.N. SenthikumaraNadar College, Virudhunagar – (30th and 31st Aug 2013)

2. Sustainability of Business Process Re-Engineering (BPR) as a Radical Change – 'Re-Engineering Business Concepts and Rapid Changes in Worldwide Business Patterns' – School of Commerce, Rathinam College of Arts and Science, Coimbatore – (18th Aug. 2016)

3.E- Commerce and Digital Currency – 'E-Commerce A Drive Towards Cashless Economy Prospects And Challenges' - Dept. of Commerce , Sarah Tucker College, Tirunelveli – (20th December 2016)

4.Role of Financial Institutions in Micro Finance – 'Emerging Trends in Business Models and Techniques'- Dept. of Commerce (CA), St.John's College, Palayamkottai – (3rd March 2017)

5.A Study on Rural Women Empowerment Through Self- help Groups with Special Reference to Suthamalli Area in Tirunelveli – 'India-2030' - - Dept. of Commerce, Manonmaniam Sundaranar University, Tirunelveli – (1st and 2nd Sep. 2017)

6. Consumer Awareness in Online Shopping, 'International conference onRecent Advances in E-Business: Challenges & Opportunities', PG Dept. of Commerce (CA), Kailash Women's College, Salem -- (8th Nov. 2017)

7.Women Entrepreneurship and Empowerment – Present Scenerio - 'Empowerment of entrepreneurs' - PG &Research Dept. of Commerce , Mahendra Arts &Science College, Tiruchengode – (1st Nov. 2017)

8. Role of Regulated Markets in the Marketing of Agricultural Produce – 'Innovative and Emerging Strategies in Economics, Commerce And Management – An Inter – Disciplinary Conference' – Department of Commerce and Economics, Women's Christian College, Nagercoil – (5th Jan. 2018)

9. Conflict Resolution -- International conference on 'Modern Business Practices – A Drive for Sustainability' -- Department of commerce, Sri Paramakalyani College, Alwarkurichi, -- (23rd Feb.2018)

National Level :

1. India's major scams and their economic and social consequences- Scams Galore- An Impediment for desired Economic Growth –P.G. &Rearch Department of Commerce, St.Xaviers College, Palayamkottai – (2011)

2. Medical Technology - A boon to Health Care –' Emerging Dimensions of Service Sector in the Indian Context'- Dept. of Business Administration, St.Xaviers College. Palayamkottai – (18th Feb 2011)

3. Green Marketing –' Emerging Issues in Services marketing'- Dept. of Commerce, St.Xaviers College, Palayamkottai – (27th Sep 2013)

4. Role of Technology in the Development of CRM in Banks – 'CRM in Commercial Banks in the Era of Globalization' – Dept. of Commerce, Aditanar College of Arts and Science – (17th and 18th Aug 2013)

5. Guidelines for domestic consumers purchasing online – 'Impact of ICT on Consumerism', Dept. of Commerce , V.H.N. SenthikumaraNadar College, Virudhunagar – (2013)

6. Importance of Corporate Governance –' Modern Trends & Development Strategies in Indian Business'– Dept. of Commerce & Management, Sri Ganesh College of Arts and Science , Salem– (19th Feb 2014)

7. Evaluation of Co-operative Sector in India – ' Co-operative Sector : Issues And Challenges' – PG &Research Centre For Commerce And Thiruvalluvar College Staff And Students' Co-operative Stores T.A. 69 Ltd., Papanasam – (7th Oct 2016)

8. GST- One Country, One Tax, One Market - 'Goods & Services Tax: Issues and Challenges'- Dept. of Commerce, Manonmaniam Sundaranar University, Tirunelveli – (10th and 11th March, 2017)

9. Corporate Governance and Shareholders' Value – 'Corporate Governance and Shareholders' Value' – PG &Research Dept. of Commerce (CA), Mahendra Arts &Science College, Tiruchengode – (25th March, 2017)

10. Technology Implementation in CRM – ' Trends Prevailing in CRM Practices of Indian Corporate Sector' - Dept. of Commerce, St.Xaviers College, Palayamkottai – (16th Sep 2017)

State Level

1. Corporate Social Responsibility as a Key to deliver sustainable value to the society – 'Corporate Social Responsibility : Towards Transparent Business Practices' – Dept. of Corporate Secretaryship - St.Xavier's College, Palayamkottai – (11th Jan 2011)

2. Technology trends in Banking – 'Emerging Trends in Banking Industry'- Dept. of Commerce, St.Xavier's College, Palayamkottai – (11th Mar 2013).

3. Role of CRM in Banking – 'Innovations in Banking Sector- Opportunities and Challenges' - P.G. &Rearch Dept. of Commerce, SadakkathullahAppa College, Palayamkottai – (15thAp 2013)

4. International Trade and Balance of Payment Problem – 'The Recent Economic Issues in India' - Dept. of Economics, SadakkathullahAppa College, Palayamkottai – (7th Mar 2014)

Papers published in the Journals (With ISSN)

1. An Analysis of the Performance of Tirunelveli Milk Producers' co-operative Society Ltd. – "MANO, Journal of Business Research", Department of Commerce, Manonmaniam Sundaranar University, p. no.6, ISSN: 0976-7207

2. Selection of personnel as a tool of management –" Commerce Times"- International Research Journal

of Commerce, p.no. 7, ISSN 2320-9461

3. Reward Systems and Strategies in International Business, “International Journal of Functional Management” (ISSN 2319 - 1406), Volume-II, Issue-1.

4. Role of Financial Institutions in Micro Finance – Selected articles from International Conference ‘Emerging Trends in Business Models and Techniques’ – “B- Digest, International Journal of Commerce and Management” special Issue, (ISSN 0975- 2617)Volume-8,Number-4, March,2017.

5. Corporate Governance and Shareholders’ Value- “ International Journal of Education and Social Science” (ISSN 2410-5171) impact value-3.82, Vol.45, Special Issue-11, March-2017.

6. A Study on Rural Women Empowerment Through Self- help Groups with Special Reference to Suthamalli Area in Tirunelveli – “Shanlax International Journal of Commerce “ (ISSN 2320-4168) impact factor – 3.017, Vol.5,Special Issue – 3, August,2017.

7. Technology Implementation iin CRM – “B- Digest, International Journal of Commerce and Management” (ISSN 0975- 2617)Volume-4,Number-1, Sep.2017.

8. Consumer Awareness in Online Shopping, “Asian Case Research Journal” (UGC approved journal number 8746 ,Coverage in the Emerging Sources Citation Index by Thomson Reuters), (ISSN- 0218-9275) Impact factor: 3.82, Oct - Nov, 2017.

9. Women Entrepreneurship and Empowerment – Present Scenerio – “Asian Journal of Management Sciences and Economics” (ISSN 2413 0591)) impact value-5.18, Vol.45, Special Issue-1, Nov. 2017.

10. Role of Regulated Markets in the Marketing of Agricultural Produce – “Roots International Journal of Multidisciplinary researches” (ISSN 2349 – 8684) impact value – 3.487, Volume – 4, Special Issue-3, January,2018.

11. Conflict Resolution, “Roots International Journal Of Multidisciplinary Researches” (UGC approved journal number 48991), ISSN:2349-8684, impact fact:3.487, Volume 4, special issue 8, February, 2018,

Papers published in the Journals (With ISBN)

1. International Trade and Balance of Payment Problem – “Recent Economic Issues in India”, Muhammad Taahaa Publications, Tirunelveli, p.no. 167, ISBN No.13: 978-81-924081-8-7

2. Corporate Social Responsibility as a Key to deliver sustainable value to the society – "Corporate Social Responsibility", Discovery Publishing House Pvt. Ltd., New Delhi p.no.152.

3. Technology trends in Banking – "Emerging Trends in Banking Industry", B-Digest Publications, Nagercoil, p. no. 156, ISBN No. 978-81-923975-5-9

4. Role of CRM in Banking –" Innovations in Banking Sector- Opportunities and Challenges", Muhammad Taahaa Publications, Tirunelveli, p.no. 202, ISBN No. 13: 978-81-924081-2-5

5. Green Marketing –" Emerging Issues in Services marketing" , B-Digest Publications, Nagercoil, p. no. 7, ISBN No. 978-81-923975-9-7

6. Role of Technology in the Development of CRM in Banks – "CRM in Commercial Banks in the Era of Globalization "– Virutcham Publications, Nagercoil, p.no.114, ISBN No. 978-93-80314-15-0

7. E-HR: Human Resource Management in the digital age – "Emerging Trends in E-Commerce", International Edition, V.H.N. S.N College, Virudhunagar, p. no. 40, ISBN No. 978-93-81723-10-4

8. Fundamentals of CRM- "Customer Relationship Management in the present scenario", B-Digest Publications, Nagercoil, p. no. 395, ISBN No. 978- 81-923976-1-0

9. Service Recovery Management – "Customer Relationship Management in the present scenario", B-Digest Publications, Nagercoil" p. no. 524, ISBN No. 978-81-923976-1-0

10.. Performance Appraisal - "Proceedings of the Conference on International Training Workshop on Increasing the Scholarly Impact and Research output" - IQAC, Sri Sarada College For Women – (ISBN 978-81-926040-4-6)

11. Issues and Challenges of Dairy Co-operative Sector – "Co-operative Sector Issues and Challenges" - Thiruvalluvar College, Papanasam – (ISBN- 978-81-932178-3-2)

12. A Study on Rural Women Empowerment Through Self- help Groups with Special Reference to Suthamalli Area in Tirunelveli – "India 2030 " -- M.S. University-ISBN No-978-93-84734-52-7

Workshops attended

1. National Workshop on "Computer Applications in Business Decision Making" - Research Centre for Commerce, Thiruvalluvar College, Papanasam – (11thAp 2014)

2. International Training Workshop on "Increasing the Scholarly Impact and Research output" - Sri Sarada College For Women, Tirunelveli – (2nd Mar 2015)

3. State Level Workshop on "Milieus in Beedi Making Industry" – Research Centre for Commerce, Thiruvalluvar College, Papanasam – (30th Mar 2015)

4. One day Workshop on " Export Entrepreneurship" – PG & Research Dept. of Commerce, The M.D.T. Hindu College, Tirunelveli – (16th Sep 2015)

5. Two- Day National Level Workshop on "Emerging Trends in Banking Services" - Research Centre for

Commerce, Thiruvalluvar College, Papanasam – (22nd& 23rd Jan 2016)

6.THICOLIB 2016 - International Workshop – Dept. of Library and Information Science, ThiruvalluvarCollege, Papanasam – (23rd Dec 2016)

Ph.D Guidance

Guide 1.

Status -- Waiting for registration process and commencement order

Co-Guide 1.

Status -- Waiting for registration process and commencement order

Other Activities

1. A member in the Board of Question paper setters for UG and PG commerce courses in the St.Xavier's college, Palayamkottai.

2. A member in the Board of valuation of Commerce courses in SathakkathullaAppacollege, Palayamkottai.

3. A member in the Board of Studies for B.com in Manonmaniam Sundaranar University.