

BIO-DATA

Name : Dr. S. VENNILA

Father Name : N. Sambandam

Husband Name : G. Kannan

Designation : Assistant Professor

Department : Commerce

Date of Birth : 11.04.1979

Gender : Female

Official Address : S.K.S.S Arts College,
Thiruppanandal – 612 504

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Educational Qualification :

Degree	University / College	Year of Pass	Grade / Percent
M.Com.	Annamalai University	December 2004	56.4%
M.Com.	Annamalai University	May 2015	55.2%
M.Phil.	SKSS Arts College	December 2006	59.6%
Ph.D.	SKSS Arts College	June 2018	Commended
B.Ed.	Tamil Nadu Teachers Education University	June 2009	94.4%

Teaching Experience :

Institution / Designation	From	To
S.K.S.S Arts College(S.F)	17.06.2010	26.04.2013
S.K.S.S.Arts College	27.04.2023	TILL DATE

Conference/Seminars Attended(Enclose details like Paper Title, Seminar Theme, Place, date, etc)

International (No): 2 National & State level (No): 2 Total:

1. Retail Marketing – Opportunities and Challenges ,Poompukar College, Melaiyur, 22nd December 2014.
2. Factors Affecting Consumer Buying Behaviour Product Categories in FMCG, A.V.C. College(Autonomous), Mannampadal, 10th and 11th August 2015.
3. Consumer Perception and Attitudes Towards Select Fast Moving Consumer Goods, National Level Seminar on Recent Trends in Service Marketing, Mass College, Kumbakonam, 27th February 2017.
4. One day International Conference on Services Marketing – Process, Practice and Potential, National College (Autonomous), Tiruchirappalli, 24th January 2019.
5. International Seminar on Research in Social Science , Government College for Women(Autonomous), Kumbakonam, 26th and 27th June 2019.
6. International Conference on Emerging Issues and Challenges in Economics and Commerce, Idhaya College for Women, 19th February 2020.

Publication (Enclose details like Title, Publisher, Place,

Year/Month, etc) Books: Articles: 6

1. *Post Purchase Behaviour of Consumers Towards Fast Moving Consumer Goods*, EIJFMR, Vol. III, Issue – 04, April – 2017, with ISSN: 2395-5929, Paper ID: 13170410, pp. 76 – 81.
2. *Rural Consumer Behaviour for FMCG*, JEMS, Vol.5 Issue 03, March 2016 with ISSN 2320-866X, Online 2277-5684, pp.21 -30.
3. *Literature Studies on Fast Moving Consumer Goods*, International Journal of Management Focus, Vol.7, Issue – 1, Jan - March 2017 with ISSN 2250-2971, pp. 06 - 16.
4. *Inventory Management in Pharm Products*, International Journal of Advanced Scientific Research & Development, Vol.05, Spl. Issue.03, Ver. II, September 2018, with e :ISSN 2395-6089, p : ISSN: 2394-8906, pp. 374-381
5. *Consumer Behaviour Towards Fast Moving Consumer Goods in Thanjavur District*, Research Explorer – A Blind Review & Refereed Quarterly International Journal, Vol.VII, Spl. Issue, January 2019 with p : ISSN : 2250-1940, O : 2349-1647, pp. 203 - 209.

6. *A Study on the Banking Services Provided to Small Scale Medium Enterprise in Kumbakonam*, Studies in Indian Place Names with ISSN: 2394 – 3114, Vol.40, Issue - 19-February 2020, UGC Care Journal, pp.17 - 21.

Other Academics (Specify and detail)

1. One Day Seminar on Revised Accreditation Process of NAAC and Seven Criteria and their weightages at SKSS Arts College , Thiruppanandal on 14 th March 2020 under the UGC PARAMARSH Scheme.

FDP/ online courses

1. Data analysis for Research in Management and social sciences.(three days 7th to 9th November 2018), Organised by school of Management, SRM Institute of science and technology, Ramapuram Chennai- 600089.
2. Art of writing Research Article in Hi- Indexed Journals (Two days 29th to 30th April 2020), Organised by the department of Business Administration of Nehru Arts and Science College , Coimbatore.
3. A webinar on Effective Teaching using ICT Tools (one Day 18th April 2020), Organised by the internal quality Assurance Cell, V.O. Chidambaram College ,Thoothukudi- 628008.

Workshop;

1. Recent Trend in Research Methods in commerce and Management (one Day on 8th July 2019), Organised by Swami Dayananda College of Arts and Science Manjakkudi-612610.
2. Revised NAAC – Norms and Procedures (one day on 17th August 2019) , Organised by IQAC, Annai college of Arts and Science, Kovilacheri, Kumbakonam-612503.
3. How Can I Become A Career Counsellor (seven days on 6th to 12 th May 2020), Organised by Department of Extension and Career Guidance, Bharathiar University , Coimbatore- 641046.

