

**Aditanar College of Arts and Science  
Virapandianpatnam – 628216  
Tiruchendur  
Bio - Data**

<b>Name of the Department</b>	<b>: COMMERCE SF</b>
<b>Name of the faculty member</b>	<b>: Mrs. G.PARVATHI DEVI</b>
<b>Qualification</b>	<b>: M.Com., M.Phil.,</b>
<b>Present Designation</b>	<b>: Assistant Professor</b>
<b>Vidwan id</b>	<b>: 420098</b>
<b>Residential Address</b>	<b>: 10/7, meenatchipuram II street, Thoothukudi</b>
<b>Contact Nos.</b>	<b>: 9677435266, 9600751110</b>
<b>Email</b>	<b>: navasri12@gmail.com</b>
<b>Gender</b>	<b>: Female</b>
<b>Community</b>	<b>: MBC</b>
<b>Date of Birth and Age</b>	<b>: 05.02.1982, 41</b>
<b>Date of joining</b>	<b>: 10.07.2009</b>
<b>Date of Retirement</b>	<b>:</b>



**I. Particulars of Educational Qualification :**

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of The University	% of Marks / Grades obtained	Class obtained
UG	B.com	Commerce	2002	Sri Parasakthi college for women, courtallam	Manonmaniam Sundaranar University	78.25	I with Distinction
PG	M.com	Commerce	2004	Sri Parasakthi college for women, courtallam	Manonmaniam Sundaranar University	81.46	I with Distinction
M. Phil	M.Phil	Commerce	2009	Alagappa University	Alagappa University	52.6	II
Ph.D.		Commerce	Pursuing	Kamaraj College	Manonmaniam Sundaranar University		

**II Additional Qualification :**

**NET/SLET**

**III Title of Ph.D. Thesis :** **Impact of smart phone on the behavioural changes of college students in Thoothukudi District**

**IV Faculty/Discipline/Subject in which Ph.D. was awarded :**

List of Publications : (Details Attach separate sheet)

No. of Candidates Completed Ph.D. under your Guidance : (Details Attach separate sheet)

No. of candidates doing Ph.D. under your Guidance : (Details Attach separate sheet)

**V Academic Experience:**

Name of the College	Whether Govt/Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Aditanar College of Arts and Science	SF	Assistant Professor of commerce	10.07.2009		14	3	05
<b>Total</b>					14	3	05

**Book chapters or Papers published in national/international conference/Seminar/ workshop proceedings**

<b>Title of the Chapter /paper</b>	<b>Name of the authors</b>	<b>Title of the Book/ Proceedings of the conference</b>	<b>Name of the conference</b>	<b>National/ International</b>	<b>Year of publication</b>	<b>ISBN Number of Book/ proceedings</b>	<b>Publisher/ Afiliating Institute at the time of Publication</b>
Impact of Information and communication Technology on MSME	<b>G.Parvathi Devi Dr.G.kasirajan</b>	ICSSR Sponsored twodays national level seminar		National	2019	978-93-89146-12-7	Srividhya College of Art and Science viruthunagar
Customer perception on the use of E- technology a comparative Analysis of public and private sector banks	<b>G.parvathi Devi</b>	IndoGlobal journal of commerce and Economics ,volume -v	Emerging Horizons of HR in commerce and management	International	26.9.2019		Govindammal Aditanar college fo women, thiruchendur
Customer Relationship Management –An imperative need for the indian banking sector as a strategic tool	<b>T.caroline kanmani ananathi G,Parvathi Devi</b>	Recent trends Recent trends X and Management	International conference on Recent trends in commerce and management	International	5 <sup>th</sup> feb 2014	9- 789381-724279	Jairam Arts and Science college,salem
Consumer Awareness towards Food and Nutrition Safety	<b>G.ParvathiDevi T.CarolineKanmani Ananathi</b>	Proceedings of the National Seminar on Eat Right India		National	12 <sup>th</sup> 2020	978-93-5406-635	Sri,Parasakthi college for women courtallam
Impact of online shopping on customer satisfaction with special thoothukudi district		Proceeding of the one day national level seminar on economic impact of digital under ATMANIRBHAR Bharat in the	Economic impact of digital marketing under ATMANIRBHAR Bharat in COVID 19 era	National	23 <sup>rd</sup> April 22	978-93-94457- 55-3	Kamaraj College .Thoothukudi
Impact of smart phone on the behavioural changes of students in Tirunelveli	<b>G.Parvathi Devi Dr. G.kasirajan</b>	Proceedings in Entrepreneurship and Innovation	National seminar on Entrepreneurship and Innovation	National	2022	97-93-93737-88-5	St.Mary's College, Thoothukudi
A study on Impact of smart phone addiction on college students.	<b>G.Parvathi Devi Dr.G.kasirajan</b>	Proceedings of National conference on Impact of social media on youngsters	National conference on Impact of social media on youngsters	National	2023	978-81-19042-36-4	Dr.Sivathi Aditanar college of Engineering

**Research papers published in the Journals :**

<b>Title of paper</b>	<b>Name of the authors</b>	<b>Name of journal</b>	<b>Volume, Issue, Page No, Year</b>	<b>ISSN number</b>	<b>Is it listed in UGC Care list</b>
A study on consumer preference towards smart phone	Dr.G.Kasirajan G.Parvathi Devi	Journal of modern Tamizh Research	494-498	2321 – 984X	yes