

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



Name of the Department : COMMERCE SF

Name of the faculty member : Dr.S.DAYANA SWEETLIN

Qualification :M.Com., M.Ed., M.Phil., Ph.D., SET

Present Designation : Assistant Professor

Vidwan id : 419218

Residential Address : 8, Main Road Subramaniyapuram
Sawyerpuram – 628 251

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Email : chrissweetlin@gmail.com

Gender : Female

Community : BC

Date of Birth and Age : 02.071984 , 39

Date of joining : 06.10.2021

Date of Retirement : 02.07.2044

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	2004	S.B.K.College	Madurai Kamaraj University	63.3	I
PG	M.com	Commerce	2006	S.B.K.College	Madurai Kamaraj University	68.5	I
M. Phil		Commerce	2011	Madurai Kamaraj Distance Education	Madurai Kamaraj University	53.4	II
Ph.D.		Commerce	2023	Kamaraj College	Manonmaniam sundaranar University	Awarded	

II Additional Qualification : **SET**
NET/SLET

III Title of Ph.D. Thesis : Purchasing Behaviour of Consumers:Its impact on Handloom and Khadi products with special reference to 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
Pope's College Sawyerpuram	SF	Assistant Professor of commerce	12.10.2011	30.09.2021	9	11	18
Aditanar College of Arts and Science	SF	Assistant Professor of commerce	06.10.2021		2	0	10
Total					11	11	28

VI Administrative/other Experience :

VII Other Relevant Information :

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

Title of the Chapter/paper	Name of the authors	Title of the Book/ Proceedings of the conference	Name of the conference	National/ International	Year of publication	ISBN number of Book/ proceedings	Publisher/Affiliating Institute at the time of Publication
A Study on consumer preference towards Mobile Phones with Special reference to Srivaikundam	S.Dayana Sweetlin Dr.R.S.Thangeswari	proceedings of Innovative, Multi Disciplinary and Contemporary Perspective and Practice in commerce and Management	Innovative, Multi Disciplinary and Contemporary Perspective and Practice in commerce and Management		April 2023	978- 93- 83191- 86-4	Ayya Nadar Janaki Ammal College, Sivakasi
Awareness and Attitudes of Consumers in buying products through Online in Thoothukudi city	S.Dayana Sweetlin Dr.R.S.Thangeswari	Proceeding of Emerging Issue of Russia – Ukraine War and the contemporary challenges of Indian Markets	Emerging Issue of Russia – Ukraine War and the contemporary challenges of Indian Markets		Sep 2022.	978 -93- 94725- 04-1	St.John College Palayamkottai
A Study on Customer satisfaction towards Ordering Food through Food ordering App at Tirunelveli City	S.Dayana Sweetlin Dr.R.S.Thangeswari	Proceedings of Entrepreneurship and Innovation	Entrepreneurship and Innovation		Feb 2022.	97-93- 93737- 88-5	St.Mary's College, Thoothuudi

Research papers published in the Journals :

Title of paper	Name of the authors	Name of journal	Volume, Issue, Page No, Year	ISSN number	Is it listed in UGC Care list
A Study On Students Attitude Towards	S.Dayana Sweetlin Dr.R.S.Thangeswari	Journal of Sambodhi	Vol,Xliv, 2021	2249- 6661	

Online Shopping In Thoothukudi City		Indological Research Journal Of L.D.I.I.	Page No.100 - 104		yes
Reception And Resistance On E-Banking Service In Thoothukudi District	S.Dayana Sweetlin Dr.R.S.Thangeswari	Journal Of Utkal Historical Research Journal	Vol:34(Vi):2021 PageNo.61-64	0976-2132	yes

PUBLICATIONS WITH ISSN AND ISBN NO.

- ❖ Published a paper titled “A Study on consumer preference towards Mobile Phones with Special reference to Srivaikundam” in the proceedings of Innovative, Multi Disciplinary and Contemporary Perspective and Practice in commerce and Management, ISBN No.978-93- 83191-86-4page no.129-133, April 2023.
- ❖ Published a paper titled “Awareness and Attitudes of Consumers in buying products through Online in Thoothukudi city” in the Proceeding of Emerging Issue of Russia – Ukraine War and the contemporary challenges of Indian Markets, ISBN No.978 -93-94725-04-1page no.50-54, Sep 2022.
- ❖ Published a Paper titled “A Study on Customer satisfaction towards Ordering Food through Food ordering App at Tirunelveli City” in the Proceedings of Entrepreneurship and Innovation, ISBN No. 97-93-93737-88-5, Feb 2022.
- ❖ Published a Paper Titled “A Study On Students Attitude Towards Online Shopping In Thoothukudi City” In The Journal Of Sambodhi Indological Research Journal Of L.D.I.I. Vol,Xliv, 2021. Issn:2249-6661 Page No.100 -104, Feb – 21
- ❖ Published a Paper Titled “Reception And Resistance On E-Banking Service In Thoothukudi District” In The Journal Of Utkal Historical Research Journal ,Ugc Care Approved, Peer Reviewed And Referred Journal, Vol:34(Vi):2021 Issn:0976-2132 April – 21 Page No.61-64
- ❖ Published a Paper Titled “A Study On Consumer Perception Towards

Handloom Products In Thoothukudi District” In The Journal Of Kanpur Philkosophers: International Journal Of Humanities, Law And Socialsciences. Vol. Viii, Issue I :2021, Issn:2348-8301 July -21

- ❖ Published a Paper Titled “Perspectives Of Human Resource Management In Recruiting Companies In The Journal Of Eduindex Jouranls Impact Factor: 6 .3 Issn: 2394-3114 Feb-20
- ❖ Published a Paper Titled “A Study On Consumer Preference And Satisfaction Towards Handloom Products In Viruthunagar District. In The Journal Of Dogo Rangsang Research Journal Impact Factor: 7.12 Issn: 2347-7180jul-20
- ❖ Published a Paper Titled “A Study On Consumer Awareness About Handloom Products With Special Refernce To Sawyerpuram In The Journal Of Sadakath Ugc Referred Journal No. 64130, Indexed In Google Scholar Issn:2347-7644 Mar-19
- ❖ Published a Paper Titled “A Study On Prospects And Challenges Of Self-Help Groups In Thoothukudi District “In The Journal Of Shanlax International Journals Impact Factor: 4.118 Issn:2320-4168 Mar-19
- ❖ Published a Paper Titled ”The Gst An Overview In Indian Scenario” In The Journal Shanlax Publications Isbn:978-93-89146-73-8 Aug - 19
- ❖ Published a Paper Titled “A Study About Women Employees In Handloom Weaving In Senthambalam Village In Thoothukudi District In The Journal Of Indo Global Journal Of Commerce And Economics Impact Factor:4.153 Issn:2393-9796 Sep 2019
- ❖ Published a Paper Titled “A Study About The Impact Of E-Commerce” In The Journal Of Contemporary Issues And Challenges Of Business Isbn:978-93-5391-739-5 Oct-19
- ❖ Published a Paper Titled “Impact Of Corporate Governance On Corporate Social Responsibility” In The Journal Of Research Explorer Impact Factor : 2.62 Issn:2250-1647 Sep-18.

- ❖ Published a Paper Titled “Pros And Cons Of Gst In Agricultural Sector” In The Journal Of Shanlax International Journal Of Commerce UGC Approval No.44120 Impact Factor:4.118 Issn: 2320 – 4168 April 2018.
- ❖ Published a Paper Titled “Impact On E-News Paper In India” In The Journal The International Journal For Economics And Business Management UGC Approval No.47151 Issn: 2250-2750 March 2018
- ❖ Published a Paper Titled “Conceptual Issues In Educational And Social Challenge” In The Journal Of Education And Social Changes In Present Scenario Isbn: 978 93 86712 31 8 July 2018