

Faculty Profile

Name : **DR.U.JOTHIMANI**
Designation. : Assistant Professor
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Date of Birth : 22.11.1990
Date of Joining : 23.01.2021
Date of Retirement : 30.11.2050
Google Scholar ID : o7V0KBkAAAAJ
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MHRD Vidwan ID : <https://vidwan.inflibnet.ac.in/profile/370107>



1. Educational Qualification

Degree	Mode of Study	Subject(s)	Month & Year of Passing	Institution/ University
Ph.D	Full-time	Commerce	Feb 2018	Manonmaniam Sundaranar University
PGDCA	Part -time	Computer Science	Dec 2014	Malar Education
M.Phil.	Full-time	Commerce	May 2014	Manonmaniam Sundaranar University
MBA	Part - time	General	May 2013	Annamalai University
M. Com(CA)	Full-time	Commerce	April 2013	Sri Sarada College for Women
B. Com	Full-time	Commerce	April 2011	Sri Sarada College for Women

2. Teaching Eligibility Test (UGC/CSIR-NET/SET/GATE/others):

SI. No	Name of the TEST	Roll. No	Month & Year of Passing	Testing Agency

3. Specialization:

Teaching: Marketing
Research: Commerce

4. Professional Experience:

Designation	Name of the College/University	Duration(s)	Total Exp Year & Month
1. Assistant Professor	Sri Sarada College for Women	18.06.2018 to 02.12.2019	10 months
2. Assistant Professor	Annai Haijra Women's College	1.08.2020 to 22.01.20	6 months
3. Assistant Professor	Thiruvalluvar College	23.01.2021 to 30.11.2050	Till date

5. Recent Publications :

SI.No	Details of Article	UGC-CARE listed	Peer-reviewed Or Double Blinded	Impact factor & H-Index
1.	Examining the role of green marketing in enhancing consumer perception and purchase behaviour.	UGC CARE	Group I, Peer Reviewed and Referred Journal	PRINT ONLY
2.	Investigating the effects of foreign direct investment on Economic growth.	SCOPUS – INDEXED		
3.	Consumer Decision –Making in E-Commerce: A literature Review factors Influencing online purchases	SCOPUS – INDEXED		
4.	Growth of Telecommunication Sector and Foreign Direct Investment	UGC CARE	Peer Reviewed and Referred International Journal	7.214
5.	Women Empowerment in India: SHG Bank Linkage Programme.	UGC CARE	Peer Reviewed and Referred indexed journal	5.743
6.	Digital marketing in India: Challenges and Opportunities	UGC CARE		5.60

6. Books/Chapter(s)/Edited Published (mention only pertinent to the area of specialization)

SI. No	Details of Books/ Chapter(s)	ISBN	Name of the Publication and Address
1.	E-commerce (text book)	978-81-19070-39-8	Redshine publication,
2.	The spectrum of discovery multidisciplinary research in the modern era(Chapter - 13)	978-1-304-55304-1	Infinity publication,
3.	Women Education and Empowerment (Chapter -15)	978-81-947203-1-7	Desh Vikas Publication, Andhra pradesh

7. Paper presented/attended Conferences /Seminars/Workshops/ FDP

Details of the Conferences /seminars/workshops	Presented/ Attended
1. Four week Faculty Induction /Orientation Programme for “ Faculty in University/Colleges/Institute in Higher Education” .by Ramanujan College, Delhi	Attended
2. Two week Online Refresher Course on “Advanced Research Methodology” by Ramanujan College, Delhi	Attended
3. Faculty Development Programme on “Investor Education & Awareness “	Attended
4. Two Weeks Online FDP on “Entrepreneurship Development” By MSSW.	Attended
5. International Level webinar on “International Women Empowerment Strategies” by Kunthavai Nachiyaar Government arts & science College for Women.	Attended
6. One Day State level Seminar on “Research Techniques in Social Sciences” by Thiruvalluvar College.	Attended
7. National Webinar on “ Importance of Effective Communication Skills” By Mr College & MNR higher education & Research Academy Campus, Hyderabad.	Attended
8. A Five day National level Online FDP on “Redesigning Business Education-Gen Z” By XIBA.	Attended
9. A Five day Online FDP on “Communication Skills for Research Paper	Attended

writing and Professional Practices” by GMR Institute, Andhra Pradesh.	Attended
10. International Level FDP on “ Innovative Approaches for outcome based Teaching Learning in Higher Education”	
11. National Level five Days Training Program on “ Quality Sustenance and Enhancement in HEI” by Jharkhand Rai University	Attended
12. National Level five days FDP on “Inclusive, Innovative value Education and NEP” by Research Culture Society.	Attended
13. International FDP cum Workshop on Plagiarism Detection and Removal in Research Paper and Ph.D Thesis using Software by Bluecrest University, Liberia	

8. Academic Responsibilities/ Professional Membership :

- IQAC Member :2023 –2027
- IIM/Pravartak – Coordinator (2023-2024)
- NAAN Mudhalvan –IInd Year Coordinator (2022-2023)
- Aapta Mitra – Coordinator (2022- till date)

9. Academic Awards/ Honours :

- GOLD Medallist in MCOM(CA)
- Best Teacher Award 2023 by Research India Foundation, Bhubaneswar, Odisha, India.

10. Research Projects :

SI. No	Details of the Project(s) Minor/ Major	Funding Agency	Amount

11. Details of Ph.D. Guideship : Nil

12. Residential Address with Mobile: 24/9 Ashoka weethi, II street, Kurichi,
Melapalayam, Tirunelveli -627005 &
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13. Reference: Dr.(Major).L.Ravi Shankar
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Thiruvalluvar College,
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Dr.N.Kamala,
Principal & Associate Professor,
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Signature

