

Faculty Profile



1. **Name** : **V.Kokila**
2. **Designation** : **Assistant Professor of Commerce**
3. **Department** : **PG & Research Department of Commerce**
4. **Age & DOB** : **29 years & 09.04.1993**
5. **Date of first appointment** : **31.08.2018**
6. **Date of joining in govt. service** : **31.08.2018**
7. **Educational Qualification**

Degree / Diploma / Certificate	Subject	Name Of The Institution	Year Of Passing	Remarks
B.Com.,	Commerce	Pondicherry University	2013	I Class
M.Com	Commerce	Pondicherry University	2015	Gold Medal Distinction
MBA.,	Finance	Pondicherry University	2016	I Class
SET	Commerce	-	2016	-

8. Academic/Teaching Experience

S. No.	Institution	From – To
1.	A.D.M. college for Women (Autonomous), Nagapattinam	31.08.2018 to till date

9. **Area of specialization** : **Marketing**

10. **Area of Research Interest** : **Consumer Behaviour**

11. Seminars/Conferences/Workshops attended

S. No.	Programmes	Organized By	Date
1.	International Conference	Sir Issac Newton College of Arts and science, Nagapattinam.	13.02.2016.
2.	National workshop	Pondicherry University, Karaikal Campus.	09.03.2017 and 10.03.2017
3.	National workshop	Pondicherry University, Karaikal Campus.	14.07.2017, 15.07.2017 and 16.07.2018
4.	National workshop	Central University of Tamilnadu.	21.12.2017

12. Papers Presentation

S. No.	Name Of The Paper	Organized By	Date
1.	“Make in India – GDP transition from Service sector to Manufacturing sector”	R.V.S college of Arts and Science, Karaikal.	24.02.2016
2.	“Digital Financial Services to Enhance Women’s Empowerment – A Theoretical Perceptive ”,	K.S.R college of Arts and Science for Women, Tiruchengode.	14.09.2017.
3.	“Impact of Goods and Service Tax (GST) on Consumer Electronics – An Analysis”	Jamal Mohamad college (Autonomous), Tiruchirappalli.	23.09.2017.
4.	“Factors influencing on Consumer Behaviour towards purchase of Electronic Products”	Alagappa University, Karakudy.	15.12.2017.
5.	“Brand awareness among the electronic products consumers in Karaikal district”,	Vivekandha College for Women, Tiruchengode	14.02.2018.
6.	“Consumers’ level of awareness on electronic products – An analysis”	St. Theresa’s Arts and Science College for Women, Tharangambadi.	28.02.2020.

19. Papers Publications

S.No	Article	Name of the Journal	Year
1.	International	International journal of Advanced Scientific Research & Development (IJASRD)	2017
2.	International	The Impact of Demonetization on Retailing – An analysis	2017
3.	International	A Study on Consumer Behaviour on Cashless transaction in U.T. of Puducherry	2017
4.	National Referred journal	A Study on Occupational Stress among Nationalised and Non – Nationalised bank employees in Karaikal District, U.T. of Puducherry	2017
5.	UGC Approved journal	A Study on Awareness among the women in relation to GST	2017
6.	National	Factors influencing on Consumer Behaviour towards purchase of Electronic Products	2017
7.	International UGC Approved journal	A study on impact of brand image on buying behaviour of electronic products consumers	2018

8.	International UGC Approved journal	Consumers satisfaction on consumers Electronic Products – An Analysis	2020
9.	International UGC Approved journal	Review Paper Development on a Review of the Influence of Subjective Norms and Marketing Mix on Consumer Pre-Purchase Behaviour and Purchase Intent of Electronic Goods	2020
10.	International Scopus indexed	Review paper on the Influence of subjective norms on the pre-purchase behavior of electronic products – An Indian narrative.” International Journal of Management (IJM)	2019
11.	UGC Care journal	Impact of Consumer Oriented Sales Promotions (COSP) onPurchasing Behaviour of Electronic Products Consumers (PBEPC)	2021
12.	UGC Care journal	The brand awareness of consumers in relation to electronic products with special reference to Karaikal district, Puducherry	2021
13	UGC Care journal	Impact of consumer oriented sales promotion on purchasing behaviour of electronic products	2021
14	UGC Care journal	Impact of word of mouth communication on consumer purchase decision	2022