

Name : **Mrs. D.Vikashini**
 Designation : **Assistant Professor**
 Department : **Commerce CA**
 Qualification : **M.com, M.Phil**
 Experience : **Teaching:6.5 Years Industry: Nil Research:Nil**
 Areaof Specialization(s) : **Marketing, Accounts**
 Email(OfficialID) :



AcademicQualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
B.com	Commerce	Bharathiyar University	2009
M.com	Commerce	Bharathiyar University	2015
M.phil	Marketing	Bharathiyar University	2020

AdditionalQualifications

Diploma/Vocational /Certification	AreaofSpecialization	Institution / University /AgencyName	Year
Nil	Nil	Nil	Nil
Nil	Nil	Nil	Nil

Industry/TechnicalExpertise/Consultant

Position	Company	Year
Nil	Nil	Nil
Nil	Nil	Nil

ResearchGuidance

Programme	No.ofScholars	
	Completed	Pursuing
Ph.D.	Nil	Nil
M. Phil.	Nil	Nil

ResearchPublications(Indexed) : 1. **RECENT TRENDS IN INDIAN MART IN ONLINE MARKETING -2015**
2.A **STUDY ON CUSTOMER'S ATTITUDE TOWARDS VARIOUS DIGITAL PAYMENT SYSTEM- ISSRD-2017**

PresentationsinConference: **1.DIGITAL MARKETING IN RURAL PRODUCT -ISSBN JANUARY 2021**

ParticipationinSeminars:1. **International Seminar:-CHALLENGES AND PROBLEMS FACED BY WOMEN ENTREPRENEUR IN INDIAN SOCIETY AFTER COVID -19 PANDEMIC. 2022**
2.**National level Seminar:-EVOLUTION AND SIGNIFICANT TRANSITIONS OF ROLES AND RESPONSIBILITIES OF WOMEN IN INDIA IN THE PRESENT SCENARIO-2022**

ParticipationinWorkshop: Nil

ParticipationinFacultyDevelopmentProgramme: Bhrathiyar University 5 days Faculty Development Program

Conference/Seminar / WorkshopOrganized

Nil

InvitedSpeaker/ SessionChair/ MemberOrganizingCommittee - Conference/ SeminarMemberinBoS

MembershipinProfessionalBodies:

Nameof theProfessionalBody	Natureofmembership	Duration
Nil	Nil	Nil

Text BooksPublished:

Nameof theBook	Publishedby	Year
Nil	Nil	Nil