

STAFF PROFILE

Name : Dr. R. VENNILA
Designation : Assistant Professor (Ad hoc)
Date of Entry into Service : 19-07-2006
E-mail : write2vennila@gmail.com
Mobile (Optional) : 8608973932
Education : M.Com., M.Phil., MBA., Ph.D.
Areas of specialization : Statistics,
Operations Research
Cost and Management Accounting
Principles of Management



Projects undertaken

Title of the Project	Name of the funding Agency	Duration	Completed/ Ongoing	Amount	Remarks

Seminars Organized

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/ International	Co-ordinator/ Convener

Seminars, Workshop and Conferences Attended/ Paper Presented

Title of the Seminar/Conference/ Workshop & Date	Title of the paper	Sponsoring Agency	National/ State/ International	Organization in which attended
Impact of Demonetization on Small & Medium Scale Industries, 27 th Jan. 2017	Impact of Demonetization on Indian Economy		International Seminar	Department of Commerce, S. Vellaichamy Nadar College, Madurai.
Impact of Demonetization- Opportunities and Challenges		UGC sponsored	National Seminar	Dept. of Economics & Dept. of Commerce, The Madura College, Madurai
Business Innovation & Sustainable Development, 4 th October, 2016	State-wise and Sector-wise Analysis of Foreign Direct Investment in India		International Conference	Department of Management Studies, Nehru Institute of Technology, Coimbatore
Innovation Needed in Commerce, Economics and Management to Meet the Present Crises and Craze, 24 th Sep. 2016.	Online Marketing – Challenges in Future		National Conference	Department of Commerce, Mangayarkarasi College of Arts and Science for Women, Madurai.
Sustainability for Business: Initiatives, Ideas & Challenges, Sep. 1, 2016	Impact of Sustainable Human Resource Management and Organizational Performance		International Conference	PG & Department of Commerce, Mother Teresa Women's University, Kodaikanal
Value Addition, Evaluation and Employability Issues, 31 st Aug. 2016		Curriculum Development Cell, MKU	Workshop	Department of Management Studies, MKU, Madurai
Re- Engineering Business	Business		International	School of

Concepts and Rapid Changes in Worldwide Business Patterns, 18 th Aug, 2016.	Process Re-Engineering (BPR)		Conference	Commerce, Ratinam College of Arts & Science, Coimbatore.
New Dimensions of Management in the Globalised Era- 2016 on Mar. 2016	Growth and Challenges of Retail Industry in India: An Analysis		National Seminar	Dept. of Management Studies, Madurai Kamaraj University, Madurai
Strategies for the Sustainable Industrial Development- Road Map to Make in India on Feb. 2015	Foreign Direct Investment		National Conference	Dept. of Commerce, Vidyasagar College of Arts & Science, Udumalpet.
Competency Building Strategies in Business and technology for Sustainable Development on Feb 2015	Regional and State- wise Distribution of FDI Inflows in India		International Conference	Dept. of Management Studies, Sri Ganesh School of Business Management
Emerging Trends in Services Sector- Challenges and Opportunities on Jan. 2015	Growth of FDI Inflows in Services Sectors in India		National Seminar	Dept. of Commerce, Maharani Arts and Science College, Dharapuram
Impact of Globalisation on the Prospects of Indian Banking Sector Jan. 2015	Growth of FDI Inflows in the World and in India	ICSSR sponsored	International Conference	Dept. of Commerce, Vivekananda College, Tiruvedakam west.
Women Empowerment and Globalization Jan. 2015	A Study on the Opportunities and Challenges of the Women Entrepreneurs		National Seminar	Women Studies Centre, Madurai Kamaraj University, Madurai
FDI in Service Sector in India Sep. 2014	FDI in Services Sector in India	UGC Sponsored	National Seminar	Dept. of Economics, The Madura College, Madurai
Impact of Globalisation on Indian Financial System on Aug. 2014	Impact of Globalization on FDI Inflows in		International Conference	Dept. of Commerce, Vivekananda

	India			College, Tiruvedakam west.
Foreign Direct Investment in Retail Industry in India- Boon or Bane Feb. 2012	Sector-wise Analysis is of Foreign Direct Investment in India		National Seminar	Dept. of Commerce, St. Xavier's College, Palayamkottai
Global Economic Environment- Opportunities and Challenges to India on Feb. 2012		UGC Sponsored	State Seminar	Dept. of Commerce, The Madura College, Madurai
Poor Economics- Rethinking Poverty and The Ways to End it on Jan. 2012	The Contribution of Foreign Direct Investment to Poverty Alleviation	UGC Sponsored	UGC Sponsored National Seminar	Dept. of Economics, The Madura College, Madurai
Global Financial Crisis: Opportunities and Challenges on Feb 2010	Global Financial Crisis: The Impact of Foreign Direct Investment on Economy Growth of India	UGC Sponsored	National Seminar	Dept. of Commerce, The Madura College, Madurai

Books Published:

Title of the Book Published	ISBN No.	Publisher if any	Year of Publishing	Authored/Edited

Research Publications:

Title of the Journal	Title of the Paper	ISSN No./ ISBN No. Volume No. & Page No. if any	Year	International/ National/ State
Nehru Journal of Management and Research (NJMR)	State-wise and Sector-wise Analysis of Foreign Direct Investment in India	ISSN 2230-7974, Vol.1, Issue- 14	Nov, 2016	International
Roots International Journal of Multidisciplinary Researches	Online Marketing – Challenges in Future	ISSN: 2349-8684, Vol.3, Special Issue: 6	Sep. 2016	International

Mother Teresa Women's University Sustainability for Business: Initiatives, Ideas & Challenges	Impact of Sustainable Human Resource Management and Organizational Performance	ISBN: 81-86520-27-9	Sep. 2016	International
New Dimensions of Management in the Globalized Era- 2016, pp:295-297, ISBN: 978-93-85977-05-3	Growth and Challenges of Retail Industry in India		Mar. 2016	
Dynamics of Commerce: 'Catalyst for Sustainable Corporate and Social Growth', pp:42-50, ISBN: 978-93-85109-18-8	State-wise Distribution of FDI Inflows in India		Jul. 2015	
Indo Global Journal of Commerce and Economics, Vol:2, Issue:3,pp.55-58, ISSN No: 2393-9796.	Regional and State-wise Distribution of FDI Inflows in India		Apr. 2015	
Growth of FDI in India, pp.60-67, ISBN:978-93-80657-60-8	FDI in Service Sector in India		Jan. 2015	
Women Empowerment and Globalization, pp. 235-241., ISBN:978-93-80499-94.	A Study on the Opportunities & Challenges of the Women Entrepreneurship in India		Jan. 2015	
Impact of Globalisation on the Prospects of Indian Banking Sector, pp.131-134, ISBN:978-93-80657-29-5	Growth of FDI Inflows in the World and in India		Jan. 2015	
Sankhya, International Journal of Management and Technology, Vol-3, Issue-2, pp.106-112,, ISSN0975-3915.	Trends and Patterns of FDI Inflows in India		Sep. 2012	
Foreign Direct Investment in Retail Industry in India-	Sector-wise Analysis of Foreign Direct		Feb. 2012	

Boon or Bane, pp.165-173, ISBN:978-93-5067-214-3	Investment in India			
---	---------------------	--	--	--

Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,			
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level

Academic council/Board of Studies Member

Institution	For a period of	Dept.

Honours Achieved

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)

Whether NSS/NCC/AEEP/YRC	Period

Reviewer/editor of a journal

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h-index

Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration

Empowering College Teachers with Effective Teaching Skills on Mar. 2016	OAA MAVMM School of Management, Madurai.	from	to
Orientation Programme for Newly Recruited Teachers on 26 th & 27 th Sep. 2015	The Madura College, Madurai.		
Competence Building Programme on 6 th & 7 th Feb. 2015	The Madura College, Madurai.		

Any Other Information :