



**Dr. V. ILAKKIA, M. Com., Ph. D.,**  
**Email: ilakkiav30@gmail.com**  
**Phone: 7708833758.**

### **OBJECTIVE:**

- Looking to secure an Assistant Professor position to render and learn to display innovative teaching, spiritual, interpersonal and leadership abilities.
- To creating opportunities to the students to develop their self and social consciousness to persuade them to excel as global citizens.
- To being a career counselor through help with individual care to find right career path and motivate them to succeed to their goals.
- To be a part, to rise the reputation of the institution to the newer heights through committed voluntary involvement.

### **EDUCATIONAL QUALIFICATIONS:**

<b>Course</b>	<b>Year</b>	<b>Institution</b>	<b>Board/University</b>	<b>Percentage/Class</b>	<b>Special Achievements</b>
SSLC	2003-04	St. Joseph's Girls Hr. Sec. School, Dindigul.	State Board	87% I Class	
HSC	2006-07	Private	State Board	79% I Class	
B. Com	2007-10	M.V.M Govt. Arts College(W), Dindigul.	Mother Teresa Women's University	72% I Class	College First Rank and University High Mark in Tamil
M. Com	2010-12	G.T.N. Arts College (Autonomous), Dindigul.	Madurai Kamaraj University	72.5% I Class	College First Rank and University Second Rank
Ph. D	2013-17	G.T.N. Arts College (Autonomous), Dindigul.	Madurai Kamaraj University	Degree Awarded on 22 <sup>nd</sup> June 2018	

### **ADDITIONAL SKILLS:**

- ❖ Certificate in Computer Literacy Programme
- ❖ Honours Diploma in Computer Application

**TEACHING EXPERIENCE:**

Place of Service	Period	Designation
G.T.N. Arts College (Autonomous), Dindigul-5.	Since 18 <sup>th</sup> July, 2018 till date	Assistant Professor of PG Commerce (SSP)
G.T.N. Arts College (Autonomous), Dindigul-5.	Since 18 <sup>th</sup> August, 2019 till date	Assistant Controller of Examinations

**Total Teaching Experience as on July 2022:**

Under Graduate - 4 Years

Post Graduate - 4 Years

**Total Research Experience as on July 2022:**

9 Years (Since May 2013 including Ph. D tenure)

Area of Specialisation - Marketing

**Research Project – Minor**

S. No.	Year	Minor	Title of the Project	Period of the Project	Amount Sanctioned	Sponsoring Agency	Date of Completion
1	2022-23	Minor Research Project	Role of Colleges in Achieving Sustainability by 2030	9 Months	Rs. 3,00,000	Mahatma Gandhi National Council of Rural Education	Ongoing Project

**PAPERS PUBLISHED:**

S. No	International/National	Title of the Paper	Name of the Journal	ISSN/ISBN Numbers
1.	International Journal	Customers' Satisfaction towards Instant Food Products	Intercontinental Journal of Marketing Research Review	ISSN: 2321-0346
2.	International Conference	A Study on Empowering Women Through Entrepreneurship Development in Emerging Economies	International Conference on Emerging Trends in Entrepreneurship Development	ISBN: 978-93-87871-79-3
3.	National Journal	Factors Influencing the Preferences on Instant Food Products with Special Reference to Working Women	GTN Multidisciplinary Journal	ISSN: 2395-5929

4.	National Journal	A Study on Customer Preference and Awareness towards Organic Food Products	Emerging Trends in Organic Products Seminar Journal	ISBN: 978-93-89146-42-4
5.	International Journal	A Study on Impact of Customer Relationship Management on Customer Retention in Private Banks-Dindigul District	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367
6.	International Multidisciplinary E-Conference/UGC Care Approved Journal	A Study on Satisfaction towards Online Shopping with Special Reference to Government and Non Governmental Employees (Salaried Employees)	Asian Journal of Organic & Medicinal Chemistry	ISSN NO: 2456-8937

### **SEMINARS/WORKSHOPS/CONFERENCES – PRESENTATION**

<b>S. No</b>	<b>Name of the Programme</b>	<b>Theme/Title of the Programme</b>	<b>Title of the Paper</b>	<b>Date &amp; Venue</b>
1.	National Conference	Managing Turbulence in Business	Customer Preference to Instant Food Products	21 <sup>st</sup> February, 2015 @ Adithya School of Business, Coimbatore.
2.	National Level Seminar	Emerging Trend and Issues in Commerce	Issues and Challenges of Instant Food Products	27 <sup>th</sup> February, 2015 @ Dr. SNS Rajalakshmi College, Coimbatore.
3.	National Level Seminar	Quality Enhancement in Social science Research Arena	A Study on Customer Preference to Instant Food Products	16 <sup>th</sup> March, 2015 @ G.T.N Arts College, Dindigul.
4.	International Conference	Transformation for Business Sustainability: Issues and Strategies (ICTBS-2016)	Customers' Satisfaction towards Instant Food Products	26 <sup>th</sup> & 27 <sup>th</sup> February, 2016 @ Kongu Engineering College.
5.	Commerce Research Colloquium	Commerce Research Colloquium	A Study on Customer Preference to Instant Food Products	30 <sup>th</sup> December, 2016 @ G.T.N Arts College, Dindigul.
6.	International Conference	International Conference on Emerging Trends in Entrepreneurship Development	A Study on Empowering Women Through Entrepreneurship Development in Emerging Economies	12 <sup>th</sup> September, 2018 @ Vivekananda College, Tiruvedakam
7.	National Level Seminar	Emerging Trends in Organic Products – GTNCETOP 2019	A Study on Customer Preference and Awareness towards Organic Food Products	22 <sup>nd</sup> March, 2019 @ G.T.N Arts College, Dindigul.

8.	International Conference	Futuristic Vision in Functional Management for Global Green Economy	A Study on Impact of Customer Relationship Management on Customer Retention in Private Banks- Dindigul District	22 <sup>st</sup> & 22 <sup>nd</sup> August, 2019 @ V.V.V College (W), Virudhunagar.
9.	International Multidisciplinary E-Conference/UGC Care Approved Journal	Sustainable Development: Environmental, Economic and Socio-Cultural Issues & Challenges	A Study on Satisfaction towards Online Shopping with Special Reference to Government and Non Governmental Employees (Salaried Employees)	14 <sup>th</sup> September, 2021

### **SEMINARS/WORKSHOPS/CONFERENCES – PARTICIPATED**

S. No	Name of the Programme	Theme/Title of the Programme	Sponsor Agency	Date & Venue
1.	International Conference	Neutralising Research Mythologies in Commerce	Department of Commerce	21 <sup>st</sup> February, 2015 @ KSR College, Tiruchengode
2.	Two Day Workshop	Research Methodology and Statistical Analysis using SPSS	PG & Research Department of Commerce	10 & 11 February 2017, @ G.T.N Arts College, Dindigul.
3.	One Day Workshop	Examinations Reforms in Higher Education	Office of the Controller of Examinations	19 <sup>th</sup> September, 2018 @ G.T.N Arts College, Dindigul.
4.	One Day National Seminar	Scholarly Communication Facets and Research Writing	Central Library & Dept. of Library & Information Science with Springer Nature, ALA, Emerald Publishing	27 <sup>th</sup> October, 2018 @ G.T.N Arts College, Dindigul.
5.	One Day Workshop	E – Content Development and MOOC	Tamilnadu State Council for Higher Education	22 <sup>nd</sup> December, 2018 @ G.T.N Arts College, Dindigul.
6.	IQAC National Workshop	Outcome Based Education- A Paradigm Shift	NAAC, Bengaluru	27 <sup>th</sup> June, 2019 @ G.T.N Arts College, Dindigul.
7.	Two Day National Conference	Business Opportunities Issues and Challenges in BRICS Countries	Department of Economics	12 <sup>th</sup> & 13 <sup>th</sup> @ G.T.N Arts College, Dindigul.

No. of Webinars Participated – 10

No. of Webinars Organised - 04

## **AWARDS/RECOGNITION RECEIVED:**

- Secured Third Prize in Part – III Commerce Major in the college level during B.Com., Course in the year 2009 – 2010.
- Secured Third Prize in Ancillary Business Environment and Business Law in the college level during B.Com., Course in the year 2009 – 2010.
- Secured Second Prize in Ancillary Marketing and Insurance in the college level during B.Com., Course in the year 2009 – 2010.
- Secured Third Prize in Ancillary Economics in the college level during B.Com., Course in the year 2009 – 2010.
- Secured Second Prize in Part – II English in the college level during B.Com., Course in the year 2009 – 2010.
- Secured First Prize in Part – I Tamil in the college level during B.Com., Course in the year 2007 – 2010.
- Secured High Mark in Part – I Tamil in the college level during B.Com., Course in the year 2010 – 2011.
- Secured Second Rank in Part – III Core and Allied Subjects in Commerce in the college level during M.Com., Course in the year 2011 – 2012.
- Honour Certificate awarded by G.T.N. Arts College (Autonomous) for the Ph.D., Degree awarded by MKU, during the year 2018-2019.

## **SEMINARS/WORKSHOPS/CONFERENCES ORGANISED:**

- Ministry of MSME, Govt. of India Sponsored Divisional Office Khadi and Village Industries Commission under People Education Programme Organised by PG & Research Department of Commerce at G.T.N. Arts College (Autonomous), Dindigul during 29<sup>th</sup> and 30<sup>th</sup> January, 2019.
- UGC Autonomy Grant One Day National Seminar on Emerging Trends in Organic Products – GTNCETOP 2019 Organised by PG & Research Dept. of Commerce, G.T.N. Arts College(Autonomous), Dindigul during 22<sup>nd</sup> March 2019.
- ICSSR – SRC sponsored A Three Day National Virtual Workshop on “SPSS & AMOS” organized by Department of Economics G.T.N. Arts College (Autonomous) Dindigul during 24<sup>th</sup> , 25<sup>th</sup> and 26<sup>th</sup> November 2021.

## **OTHER INFORMATION:**

- ❖ Served as a Question Paper Setter for Alagappa University, Karaikudi (>5 subjects including UG and PG).

**PERSONAL INFORMATION:**

Name : Dr. V. ILAKKIA  
Gender : Female  
Date of Birth : 17.05.1989  
Marital Status : Married  
Nationality : Indian  
Religion and Caste : Hindu, Naidu (Gavara)  
Languages known : Tamil, Telugu and English  
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