

FACULTY PROFILE

Name : Dr.S.Chandra Vathana Nila

Qualification: M.Com., M.Phil., Ph.D., NET

Designation : Associate Professor

PG & Research Department of Commerce

Years of

Experience : UG 25 yrs. 3 months PG 10 yrs

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Areas of Specialization : Marketing

Publications

- 1) S.Chandra Vathana Nila, Consumer Attitude towards Internet Advertisement, Indian Journal of Applied Research ISSN 2240-555X.
- 2) S.Chandra Vathana Nila, The Impact of Advertisement on Buying Behavior of Women Consumer in Chennai City, Global Journal for Research Analysis, ISSN- 2277-8160.
- 3) S.Chandra Vathana Nila, A Study on factors influencing individual investors investment decision, International Journal of Emerging Technologies & Innovative Research(JETIR) (UGC & ISSN Approved, Issue 9-Nov 2018, ISSN 2349-5162
- 4) S.Chandra Vathana Nila, Effectiveness of Change Management in IT companies – A study with reference to greater Chennai, Zenith International Journal of Multidisciplinary Research (UGC Approved Journal), Vol.8(11) Nov 2018, ISSN -2231-5780, pp.291-303

Presentations

- 1) Presented a paper “A study on consumer attitude towards Digital advertisement” in International conference on Contemporary Practices in Commerce, Business and Management organized by PG & Research Dept. of Commerce, Bhaktavatsalam Memorial College for Women.

- 2) Presented a paper” Consumer Exposure on Media Advertisement “ in International conference on Native Economy Commerce and Trade, organized by PG & Research Dept. of Commerce, Bhaktavatsalam Memorial College for Women.
- 3) Presented a paper “CONSUMER PREFERENCE ON MEDIA ADVERTISEMENT “ in International conference on Innovative Trends in Business Practices for Sustainable Development organized by Department of Commerce, University of Madras.
- 4) Presented a paper “Wrap Advertisement” in National Conference - Recent Advancements in Business Practices organized by Nehru Institute of Management Studies Coimbatore.
- 5) Presented a paper” Total Quality Management” in International seminar – VIRUKSHA – 2015 organized by Dept. of Management Studies, Dr.M.G.R University.
- 6) Presented a paper “Choosing the right medium“ in National Seminar – Contemporary Issues and Challenges in Advertising organized by PG & Research Dept. of Commerce, D.G. Vaishnav College, Chennai.
- 7) Presented a paper ” Investor Aeaareness for Students and Women“ in Seminar organized by Dept of Corporate Secretaryship- Sponsored by Ministry of Corporate Affairs , Govt. of India
- 8) Participated a training program “Human Rights for Women and Children” organized by Dept. of Corporate Secretaryship & PG Dept. of Human Resources Management- Sponsored by NHRC 2015
- 9) Participated faculty development program “Practical Knowledge required for Accounts Professional “ organized by V.I.I Institute Pvt.Ltd.
- 10) Participated Symposium “ Role of Higher education in Enhancing the career Readiness and Employability skills” organized by IQAC, Sri KanyaKA Parameshwari College, Chennai .

WORKSHOP

- 1) Participated workshop in SPSS (2014) organized by Bhaktavatsalam Memorial College for Women ,Chennai.
- 2) Participated Workshop in AMOS (2015)) organized by Bhaktavatsalam Memorial College for Women ,Chennai.