



Name : Mrs. VIYANI JENITA MARY

Designation/Present position : Assistant Professor

Official Address for communication : Department of Economics,  
St.Joseph's college of arts and Science, Hosur-635126.

Email I.D. : [viyanienita@gmail.com](mailto:viyanienita@gmail.com)

Mobile No. : 9092318221

Broad field of Research : LABOUR ECONOMICS

**QUALIFICATION:**

| Degree | Subject   | Institution   | Year       |
|--------|-----------|---|------------|
| Ph.D.  | ECONOMICS | Pursuing (BISHOP HEBER COLLEGE, TRICHY) affiliated to Bharathidasan University. | OCT - 2017 |
| M.Phil | ECONOMICS | TNOU  | 2008       |
| PG     | ECONOMICS | ANNAMALAI UNIVERSITY  | 2005       |
| UG     | ECONOMICS | HOLY CROSS COLLEGE TRICHY   | 1999       |

**Discipline/Area of specialization** : Micro Finance, Labour Economics, Industrial Economics, Business Economics

**Teaching Experience/Employment history** :

| Designation         | From       | To        | University/Institution      |
|---------------------|------------|-----------|-----------------------------|
| ASSISTANT PROFESSOR | 21/07/2008 | TILL DATE | ST. JOSEPH'S COLLEGE, HOSUR |

**M.Phil. /Ph.D. Candidates guided/awarded** : M.Phil: ----- Ph.D.: ----

**Editorial Activity/Journal Reviewer** : -----

## **FDP ATTENDED**

:

1. Attended a International online FDP on “Writing And Publication Of Academic Research Papers In Indexed Journals” organized by Rabindranath Tagore University, Bhopal. On 19.08.2021
2. Attended a International online FDP on “Economic Meltdown Poses Threat To Financial Stability – COVID19”. organized by Rathinam College Coimbatore. On. 16.05.2020.
3. Attended a National level online FDP on “Paradigm Shift In Teaching And Learning” organized by St. Joseph’s College of Arts and Science for Women - Hosur. from 01.07.2020 to 03. 07. 2020
4. Attended a National level online FDP on “ Outcome Based Education’ organized by Cauveri College For Women, Trichy. On 11.07.2020.
5. Attended a National online FDP on “Researching Structuring And Writing Proposal”. organized by Rathinam College, Coimbatore. On. 27.05.2020.
6. Attended a National online FDP on skill development organized by Vel’s Institute of Science and Technology. chennai. On. 31.05.2020 & 01.06.2020.
7. Attended a FDP on “Research Data Analysis using SPSS’ at PMC Hosur on 15.12.2018.
8. Attended a seminar on “Legal Awareness Programme” jointly conducted by Women’s Study Centre, Periyar University, Salem and Women’s Cell St. Joseph’s College of Arts and Science for Women, Hosur on 25.10.2016 & 26.10.2016.

## **WORKSHOPS**

1. Attended a workshop on “Writing And Publication of Academic Research Papers in Indexed Journals”. organized By St. Joseph’s College of Arts and Science For Women - Hosur. on 16.11.2022
2. Attended a workshop on “Research Methodology in Social Sciences Using SPSS”. organized by St. Joseph’s College of Arts and Science for Women - Hosur. on 20.10.2022.
3. Attended a workshop on “Data Analysis Using SPSS”. organized by Kristu Jayanthi college, Bangalore. from 25.10.2021 to 31.10.2021.
4. Attended a workshop on “Data Analysis Using Spread Sheets”. organized by Kristu Jayanthi College, Bangalore. from 13.09.2021 to 20.09.2021.

5. Attended a workshop on “Research in Social Science using SPSS & R Programming” organized by RV Institute of Management & IBM Bangalore from 22. 08. 19 to 24.08.2019.

#### **ONLINE COURSE**

1. Attended a online course on “Companies Act 2013’ organised by Jamal Mohammed College Trichy. On 25.05.2020.

#### **INTERNATIONAL CONFERENCES / SEMINARS ATTENDED:**

1. 28.03.2023 Presented a paper on HR Analytics in the International conference conducted by SRM Institute of science and technology, Chennai.
2. on 21.01.2023 participated in a International webinar on “A Pathway to Research Gate” conducted by St. Francis De Sales College, Bangalore.
3. on 04.02.2023 participated in a International webinar on “Consequences of Cloned Journal Publications” conducted by St. Francis De Sales College, Bangalore.
4. Presented a paper on “Dimensions of Innovative Business Practices, Discerning New Perspective” organized by St. Joseph’s College of Arts and Science for Women, Hosur. on 09.08.2019.
5. Presented a paper on Micro Credit and Women Empowerment JLG& SHG at Periyar University, Salem on 09.10.2018 & 10.10.2018.
6. Presented a paper on Cloud Adoption in Indian Banks organized by Sankara college, Coimbatore on 12.10.2018
7. Presented paper on “Employee Branding” in the International Conference at Morappur Kongu College Dharmapuri, on 17.09.2017.
8. Presented paper on “A Study on Employee’s Union – TITAN Company Hosur in the International Conference organized by Sri Ganesh School of Business Management, Salem on 19.02.2016.

#### **NATIONAL CONFERENCES / SEMINARS ATTENDED:**

1. on 24.02.2023 presented a paper in a National Conference on “Business Intelligence in E-Commerce” conducted by MGR College, Hosur.

2. on 24.02.2023 participated in a national seminar on impact of digital money in India conducted by krishna arts and science college, krishnagiri.
3. Participated in a webinar on “Impact of Covid-19 in Indian Economy” organized by VLB. Janaki Ammal college, Coimbatore. on 14.05.2020.
4. Participated in a webinar on “Wealth Creation Through Management of Personal Finance” organized by St. Joseph University Nagaland & Association Of Mutual Funds in India. On 01.09.2020.
5. Participated in a webinar on “Research Paper Questionnaire Development ” organized by Rajkumar Goel Institute of Technology Gaziabad . on 26.06.2020.
6. Participated in a webinar on “Scientific Approach of Quantitative and Qualitative Research ” organized by KSR College of Arts and Science, Thiruchengode. On 13.06.2020.
7. Participated in a webinar on “Measures to Combat The Impact of Covid 19 on Indian Economy ” organized by Avinashilingam Institute for Homescience and Higher Education for Women, Coimbatore. On 16.06.2020
8. Participated in a webinar on “Business Post Covid - 19 on Economic Impact and Scenario, U Curve, V Curve, W Curve” organized by VLB Janaki Ammal College, Coimbatore. on 15.05.2020.
9. Participated in a webinar on “Revitalizing MSMEs Post Covid 19 And Business Sustainability ” organized by Avinashilingam Institute For Homescience And Higher Education For Women. Coimbatore. on 11.06.2020
10. Participated in a webinar on “Tax Measures for Revival of Indian Economy Covid 19” organized by Bapu Degree College, Bengaluru. On 11.07.2020.
11. Participated in a webinar on “Indian Economy Current Challenges ” organized by BVV Sanghas Amruta Institute of Engineering and Management Sciences, Baghalkhat. on 09.06.2020
12. Presented a paper on “Employee Engagement and Workforce Diversity” organized by Jyoti Nivas College, Bangalore on 27.09.2018 & 28.09.2018.
13. Presented a paper on “Quality Mindset – People or Process, organized by T. John College Bangalore in January 2018.
14. Presented a paper on “Micro Credit and Women Empowerment. JLG and SHG organized by Periyar University Salem. On 09.10.2018 & 10.10.2018.

15. Presented paper on “A Study on Consumer Behavior towards Mobile Banking in HDFC” in the National conference at St. Joseph’s College of Arts and Science for Women, Hosur on 01.09.2016.
16. Presented paper on “Goods and Services Tax” in the National conference at Gonzaga College of Arts and Science for Women, Elathagiri, on 09.09.2016.
17. Participated in a webinar on “The Challenges for Business in India During the Post Covid Scenario ” organized by shri krishnaswamy college for women - chennai. on 23.05.2020
18. presented paper on “Socio Economic Development Through MSME’s” in the National Conference at Holy Cross College, Trichy. On 21.08.2014 &22.08.2014.
19. Presented paper on “Factors Of Economic Growth” in the National conference at Sri Sakthi Kailash Women’s College, Salem. On 08.09.2014.
20. Presented paper on “Banking And Insurance E- Banking” in the National conference at Vysya College, Salem on 11.09.2014.
21. Presented paper on “E- Banking – NEFT” in the National conference at Sankara college of science and commerce, Coimbatore. On 19.09.2014.
22. Participated in a webinar on “Crucial Role of HR Leaders Pre and Post Covid 19 ” organized by St. Joseph’s College of Arts and Science for Women, Hosur. on 02.06.2020.
23. Presented paper on “Financial Crisis and Its Impact On Banking Sector” in the State Level Symposium at St. Joseph’s College of Arts and Science for Women, Hosur on 20.03.2009
24. Presented paper on “Challenges for banks due to financial crisis” in the National conference at Navarasam Arts and Science college, Erode. On 07.02.2009

#### **NUMBER OF PUBLICATIONS (INTERNATIONAL/NATIONAL):**

1. Mrs. A. Viyani Jenita Mary, Quality Mindset- People or Process, JETIR, ISSN 2349-5162, Vol: 6, Issue 1 Jan 2019, Pg: 1 – 9.
2. Mrs. A. Viyani Jenita Mary & Ms. Lavanya, Cloud Adoption in Indian Banks, JETIR, ISSN 2349-5162, Vol: 5, Issue 12 Dec 2018, Pg: 216 – 218.
3. Mrs. A. Viyani Jenita Mary, “Study on Employees’ union TITAN”, Indo Global Journal of Commerce and Economics, ISSN NO: 2393-9796 VOL.3 Pg. No: 146, Apr 2016.
4. Mrs. A. Viyani Jenita Mary, Mrs. S. Kavitha, “A study on consumer behavior towards Mobile Banking in HDFC Bank” Indo Global Journal of Commerce and Economics, ISSN. No: 2393-9796, Vol.3 Issue 4 Pg. No:48 – 50, Nov – 2016.

5. Mrs. A. Viyani Jenita Mary, “E-Banking NEFT”, National conference on E Dealings, ISBN 978 – 93 -83459 – 1 Pg.No: 141 – 143, Sep.2014.
6. Mrs. A. Viyani Jenita Mary, “Socio Economic Factors of Economic Growth”, National conference on Emerging Challenges and Opportunities of The Indian Business in Global Scenario, ISBN 978 -93-82570-40-0. Pg. no: 270-272, Sep 2014.

#### **ACHIEVEMENTS :**

- Completed the Lead Auditor course on “Environment Management system, Green campus audit and Energy audit” to educational institutions and industries organized by Nature Science Foundation.
- Served as Additional Chief Superintendent of Examinations for the Periyar University Examinations during 2021 – 2022, in Sakthi Kailash Arts and Science College for women, Dharmapuri.
- Coordinator of Placement Cell during 2013 – 2014 at St. Joseph’s College, Hosur.
- Programme Officer of NSS during 2011 – 2012 at St. Joseph’s College, Hosur.

#### **AWARDS:**

- Received “Best Senior Faculty Award” of National Faculty Award 2022-2023 from Novel Research Academy , Puducherry, India.