



Dr.G.VINAYAGAMOORTHI

Assistant Professor

Contact

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Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D.	Madurai Kamaraj University	2015	Commerce	Highly Commended
M.Phil-Com	Madurai Kamaraj University	2004	Commerce	First Class
M.Phil-Edu	Periyar University	2007	Education	First Class
M.Com	Madurai Kamaraj University	1993	Commerce	First Class
M.Ed	Madurai Kamaraj University	2000	Education	Second Class

Teaching Experience : 13 Years

Position	Institution	Duration
Assistant Professor	Department of Commerce, Alagappa University, Karaikudi	04.12.2015 to till date
Assistant Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	04.12.2015 to 25.05.2016
Assistant Professor(GL)	Madurai kamaraj university college	11-09-2012 to 03.12.2015
Assistant Professor	Aurobindo Mira College of Education , Madurai	27.06.2011 to 10.09.2012
Assistant Professor	PGP college of Education, Namakkal	14.09.2005 to 10.09.2012
Assistant Professor	PEE GEE college of Arts & Science, Dharmapuri	09.08.2004 to 16.05.2005

Academic and Additional Responsibilities

S.No	Position	UniversityBodies	Period	
			From	To
1.	Zonal Co-ordinator	Youth Red Cross	2018	Till date
2.	Deputy Co-ordinator	Swachh Bharath	2018	2019
3.	Co-ordinator	Anti-Drug cell	2022	2023
4.	Nodal Officer	Handloom out-reach program	2023	Till date

Areas of Research

- Marketing,
- Human Resources Management (HRM)
- Banking & Finance

Patents Filed

Title	Applicant	Inventor	Application	Filed	Published	Patent No
NIL						

Research Supervision/Guidance

Program of Study		Completed	Ongoing
Research	Ph.D	4	2
	M.Phil	10	0
Project	PG	45	6

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books/Chapters/Monographs/Manuals
10	15	18	22	5

Citation indices

Cumulative Impact Factor (as per JCR) : 54.00

H-index : 5

i10 index : 1

Total Citations : 80

Funded Research Projects

S.No:	Agency	Period		Project Title	Budget (Rs. In Lakhs)
		From	To		
1	Alagappa University Research Fund (AURF)	2017	2019		0.50 Lakhs

S. No	Agency	Period	Details	Budget (Rs.)
1.	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2023	74 th All India Commerce Conference - 2023, NEW DELHI	0.20 lakhs
Combined Department Projects				
2.	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2020	Visited Industrial Park, Coimbatore and Chennai	0.50 Lakh

Other Fund Received as Research Mentor (Travel grants Received)

S.No:	Agency	Period		Project Title	Budget (Rs. in Lakhs)
		From	To		
1.	Rashtriya Uchcharat Shiksha Abhiyan	2018	2020	Establishing Industry Linkage and Industrial	17 Lakhs

	(RUSA) 2.0			Park	
2.	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2022	2024	Establishing Industry Linkage and Industrial Park	5 Lakhs

Distinctive Achievements / Awards

S. No	Award/Fellowship	Awarded by	Field/Category for which the award was given	Year of Award
5				
6	Appreciation award	Alagappa University, Karaikudi	Contribution made to Theme Based Research Project of RUSA 2.0 towards Quality Enhancement in Teaching and Research	2021
8	Appreciation award	Alagappa University, Karaikudi	Significant service for acquiring A+ grade in the third Cycle of NAAC accreditation	2017

Number of Seminars /Conferences /Workshops/ Events organized: 5

Events organized in leading roles

S.No.	Position	Programme	Duration	Institution
1.	Organizing secretary	Organ donation awareness program	16.02.2024	Youth Red Cross Alagappa University
2.	Organizing secretary	ACT:NEXT - Noble prize in PEACE	24.01.2024	Youth Red Cross Alagappa University
3.	Organizing secretary	Handloom outreach Program	11.10.2023 to 13.10.2023	Youth Red Cross Alagappa University
4.	Organizing secretary	Blood donation camp	14.0.9.2023	Youth Red Cross Alagappa University
5.	Organizing secretary	Road safety awareness program	05.11.2019	Youth Red Cross Alagappa University
6.	Organizing secretary	World siddha day program	09.1.2020	Youth Red Cross Alagappa University
7.	Organizing secretary	One day orientation program	09.01.2020	Youth Red Cross Alagappa University
8.	Organizing secretary	One day orientation program	17.02.2021	Youth Red Cross Alagappa University
9.	Organizing secretary	Medical Camp	01.04.2022	Youth Red Cross Alagappa University
10.	Organizing secretary	Anti Drug Awareness Program	12.08.2022	Youth Red Cross Alagappa University
11.	Organizing secretary	ACT:NEXT - Noble prize in PEACE	19.03.2018	Youth Red Cross Alagappa University
12.	Organizing secretary	Role of YRC Program	19.09.2018	Youth Red Cross

	secretary	officers in service to humanity		Alagappa University
13.	Organizing secretary	Inauguration of youth red Cross	21.11.2019	Youth Red Cross Alagappa University
14.	Organizing secretary	Constitution day	29.11.2019	Youth Red Cross Alagappa University
15.	Organizing secretary	Blood donation camp and providing Nilavember Kasayam	24.10.2019	Youth Red Cross Alagappa University
16.	Organizing secretary	Helmet awareness rally & Fuel conservation and road safety Awareness	05.11.2019	Youth Red Cross Alagappa University

Papers presented in the National and International events

Conferences / Seminars / Workshops/Webinar:

INTERNATIONAL: 20

1. **Dr. G. Vinayagamoorthi** , 2016 Liquidity And Turnover Performance Of Selected Transport And Logistics Companies In India. International Journal Of Advanced Researching Management And Social Science, ISSN: 2278-6236, Impact Factor:Vol.5|No.9
2. **Dr. G. Vinayagamoorthi**, & S. Sudha. 2017 Smart Village And Growth In Present Scenario. SHANLAX INTERNATIONAL JOURNAL OF MANAGEMENT Vol. 4 Special Issue,ISSN:2321-4643 .
3. **Dr. G. Vinayagamoorthi** , & K. Praveenkumar. 2017 A Study On Export Performance Of Coir Industry In India. Shanlax International Journal Of Commerce Vol. 5 No.4, ISSN:2320-4168 UGC Approval No: 44120.
4. **Dr. G. Vinayagamoorthi**,& S. Nithya. 2018 Recent Trend In The Marketing Strategies Of Lic Agents- A Special Reference To Lic Branches In Madurai District. National Level Conference On Contemporary Issues In Commercial Practice In India COMMET-2018 Vol.6 Special Issue 2, ISSN: 2320-4168.
5. **Dr. G. Vinayagamoorthi**, & S. Josphin Arulmozhi. 2018 New Technology Changes In Indian Banking Sector. Journal Of Emerging Technologies And Innovaive Research, ISSN:2349-5162 Vol.5, Issue- 10.
6. **Dr. G. Vinayagamoorthi**, M. Kamaraj & C. Vethirajan. 2019 Consumer Perception Towards Online Shopping Of Household Products. Resturant Business ISSN:0097-8043 Vol-118-Issue-7.
7. **Dr. G. Vinayagamoorthi**, M. Thirupathi & Dr. Sp. Mathiraj. 2019 Effect Of Cashless Payment Methods: A Case Study Perspective Analysis. INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH. Vol.8, Issue.8, ISSN: 2277-8616.
8. **Dr. G. Vinayagamoorthi**, S . Nithya & S. Josphin Arulmozhi. 2019 Impact Of FDI In Insurance Sector. International Journals Of Recent Technology And Engineering (IJRTE)ISSN: 2277-3878,Vol.8 Issue:2S10.
9. **Dr. G. Vinayagamoorthi**, S. Josphin Arulmozhi & K. Praveenkumar. 2019 Medical Tourism In India. International Journals Of Recent Technology And Engineering (IJRTE)ISSN: 2277-3878,Vol.8 Issue:2S10.
10. **Dr. G. Vinayagamoorthi**, Dr.T. Selvakumar & Dr. A. Gunasekaran. 2019 Growth Of Foregin Direct Investment In India Textile Sector. International Journals Of Recent Technology And Engineering (IJRTE) ISSN: 2277-3878, Vol. 8 Issue: 2S10.

11. **Dr. G. Vinayagamoorthi**, & R. Eswaran. 2019 Cyber Security And Information Security. International Journals Of Recent Technology And Engineering (IJRTE) ISSN: 2277-3878,Vol.8 Issue:2S10.
12. **Dr. G. Vinayagamoorthi**, S. Josphin Arulmozhi & K. Praveenkumar.2019 Foregin Direct Investment On Small Scale Industry In India. International Journals Of Recent Technology And Engineering (IJRTE) ISSN: 2277-3878, Vol.8 Issue: 3S.
13. **Dr. G. Vinayagamoorthi**, & Prof. Dr. C. Vethirajan. Trends In Consumer Behavior Towards E-Commerce And Its Impact On Indian Economy. Eurasian Journal Of Analytical Chemistry.
14. **Dr. G. Vinayagamoorthi**, T. Manickam, S. Gopalakrishnan & M. Sudha. 2022 Customer Inclination On Mobile Wallets with Reference To Google-Pay And PayTM In Bengaluru City. International

Refresher course	<p>UGC-Sponsored Refresher Course in Commerce, Accountancy and Management -HRDC- University of Mumbai – 28.11.2023 to 11.12.2023.</p> <p>UGC-Sponsored refresher course in Business studies from 11.12.2020 to 24.12.2020, organized by Bharathidasan university, Tiruchirappalli.</p>
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Journal Of E-Business Research (IJEER) 18 (1), 1-16.

15. **Dr. G. Vinayagamoorthi**, S. Josphin Arulmozhi, K. Praveenkumar & R. Vijayalakshmi. 2020 Medical Tourists Huddle To India. International Journal Of Scientific And Technology Research 9(3), 4111-4115.
16. **Dr. G. Vinayagamoorthi**, 2017 Role Of Agents' in LIC Services. Shanlax International Of Commerce Vol-5, issue-4 ISSN: 2249-1269.

	UGC-Sponsored refresher course in Commerce & Management from 20.09.2019 to 03.10.2019 organized by Bharathidasan University, Tiruchirappalli
Orientation Programme	One-month UGC HRDC Sponsored Orientation programme, held on 15.11.2017 to 12.12.2017, Organized by Bharathidasan University, Tiruchirappalli.
Training Programme	Two Days “In service Teacher Training” Programme in Commerce and Management held on 5 th & 6 th May, 2022 Organized by Alagappa University, Karaikudi.
	Five days Faculty Development Program on Leadership & Excellence” held Alagappa University, Karaikudi on 25-09-2020 to 29-09-2020, Organized by AICTE Training and Learning (ATAL) Academy, AICTE, New Delhi.
	One week short term training programme on “Research Publication and Anti Plagiarism” held on 9 th to 15 th October, 2017 organized by Department of English and Foreign Languages and Centre for Technical and Academic Writing, Alagappa University, Karaikudi.
	One week Faculty Development (Enrichment) program ~ Accreditation quality enrichment held on 6 th to 12 th January, 2017 Organized by Internal Quality Assurance Cell, Alagappa University, Karaikudi.

17. **Dr. G. Vinayagamoorthi**, 2017 Satisfaction Level Of Policyholders In LIC Service With Reference o Sivangai District. MASIV J International Journal Vol-3, No:2, ISSN: 2454-4558.
18. **Dr. G. Vinayagamoorthi**, 2018 Customer Services In Private Sector Bank With Special Reference To Madurai City. International Journal Of Research In Humanities, Arts And Science, Vol-2, Special Issue-16, ISSN: 2456-5571.
19. **Dr. G. Vinayagamoorthi**, 2018 Impacts Of Flow Of FDI And FII On Indian Stock Market. International Journal Of Multidisciplinary Researches Vol-4, Special Issue-1, ISSN: 2349-8684..
20. **Dr. G. Vinayagamoorthi**, 2018 A Study On Customer Awareness About Green Banking Initiatives. Shanlax International Journal Of Management Special Issue On Sustainable Green Business (NCSGB 2018) Vol-5 Special Issue-3 ISSN: 2321-4643.

Orientation/Refresher course/Training Programme participated

Events Participated

Number of Conferences/Seminars/Workshops: 50

Membership

Professional Bodies

1. Life Member, Indian Commerce Association, India.
2. Life Member, Indian Accounting Association, India.
3. Life Member, Indian Red Cross Society Tamil Nadu Branch

Advisory Board

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2019	SANLAX International Journal of Management	Reviewer
2019	Board of studies, Department of Commerce – Fatima women's college (autonomous), Madurai	External
2022	Board of Studies, Thiruvalluvar University, Velur.	Subject Expert
2023	NAAC Advisory Committee	Advisory Board
2021	NSS – Advisory Committee member	Advisory Board
2020	Board of Studies for UG and PG Programmes in Commerce for Online Programmes, Directorate of Online Programmes, Alagappa University, Karaikudi	Special Invitee
2019	Board of studies for M. Com/M.Phil., held at Department of Commerce, Alagappa University, Karaikudi	Member
2019	Board of studies for M. Com held at Department of Commerce, Alagappa University, Karaikudi	Member
19-02-2019 & 20-02-2019	International Seminar on Strategies for global business, finance and management for sustainable societal development	Editorial board member
2018	National Seminar on Business Success Hinges on Business Strategies, Alagappa University	Member
2017	Commerce Bulletin, Alagappa University, Karaikudi	Member

Ph.D. Thesis Guided

S.No	Name of the Scholar	Title of the Thesis	Year of Completion
1	K.Praveenkumar	Production and Export of Coir Products in Coimbatore Districts	2022
2	S.Nithya	Service of Life Insurance Corporation of India in Madurai	2022

List of Research Articles / Recent Publications

		District with special reference to agents, Policy holders and employees	
3	M.Thirupathi	Customer attitude on cashless payments (A study with reference to select mobile wallets in Bangalore city)	2022
4	S. Josephine Arulmozhi	Medical Tourism in Chennai Region	2023

1. **Dr. G. Vinayagamoorthi** 2024 “Pros and cons of digital payments at tourist places in India”. **Alagappa University**. 19th & 20th march, 2024.
2. **Dr. G. Vinayagamoorthi**, 2024 A study on factors influencing online transaction with reference to small scale industries in Bangalore 16th and 17th of February 2024.
3. **Dr. G. Vinayagamoorthi**, 2023 A Heterogeneous factors influencing Adopting Online Transaction in Small scale Industries in Bangalore
4. **Dr. G. Vinayagamoorthi**, 2023 A study on impact of UPI on street vendors business with reference to Bangalore city . 25th August 2023. SRM Institute of Science and Technology , Chennai .
5. **Dr. G. Vinayagamoorthi** 2023 A study on online transactions and its perspectives towards small business entities K.L.E Society’s S.Nijalingappa College Bangalore 30th , 31st March 2023.
6. **Dr. G. Vinayagamoorthi** 2023 “Online transactions: a catalyst for the growth of small scale industries with reference to Bangalore” Alagappa University. 21st and 22nd of September 2023

Resource persons in various capacities

Invited lectures				
S.No.	Name of the Programme	Organizer of the Programme	Topic	Date
1.	Guest lecture series	Department of Commerce, Alagappa University, Karaikudi.	Sell Your Self	19.10.2023
2.	Orientation Programme	Sree Sevugan Annamalai College, Devakottai	Role of Individual in Social Service	19.03.2019
3.	Orientation Programme –B.Ed.	Sri Raaja Raajan College of Education	As a Teacher, How to Remodulate your Personality	22.03.2019
4.	Geneva Convention Day Programme	Seethalakshmi Achi College for Women	Importance of Values	13.08.2019
5.	Orientation Programme	Department of Tourism, Alagappa University, Karaikudi	The Road to Success	12.07.2018