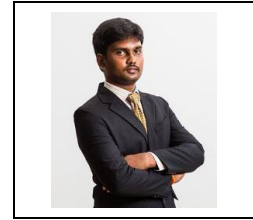


Name : Mr.S.Vinothkumar
Designation : Assistant Professor
Department : Commerce with Information Technology
Qualification : M.Com(CA)., MBA. M.Phil.,(Ph.D)
Experience : 9 Years
Specialization: Marketing&Finance
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	NGM College (Autonomous) Pollachi Pollachi	Pursing
M.Phil.	Commerce	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	2017
M.BA(FM)	Management	School of Distance Education Bharathiar University, Coimbatore	2015
M.Com(CA)	Computer Applications	Dr. SNS Rajalakshmi College of Arts and Science,	2015
B.Com(CA)	Computer Applications	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	2013

Patent

Title	Status	Year
Automated Sorting and Classification of Vegetables and Rice in Online Grocery Systems Using Artificial Intelligence	Published	2025

Research Publications

- 1.S.Vinothkumar, of **“Flexible Working Hours Employee Performance and Work Life balance in it sector**, International Journal for Multidisciplinary Research Volume 7, Issue 2, 01 – 02. April 2025.
- 2.S.Vinothkumar, of **“A Study on Performance Appraisal System in Premier Fine Linen pvt ltd**, Coimbatore international journal for innovative research in multidisciplinary field Volume - 11, Issue - 4, April – 2025.
- 3.S.Vinothkumar, of **“Quality of service provided by the food ordering companies towards satisfying the needs of the customers with reference to Coimbatore city**, International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH) Issue 2/Volume 9/157-163 ISSN : 2456 – 3145.DEC 2024.
- 4.S.Vinothkumar, of **“A study on investment awareness among the faculty of basic science and applied science with special reference to Coimbatore city**, Journal of Emerging Technologies and Innovative Research ISSN-2349-5162), Volume 11, Issue 4 April 2024.
- 5.S.Vinothkumar, of **“A study on the customer satisfaction of apps on personal finance in post covid 19,** Journal of Emerging Technologies and Innovative Research (JETIR)(ISSN-2349-5162) Volume 10, Issue 4April – 2023.
- 6.S.Vinothkumar, of **“A study on saving and investment of salaried people in suluru taluk”, International International Journal of Scientific Research in Engineering and Management (IJSREM)ISSN: 2582-3930 Volume: 07 Issue: 04 | April – 2023.**
- 7.S.Vinothkumar, of **“A study on investment behaviour of working women in coimbatore city**, Journal of Mukta Shabd ISSN NO : 2347-3150 Volume XIII, Issue III, March/2024.
- 8.S.Vinothkumar, of **“A study on Impact of E-banking on customer satisfaction with special reference to coimbatore city”, International Journal of Scientific Research in Engineering and Management (IJSREM), ISSN: 2582-3930 Volume: 07 Issue: 04 | April – 2023**
- 10.S.Vinothkumar, of **“Digital Marketing Trends”, Analytical Commerce and Economics, (ISSN: 2582-7936 Vol. No 3. Issue No 3. December, 2022.(UGC Listed).**

11.Mr.S.Vinothkumar, of “**Awareness on Investment Pattern of Different Investment Avenues**, Analytical Commerce and Economics, (ISSN: 2582-7936 Vol. No 3. Issue No 3. December, 2022.

12.S.Vinothkumar,of“**Digital Banking** in India”,Journal of the Asiatic Society of Mumbai, ISSN.0972-0766Volume-XCV, No.20, 2022(UGCListed).

13.S.Vinothkumar,of“**ImpactofPaymentBanksinIndianFinancialInclusion**”AJournal ofComposition Theory, Vol.XIII,IssueNoI, I January 2020,ISSN: 0731-6755 (UGCListed).

14.S.Vinothkumar, of “**Cultural Shift to Drive Formal banking System in Rural India**”,OurHeritageJournal,Vol-68-Issue-30-February-2020,ISSN:0474-90305 (UGCListed).

15..S.Vinothkumar,of“**Customer’s satisfaction towards DTH services** in Avinashi taluka”,International journal of Scientific Research and Reviews, ISSN:2279-0543 Volume-9 Issue-1 Jan -March2020

16.S.Vinothkumar,of“Human Recourse Management”,Indian Academic Researchers Association,ISSN.2349-1647Volume-7 Sep -2019 (UGCListed).

Books/ Book Chapters Publication

1.**Sustainable Business Practices - An Environmental Economics Perspective**, S.Vinothkumar, Edition, Prudhvi Publisher,Visakhapatnam, June & 2024, 978-93-92256-40-0.

2.**Digital Payment in Encahcing Financial inclusion in India**, S.Vinothkumar, Edition, Shanlax Publication, Dec &2024, 978-93-6163-246-4.

Presentations in Conference

1. **India-Malaysia Bilateral Relations: Strengthening Economics Strategic and Cultural ties in the 21st Century**, ICWA Sponsored One-Day Inter National Conference Sri Ramakrishna College of Arts & Science, Coimbatore on 20-Aug-2025.
2. **Understanding Legal Protections and Obstacles faced by Transgender Entrepreneur**, ICSSR Sponsored One-Day Inter National Conference Sri Krishna Arts and Science College on 20-Dec-2024.

3. **Exploring Mutual Funds and the securities Market career Landscape** One-Day National Level Webinar, EINSTEIN Academy of Technology and management Bhubaneswar, ordisha and Joint collaboration with Association of mutual funds in India (AMFI) on 12th Dec -2024.
4. **Mutual Fund-A Tool For Financial Empowerment** One-Day National Level Webinar, Jayoti Vidyapeeth women's University, Govt of Rajasthan and Joint collaboration with Association of mutual funds in India (AMFI) 13h Dec -2024.
5. **Green Entrepreneurship Research for Startups under the Sustainable Development & Entrepreneurship**, ICSSR Sponsored One-Days National Level Seminar, Sri Ramakrishna College of Arts and science, Coimbatore, on 6th Sep-2024.
6. **Women Empowerment as a Catalyst for the Holistic Development of the Economy**, ICSSR(SRC) Sponsored Two-Days National Level Seminar, Sri G.V.G Visalakshi College For Women, Coimbatore, on 30th & 31th July-2024.
7. **Integration of Traditional Indian Knowledge System Into Modern Higher Education: NEP**, ICSSR Sponsored Two-Days National Level Seminar, Dr. N.G.P. Arts and Science College, Coimbatore, on 4th & 5th July-2024.
8. **Work Life Balance of Women Micro Entrepreneur in Indian Society After Covid 19 Pandemic**, ICSSR Sponsored One-Day National Level Seminar, Bishop Ambrose College Coimbatore, on 29 - Feb-2024.
9. **Impact of New Education Policy Among Future Generation**, One-Day National Seminar, Nallamuthu Gounder Mahalingam College, Pollachi, on 10th Aug-2023.
10. **"Impact of CSR on Corporate Sustainability"**, Impact of CSR, One-Day National Seminar on Sri Ramakrishna College of Arts & Science, Coimbatore 17th Mar-2023.
11. **Digi-Marketing, Digi Payment**, One-Day National Level Conference on Nandha Arts & Science College, Erode 10th Mar-2023.
12. **Presidency of G20 and ITS Impact on Business** One-Day International Conference on **"Trending Global Infrastructure Investment"**, Hindusthan College of Arts & Science Coimbatore 08th Mar-2023.

13. A Hybrid Mode Two-Day International Conference on “**Contemporary Approaches to Empower Smart Future through Digitalization**”, Sakthi Institute of information and Management Studies 24th& 25th Nov-2022
14. Business Analytics and Intelligence in Digital Era, 1st International Conference on “**Social Media Analytics Tools and Techniques in Present Day**”. KPR College of Arts Science and Research, Arasur, Coimbatore 4th& 5th Nov-2022.
15. **Role of Micro Finance Institutions in Empowering Women Entrepreneurs**” Webinar on Dr.MGR- Janaki College of Arts and Science for Women “Excellence through Diligence” 11&13, Sathyabama MGR Maligai, Chennai Erode, 26th –Feb-2022
16. Digital banking in India, International Conference on “**Advanced Research in Banking Finance Opportunities and Challenges**”. KPR College of Arts & and Science, Research, Coimbatore 16th– 17 Feb-2022.
17. Banking Sector, International Conference on **Global Finance: Issues and challenges AFICA** -2014, S.N.R. Sons College, Coimbatore, 27-Aug-2020
18. Inclusive Banking is Elusive, National Conference on “**Cultural Shift to Drive formal Banking System in Rural India**”. Nandha Arts & and Science College, Erode, 7th–Feb-2020.
19. StartUp Initiative, International Conference on “**Micro, Small and Medium Enterprise in the Global Economy**”. PSGR Krishnammal College for Women. Coimbatore, 3-Jan-2020.
20. Human Resource Management, International Conference on “**Sustainable Economic and Business Queens College** of Arts and Science for Women. Punalkulam Gandarvakottai, 27 & 28-SEP-2019.
21. Career Management Programs, International Conference on “**Strategic Human Resource Management**” Erode Arts and Science College (Autonomous). Erode, 6-SEP-2019.

22. Impact of Payment Banks in India Financial Inclusion, International Conference on **Emerging Challenges of Global Business and road map for Innovative solutions (ICGB2019)**, Government Arts College. Dharmapuri, 16&17-DEC-2019.
23. E-Commerce strategies for Traditional Organisation, International Conference on **“Current Trends in E-Commerce Solutions in Trade Practice- A Global Scenario**, SNMV College of Arts and Science and Institute of Management. Malumachampatti, 4-SEP-2019.
24. **Sustainable Development and economic growth on Global Perspective**, International Conference on Commerce and Business Management, Bharathiar University Arts & Science College, Valparai, 15-Sep-2016 & 16-Sep-2016.
25. Rural And Retail Marketing, International Conference on 16th year of **Recovery opportunities and Challenges**, Tirupur Kumaran College for women, Tirupur, 05-Mar-2016.
26. E- Governance, National Conference on **Myths and Realities of Business in the digital Era**, Jamal Mohamed College, Tiruchirappalli 17-Feb-2016.
27. **The Role of Business and its Emerging trend in India**, National Level Seminar Nandha Arts and Science College, Erode, 12-Feb-2016.
28. Challenges in Green Marketing, National Level Conference on **Green Marketing- Emerging Opportunities and challenges**, S.N.R. Sons College, Coimbatore, 10-Feb-2016.
29. Social Media and Social Marketing, **National Conference on Advances in business Trends & Perspectives**, Jaya Shri Ram Group of Institutions School of Management Studies, Avinashipalayam, 05-Feb-2016.
30. E Banking, National Conference on **Innovations in banking**, Sri Ramakrishna Mission Vidyalya College of Arts and Science, Periyanaickenpalayam, 28-Aug-2014.
30. E-Commerce, FACCENDA-2013, State **Level Commercio** Convention, Sri Ramalinga sowdambigai College of Science and Commerce, Thondamuthur, 30-Aug-2013.

Participation in Seminar

- 1..”**Innovation Reform**” Kaamadhenu Arts and Science College,Sathyamangalam , 14 to 18 June-2021.
- 2.”**How to explode your mental block**”Kaamadhenu Arts and Science College,Sathyamangalam , 27-April-2020.
3. **E-Marketing:** Roads Ahead of India, Kongunadu Arts and Science College, Coimbatore, 22-Feb-2013.

Participation in Workshop

1. **Full Stack web Developer Bootcamp**” at AAKKAM Seventh Academy, Rasipuram Coimbatore, on Feb 09th 2025.
2. **Training on “Online Stock Trading Strategies**” at Annamalai Capital Services (P) Ltd, Coimbatore, on May 2024.
3. **Entrepreneur and Innovation Through Straup India Initiative**” at SNMV College of Arts & Science Coimbatore, on February 28th 2024.
4. **Advanced Excel**” at AAkkam Industrial Training and Research Institute, Rasipuram Coimbatore, on July 08th 2023.
5. **Chat GPT & AI Tools for Educators**” at PPG College of Arts & Science Coimbatore, on June 30th 2023.
6. **Reinvent Your Business Using Data Analytics**”at Sri Ramakrishna College of Arts & ScienceCoimbatore, on Mar20th 2023.
7. **Outcome Based Education**”at Dr. N.G.P Arts and Science College, Coimbatore, on Mar11th 2023.
8. **Digital Marketing**” at PSG College of Arts & Science, Coimbatore, on Sep10th 2022.
9. **Capital Market & Online Trading**” at Annamalai Capital Services (P) Ltd,Coimbatore, on May2022.
10. **Advanced Excel**” at AAkkam Industrial Training and Research Institute, Rasipuram.

11. **ANTI-Plagiarism in Research writing**” Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore on April 29th 2020.
12. **“Model Building in Social Science Research**, Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore on April 28th 2020.
13. **“GoodsandServicesTax”at** GST Academy of Excellence, Dr.N.G.P Arts and Science College (Autonomous), Coimbatore on August 6th2019.
14. **WebDevelopmentusingPYTHON/MYSQL”** at Aakkam Industrial Training and Research Institute, RSPuram Coimbatore, on June30th 2019.

Participation in Faculty Development Programme

1. **Enhancing Supply chain Management and Resilience through Robotic Process Automation(RPA)”**. All india council for technical education Nelson Mandela Marg, Vasant Kunj, New Delhi at Sri Ramakrishna College of Arts & Science, Coimbatore in 22 to 27th Sep-2025.
2. **Sustainable Supply Chain Management”**. School of Management studies University of Hyderabad in collaboration with merit one Inc., USA on 27th to 31st Jan 2025.
3. **Financial Education-A Life Skill Under NEP-2020**.PSGR Krishnammal college for women in collaboration with Association of mutual funds in India (AMFI), on 11 Dec 2024.
4. **Citation & Reference Management for Scholarly Writing”** IQAC, NSB Bangalore in collaboration with Mendeley, Netherlands, on 26th and 28th of Feb, 2024.
5. **Empowering Education for Innovation”** Dr. N.G.P. Arts and Science College, Coimbatore, on 30thJune to 4th July 2023.
6. **Cloud Infrastructure”** JNTUK University College of Engineering Narasaraopet, Andhra Pradesh, on 21st August to 25 2023.
7. **Teaching Pedagogy and Life Skill Management”** Hindusthan College of Arts & Science, on 27th to 31th March 2023.
8. **Research Methodology”** PPG College of Arts and Science, on 12th to 19th Dec 2022.
9. **Enhancing Teaching Skills & Tactics of Tax Saving** at KMEA College of Arts & Science Kuzhuvelippadi, Edathala Po, Ernakulum, on Oct 27thOct 2022.

10. **Personal Brand for career growth FDP** at Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore on Feb 07th 2022.
11. **Framework for Internet of Things (IoT) Applications**” FDP at Dr. N. G. P Arts and Science College, Coimbatore on Sep21th –30, 2021.
12. **ICT Tools for Teaching, Learning & Evaluation**”FDP at Saradha Gangadharan College, Puducherry,on August 04th –06, 2021.
13. **Experimental Teaching - Corporate Cognizance**“FDP at Sri Ramakrishna College of Arts and Science Coimbatore on August 09th –13, 2021.
14. **Research Methodology and Pedagogy for Teritary** Education, Dr. N.G.P. Arts and Science College, Coimbatore, June-15 to June 21, 2021.
15. **Economic Downturn and Phenomenal Progress**” FDP at Nallamuthu Gounder Mahalingam college, Pollachi on May14th to 16 2020.
16. **Quality Initiatives in Higher Education**” FDP at Dr. N. G. P Arts and Science College, Coimbatore on April 13th –20, 2020.
17. **Art of Effective Teaching**” FDP at PSGR Krishnammal College for Women, Coimbatore on February 12th 2020.
18. **NAAC Revised Accreditation Frame work and OBE Assessment Methodology**” FDP at Dr. N. G. P Arts and Science College, Coimbatore on May 27th –June 2, 2019.

Conference / Seminar / Workshop Organized

- 1.Organizing Secretary in National Conference on **Emergenation: Empowering Tomorrow’s Entrepreneurs** 26thSeptember 2023.
- 2.Organizing Secretary in National Conference on Implications of **Fintech in India Economyon** 04thMarch2020.

Editorial / Reviewer Board Member

1. Editorial BoardMember,Implications of Fintech inIndianEconomysince2020.
2. Editorial BoardMember,Digital Financial Transformation in Indian Economy.2025

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
All India Council For Technical Skill Development	Life-time	-
Indian Association social science Research	Life-time	-