

Name : Ms. S. Durgalakshmi
Designation : Assistant Professor
Department : Commerce CA
Qualification : M.Com, PGDCA, (Ph.D.)
Experience : Teaching – 1 Year | Research: 3 Years
Specialization : Marketing
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	VLB Jannakiammal College of Arts and Science	Pursuing
M.Com	Commerce	St. Xaviers College, Thirunelveli	2021
B.Com.	Accounting & Finance	PSG College of Arts and Science	2016

Additional Qualifications

Dip./ Cert.	Specialization	Institution / University / Agency	Year
Diploma	PGDCA	St.Xaviers College, Thirunelveli	2021

Research Publications (Indexed)

International

- **A Study on the Impact of Digital Entrepreneurship on Business with Special Reference to Coimbatore City**, IJRASET – International Journal for Research in Applied Science and Engineering Technology, 2024. Volume 13 Issue II.
- **Women consumers attitude towards purchase and use of high-end home appliances**, MSW Management – Multidisciplinary, Scientific Work and Management Journal, Vol. 36, Issue 1, pp. 2700–2705. ISSN: 1053-7899.
- **Impact of Instagram and Facebook Marketing on Sales Performance of Small Enterprises**, IJARESM - International Journal of All Research Education & Scientific Methods. Volume 14 Issue 1.

Participation in Seminar

- NEP – 2020 - Orientation and Sensation, St. Mary's College, Thoothukudi, 21-Jan-26 to 30-Jan-2026.

Participation in Faculty Development Programme

- Staff enhancement and empowerment program on Neuro linguistic Programming (NLP), St.Xaviers College, Tirunelveli, 01-Aug-25.
- Empowering the Educator, Communication, Connection and Creativity in classroom, St.Xaviers College, Tirunelveli, 19 & 20-Nov-26.

Participation in workshop

- Outcome Based Education, St. Xavier's College, Tirunelveli, 11 to 13-Jun-25.