

Curriculum vitae of Dr.J.Vidhya



Name : Dr.J.Vidhya,
Assistant professor , Dept. of business administration

Qualifications : MBA, M.phil, Ph.d, PGDCA

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Date of joining : Dec 22, 2008

Year of Experience : 4 years 3 months in govt college service (From 2016 feb to til date) , 7 years 1 month in university service (From dec 2008 to 2016 jan), 2 years in self financing college (From june2005 to june 2007)

Total year of experience : 13 years 4 months

Research : Approved supervisor in Annamalai university

Research guidance : 4 candidates- ongoing ph.d degree

No of publications : 18 (national and International)

Papers presented in conference : 16 (national and International)

Conference /workshops/ training attended: 25

Details of conference organised: Acted as **co-coordinator** in international conference, acted as **editor** in international conference,

Awards received : 1

Area of research interest : sustainable concepts of consumer behaviour, organisational behaviour, cultural behaviour in marketing