

**Govindammal Aditanar College for Women, Tiruchendur**  
**Faculty Profile**



1. Name (in Block Letters) : **DR. S. DEEPA**
2. Department : Commerce Batch -I
3. Qualification : M.Com., M.Phil., Ph.D.,
4. Present Designation : Assistant Professor
5. Contact No. : 9489373971
6. Email id : [deepasundar1982@gmail.com](mailto:deepasundar1982@gmail.com)
- Vidwan id : 594101
- Vidwan Link : <https://vidwan.inflibnet.ac.in/profile/594101>
7. Date of joining : 30-12-2015
8. Field of specialization in research : Service Marketing
9. Title of the Thesis : A study on insured persons' Perception towards effectiveness of medical benefits under ESI with special reference to Thoothukudi District

10. Orientation/FDP programmes/other short-term courses attended:

Name of the course	University/Institute	Duration in days	From-To
FDP on YRC	Manonmaniam Sundaranar	1	05-02-2016

	University		
FDP on Insurance and mutual funds	Manonmaniam Sundaranar University	5	30-12-2022 to 01-01-2023

11. Participation / Presentation in seminar/workshop/symposia/conference:

Sl.No	Level (State/national/ international)	Participation /presentation	Title of the paper presented	Title of the seminar / workshop/symposia/ conference	Date and Venue
1	National Level Seminar	Presentation	A study on role of banks in financial inclusion	Emerging Trends and challenges in India business environment.	10-03- 2016, St. John's College, Palayamk ottai
2	National Level Seminar	Presentation	Swot analysis of organic farming management in Tiruchendur	Problem and Prospects of Indian Economy.	15-12- 2016, Rani Anna Govern ment College for women, Tirunelv eli.
3	National Level Seminar	Participation	-	Digital agility- A peep into the future.	31-01- 2017, Wavoo Wajeeha Women' s College for

					women, Kayalpat nam.
4	International Conference	Presentati on	Urbanization and its consequences in India	Environmental protection, food security & precision agriculture for sustainability (EPFSPA2019) .	13-02-2019 to 14-02-2019, Manonm aniamSu ndaranar Universit y , Tirunelv eli.
5.	National Level Workshop	Participat ion	-	Research report writing.	06-04-2019, Kamaraj College, Thoothu kudi.
6	International Conference	Presentati on	Tax planning in India	Tax Performance of central government in India.	01-08-2019, Wavoo Wajeeha Women' s College for women, Kayalpat nam.
7	International Seminar	Presentati on	Farmer's perception towards agricultural credit	Progrss of Emerging sectors in India.	26-08-2019, Rani Anna Govern ment College for

					women, Tirunelveli.
8	International Seminar	Presentation	A study on women entrepreneurs with special reference to Tiruchendur area	Emerging horizons of hr in commerce and business management.	26-09-2019, Govindammal Aditanar College for Women, Tiruchendur
9	State Level Seminar	Participation	Participation	Monetary policy in India reforms and its evaluation.	13-03-2020, Kamaraj College, Thoothukudi.
10	Workshop	Participation	Participation	Application of SPSS in social science research.	13 <sup>th</sup> , 20 <sup>th</sup> , 27 <sup>th</sup> March - 2021, Kamaraj College, Thoothukudi.
11	National Webinar	Participation	Participation	Strategy for managing personal finance including Mutual Funds	27-05-2021, Sir Vishveshwaraiyah Institute of Science and Technology University, Madanapalle.
12	Webinar	Participation	Participation	Finance and economy for society: integrating sustainability.	27-05-2021, University

					Arts and Science College, Warangal
13	Webinar	Participation	Participation	Contribution of family managed business in development of Indian economy	29-05-2021, Acropolis Institute of Management Studies and Research, Indor
14	International Level Workshop	Participation	Participation	Innovation in research.	01-06-2021 to 03-06-2021, Idhaya college for women sarugani
15	International Level Webinar	Participation	Participation	Green products and their marketing implications.	04-06-2021, Sanatan Dharama College Hoshiarpur
16	National Level Webinar	Participation	Participation	How digital trends are changing the role of HRP	05-06-2021, Dr MGR Educational and Research Institute, Chennai
17	Webinar	Participation	Participation	Artificial Intelligence and machine learning	05-06-2021, JP College of Arts and Science, Chennai

18	National Level Webinar	Participation	Participation	Origin and development of the English language down the centuries	05-06-2021, Dr MGR Educational and Research Institute Chennai
19	National Virtual Hands on Training	Participation	Participation	Tally with GST	08-06-2021 to 10-06-2021, Nandha Engineering College, Erode
20	International E-Conference	Presentation	The influence of organisation commitment on work motivation - A comparative study of public sector and private sector bank employees in Tiruchendur area	Talent management and effective workforce.	11-11-2021, Kamaraj College, Thoothukudi.
21	National Level Seminar	Presentation	A study on perception of beneficiary towards performance of ESI in service sector in Thoothukudi.	Urbanization, urban poverty and rural- urban migration.	27-03-2021, Kamaraj College, Thoothukudi
22	State Level Workshop	Participation	- Participation	Research methodology & data analysis using SPSS.	13-04-2022, Sri Sankara Bhagavathi Arts and Science College, Kommadi kottai.
23	International Conference	Presentation	A study on awareness and actual usage of E-banking services among the customer with special references to Udangudi	Initiatives and challenges in Industrial era 5.0	04.05.2022 and 05.05.2022, St.Xavier's

					College, Palayam kottai.
24	National Level Seminar	Participation	Opportunities available for women entrepreneur through government scheme during covid – 19	Challenges and problems faced by women entrepreneur post covid-19 pandemic.	14-09-2022, Sankara College Of Science and Commerce, Coimbatore.

## 12. Research publications:

Sl.No	Name of the Journal, Vol.& Issue no., year, pp. no.& ISSN no.	Title of the paper	UGC CARE listed journal (Yes / No)	Author Order
1	RAC Journal of research. Vol. 2, Issue no.2, August 2016, pp.71-74, ISSN. 2230-7362	Swot analysis of organic farming management in Tiruchendur	YES	I
2	International Journal of multidisciplinary researches. Vol. 3, Issue no.5, Sep 2016, pp.177-179, ISSN. 2349-8684	A study of small scale industries on corporate social responsibility in Tiruchendur area	YES	II
3	Shanlax International Journal of Commerce. Vol. 6, Issue no.3, April 2018, pp.54-56, ISSN. 2320-4168	Impacts of GST on Indian economy	YES	I
4	Shanlax International Journal of Commerce. Vol. 7, Issue no.1, March 2019, pp.118-121, ISSN. 2320-4168	A study on effect of financial risk tolerance on adoption of mobile banking in Tiruchendur	YES	I
5	Indo Global Journal of Commerce and Economics-	A study on women entrepreneurs with special	YES	I

	ISSN. 2393-9796 March 2015, Pp 49-50 Vol	reference to Tiruchendur area		
6	Studies in Indian place names. Vol. 40, Issue no.84, March 2020, pp.118-125, ISSN. 2394- 3114	Insured person's perception towards medical benefit: A study with special reference to ESI Dispensary in Tiruchendur	YES	I
7	The international journal of analytical and experimental modal analysis. Vol. XII, Issue no.VII, July 2020, pp.2809-2819, ISSN. 0886-9367	Users attitude towards performance of public library with special reference to Tiruchendur.	YES	I
8	NIU International Journal of human rights. Vol. 8, Issue no.III, 2021, pp.96-100, ISSN. 2394- 0298	Insured persons' perception towards effectiveness of medical benefits under ESI scheme - As special reference to Thoothukudi District	YES	I
9	Modern Tamizh Research. March 2021, pp.88-94, ISSN. 2321- 984X	A study on perception of beneficiary towards performance of ESI in service sector in Thoothukudi	YES	I
10	International Journal of food and nutritional science Vol. 11, December 2022, pp.201-207, ISSN. 2319-1775	A study on awareness and satisfaction of beneficiary towards ESI scheme in Thoothukudi District	YES	I

### 13.Book / Chapter Publications:

Sl. No.	Title of the book	Name of the publisher and the year of publication	ISBN No.
1	Emerging Trends and challenges in India business environment	B-Digest Publications, 2016	978-93-94734-20-6
2	Environmental protection, food security & precision agriculture for sustainability (EPFSPA2019)	B-Digest Publications, 2019	978-93-84734-70-1
3	Tax Performance of central	SHANLAX	978-93-89146-73-8

	government in India	Publications, 2019	
4	Progress of Emerging sectors in India	Mayas Publication	98-81-942153-9-4
5	Talent management and effective workforce	Kamaraj College, Thoothukudi, 2021	978-81-951473-2-3
6	Industrial Era 5.0 (Initiatives and challenges)	SHANLAX Publications, 2022	978-93-94899-30-8
7	Challenges and problems faced by women entrepreneur post covid-19 pandemic	Sankara College Of Science and Commerce, 2022	978-93-5701-450-2

#### **14. Membership in the academic bodies of the University /other institutions:**

Served as Chief Examiner of M.S University paper valuation, external project examiner and Theory paper Evaluator in various Autonomous Colleges.

#### **15. Research achievements:**

Editorship of journals: Guest Editor of Indo Global Journal of Commerce and Economics

#### **16. Seminars/Workshops/Enrichment programmes organized**

Sl.No.	Date	Name of the programme	Level (National/State /University/college	Role
1	07.02.2020	An Awareness Programme on CA/CMA	College	Organising Committee Member
2	20.02.2020	Personality Development	College	Organising Committee Member
3	01.10.2021	Share Markets	College	Organising Committee Member

4	12.11.2021	Training on Aptitude Skills for Competitive Exams	College	Organising Committee Member
5	21.03.2022	Business Ethics	College	Organising Committee Member
6	19.10.2022	Career Opportunities in Financial Sector	College	Organising Committee Member
7	25.02.2023	Believe in Yourself	College	Organising Committee Member
8	19.07.2023	Boosting Leadership Skills	College	Organising Committee Member
9	08.09.2023	Empowering Women Through ICT- A step ahead to learn and earn	College	Organising Committee Member
10	16.10.2023	Logistics Job Awareness Programme	College	Organising Committee Member
11	23.01.2024	ChatGPT for Academics	College	Organising Committee Member
12	05.02.2024	Cyber Security: How safe are you?	College	Organising Committee Member
13	19.07.2024	From Dreams to reality : crafting your career path	College	Organising Committee Member
14	12.09.2024	A career with endless opportunities: An awareness programme on company secretary	College	Organising Committee Member
15	01.10.2024	Role of AI in service sectors	College	Organising Committee Member
16	01.10.2024	Competitions : Commerce Expo Business Plan	College	Organising Committee Member
17	03.10.2020	Live Webinor on Covid - 19 Shuts the door – Technology opens the	College	Organising Committee

		window		Member
18	25.09.2023 and 26.09.2023	Two day workshop on scope of work under GST and IT	College	Organising Committee Member
19	26.09.2019	Emerging Horizons of HR in Commerce and Business Management	International	Organising Committee Member
20	21.06.2020 to 26.06.2020	E-Quiz on Banking and Finance	College	Organising Committee Member
21	15.07.2020 to 19.07.2020	International Level E-Quiz on Research and Statistics	International	Organising Committee Member
22	27.07.2020 to 31.07.2020	National Level E-Quiz on Modern Marketing	National	Organising Committee Member
23	06.02.2021 to 10.02.201	National Level E-Quiz on Commerce	National	Organising Committee Member
24	21.04.2022 to 25.04.2022	E-Quiz on Commerce -2022	college	Organising Committee Member
25	22.02.2024 to 03.03.2024	Online Quiz for + 2 Commerce Students	college	Organising Committee Member