

Sri Vasavi College, Erode.

Faculty Profile

- **Name:** Ms. VAISHNAVI ELLAMMA.S
- **Designation:** Assistant Professor
- **Department:** Department of B.Com (Professional Accounting)
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1. About

Brief Bio:

A passionate and progressive Commerce Educator with a fervor for Accounting, Finance, and Management, empowering future business leaders through innovative pedagogy and inspiring students to embrace the real-world application of their academic pursuits. A dedicated professional with extensive experience in teaching commerce-related subjects, providing students with the knowledge and practical skills necessary for a successful business career. I offer a comprehensive understanding of the business world, combining my academic expertise and industry experience to help students achieve their professional goals. My teaching philosophy is centered on interactive and engaging classes that promote experiential learning, along with a commitment to staying up-to-date with the latest trends and developments in the field. Currently working as an Assistant Professor in the Department of B.Com (Professional Accounting), I am dedicated to promoting and supporting teaching and learning in higher education and actively contributing to the research and innovation in my area of expertise.

Education:

Qualification	Board / University	Year of Completion
HSC	State Board of School Examination	2020
UG	Bharathiar University	2023
PG	Bharathiar University	2025
M.Phil.	-	-
Ph.D.	-	-

Certifications (if any):			
Title of Certification	Offering Institution	Duration	Year of Completion
Typewriting English Junior	Government of Tamil Nadu Department of Technical Education	6 months	2022
Typewriting English Senior	Government of Tamil Nadu Department of Technical Education	6 months	2023
Typewriting Tamil Junior	Government of Tamil Nadu Department of Technical Education	6 months	2023
Tally Essential Level 1	TEPL Tally Education	3 months	2024
Master Class of Data Analytics	Novi tech R&D Private Limited	1 month	2024
Aptitude and Logical Reasoning	UTSI	2months	2023
AI in Human Resource Management	NPTEL	3months	2026

2. Research

○ Research Areas/Interests:

- ◆ Human Resources Management
- ◆ Marketing
- ◆ Finance

○ Publications:

- ❖ Author: Ms. S. Vaishnavi Ellamma, Co- Author: Mr. S. Loganathan (2025), “**ARTIFICIAL INTELLIGENCE IN THE FUTURE OF COMMERCE**” International Journal of Science Engineering and Technology, with ISSN:2348-4098, P-ISSN: 2395-4752 at 4 Sep 2025.

○ Books Published:

- ❖ Author: Dr. P. Tamilselvan, Co-Author: Ms. S. Vaishnavi Ellamma (2025), “**A STUDY ON PERCEPTION TOWARDS CHATBOT (WITH SPECIAL REFERENCE TO ERODE TOWN)**”, held on 25th march 2025, Institution’s Innovation Council- Book of Abstracts(Industry 5.0 and Start Up Ecosystem: Opportunities and Challenges) Pg.no:8 [National Seminar]

- ❖ Author: Ms. Vaishnavi Ellamma.S, Co-Author: Ms. S. Brindha (2025),
“AI IN EDUCATION OF EDTECH STARTUPS”, held on 16th July
 2025, AI driven digital transformation in business strategies for success
 with ISBN: 978-81-962447-8-1 [National Seminar] ISBN: 978-81-
 986613-6-4, Pg.no: 210

- **Patents Granted:** Nil

- **Ongoing Projects:** Nil

3. Experience

Total work experience as on (20.07.2026)		1 year and 2 months	
Institution Name	Designation	Period from	Period to
Sri Vasavi College (Self Finance Wing)	Assistant Professor	02.06.2025	Till date

4. Achievements

- **Awards & Honours:**

- Got Prof. N. Senthamarai's Memorial cash award for Proficiency at Commerce Association function, Department of B.Com, Chikkaiah Naicker College, 2024.
- Got Proficiency award at 57th College day of Sri Vasavi College (Aided), 2024.
- Got Best performer award for completing "Employability skill Training program" conducted by Mahindra Pride Class room, Naadi Foundation, 2024.
- Got Best outgoing student award and best placement volunteer award at 58th College day of Sri Vasavi College (Aided), 2025.
- Selected and attended in Online short term internship program conducted by National Human Rights Commission (NHRC), Delhi, 2024.(Among whole India , 6 from Tamilnadu, in that myself included)
- For the first time in the history of PG and Research Department of Commerce, Sri Vasavi College (Aided), Got Kamarajar Arakkattalai Scholarship scheme for academic excellence, 2025.
- Got 7th University Rank Holder of Master of Commerce (M.Com), Sri Vasavi College (Aided), Bharathiyar University for the year 2024-2025

- Got award for securing 7th University Rank Holder in Master of Commerce (M.Com), at 59th College Day Celebrations, Sri Vasavi College (Aided), 2026.
- **Keynote Speaker or Conferences & Seminars Attended / organised:**
 - Participated in Skill Development programme on Advanced Technologies for Smartphone Services and Trouble-Shooting. (2023)
 - Participated in International Symposium on “Volatility in Global Markets”. (2023)
 - Participated in NISM’s Financial Literacy program “Kona Kona Shiksha”. (2023)
 - Participated in National Level Conference on “Sustainable Innovation and Policy Initiatives for Startup Young Entrepreneurs”. (2024)
 - Participated in ICSSR’s National Workshop on Dissemination of Findings on Digital Transformation of Health Services. (2024)
 - Participated in Skill Development Programme on “Entrepreneurship Development for Budding Entrepreneurship (Social Media Marketing)”. (2024)
 - Participated in National Seminar on the Impact of Digitalization on Consumer Behaviour (NSIDCB’25) (2025)
 - Participated in Seminar on Academic & Leadership Excellence (2025).
 - Acted as Speaker at Kongu Siruvaniya Illakiya Thiruvizha, a review about a Book "Neer Vazhi Paduvum- Aalamum Agalamum" (2025) <https://youtu.be/97HlpZG-dCo?feature=shared>
 - Participated in Guiding Benchmark Tea & Chocolate Factory about teaching processing and tasting. (2025).
 - Participated in Naan Mudhalvan programme (FDP) about Employability skills with Scoring A+ grade. (2025).
 - Participated NPTEL faculty development programme on AI in Human Resource Management.(2025)
 - Participated in one day National level conference on "Indian Knowledge system (IKS) - Driven Green Start-Ups: Sustainable business pathways for a self - reliant India" (2026).
 - Participated in "Three days online workshop on Research methodology and data analysis - A Smart earning. (2026)

- Participated in National Seminar on "Green banking: Exploring Possibilities for Sustainable Growth' (NSGPSG-26) (2026)
- Participated in National level Five day Online Faculty Development Programme on "Transforming Management Education through AI, Innovation and Sustainability" (2026)

5. Professional Engagement

- **Memberships:**

Acted as MOOC Course Co-ordinator in the year 2025-2026 & 2026-2027.

- **Collaborations:** Nil

- **Editorial Work:** Nil