

Sri Vasavi College, Erode.
Faculty Profile Page Layout

- **Profile Photo:**
- **Name:Dr.C.YASODHA**
- **Designation:** Head of Department
- **Department:** MCom(CA)
- **Contact Details:**8072942653,9659908345
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Tabs/Sections (Expandable or Scrollable)

- **About**

Brief Bio:

I started my career in this institution as assistant professor in the year 2009 and completed 15 years & 7 months of UG experience in the department BCom(CA) & 7 years of PG experience and now as head in department of MCom(CA) in our SF-Wing. I worked as assistant professor for past 10 yrs ,lead as HOD in charge for1yr, HOD for 4 years tilldate.I acted as Co-ordinator for Youth Red Cross,TCS Finance and accounting course,Criterion-IV Co-ordinator of NAAC in our SF-Wing from 2011 to 2021. Acted as question paper setter for various colleges,Acted as University nominee for doctoral committee meeting at park's college,Tirupur.Acting as IQAC Member & coordinator for Research Forum of our SF-Wing from March 2022 onwards.I completed Ph.D degree in 2020 .My specialization area of Research is marketing.I got guideship recognition for both M.Phil and Ph.D in 2023.

Education:

Qualification	Board / University	Year of Completion
HSC	Vellalar Matriculation Higher secondary school,Thindal	2002
UG	Bharathiar University	2005
PG	Bharathiar University	2007
M.Phil.	Bharathiar University	2010
Ph.D.	Bharathiar University	2020
P.G.D.C.A.	Bharathiar University	2022

Certifications (if any):.			
Title of Certification	Offering Institution	Duration	Year of Completion
Introduction to Marketing Essentials	NPTEL	8 weeks	2020
E-Business		12 weeks	2022
Business Fundamentals for Entrepreneurs		12 weeks	2025

- **Research**

- Research Areas/Interests:

- Marketing
- Finance

- **Publications:**

- **Dr.C.YASODHA** -April-June 2019-“**A Study on Investment Pattern Among Employed Women**”, Published by International Journal of Scientific Research and Reviews,ISSN:2279-0543.
- **Dr.C.YASODHA&Ms.R.SUKASINI**-June 2022, “**A Study on Consumer Awareness and Perceptions On Consumer Protection Laws With Special Reference To Erode District**”,Published by Yuvista,amulti Disciplinary Journal,Volume-1,Issue-1.
- **Dr.C.YASODHA** –September 2022-“**A Study on Saving and Investment of Rural Households in Erode District**”, Published by International Journal of Creative Research Thoughts ,Voume:10,Issue-9,ISSN:2320-2882.
- **Dr.C.YASODHA** –October 2022-“**A Study on attitude and Awareness of Rural People Towards Savings and Investment in Erode** ”, Published by MukShabdJournal,Voume:XI,Issue-X,ISSN:2347-3150.
- **Dr.C.YASODHA** –September 2025-“**Impact of Digital Transformation on consumer Buying Behaviour** ”, Published by International Journal of ScienceEngineering and Technology -X,ISSN:2348-4098

Product and Brand Management		12 weeks	2025
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- Books Published:-Nil-
- Patents Granted:-Nil-
- Ongoing Projects:-Nil-

● **Experience**

Total work experience as on (31.12.2025)		15 years & 7 Months	
Institution Name	Designation	Period from	Period to
Sri Vasavi College(SFW), Erode	Head & Assistant Professor	12.06.2009	Till date

● **Achievements**

- Awards & Honours: -Nil-
 - Title, awarding body, year.
- Keynote Speaker or Conferences & Seminars Attended/ organised:

➤ **Resource Person:**

- Acted as a **Resource Person** for Step Up- Higher Education And Career Awareness Drive -Phase I of Arulnerithirupani Mandram Higher secondary School, Erode on 25.09.2025.
- **Organized** National level Seminar on “**The impact of Digitilization on Consumer Behaviour(NSIDCB’25)**” on 28 /02/2025 in the department of M.Com(CA).

➤ **Seminar:**

- Attended National level Seminar on Innovation & Entrepreneurship in Logistic Management titled “**Inventory Management**” organized by PG and Research Development of Commerce & Commerce with Computer Applications, Navarasam Arts and Science College For Women on 14th August 2019.
- Attended International Seminar on “**Micro, Small and Medium Enterprises (MSME)**” organised by PG & Research Department of Commerce & Commerce (CA), Bharathidasan College of Arts and Science, Ellispettai, Erode on 13th September 2019.
- Attended a National level Seminar on “**An Overview of Budget 2020-2021 With Special Reference to GST**”, Sasurie College of Arts & Science, Vijayamangalam on 18.02.2020.

➤ **Conference:**

- Attended National Conference on **“Emerging Trends in Business Innovation & Sustainable Development”** titled **“Sustainability investors”** organized by PG and Research Department of Commerce, ShreeVenkateshwara Arts and Science (Co-Education) College, Gobichettipalayam, Erode on 04th October, 2024.
- **Workshop:**
 - Attended One day workshop on **“Art of Research Writing & Publishing”** organized by Department of Corporate Secretaryship, Salem Sowdeswari College on 22nd August 2019.
 - Attended Two days NAAC sponsored National Workshop on **“Preparation of Roadmap for Quality Assurance in Higher Education through NAAC Assessment and Accreditation”** organized by Internal Quality Assurance Cell, Erode Arts and Science College (Autonomous) , Erode from 28th to 29th August 2022.
- **Faculty Development Programme:**
 - Attended Five day Virtual Faculty Development Programme on **“Empowering Educators: Teaching Pedegogy, Research and Innovation Skills”** organized by Internal Quality Assurance Cell ,Selvamm Arts and Science College (Autonomous) , Namakkal from 25.11.2024 to 29.11.2024.
 - Attended Five days National Level Online FDP on **“Empowering Educators: Core Skills For 21st Century Teachers”** organized by department of Commerce(A/UA-All Streams), Gobi Arts and Science College , Erode from 23/12/2024 to 28/12/2024.
 - Attended Five days National Level Online FDP on **“Industry Revolution 4.0 startups for future”** organized by department of Computer science and Applications, Vivekanandha Arts and Science, Sankari from 22/09/2025 to 26/09/2025.
 - Attended Five days National Level Online FDP on **“Machine Learning for a smarter future: A Comprehensive Online FDP on Principles, Practices and Innovations”** organized by School of Computing, K.S.R. College of Arts and Science for Women, Tiruchengode from 24/11/2025 to 28/11/2025.
- **Symposium:**
 - Attended National Level Symposium on **“Development of Management Thought”** organized by the Department of Management Studies at Nandha College of Technology, Erode on 12th September 2019.
- **Professional Engagement**
 - Memberships: -Nil-
 - 1. Professional organizations or academic bodies.
 - Collaborations: -Nil-
 - 1. Universities, organizations, or industries.
 - Editorial Work: -Nil-
 - 1. Journals or magazines with link