

FACULTY PROFILE

1.Name	Dr.V.Nivethitha
2. Designation	Assistant Professor
3. Qualification	MBA, M.Phil, Ph.D
4. Mobile number	9952332776
5. E-mail id	nivethithabba@auxiliumcollege.edu.in
6. Teaching Experience	5 years
7. Area of specialization	Human Resource Management & Marketing Management
8. Positions Held in Auxilium	Leather Training Coordinator Discipline Committee Member
9. Research Experience	3 years (Full time scholar)
10. Projects Completed/ongoing	
11. No. of Papers Published	6
12. No. of Papers Presented in the National/ International/ Seminars/ Workshops/ Conferences	3
13. No. of Seminars/ Workshops/Conferences organized	3
16. Membership in professional bodies (Descriptive)	
17. Honors & awards received (Descriptive)	
18. No. of Online Courses completed (Minimum of 4 Weeks)	

PAPER PUBLICATIONS

Paper 1 : Research Paper entitled “ A Study On Knowledge Management With The Employees SIPCOT & SIDCO Phase II Entrepreneur Finished Leather Effluent Treatment Company (P)Ltd” , was published in International Journal for Research in Applied Science & Engineering Technology of ISSN : 2321- 9653, Volume 4, Issue XII in December 2016.

Paper 2 : Research Paper entitled “A Study On The Brand Preference Of Smart Phones

Among Customers At Vellore District” was published in Research review International journal of Multidisciplinary, pg.no: 129 to 133, ISSN: 2455-3085. This paper presented in the 2nd International Conference on Commerce and Management in Changing Times Organized by Maharaja’s College, Ernakulam on 29th September 2018.

Paper 3 : Research Paper entitled “ The Impact Of Digital Technology On Brand Preference Of Mobile Phones –A Study In Vellore District, Tamil Nadu”, Studies in Indian place names with ISSN no: 2394- 3114, Volume-40, Issue- 18, Page no. 1714 to 1720. This paper presented in the International Seminar on “Opportunities and Challenges of Digital Marketing and Cashless Transactions” held at Voorhees College, Vellore on 21st February, 2020.

Paper 4 : Research Paper entitled “ A Study On Consumer Behavior Towards Durable And Non- Durable Goods, Vellore District”, was published in International Journal of research and analytical reviews (IJRAR) E-ISSN: 2348- 1269, P-ISSN: 2349-5138, Volume- 7, Issue- 1, Page no. 93 to 99.

Paper 5 : Research Paper entitled “ A Study On The Role Of Media On Online Marketing”, was published in International Journal of research and analytical reviews (IJRAR) E-ISSN: 2348-1269, P-ISSN: 2349-5138, Volume-7, Issue- 1, Page no. 727 to 734.

Paper 6 : Research Paper entitled “A Study On The Impact Of Consumer Learning Behaviour And Brand Innovation On Non-Durable Products” , was published in Journal of Indian School of Political Economy. ISSN:0971-0396 with IF 7.28. Volume-36, 03 April-June, 2024.

PRESENTED AND PARTICIPATION

1. Presented and Participated in International Conference on Management and Information System (ICMIS) in Bangkok, Thailand on September 21 -22, 2018 organized by AIMS International Collaboration with INFOMS and Chitkara University. The candidate, presented the paper titled “A study on the impact of social media on Digital Marketing”.

2. Presented and attended the 2nd International Conference on Commerce and Management in the Changing Times (ICCMCT 2018) organized by the Post Graduate Department of Commerce, Maharaja's College, Ernakulam, Kerala on September 29, 2018. The candidate presented a paper titled "A study on Brand Preference of Smart Phones among the Customers at Vellore District.

3. Attended Five days' Workshop on "Certificate course on R Programming and SPSS" conducted by Brain Swig EduTech Pvt. Ltd, in Auxilium College (Autonomous), Vellore from Jan 9 to 13, 2019.

4. Participated in the Third International Conference on Interdisciplinary Global Applied Research on 1st – 2nd February 2020 at Fortune Park, Vellore, India organized by Headway Global Research Consultancy, Pvt. Limited and Sri Bharathi Velu Arts and Science College, Vellore, India.

5. Presented and participated in one day International Seminar entitled "Opportunities and Challenges at digital marketing and Cashless Transactions" held at Voorhees College, Vellore on 21st February 2020. The candidate presented paper in the title "The Impact of Digital Technology on Brand Preference of Mobile Phones – Study on Vellore District".

6. Presented a paper on title "A Study on Consumer's Attitudes and Awareness Towards Organic Food Products" in the International Conference on "Emerging Challenges of Green Business in Environment Sustainability" organized by Department of Commerce, Auxilium College (Autonomous), on 4th February 2023.

7. Served as a Resource Person on the Workshop "How to Prepare a Research Project and SPSS Analysis" held on 9th November 2022 organized by Department of Commerce (Computer Applications), M.M.E.S. Women's Arts and Science College.

8. Participated in five days National Level Faculty Development Program on "Microsoft Power BI Data Analyst Associate" from 11-11-2024 to 15-11-2024, Organized by E&ICT Academy Phase-II an initiative of Ministry of Electronics & Information

Technology Government of India, hosted by Marudhar Kesari Jain College for Women.