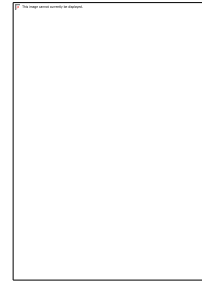


**V.O.Chidambaram College Thoothukudi – 8**



1. Name of the Faculty : Dr. V.Sornaganesh
2. Designation and Department: Assistant Professor in Commerce
3. Educational Qualification : M.Com.,M.Phil.,Ph.D
4. Experience : UG -28; PG-16
5. Address for Communication : 48, Kaliappar Street,  
Tuticorin - 628001
6. Area of Specialization : Finance and Taxation
7. Contact Cell Number : 9443702597 Official: 04612310175

For Home: 04612322597

Email ID : [sornacom@gmail.com](mailto:sornacom@gmail.com)

8. Citation Index: Google Scholar 141; Research Gate 0.86; Research interest score 229.6

### 8. Conference, Seminar etc attended:

Sl.No.	Name	Conferences / Workshop / Symposia	Date, Sponsor	Venue
1.	“Skill Based Training Programme On E-Literacy”	E-Literacy Programme Workshop	23 And 25 June 2011, Ict Academy Of Tamilnadu And M.S University, Tirunelveli	Manonmaniam Sundaranar University, Tirunelveli
2.	“New Perspectives On Choice Based Credit System In Tamilnadu”	State Level Seminar	18.2.2012 Muta Conference	V.O.Chidambaram College, Tuticorin – 8
3.	National Programme On Technology (Nptel)	One Day Workshop	02.02.2013 Iit Madras And Rev. Jacob Memorial Christian College	Rev. Jacob Memorial Christian College, Ambilikkai, Dindigul
4.	“Workshop On Writing Skills”	One Day Workshop	28.03.2014 Xavier Institute Of Business Administration (Xiba)	St.Xaviers College , Palayamkottai
5	“Students Participation In Quality Enhancement Of Higher Education And Sustenance”	State Level Seminar	3.3.2015 Iqac, V.O.Chidamabram College	V.O.Chidamabaram College, Tuticorin - 8
6	Writing Quality Research Papers- Publishing In Scopus & Care Approved Journals	Two Day Workshop	19 <sup>th</sup> And 20 <sup>th</sup> July 2019, Department Of Commerce, Manonomaniam Sundaranar University, Tirunelveli	Manonomaniam Sundaranar University, Tirunelveli

## 9. Publications (state level, National level and International level):

Sl. No.	Name of the Author	Name of the Article	Conference Title and Sponsor	Venue
1.	V.SORNAGANESH AND V.LATHA	A STUDY ON HOTEL INDUSTRY AT TUTICORIN	EMERGING DIMENSIONS OF SERVICE SECTOR IN THE INDIAN CONTEXT, DEPARTMENT OF BUSINESS ADMINISTRATION (18.2.2011)	ST. XAVIER'S COLLEGE (AUTONOMOUS) PALAYAMKOTTA I
2	V.SORNAGANESH	CONSUMER RIGHTS: A PART OF HUMAN RIGHTS	INTERNATIONAL CONFERENCE ON EDUCATING FOR HUMAN RIGHTS, PEACE AND INTERCULTURAL DIALOGUES, DEPARTMENT OF EDUCATION (6 & 7 <sup>TH</sup> JAN 2012)	P.S.N COLLEGE, MELATHEDIYOO R, TIRUNELVELI
3	V.SORNAGANESH	WAYS ON HOW TO PREVENT REDUCE OR TO STOP POLLUTION TODAY	NATIONAL SEMINAR ON ENVIORNMENTAL CHALLENGES TOWARDS WASTE MANAGEMENT IN INDIA (7,8,9 SEP 2012)	P.A COLLEGE OF EDUCATION, POLLACHI
4	V.SORNAGANESH AND R. THANGARANI	"THE INDIAN STOCK MARKET: A STUDY OF MUTUAL FUND INVESTMENT IN INDIAN CAPITAL MARKET"	NATIONAL SEMINAR ON FINANCIAL SECTOR REFORMS IN INDIA, SIRC OF INSTITUTE OF CHARTERED ACCOUNTANTS OF THOOTHUKUDI 16,17.10.2012	POPES COLLEGE, SAWYERPURAM. THOOTHKUDI DISTRICT
5	V.SORNAGANESH	EDUCATION AND DIGITAL MEDIA	"NATIONAL SEMINAR EDUCATIONAL LEADERSHIP IN THE DIGITAL ERA" ST.THOMAS COLLEGE OF EDUCATION (11.1.2014)	ST.THOMAS COLLEGE OF EEDUCATION TUTICORIN
6	V.SORNAGANESH	"MANAGING STRESS AND BEING A SUCCESSFUL STUDENT"	REGIONAL SEMINAR ON HAPPINESS AND TEACHER EDUCATION ORGANIZED BY ST. THOMAS COLLEGE OF EDUCATION (10.1.2015)	ST. THOMAS COLLEGE OF EDUCATION TUTICORIN
7.	Dr. V.SORNAGANESH And E.CHITRA BANU	A study on work – life balance and burnout among married working women in Tiruchendur area	"Women: Empowered to Lead – WEL 2018" (07.02.2018)	ORGANIZED BY A.P.C.MAHALAKSHMI COLLEGE FOR WOMEN TUTICORIN
8.	Dr. V.SORNAGANESH AND A.V. CHELLAMMA	A study on the status of women workers in export organisation in Thoothukudi	"Women: Empowered to Lead – WEL 2018" (07.02.2018)	ORGANIZED BY A.P.C.MAHALAKSHMI COLLEGE FOR WOMEN TUTICORIN

## 11. Publications in Research Journals

S.No	Paper Title	Name Of The Journal	State / National / International	Vol. No. (Issue) Pageno.	Year
1	“Fundamental Analysis Of Nbcfc In India”	Outreach Journal Voc	International	Vol 6 Pages : 119 -125	Sep 2013
2	“Global Financial Crisis And Its Impact On Mutual Fund Industry In India”	International Journal of Information and Futuristic Research	International	Vol 1, Issue 7 Pages 8	Mar 2014
3	“Fundamental Analysis Of It Industry In India”	International Journal of Information and Futuristic Research	International	Vol 1, Issue 8 Pages 16	Apr 2014
4	“A Study On Preference Of Investment With Special Reference To Salaried Class People In Tuticorin Town”	International Journal of Information and Futuristic Research	International	Vol 1, Issue 9 Pages 13	May 2014
5	“Financial Inclusion – Role Of Formal And Informal Financial Institutions In Puthukottai Village Of Thoothukudi District”	International Journal of Information and Futuristic Research	International	Vol 1, Issue 11 Pages 152 -162	July 2014
6	“The Performance Of Nbcfc In India”	Outreach Journal Voc	International	Vol 7 Issue 7 Pages : 77 -82	Sep 2014
7	“Evaluating The Performance Of Nbcfc: An Application Of Camel Model”	Pragnavan I Journal Of Sarada College	International	Vol 9 Issue 2	Dec 2014
8	“The Performance Of Leading Banks In India”	International Journal of Information and Futuristic Research	International	Vol 2, Issue 11 Pages : 4189 -4200	July 2015
9	“Liquidity Management And Trade Off Between Liquidity, Risk And Profitability Of Ongc Ltd”	International Journal of Information and Futuristic Research	International	Vol 3, Issue 1 Pages : 227 -236	Sep 2015
10	“Fundamental Analysis Of Large Retail Formats In India”	International Journal of Information and Futuristic Research	International	Vol 3 Issue 5	Jan 2016
11	“Fundamental Analysis Of Media And Entertainment Industry In India”	International Journal of Information and Futuristic Research	International	Vol 3 Issue 8	Apr 2016
12	“Role Of Credit Rating Agencies And Its Impact On Nbcfc In	Outreach Journal Voc	International	Vol Viii	2015

	India”				
13	“Demonetisation Of Indian Currency And Its Impact On Business Environment”	International Journal of Information and Futuristic Research	International	Vol.4 Issue 3	Nov 2016
14	“A Study On Preference Of Investment- With Special Reference To Salaried Class Women In Thoothukudi”	International Journal of Information and Futuristic Research	International	Vol. 4 Issue 7	Mar 2017
15	A Study On Public Sector Banks And Private Sector Banks Before And After Global Financial Crisis	International Journal Of Innovative Research In Technology	International	Vol.4 Issue 7	Dec 2017
16	An Analysis Of The Attitude Of Investors Towards Financial Assets In Thoothukudi	International Journal Of Recent Research Aspects	International	Special Issue: Conscientious Computing Technologies PP: 569 – 576	Apr 2018
17	A Study On Awareness And Attitude Of Consumers In Buying Goods Through Online	International Journal Of Recent Research Aspects	International	Special Issue: Conscientious Computing Technologies Pp: 515 – 518	Apr 2018
18	Fundamental Analysis Of Sensex Companies	International Journal Of Research In Computer Application And Management	International	Vol.8 Issue 4 Pages: 43-50	Apr 2018
19	Is Policy Need Of The Hour For Asset Liability Management – Nbcf-Hfcs?	Global Journal For Research Analysis	International	Vol. 8 Issue 3 Pages : 1-3	Mar 2019
20	Fundamental Analysis Of Logistics Industry In India	Global Journal For Research Analysis	International	Vol. 8 Issue 4 Pages : 1-34	Apr 2019
21	Consumer Perception Towards Loan Schemes Of Shriram Finance	Journal Of Emerging Technologies And Innovative Research (Jetir)	International	Vol. 6 Issue 4 Pages: 388-396	Apr 2019
22	A Study On Service Quality Provided By Southern Railway To Passengers Of Tirunelveli Junction	Epra International Journal Of Multidisciplinary Research (Ijmr) Peer Reviewed Journal	International	Vol 5 Issue 8 Pages: 1-5	Aug 2019
23	A Study On Awareness And Attitude Of Individuals Towards Budgeting And Savings – With References To Thoothukudi	International Journal Of Multidisciplinary Educational Research	International	Vol 8 Issue 10 (1) Pages: 46-51	Oct 2019
24	Global Financial Crisis	International	International	Vol 8	Nov 2019

	And Its Impact On Indian Commercial Banks	Journal Of Multidisciplinary Educational Research		Issue 11 (4) Pages: 52-60	
25	A Study On The Awareness Of The Different Investment Avenues Towards Household's Savings And Budgeting In Thoothukudi District	International Journal Of Multidisciplinary Educational Research	International	Vol 8 Issue 12 (4) Pages : 41-50	Dec 2019
26	Analysis On Financial Performance Of Selecte Commercial Banks In India Using Camel Model Approach	International Journal Of Multidisciplinary Educational Research	International	Vol. 8, Issue 12(6), Pages: 62-71	Dec2019
27	An Analysis On Financial Performance Of Top 6 Listed Commercial Banks In India Using Camel Model Approach	Studies In Indian Place Names	International	Vol.40, Issue 40 Pages: 2186-2193	Apr 2020
28	Covid-19 And Its Impact On India	International Journal Of Creative Research Thoughts	International	Vol. 8, Issue 5 Pages: 2020-2025	May 2020
29	Problem And Impact In Several Sectors In Covid-19	International Journal For Innovative Research In Multidisciplinary Field	International	Vol 6, Issue 5 Pages: 1-55	May 2020
30	Demonetization: The Way To Increase The Digital Cash	International Journal Of Creative Research Thoughts	International	Vol. 8, Issue 5	May 2020
31	Impact Of Indian Stock Market Due To Crisis In March 2020	International Journal Of Multidisciplinary Educational Research	International	Vol. 9 Issue 6 (4) Pages:	Jun 2020
32	A Study On Shift Of Traditional Classroom Methods To Online Teaching Methods In Higher Education Scenario During Lockdown	International Journal Of Multidisciplinary Research And Development	International	Vol. 7 Issue 7 Pages : 96-100	July 2020
33	A Study On Awareness About Financial Literacy Among Working Women In Thoothukudi	The International Journal Of Analytical And Experimental Modal Analysis	International	Vol 12 Issue 12 Pages : 666-673	Nov 2020
34	Customer Attitude Towards Nbfcs Complementary Role To Bank In Lending Practices	The International Journal Of Analytical And Experimental Modal Analysis	International	Vol 12 Issue 11 Pages: 694-699	Nov 2020
35	A Study On Awareness Of	Dogo Rangsang	International	Vol 10 Issue 11	Nov 2020

	Working Women In Their Choice Of Savings In Thoothukudi District	Research Journal		Pages : 135 - 141	
36	A Study Of Customer Perception Towards Durable Loan On Bajaj Finance With Special Reference To Thoothukudi	Dogo Rangsang Research Journal	International	Vol 10 Issue 11 Pages: 142 - 149	Nov 2020
37	A Study On Self-Help Group Of E.E 107 Pandaravillai Co-Operative Bank	International Journal For Innovative Research In Multidisciplinary Field		Vol.7 Issue 10	Oct 2021
38	Social Responsibility Of Corporate In Boosting Brand Image Of The Organization	Technoarete Journal On Accounting And Finance	International	Vol. 1 Issue 1	Nov 2021
39	“Impact Of Second Wave Covid 19 Online Food Delivery In Thoothukudi”	International Journal Of Scientific Research And Engineering Development	International	Vol.5 Issue 2 Pages : 542 - 547	Mar 2022
40	Swot Analysis Of Digital Banking During Covid-19	Journal Of Xi’an Shiyou University, Natural Science Edition	International	Vol. 18 Issue – 5 Pages : 35 - 41	May 2022
41	Impact Of Post Covid-19 Outbreak Online Travel Industry	Journal Of Xi’an Shiyou University, Natural Science Edition	International	Vol. 18 Issue – 5	May 2022
42	A Study On Impact Of Inflation On Dividend Yield: Evidence From Consistent Nifty Companies In India And Dow Jones Industrial Average From United States	International Journal Of Research And Analytical Reviews (Ijrar)	International	Vol. 9 Issue 4 Pages : 526 - 532	Oct 2022
43	A Study On Customer Insight Towards Upi, With Special Reference To Thoothukudi Dist.	Epra International Journal Of Research And Development (Ijrd)	International	Vol 8 Issue 5 Pages : 235 -238	May 2023
44	Promoter Pledging Infrastructure Companies in India : An empirical view	International Journal of Research in Commerce and Management	International	Vol 14 Issue 4 Pages : 4 -6	April 2023
45	Buyback of shares in the Indian Scenario	Kristu Jayanti Journal of Management Sciences	International	Pages 33 -43	2022

## 12. Books Published

**Marketing;** Authored by Dr.V.Sorna Ganesh and G.Maria Delicia Helina, Publisher: Charulatha Publications Private Ltd, Chennai ISBN: 978-8194315278 (Nov 2019)

**Principles of Management;** Authored by Dr. V.Sorna Ganesh and G.Maria Delicia Helina, Publisher: Charulatha Publications Private Ltd, Chennai ISBN 978-8194315285 (Dec 2019)

**Problems and Impact in Several Sectors in Covid-19, Covid-19 and its impact on Business Sectors in India;** Authored by Dr. V.Sorna Ganesh Publisher: LAP LAMBERT Academic Publishing is a trade mark of International Book Market Service Ltd, Member OmniScriptum Publishing Group, Mauritius. ISBN: 978-620-2-67702-8.  
Available at <https://www.morebooks.shop/> (August 2020)

## 13. Projects

:

Nil

## 14. Particulars of Refresher and Orientation Courses:

- I. Participated in the orientation programme, ugc-hrdc centre, madurai kamaraj university, madurai between 08.07.2010 and 04.08.2010
- II. Participated in the refresher course in commerce (corporate governance), ugc-hrdc centre, madurai kamaraj university, madurai between 20.11.2012 and 10.12.2012.
- III. Participated in the orientation programme for academic counsellors, organized by ignou centre, trivandrum at v.o.c college of education, tucicorin on 12.02.2016.
- IV. Participated in the “orientation programme for academic counsellors of m.com programme” organized by ignou regional centre, at kochi between 09.09.2016 and 10.09.2016.
- V. Participated in the refresher course in commerce (business environment) ugc-hrdc centre, madurai kamaraj university, madurai between 2.11.2016 and 22.11.2016.
- VI. Participated in the refresher course in commerce (economic development of india) ugc-hrdc centre, madurai kamaraj university. Madurai between 21.01.2020 and 03.02.2020.
- VII. Participated in two day online faculty development programme on capital markets, jointly conducted by bharathiar university and nse academy ltd, coimbatore between 22.06.2021 and 23.06.2021.
- VIII. Participated in short term course on “advanced pedagogical techniques” from 30.06.2021 and 06.07.2021 conducted by teaching learning centre, ramanujam college, university of delhi under the aegis of ministry of education pandit madan mohan malaviya national mission on teachers and teaching.
- IX. Participated in refresher course on “managing online classes & co-creating moocs” from 05.07.2021 and 19.07.2021 conducted by teaching learning centre, ramanujam college, university of delhi under the aegis of ministry of education pandit madan mohan malaviya national mission on teachers and teaching.



### **15. As a Resource Person:**

- I. A Lecture on “Consumer awareness Programme” one session in the 5 day Citizenship Training Camp Programme in Rajalakshmi College of Education, Vagaikulam on 12.02.2015
- II. A Lecture on “Capital Market” for Commerce students of Holy Cross Home Science College, Tuticorin on 23.02.2018.
- III. A Lecture on “Stock Market and Virtual Trading” for Commerce students on 11.02.2019 at A.P.C. MAHALAXMI COLLEGE FOR WOMEN, TUTICORIN – 3.

#### **1. Board of Studies: Board of Studies member and University Nominee in Sadakthullah Appa College, Tirunelveli**

#### **2. Seminars:**

#### **3. Association Meeting:**

#### **4. Academic counselor:** In IGNOU study centre, V.O.CHIDAMBARAM COLLEGE, TUTICORIN.

#### **5. Examiners:** CHIEF EXAMINER IN COMMERCE BOARD VALUATION, M.S UNIVERSITY, TIRUNELVELI Nov2014

#### **6. Question Paper Setter** for Autonomous Colleges and Universities

### **16. Membership in Academic and Student related activities:**

- I. Member in Indian Accounting Association, NewDelhi
- II. Member in Kulapathy A.P.C VEERABAHU Endowment Committee, V.O.Chidambaram College
- III. Member and Secretary, Kulapathy A.P.C VEERABAHU Endowment Committee for Science and Technology V.O.Chidambaram College, Tuticorin.
- IV. Member in Graduation Day Committee, V.O.Chidambaram College
- V. Member in Identification of Funding Association, V.O.Chidambaram College
- VI. Assistant for chief Superintendent of Examinations in College for various examination activities including competitive examinations of various Boards.

### **17. Research Activities:**

- I. **Number of Ph.D Guided:** 7; Awarded - 3; Submitted – 0; Pursuing -4.
- II. **Number of M.Phil Guided:** 19
- III. **Doctoral Committee Member:** For 7 PhD Scholars of various Colleges in Manonmaniam Sundaranar University
- IV. **Editorial Board Member/Reviewer:**

From 23.05.2020 Editorial Board Member/Reviewer in **International Journal for Academic Development in Social Science and Humanities** ([www.ijssh.com](http://www.ijssh.com))

V. From 01.12.2021 Editorial Board Member/Reviewer in Technocrat Journal of Accounting.

**18. Awards and Recognitions:** Nil

-----