

SRI SANKARA ARTS & SCIENCE COLLEGE

ENATHUR, KANCHIPURAM

STAFF PROFILE



DEPARTMENT OF BUSINESS ADMINISTRATION

1.	Name of the Staff	Dr.V.Vinu Chakravarthi
2.	Designation	Asst. Professor
3.	Date of Joining	05-06-2017
4.	Mobile Number	98844-35369
5.	E-Mail ID	drvychakravarthi@gmail.com
6.	Nationality	Indian
7.	Academic Qualification	M.B.A., Ph.D.,
8.	Field of Specialization	Marketing & Human Resource
9.	Ph.D Thesis Title	A Study on Opportunities for Marketing and Promotion of Online Shopping portals among Apparel and Textile sector in Chennai.
	Awarding University, Year of Award.	Manonmaniam Sundaranar University, 2017

10. Work Experience (in chronological order):

S.No.	Name of the Institution	Designation	Period
1	Sri Sankara Arts and Science college	Asst.Professor	05/06/2017 to till date
2	Rediff.Com India Ltd	Sr.Manager-Business Development	11.01.2012 to 11.03.2017
3	Monster.com India Ltd	Account Manager	05-02-2011 to 10-01.2012

11. Other Academic and Administrative Responsibilities:

S.No.	Name of the Institution/Committee	Position	Period
1	Sri Sankara arts and science College	Placement Co.ordinator	From 2017
2	Sri Sankara arts and science College	Campus to Corporate-Trainer	From 2017

12. Publications:

S.No.	Title	Journal	Pages
1	A study on impact of consumer trust building measures adopted by ecommerce companies–with reference to Chennai City	International journal of Advance and Innovative Research	114
2	Segmenting Online Shoppers, A study on Consumers perception towards purchase of clothing from online with reference to chennai	Shanlax International Journal of Management	118
3	A Study on Business Opportunities and the challenges in Ecommerce Vendors with Special reference to chennai	Roots International Journal of Multidisciplinary Research	182

13. Awards / Distinction :

S.NO	Name of the Award	Venu	Period

14. Membership in Professional Bodies:

S.NO	Name of the Membership	Venu	Period

15. Seminars Conferences organized /Participation:

S.No.	Program Attended	Place	Organized/ Participated	Period
1	FDP on Financial Literacy	Sathyabama University, Chennai	Participated	7 th March 2013
2	National Conference-Computing Concepts in Current Trends	Sathyabama University, Chennai	Participated	11&12 Aug, 2011
3	National Conference-Emerging Trends in Managerial Excellence	Sathyabama University, Chennai	Participated	14 th October, 2011
4	International Conference on Competency Building Strategies in Business and Technology for Sustainable Development	Sairam Engineering College	Participated	22& 23 rd Septemberr, 2011
5	National Conference on Boundless Marketing	K.S.R School of Management	Participated	23 rd September 2011
6	FDP on Digital Learning Resources	Sri Sankara Arts & Science College	Participated	2 nd Feb, 2018
7	National Conference on Towards Achieving Excellence in Higher Education	Sri Sankara Arts & Science College	Participated	15 th December 2017

16. Participated as Resource Person:

S.No.	Program	Venue	Period
1	Two Day Workshop on Campus to Corporate	Sri Sankara Bhagavathi College of Arts and science College, Kommadikottai	12 & 13 th October 2017

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17. Workshop & Training Programmes:

S.No.	Programe	Venue	Period
1	Campus to Corporate	Sri Sankara Arts & Science College	10th July to 14th July 2017

18. Projects Completed:

S.No	Name of the Projects	Period	Grant Received/Status

19. Any other Details