

Profile of Dr.K.VIDHYAKALA

- (i) Designation : Assistant Professor (Senior Scale)
(ii) Department : Commerce
(iii) Qualification : M.Com., M.Phil., PhD
(iv) Experience : 11 Years
(v) Specialization : Marketing
(vi) Email id : vidhyagovind71@gmail.com



Mob No: 9965439557

- (vii) Research Guidance :

Degree	Awarded	Guiding
M.Phil	—	—
Ph.D	—	—

- (viii) Publications

S.No	Category	Total	For the Period (2013-2018)
1	International Journals	4	4
2	National Journals	1	1
3	In house	—	—
4	Full length articles in proceeding	5	5
5	National Conference	2	2
6	Books / Chapters in Books / Books Edited	—	—

Best 5 Publications (2013-2018):

S.N o.	Title of the Article	Name of the Journal	I/N	ISBN/ISSN	Vol.	Pages	Date, Month and Year
1	“Impact of competitive Pressure on Customer Satisfaction ”	“Intercontinental Journal of Marketing Research Review”	International	ISSN No: 2321 – 0346(O) 2347-	Volume 2, Issue 1	89 to 97	January – March 2014

				1670(P)			
2	Consumers involvement in buying green products : A study in Coimbatore city	International journal Research in Computer application and management double blind peer reviewed (referred) journal	International	ISSNNo :2231-1009	Vol No.6 Issue No.10	33-39	October,2016
3	Purchase Intention and purchase behavior of environmentally sustainable products among Urban consumers- A socio-economic analysis.	Intercontinental Journal of Marketing Research Review	International	ISSN: 2347-1670	Volume 5, Issue 5 – Special Edition II,	176-186	February 2017
4	Consumers purchase intention towards green products, An empirical analysis	SELP Journal of Social Science	National	ISSN: 0975-9999(P) 2349-1655(0)	Vol, VII Issue-29	69-79	July-September, 2016

(ix) Sponsored Projects

Major Projects handled so far		Major Projects handled during (2013-2018)	
Nos	Financial Outlay	Nos.	Financial Outlay
—	—	—	—

(x) Details of the Projects (2013-2018):

S.No	Title of the Project	Funding Agency	Duration	Total Amount in Lakhs
				—

(xi) Seminars / Conferences / Workshops organized (2013-2018) :

(xii) Seminars / Conferences / Workshops attended (2013-2018) : 9

(xiii) Awards / Achievements / Recognitions (2013-2018) :

(xiv) Invited Talks (2013-2018) :

(xv) Visits Abroad (2013-2018) :

(xvi) Additional Responsibilities (2013-2018) :

Continues Internal Assessment In charge, Time Table Committee Member

K.Vidhyakala

Signature of the staff