



**Dr. G. VINAYAGAMOORTHY**  
**Assistant Professor**

**Contact**

Address : Department of Commerce  
Alagappa University  
Karaikudi – 630 003  
Tamil Nadu, INDIA

Employee Number : 20413

Date of Birth : 14.05.1971

Contact Phone (Office) : +91 4565 225208

Contact Phone (Mobile) : +91 9865584495

Contact e-mail(s) : moorthi1971au@gamil.com

**Academic Qualifications: M.COM., M.Phil., M.Ed., M.Phil., Ph.D.**

**Teaching Experience: 13 Years**

**Research Experience: 4 Years**

**Additional Responsibilities**

1. Cultural Programme i/c. (Department)

**Areas of Research**

Public Distribution System

**Research Supervision / Guidance**

	<b>Program of Study</b>	<b>Completed</b>	<b>Ongoing</b>
<b>Research</b>	<b>Ph.D.</b>	<b>---</b>	<b>---</b>
	<b>M.Phil.</b>	<b>1</b>	<b>2</b>
<b>Project</b>	<b>PG</b>	<b>20</b>	<b>--</b>

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
4	--	2	5	--

**Cumulative Impact Factor (as per JCR) : 7.284**

## Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 01

1. Two- Day Workshop on ICT Based Innovative Teaching Methods in Business Studies, Department of Commerce and International Business and Higher Education Innovation Cell, 23<sup>rd</sup> and 24<sup>th</sup> of January 2017.

## Events Participated

### Conferences / Seminars / Workshops: 8

1. International workshop on **“DATA SCIENCE AND ANALYTICS”** , conducted by Department of computer science, Alagappa University, Karaikudi during September 27-28, 2016.
2. International symposium on **“Emerging Trends In Social Science Research”** organized by the Department of Social Work and Department of Women’s Studies, Alagappa University, karaikudi during 1<sup>st</sup> September 2016.
3. National seminar on **“Emerging Trends in Indian Insurance Sector (ETIIS 2016)”** held on 23<sup>rd</sup> March, 2016 at Alagappa University, Karaikudi.
4. National level seminar on **“Technology Trends in Indian Banking Sector”** Organized by the Department of Bank Management, Alagappa University, Karaikudi. On 25<sup>th</sup> February, 2016.
5. “Research Orientation and Philosophy: Challenges and Way Forward” One day FDP on 13<sup>th</sup> August, 2016 at Thiagarajar School of Management, Madurai.
6. National conference on “Swami Vivekanandar: A Youth Icon” organised by Swami Vivekananda Centre for Higher Research and Education, Alagappa University, Karaikudi during 24<sup>th</sup> October 2016.
7. National conference on “Recent trends in Management Research” Organised by Faculty of Management, Alagappa University, Karaikudi during 19<sup>th</sup> February 2016.

8. Orientation programme to YRC programme officers of the colleges affiliated to Alagappa University, Organised by Indian Red Cross & Youth Red Cross Alagappa University, Karaikudi during 7th October 2016.

## **Editorial Board**

1. Member: Sanlax International Journal of Commerce.

## **Recent Publications**

1. Vinayagamoorthi. G, (2016), "Liquidity and turnover performance of Selected Transport and Logistics Companies in India", International Journal of Advanced Research in Management and Social Sciences, pp.21-33 (ISSN: n2278-6236), (IF: 6.284).
2. Vinayagamoorthi. G and Sudha, (2016), "Education and Awareness in Consumer protection Act", Consumer Protection and Empowerment in India, (ISBN No: 978-81-928690-1-8), pp. 150-152.
3. Vinayagamoorthi. G and Iyyapan, (2016), "Consumer Rights with Awareness Problems and Prospects", Consumer Protection and Empowerment in India, (ISBN No: 978-81-928690-1-8), pp. 153-157.
4. Vinayagamoorthi. G (2016), "Climate Change and Trade Policy Implications in India", International Journal of Current Science Research, ISSN: 2454-5422, Volume 2, Issue 7, July 2016, pp.799-805.
5. Vinayagamoorthi. G (2016), " Innovations of E-Advertising in Present Indian Scenario", ALUMASC on Recent Trends in Management Research.
6. Vinayagamoorthi. G (2016), "The Impact of FDI on Growth in Developing Countries-An Overview", International Journal of Current Science Research, ISSN: 0975-833X, Volume 8, August 2016.
7. Vinayagamoorthi. G (2016), " Smart Villages: Facilities and Growth in Present Indian Scenario" National Conference on Smart Cities & Smart Villages: A Mission to Transform the Nation.
8. Vinayagamoorthi. G & Gunasekaran. A "An Overview of Climate Change Adoption Programmes in India" International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN: 8193331648, page no. 97-104.
9. Vinayagamoorthi. G & Gurupandi. M "Climate Change and Food Production Inequality In India" International Conference of Global Growth: Gears & Glows, vol.1, Feb, ISBN: 8193331648, page no. 227-231.
10. Vinayagamoorthi. G & Vimala. B "Effectiveness of Work-Life Balance – Gears of Global Growth" International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN: 8193331648, page no. 202-208.
11. Vinayagamoorthi. G (2017), "Globalization & E-Commerce and its impact on Business Strategies", One Day National Level Seminar on Innovative Practices in Modern Business.