

Name : Mr.S.Vinothkumar
Designation : Assistant Professor
Department : Commerce Finance
Qualification : M.Com (CA), MBA., M.Phil., (Ph.D.)
Experience : Teaching: 6 Years 4 Months
Area of Specialization(s) : Marketing & Finance
Email (Official ID) : vinothkumar@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	NGM College (Autonomous) Pollachi	Pursing
M.Phil.	Commerce	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	2017
M.Com(CA)	Computer Applications	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	2015
M.B.A	Management	School of Distance Education Bharathiar University, Coimbatore	2015
B.Com(CA)	Computer Applications	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	2013

Projects/ Workshop



On-going

Project Title	Agency	Amount	Duration
CONSUMER BUYING BEHAVIOR DURING THE COVID-19	Dr. N. G. P. Arts and Science College – In house Project	5, 000	6 Months

Research Publications (Indexed)

International:

1. Mr.S.Vinothkumar, of “Digital Banking in India”, Journal of the Asiatic Society of Mumbai, ISSN.0972-0766 Volume-XCV, No.20, 2022 (UGC Listed).

2. Mr.S.Vinothkumar, of “Impact of Payment Banks in Indian Financial Inclusion”, A Journal of Composition Theory, Vol.XIII, Issue No I, I January 2020, ISSN: 0731-6755 (UGC Listed).
3. Mr.S.Vinothkumar, of “Cultural Shift to Drive Formal banking System in Rural India”, Our Heritage Journal, Vol-68-Issue-30-February-2020, ISSN:0474-90305 (UGC Listed).
4. Mr.S.Vinothkumar, of “Customer’s satisfaction towards DTH services in Avinashi taluka”, International journal of Scientific Research and Reviews, ISSN:2279-0543 Volume-9 Issue-1 Jan -March2020
5. Mr.S.Vinothkumar, of “Human Recourse Management”, Indian Academic Researchers Association,ISSN.2349-1647Volume-7 Sep -2019 (UGC Listed).

National:

- 1.Mr.S.Vinothkumar, of “Digital Marketing Trends”, Analytical Commerce and Economics, Vol.III, Issue No 3, December 2022, ISSN: 2582-7936.
2. Mr.S.Vinothkumar, of “Awareness on Investment Pattern of Different Investment Avenues”, Analytical Commerce and Economics, Vol.III, Issue No 3, December 2022, ISSN: 2582-7936.
3. Mr.S.Vinothkumar, of “Impact of Payment Banks in Indian Financial Inclusion”, A Journal of Composition Theory, Vol.XIII, Issue No I, I January 2020, ISSN: 0731-6755 (UGC Listed).

Presentations in Conference

- 1.Impact of CSR, One-Day National Seminar on “Impact of CSR on Corporate Sustainability”, Sri Ramakrishna College of Arts & Science, Coimbatore 17th March-2023.
- 2.Digi-Marketing, Digi Payment, One-Day National Level Conference on “Digital Marketing”, Nandha Arts & Science College, Erode 10th March-2023.
- 3.Presidency of G20 and ITS Impact on Business One-Day International Conference on “Trending Global Infrastructure Investment”, Hindusthan College of Arts & Science Coimbatore 08th March-2023.
- 4.A Hybrid Mode Two-Day International Conference on “Contemporary Approaches to Empower Smart Future through Digitalization”, Sakthi Institute of information and Management Studies 24th & 25th Nov-2022.

5. Business Analytics and Intelligence in Digital Era, 1st International Conference on "Social Media Analytics Tools and Techniques in Present Day". KPR College of Arts Science and Research, Arasur, Coimbatore 4th & 5th Nov-2022.

6. "Role of Micro Finance Institutions in Empowering Women Entrepreneurs" Webinar on Dr.MGR- Janaki College of Arts and Science for Women "Excellence through Diligence" 11&13, Sathyabama MGR Maligai, Chennai Erode, 26th –Feb-2022.

7. Digital banking in India, International Conference on "Advanced Research in Banking Finance Opportunities and Challenges". KPR College of Arts & and Science, Research, Coimbatore 16th – 17 Feb-2022.

8. Inclusive Banking is Elusive, National Conference on " Cultural Shift to Drive formal

Banking System in Rural India". Nandha Arts & and Science College, Erode, 7th –Feb-2020.

9. Start Up Initiative, International Conference on " Micro, Small and Medium Enterprise in the Global Economy". PSGR Krishnammal College for Women. Coimbatore, 3-Jan-2020.

10. Human Resource Management, International Conference on " Sustainable Economic and Business Queens College of Arts and Science for Women. Punalkulam Gandarvakottai, 27 & 28-SEP-2019.

11. Career Management Programs, International Conference on " Strategic Human Resource Management" Erode Arts and Science College (Autonomous). Erode, 6-SEP-2019.

12. Impact of Payment Banks in India Financial Inclusion, International Conference on " Emerging Challenges of Global Business and road map for Innovative solutions (ICGB 2019), Government Arts College. Dharmapuri, 16 & 17-DEC-2019.

13. E-Commerce strategies for Traditional Organisation, International Conference on "Current Trends in E-Commerce Solutions in Trade Practice - A Global Scenario, SNMV College of Arts and Science and Institute of Management. Malumachampatti, 4-SEP-2019.

14. Sustainable Development and economic growth on Global Perspective, International Conference on Commerce and Business Management, Bharathiar University Arts & Science College, Valparai, 15-Sep-2016 & 16-Sep-2016.

15. Rural And Retail Marketing, International Conference on 2016 the year of recovery opportunities and Challenges, Tirupur Kumaran College for women, Tirupur, 05- Mar-2016.
16. E- Governance, National Conference on Myths and Realities of Business in the digital Era, Jamal Mohamed College, Tiruchirappalli 17-Feb-2016.
- 17.The Role of E-Business and its Emerging trend in India, National Level Seminar Nandha Arts and Science College, Erode, 12-Feb-2016.
- 18.Challenges in Green Marketing, National Level Conference on Green Marketing- Emerging Opportunities and challenges, S.N.R. Sons College, Coimbatore, 10-Feb-2016.
- 19.Social Media and Social Marketing, National Conference on Advances in business Trends & Perspectives, Jaya Shri Ram Group of Institutions School of Management Studies, Avinashpalayam, 05-Feb-2016.
- 20.E- Banking, National Conference on Innovations in banking, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Periyanaickenpalayam, 28-Aug-2014
- 21.E-Commerce, FACCENDA-2013, State Level Commercio Convention, Sri Ramalinga sowdambigai College of Science and Commerce, Thondamuthur, 30- Aug- 2013.
22. Banking Sector, International Conference on Global Finance: Issues and challenges AFICA-2014, S.N.R. Sons College, Coimbatore, 27-Aug-2020.

Participation in Seminars

- 1."Innovation Reform" Kaamadhenu Arts and Science College,Sathyamangalam , 14 to 18 June-2021.
- 2."How to explode your mental block"Kaamadhenu Arts and Science College,Sathyamangalam , 27-April-2020.
3. E-Marketing: Roads Ahead of India, Kongunadu Arts and Science College, Coimbatore, 22-Feb-2013.

Participation in Workshop

1. Mr.S.Vinothkumar 2023 Participated in “A One day National Level Conclave on Reinvent Your Business Using Data Analytics” at Sri Ramakrishna College of Arts & Science Coimbatore, on Mar20th 2023.
2. Mr.S.Vinothkumar 2023 Participated in “One day Workshop on Outcome Based Education” at Dr. N.G.P Arts and Science College, Coimbatore, on Mar11th 2023.
3. Mr.S.Vinothkumar 2022 Participated in “A One day International Workshop on “Digital Marketing” at PSG College of Arts & Science, Coimbatore, on Sep10th 2022.
4. Mr.S.Vinothkumar 2021 Participated in “Training on “Capital Market & Online Trading” at Annamalai Capital Services (P) Ltd, Coimbatore, on May 2022.
5. Mr.S.Vinothkumar 2021 Participated in “One day Workshop on “Advanced Excel” at AAKkam Industrial Training and Research Institute, RSPuram Coimbatore, on Sep 20th 2021.
6. Mr.S.Vinothkumar 2021 Participated in “Six days Workshop on “National Level Workshop” Kaamadhenu Arts and Science College, Sathyamangalam on July 12th to 17th 2021.
7. Mr.S.Vinothkumar 2020 Participated in “One day Workshop on “ANTI-Plagiarism in Research writing” Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore on April 29th 2020.
8. Mr.S.Vinothkumar 2020 Participated in “One day Workshop on “Model Building in Social Science Research, Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore on April 28th 2020.
9. Mr.S.Vinothkumar 2019 Participated in “One day Workshop on “Goods and Services Tax” at GST Academy of Excellence, Dr.N.G.P Arts and Science College (Autonomous), Coimbatore on August 6th 2019.
10. Mr.S.Vinothkumar 2019 Participated in “One day Workshop on “Web Development using PYTHON/MYSQL” at AAKkam Industrial Training and Research Institute, RSPuram Coimbatore, on June 30th 2019.

Participation in Faculty Development Programme

1. Mr.S.Vinothkumar. 2022 Participated in “Seven days National level Faculty Development Programme on ““Research Methodology” PPG College of Arts and Science, on 12th to 19th Dec 2022.
2. Mr.S.Vinothkumar. 2022 Participated in “One day National Faculty Development Programme on “Enhancing Teaching Skills & Tactics of Tax Saving at KMEA College of Arts & Science Kuzhuvelippadi, Edathala Po, Ernakulum, on Oct 27th Oct 2022.
3. Mr.S.Vinothkumar. 2022 Participated in “One days Faculty Development Programme on “Personal Brand for career growth FDP at Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore on Feb 07th 2022.
4. Mr.S.Vinothkumar. 2021 Participated in “Six days Faculty Development Programme on Framework for Internet of Things (IoT) Applications” FDP at Dr. N. G. P Arts and Science College, Coimbatore on Sep21th –30, 2021.
5. Mr.S.Vinothkumar. 2021 Participated in “Three days Faculty Development Programme on “ICT Tools for Teaching, Learning & Evaluation”” FDP at Saradha Gangadharan College, Puducherry, on August 04th –06, 2021.
6. Mr.S.Vinothkumar. 2021 Participated in “Five day Faculty Development Programme on “Experimental Teaching - Corporate Cognizance“FDP at Sri Ramakrishna College of Arts and Science Coimbatore on August 09th –13, 2021.
7. Mr.S.Vinothkumar. 2021 Participated in “Seven day Faculty Development Programme on Research Methodology and Pedagogy for Teritary Education, Dr. N.G.P. Arts and Science College, Coimbatore, June-15 to June 21, 2021.
8. Mr.S.Vinothkumar. 2020 Participated in “Three day Faculty Development Programme on “Economic Downturn and Phenomenal Progress” FDP at Nallamuthu Gounder Mahalingam college, Pollachi on May14th to 16 2020.
- 9.Mr.S.Vinothkumar. 2020 Participated in “One Week Faculty Development Programme on “Quality Initiatives in Higher Education” FDP at Dr. N. G. P Arts and Science College, Coimbatore on April 13th –20, 2020.
- 10.Mr.S.Vinothkumar 2020 Participated in “One day Faculty Development Programme on “Art of Effective Teaching” FDP at PSGR Krishnammal College for Women, Coimbatore on February 12th 2020.

11. Mr.S.Vinothkumar 2019 Participated in “Seven day Faculty Development Programme on NAAC Revised Accreditation Frame work and Obe Assessment Methodology” FDP at Dr. N. G. P Arts and Science College, Coimbatore on May 27th –June 2, 2019.

Conference / Seminar / Workshop Organized

1. Organizing Secretary in National Conference on Implications of Fintech in Indian

Economy on 04th March 2020

Invited Speaker / Session Chair / Member Organizing Committee - Conference / Seminar / Workshop

1. Organizing Secretary in National Conference on Implications of Fintech in Indian

Economy on 04th March 2020.

Editorial / Review Board Member

1. Editorial Board Member, Implications of Fintech in Indian Economy since 2020.