

ACADEMIC PROFILE

Name (in Block Letters) : Dr.S.SENTHILVADIVU
Designation : Associate Professor
Department : Commerce
Domain id : senthilvadivu@vcw.ac.in
Academic Qualification : M.Com(CA), M.Phil., MBA., Ph.D., NET.,

Examination	Subject(s)	University	Year of Passing
Under Graduate	Commerce	Bharathiar	2003
Post Graduate	Commerce with Computer applications	Bharathiar	2005
M.Phil.,	Commerce	Bharathiar	2008
Ph.D.,	Commerce	Periyar	2016
NET/SET	Commerce	UGC - NTA	2019
MBA	General	Bharathiar	2009

Teaching Experience

P.G.: 7 Years and 6 Months
U.G. : 16 Years & 4 Months

Date of Retirement : 16.04.2043

Research Experience: 4 Years

Field(s) of Specialization

- Financial Management
- Marketing Management

Research

Guidance

- Awarded M.Phil.: 2

Publications

- Journals
 - International : 6
 - National : 6

Projects

- Completed: 2
VET Funded Community Research Project (VET-CRP) -3 Months
 1. A study on Meticulous change in life style of children through cartoon programs in Erode city (2019-2020)
 2. A Study on Awareness Towards Nutritional Benefits of Millets Among the Youngsters with Special Reference to Erode District – (2023-24)

Papers Presented/Attended/Resource Person in Conferences/Seminars/Symposia/FDPs/Workshops

International

- Presented : 3
- Attended : 5

National

- Presented : 6
- Attended : 4

State

- Attended : 7

On Campus Committees / Clubs / Forums

- Co-ordinator in YRC (2022 onwards)