

C.V of Dr.Vijayalakshmi N.S as appointment as Assistant Professor, Department of Economics, UGC Scale dated 09/07/2021

Currently H – Index :- 3 and Citations:- 68

List of Research Publications, workshops, seminars, Conferences

Performance and progress for the year 2021 – from July 9th

- Patent 8/11/2021 – Device to indicate consumption of goods by teacher
Design number: 352783
- Dr.Vijayalakshmi N.S (2021) “ Empirical Study on Adaptability of Mobile Banking Services in India – A Quantitative Investigation”
Journal of Xian Shiyou University, Natural Science Edition, Vol 17 (10), 410 – 419,
ISSN: 1673 – 064X. Link:- [**An Empirical Study on Adaptability of Mobile Banking Services in India -A Quantitative Investigation**](#)
Journal indexed in Scopus & an UGC care list approved group 2 journal.
- Dr.Vijayalakshmi N.S(2021) “ Role of Market Microstructure in Maintaining Economic Development” *The Empirical Economic Letters*, Vol 20 (2), 199 – 212 ISSN: 1681- 8997 Link:- [**Role of Market Microstructure in Maintaining Economic Development**](#)
Journal indexed in ABDC – 40 research citations
- Attended New Education Policy Workshop in Economics on December 3, 2021 at University College Mangalore Hampankatta.
- Dr.Vijayalakshmi N.S, (2021), “A Study on the Impact of Covid 19 on Indian Electronic Retail Industry” *Towards Excellence*, Vol 13 (4), 472 – 480. ISSN:- 0974 – 035X. Link:- [**A STUDY ON THE IMPACT OF COVID 19 ON INDIAN ELECTRONIC RETAIL INDUSTRY**](#)
Journal Indexed in UGC care List approved group 1 journal.

Performance and progress for the year 2022

- Dr.Vijayalakshmi N.S, (2022) “ Role of Internet of Things (IOT) to improve Overall Recruitment and Manpower management system of an organization” *International Journal of Mechanical Engineering* , Vol 7(1), 54 – 67 ISSN: 0974-5823 Link:- [**Role of Internet of Things \(IOT\) to improve Overall Recruitment and Manpower management system of an organization**](#) Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, (2022) “Role of Art Conservation Science in the Study of Tangible Cultural Heritage” *The Journal of Positive School Psychology* Vol 6(3) pp: 3134-3139. Link :- [**Role of Art Conservation Science in the Study of Tangible Cultural Heritage**](#) Journal Indexed in UGC care List approved group 1 journal.

- Dr.Vijayalakshmi N.S, (2022) “Impact of Social Media Marketing on Organizational Performance: A Case Study of Amazon India” ECS Transactions Vol.107(1) pp :12749-12764, Link:- **Impact of Social Media Marketing on Organizational Performance: A Case Study of Amazon India** Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, (2022) “Impact of Transformational Leadership on Organizational Performance Through Employee Motivation” ECS Transactions Vol.107(1) pp : 12873-12886. **Impact of Transformational Leadership on Organizational Performance Through Employee Motivation.** Journal Indexed in UGC care List approved group 1 journal.
- KEONICS Computer Exam Conducted for Government servant cleared by secured A grade with certificate number:- 420175
- Participated in One Day Faculty Development Workshop “ The New Dimensions of NAAC Towards Quality in Higher Education Institutions” conducted by IQAC Cell, Nehru Memorial College, Sullia dated 10/03/2022.
- Attended Association of Mangalore University College Teachers (AMUCT) Meeting on March 13th, 2022 10.00a.m
- Reviewer in frontiers of psychology – British Journal - Scopus indexed since march 2022
- Dr.Vijayalakshmi N.S, (2022) “Effect of E-Learning on the Academic Achievement of Students” ECS Transactions, Vol 107 (1) 9957-9966. Link:- **Effect of E-Learning on the Academic Achievement of Students.** Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, (2022) “ Integrating the Principles of Strategic Human Capital and Strategic Human Resource Management to Improve Organisational Performance” *The British Journal of Administrative Management* Vol 58 (1) pp: 182 – 197, ISSN - 1746 1278, Research citation : 1, Link :- **INTEGRATING THE PRINCIPLES OF STRATEGIC HUMAN CAPITAL AND STRATEGIC HUMAN RESOURCE MANAGEMENT TO IMPROVE ORGANISATIONAL PERFORMANCE** . Journal indexed in ABDC
- Dr.Vijayalakshmi N.S was Resource Person for session on “Project Report Writing” conducted for B.Com students by department of commerce and commerce association of Nehru Memorial College, Sullia dated 27/05/2022
- Dr.Vijayalakshmi N.S, (2022) presented a paper titled “ Skill Enhancement in Karnataka – a Retrospective” in two days national conference under the auspicious: Azadi ka amrut Mahotsav – Sandhya swathantrya on “freedom

Struggle in Coastal Karnaatka “ on 20th and 21st June 2022 at university Evening College, Mangalore.

- Dr.Vijayalakshmi N.S, (2022) “Role of Art Conservation Science in the Study of Tangible Cultural Heritage” The Journal of Positive School Psychology Vol 6(3) pp: 3134-3139. Link :- [**Role of Art Conservation Science in the Study of Tangible Cultural Heritage.**](#) Journal Indexed in UGC care List approved group 1 journal.
- Dr.Vijayalakshmi N.S, was the invited resource person for the topic titled “research methodology” conducted for post graduate students of social work at St.Philomena College Puttur, Dakshin Kannada dated 6/07/2022
- Dr.Vijayalakshmi N.S, (2022) Presented a paper titled “ A Conceptual Framework on Purple Economy – An Growing Social Demand towards Cultural Dimension Products in a Sustainable Globalised Era” at ICSSR Sponsored Two Day National Level Multidisciplinary conference on - "INDIAN ECONOMY IN THE POST INDEPENDENCE PERIOD: PERFORMANCE, POLICIES AND POSSIBILITIES” on July 13th and 14th at Rani Chennama University, Belagavi. Link:- [**A Conceptual Framework on Purple Economy – An Growing Social Demand towards Cultural Dimension Products in a Sustainable Globalised Era**](#)
- Dr.Vijayalakshmi N.S, (2022) presented a paper titled “A Conceptual Framework on Sustainable Banking Practises of Credit Extension and Investment Decisions Towards Green Economy” at National Seminar on role of digital banking in economic development conducted by department of commerce, on July 15th at Nehru Memorial College, Sullia. Link:- [**A Conceptual Framework on Sustainable Banking Practises of Credit Extension and Investment Decisions Towards Green Economy.**](#)
- Dr.Vijayalakshmi N.S was the moderator for the afternoon session at National Seminar on role of digital banking in economic development conducted by department of commerce, on July 15th at Nehru Memorial College, Sullia.
- Dr.Vijayalakshmi N.S was in charge principal of Principal office dated 8/08/2022 at nehru memorial college sullia
- Dr.Vijayalakshmi N.S, was the invited resource person for the topic titled “research methodology – tools and techniques” conducted for under graduate students of social work at government First Grade College Uppinangady, Dakshin Kannada dated 17/08/2022
- Dr.Vijayalakshmi N.S (2022) has Published a book titled “ E- Business” ISBN -978 -93-94339-55-2 by Academic guru Publishing house (AGPH Books)

- Dr.Vijayalakshmi N.S (2022) “**A Novel Paradigm to Artificial Intelligence in Transforming Supply Chain Management in the Agile Business World**” *International Conference on Innovative Computing, Intelligent Communication and Smart Electrical Systems (ICSES)* | 978-1-6654-7413-9/22/\$31.00 ©2022 IEEE DOI: [10.1109/ICSES55317.2022.9914144](https://doi.org/10.1109/ICSES55317.2022.9914144)
- Dr.Vijayalakshmi N.S (2022) “ A Conceptual Framework on Public Consciousness Mitigating Ecological And Economic Consciousness Through Social Conciousness on Social Media Platforms Towards Sustainable Conciousness in a Digitalised Era. *DogoRang Sang Journal* – UGC CARE listed.Vol12 (12) pp – 113 -117.

Performance and Progress for the year 2023

- Dr.Vijayalakshmi N.S, was appointed as the meditation ambassador of Har Ghar Dhyam campaign under UGC program initiative
- Dr.Vijayalakshmi N.S participated in 6th faculty induction programme held from 7th February to 6th march 2023 conducted by human resource development centre , Mizoram university and obtained grade “A”
- Dr.Vijayalakshmi N.S (2023) “A Conceptual Framework on Teaching Correlated and Uncorrelated sequential Concepts of Curriculam Influencing Learning Ability Among Students” *Conference: icssr sponsored "indegenuous practises in higher education : steps ahead at SDM College, Ujire*
- Dr.Vijayalakshmi N.S and Rahul A.R (2023) A Contextual Analysis of Consumption pattern of Coffee versus Tea Consumers Playing a Deterministic Role Towards Intelligence, research paper presented at national conference held at st. Aloysius college
- Dr.Vijayalakshmi N.S and Rahul A.R (2023) “A Conceptual framework on role of local community youth as topographic specific volunteers for better preparedness and managemet towards disaster management. *International journal of creative research thoughts* vol 11 (8) – ISSN: 2320 -2882
- External deputy chief superintendent examination at B.G.S first grade college, kavoor from july 19th to august 10th 2023
- Appointed BOS member of studies in social sciences yenapoya university and external Ph.D examiner/evaluator, yenapoya university july 20th 2023
- Dr.Vijayalakshmi N.S (2023) “An Innovative Method to Predict Real Estate Prices Using Convolutional Block Attention Module” *International Conference on Smart Electronics and Communication (ICOSEC 2023)*DVD Part Number: CFP23V90-DVD; ISBN: 979-8-3503-0087-1, 979-9-3503-0088-8-23/\$31.00 ©2023 IEEE
- Dr.Vijayalakshmi N.S participated in one day training and capacity building program held on 29/8/2023 organized by Mangalore university

economics association at government first grade college for women
balmatta

- Submitted two research proposals
 - ❖ Dr.D.S.Kothari Research grants for newly recruited faculties – submitted date – October 4th 2023 – result awaited
- Dr.Vijayalakshmi N.S, participated in two day national conference on 3rd and 4th November 2023 at university college Mangalore on backward classes, sanitation and social development where she presented a research paper titled” A Study on sanitation conditions and hygiene practices among undergraduate students of higher educational Institutions”
- Dr.Vijayalakshmi N.S, was the invited resource person for one day faculty development program on the topic titled “Research Methodology – Research Article Writing” conducted for faculties at government first grade college, kodiyaibail, Sullia Dakshin Kannada dated 10/11/2023
- Dr.Vijayalakshmi N.S was selected as the nodal officer for national voters day for 29/12/2023 where she accompanied ms.ankita final b.com at drawing competition held at zilla panchayat mangalore

Performance and Progress for the Year 2024

- On government deputation at government first grade college sullia (14 hrs) and government first grade womens college puttur (2 hrs) from February 28th, 2024
- Dr.Vijayalakshmi N.S participated in a two day workshop dated 13th and 14th march 2024 on employment skills training for career placement coordinators conducted by Wadhvani foundation at dr. Dayanand P and satish p, car street college, mangalore
- Dr.Vijayalakshmi N.S participated in short term program conducted by Malaviya Mission teacher training centre – UGC HRDC, Saurashtra university, Rajkot, Gujarat on “Research Methodology and Ethics” from 22/07/2024 to 27/07/2024 scoring “B”
- Dr.Vijayalakshmi N.S participated in short term program conducted by Malaviya Mission teacher training centre – UGC HRDC, Pt.Ravishankar Shukla university on “E – Content Development” from 01/08/2024 to 8/08/2024
- Dr.Vijayalakshmi N.S participated in a 4 day workshop from 24/08/2024 to 27/08/2024 on “Econometric analysis in leading academic journals – hands on practice” at yenepoya institute of arts science commerce and management.
- Dr.Vijayalakshmi N.S was selected under bhartiya bhasha utsav – UGC program to independently author a textbook – contemporary issues in Indian economy – (ongoing) and in this regard attended a workshop on 21/10/2024 and 22/10/2024 at Bangalore university,

Bangalore.

- Dr.Vijayalakshmi N.S presented a research paper titled “ A Case study on Implications of Choice of Social science among first year undergraduate students” in one day national seminar conducted on 15th November 2024 at Vivekananda college puttur stating Present Status of social science education and future possibilities.
- Dr.Vijayalakshmi N.S presented a research paper titled “ A Case Study on Assessment of right to information as human right under constitution of india among undergraduate students with reverence to tibbits model” at two day national workshop on “social justice leadership training conducted by department of sociology , mangalore university dated 22/11/24 to 23/11/24
- Dr.Vijayalakshmi N.S participated in refresher course program conducted by Malaviya Mission teacher training center – UGC HRDC, Indian Institute of Teacher Education, Gujarat on “Enhancing Perspectives : A Multidisciplinary Refresher Course in Social Science” from 09/12/2024 to 21/12/2024 scoring grade A +

Performance and Progress for the year 2025 (ongoing)....