

FACULTY PROFILE

Name	Dr. V. BINI MARIN	
Gender	Female	
Designation	Associate Professor	
Department	Business Administration	
Date of birth	04 th June 1980	
Date of appointment	29 th November 2004	
Mobile Number	94423 94333	
E-mail	binihed@gmail.com	
Educational Qualification	MBA, M.Phil., Ph.D (UGC-NET)	
Approved Guide	Manonmaniam Sundaranar University, Tirunelveli	

List of Publications

Sl No.	Title of the Article	Journal name	ISSN No.	Year of publication	Volume/Issue/Page No.
1.	A study of consumer stress while shopping in super markets in Kanniyakumari	Innovative Marketing Management Practices	978-81-934-604-0-5	2018	69-78
2.	Awareness among women entrepreneurs of Nagercoil town on Digital Marketing in online advertising agencies	Marketing : Facing a Paradigm Shift	978-81-934604-0-5	2019	10-17
3.	Perception of Women Entrepreneurs and Corporate Social Responsibility in adopting ICT for Entrepreneurial Development	Journal Association for Academic Scholars	1789-45-3421	2020	212-219

Proceedings of Seminars/conferences

Sl. No.	Name of the Seminar/Conference	Title	International/National	Year of Publication	Venue	ISBN No.
1.	A study of consumer stress while shopping in super markets in Kanniyakumari	Innovative Marketing Management Practices	International	2018	Coimbatore Research Forum	978-81-934-604-0-5
2.	A study on attitude of teachers towards students	Sustainability and modern management	International	2019	AVVM Poondi Pushpam College, Poondi	97881-9346-0436
3.	Sustainability Practices adopted to Encounter the challenges of Rubber Units in Kanyakumari District	Scott Research Forum	National	2020	Scott Christian College (Autonomous), Nagercoil	0973-2705