



Name : Dr. V. AHILA
Gender : Female
Designation : Assistant Professor
Department : Commerce
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Approved Guide : Yes

Other Academic information :ICTC Convenor

List of Publications:

- **“Personality Traits and Job Satisfaction of the LIC Agents in Kanyakumari District”(2020), Studies in Indian Place Names. (UGC Care Journal), ISSN: 2394-3114.**
- **“Organizational Climate and Information Technology on the Competitiveness of ICT Companies”(2020), Our Heritage, ISSN: 0474-9030.**
- **“Organizational Culture and Talent Management - An Analysis” (2020), International Journal of Creative Research Thoughts, ISSN: 2320-2882.**
- **“Awareness of Health Insurance in Rural Area during Covid-19 Periods in Kanyakumari District” (2021), International Journal of Human Rights, ISSN:2394 – 0298.**
- **“A study on preferences of health insurance in urban area of Kanyakumari district” (2022), Multi spectrum publications.**
- **“Comparative Study on Attitudes of Male and Female Students towards social media”(2023), New Paradigms in Economy and Commerce, ISBN: 978-93-94428-60-7.**

- **“A Study on Social Media Usage among College Students in Kanniyakumari District”** (2023), International Conference on Integrated Disciplines for Sustainable Development, ISBN 978-81-956678-2-6.
- **“Ecotourism and Its Impact on Domestic Businesses in Thiruvananthapuram District”** (2023), International Conference on Integrated Disciplines for Sustainable Development, ISBN 978-81-956678-2-6.
- **“Positive and Negative Outcomes of Part-Time Job Students Of Nagercoil Municipal City”** (2023) , A Journal of Historical Research, ISSN: 0302-9832.
- **“SWOT Analysis of Small-Scale Industries in Kanyakumari District”**(2023), South India Journal of Social Sciences, ISSN: 0972 – 8945.
- **“Study on Women Entrepreneurship in Micro Enterprises – with Special Reference to Kanyakumari District”**(2023), Rabindrabharati Journal of Philosophy, ISSN : 0973-0087.
- **“Benefits and Usage Pattern of Aadhar Card among General Public”**(2024), ANVESAK, ISSN: 0378-4568.

Participation Details (Conference/Seminar/Workshop/Symposium):

- **“International Conference on Integrated Disciplines for Sustainable Development”**(2023), Scott Christian College (Autonomous), Nagercoil.

Research Supervision :

❖ **Number of Ph.D Scholars**

- Awarded : 1**
- Sumbitted : 1**
- Ongoing : 3**