

Name : Dr. B. Nalatha Vijilin
Gender : Female
Designation : Assistant Professor
Department : Commerce
Date of Birth : 28-07-1977
Date of appointment : 25-10-2019 (Regular)
01-06-2000 (Self-Financed)
Total experience : 24 years and 6 months
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Qualification : M.Com., M.Phil., MBA., MSW., Ph.D., SET., DHRD
Teaching experience : 24 Years 6 months
Approved Guide : Yes



List of Publications:

Books Published:

- **Entrepreneurial Behaviour of Farmers** (2012), Book No: 978-93-5056-081-5.
- **Accounting for Managers – I** (2021), Book No: 978-93-5445-085-3.
- **Accounting for Managers – II** (2021), Book No: 978-81-950317-1-9.

Articles Published:

- **“A study on job satisfaction among the employees of life Insurance Corporation (LIC) of India in Kanyakumari District”**(2020), Studies in Indian Place Names - UGC Care Journal, Pg. 2187 – 2196, Journal No. 2394-3114.
- **“Impact of Service Quality Dimensions Towards Job Performance of Self - Financed College Teachers in Kanyakumari District”**(2020), Studies in Indian Place Names – UGC Care Journal, Pg. 2688 - 2693, Journal No. 2394-3114.
- **“A Study on Stress and Alcohol Consumption of College Students”** (2021), International Advanced Research Journal in Science, Engineering and Technology, Pg. 190-193, Journal No. 2394-1588.
- **“Green Insurance – An Innovative approach on the Insurance sector”**(2021), NIU International Journal of Human Rights, Pg. 94 -104, Journal No. 2394-0298.
- **“A Study on Work-Life Balance of Women Employees in Kanyakumari District”** (2021), Journal of Scott Research Forum, Pg. 276-283, Journal No. 0973-2705.

- **“Social Responsibility of the Private Insurance Sector Companies on brand value and its impact on organizational outcome”(2022), NIU International Journal of Human Rights, Pg. 99 -109, Journal No. 2394-0298.**
- **“A study on Human Resource Management Practices of L.I.C of India in Kanyakumari District” (2022), Muktshabd Journal, Pg. 315 - 324, Journal No. 2347-3150.**
- **“Opinion of LIC agents on Recruitment and Selection of Life Insurance Corporation of India in Kanyakumari District” (2022), MuktshabdJournal, Pg. 81 – 88, Journal No. 2347-3150.**
- **“A Study on Expectation towards College Teachers and Satisfaction level of College students on the service offered by Self- financed colleges in Kanyakumari District” (2022), MukTShabd Journal, Pg. 19 – 30, Journal No. 2347-3150.**
- **“A Study on Perception of College students Towards Service Quality of College Teachers in Aided Colleges with Reference to Kanyakumari District”(2022), International Journal of Food and Nutritional Sciences, Pg. 3751- 3760.**
- **“Problems faced by Self-Financed Arts and Science College Teachers in Kanyakumari District”(2022), Journal of Scott Research Forum, Pg. 323-328, Journal No. 0973-2705.**
- **“A Study on Usage of Digital Payment Services” (2024), Journal of Scott Research Forum, Pg. 620-636, Journal No. 0973-2705.**
- **“Professional Stress of Higher Secondary School Teachers in adopting new syllabus with special reference to Chennai City” (2024), Journal of Scott Research Forum, Pg. 637-642, Journal No. 0973-2705.**
- **“Customer satisfaction and prospects of Organic Food Products in Kanyakumari District” (2024), Journal of Scott Research Forum, Pg. 693-699, Journal No. 0973-2705.**
- **“Customer’s opinion about News paper Advertisement in Kanyakumari District” (2024), Journal of Scott Research Forum, Pg. 693-699, Journal No. 0973-2705.**

Research Supervision:

❖ Number of Ph.D Scholars

- a) **Completed : 3**
- b) **Ongoing : 4**