



Research Methods

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CHARULATHA PUBLICATIONS

ABOUT THE AUTHOR



Dr. S. Vennilaa shree holds a Doctorate degree in Commerce, she has more than 30 years of teaching and research experience. Now she is working as Professor and Head in Department of Commerce(CS) at Vels Institute of Science, Technology and Advanced Studies, Chennai. She received the Best Professor 2021 award for the rich experience in teaching and got Research Excellence 2021 award for her outstanding contribution in the research field, especially for authoring 50 academic research articles in Scopus and other UGC listed journals. She, as a competent result- oriented academician, possesses excellent interpersonal, communication and organizational skills with proven abilities to successfully manage a team and designing the curriculum. Dr. S. Vennilaa shree is a member of Academic counselling the member, Central Admission committee, Students Affairs Advisory Committee, Discipline Committee, Examination Squad, Grooming Head, Certificate and Price distribution Committee of Vels Institute of Science, Technology and Advanced Studies, She is a expertise resource person to various colleges and universities in Tamilnadu. She produced Five Ph.D scholars and guiding 8 scholars for their Doctorate.



Dr. M. Senthil holds a Doctorate degree in Commerce, he has 8 years of teaching and research experience. Now he is working as Assistant Professor in Department of Commerce (CS) at Vels Institute of Science, Technology and Advanced Studies, Chennai. He received the Best Professor 2022, 2023 and 2024 award for the experience in teaching and got Research Excellence 2024 award for his outstanding contribution in the research field, especially for authoring 30 academic research articles in UGC listed journals. He, as a competent result- oriented academician, possesses excellent interpersonal, communication and organizational skills. Dr. M.Senthil is a member of Examination Camp Officer, Discipline Committee, Cultural Committee, Grooming Coordinator of Vels Institute of Science, Technology and Advanced Studies.



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