

**NANJIL CATHOLIC COLLEGE OF ARTS AND SCIENCE  
KALIYAKKAVILAI**

**FACULTY PROFILE**



Name	DR. V. VINCY				
Date of Birth	07.12.1987				
Department	COMMERCE				
Designation	ASSISTANT PROFESSOR				
Address	B.B.NIVAS ODAL VILA POTTAYILKADA PLAMMOOTTUKADA(P.O)				
Telephone Number(s)	9400975953				
Email Id(s)	vincybrinu@gmail.com				
Academic Qualifications (with Name of Degree awarding university)	S. No	Course	Board /university	year	Percentage
	1	SSLC	Sacred Heart Matriculation Higher Secondary School, Padanthalumoodu	2004	68%
	2	HSC	Govt.Girls Higher Secondary School, Marthandam	2006	88%
	3	B.Com	MS University, Tirnelveli	2009	69%
	4	M.Com	MS University, Tirnelveli	2011	79.5%
	5	M.Phil	MS University, Tirnelveli	2013	68%
	6	Ph.D	MS University, Tirnelveli	2024	-
Teaching Experience	<b>Level</b>		<b>Years of Service</b>	<b>Institution</b>	
	UG		12 years	Nanjil Catholic College of Arts & Science, kaliyakkavilai	
	PG		5 years	Nanjil Catholic College of Arts & Science, kaliyakkavilai	
	UG & PG				

Specialization	Banking & Marketing		
Publications/ Participation in Seminars/ Conferences etc		<b>International</b>	<b>National</b>
	No. of Research Papers in Journals	7	3
	No. of Publications in Conference Proceedings	-	2
	No. of Conferences Participated in	4	1
	Books	-	-
Projects	No. of projects in UG: 48		
Details of Research Supervision	<b>On going</b>		<b>Completed</b>
Honours and Awards	<ul style="list-style-type: none"> <li>➤ School first in Higher Secondary Education</li> <li>➤ University Rank Holder in M.Com</li> <li>➤ Award for outstanding results</li> </ul>		
Posts held	<ul style="list-style-type: none"> <li>➤ Assistant Professor</li> </ul>		
Key Responsibilities	<ul style="list-style-type: none"> <li>➤ NSS Co-coordinator(2013-2016)</li> <li>➤ Criteria 7 Co-coordinator for NAAC Accreditation (2017-2022)</li> <li>➤ Criteria 3 Co-coordinator(2024-2025)</li> <li>➤ Member in RED Ribbon Club</li> <li>➤ Member in Internal &amp; Model Examination cell</li> <li>➤ Member in Anti ragging committee</li> <li>➤ Member in Entrepreneurship Cell</li> <li>➤ Member in Consumer Club</li> <li>➤ Academic counsellor for IGNOU</li> </ul>		
Any Other Information	<ul style="list-style-type: none"> <li>➤ Swayam Online Courses <ul style="list-style-type: none"> <li>• Financial Accounting and Analysis</li> <li>• Financial Accounting</li> <li>• AI in Human Resource Management</li> <li>• AI in Marketing</li> <li>• E- Business</li> <li>• Training for Trainers</li> </ul> </li> <li>➤ Diploma in Computerized Accounting</li> </ul>		

**List of Publications:**

1. The production and marketing of Banana in Vilavancode taluk, International Journal of Research –Granthaalayah, ISSN-2394-3629, Vol.4,Issue.10; Pg.34-45.Pg.2016.
2. The Role of Sustainable Finance and Banks, Xaverian Journal of Marketing, Special Issue on “ Triple Bottom Line for Sustainability”(ISSN: 2278-6562), 12(12), Pg.172-176.2017
3. Goods and services Tax in India, Bulletin of social Sciences (ISSN: 2348-7992), 5(1):19-24, 2018.

4. A study on Customer Satisfaction towards online shopping in kanyakumari District, Journal of the Gujarat Research Society, ISSN:0374-8588, Vol.21, Issue.10,Pg.1225-1230. Nov.2019
5. Customer's satisfaction towards online shopping in Kanyakumari District, International Journal of scientific Research in Engineering and management, ISSN: 2582-3930, Vol:5, Issue:05.May-2021.
6. A Study on Customer Satisfaction Towards Online Shopping in Kanyakumari District, *Journal of the Asiatic Society of Mumbai*, ISSN: 0972-0766, Vol. XCV, No.3, pp.127-131, 2022.
7. Factors Influencing Online Buying Behaviour, ISSN: 0974-8946, Vol 47, No.6, pp. 165-170, 2022.
8. Effect Of Job Satisfaction On The Performance Of Employees In Tamilnadu Generation And Distribution Corporation (Tangedco) Limited, Nagercoil, Frontiers in Health Informatics, ISSN-Online: 2676-7104, Vol:13, Issue:8, 2024.
9. Customer Perception towards Green Consumer Durables, International Journal of Scientific Research in Engineering and Management (IJSREM), Volume: 09, Issue: 01, Jan – 2025, ISSN: 2582-3930
10. Consumer Perceptions of Dove's Digital Marketing Strategies in Kanyakumari District, JETIR February 2026, Volume 13, Issue 2.