

Name : Dr Ambika V
Designation : Assistant Professor
Department : Department of B.Com (PA)
Qualification : MCom.,DISM.,MBA., PhD.,
Experience : Teaching -8Years
Area of Specialization(s) : Taxation, Finance, Marketing, Human Resource Management
Email(Official ID) : v_ambika@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Commerce	Srimad Andavan Arts & Science College Bharathidasan University	Awarded 2021
M.B.A	Commerce	Bharathiar university	2009
M.Com	Commerce	Psgr Krishnammal College For Women Bharathiar university	2008
B.Com CA	Commerce	Aangappa College of Arts & Science Bharathiar university	2005

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Certification	Leadership Development	UGC MMTTC	2025
Certification	Generative AI	HCL Group Company	2025
Certification	Advanced Excel And Power BI	FINSIGHT Analytics LLP	2024
Certification	Microsoft Power BI	ICT	2024
Certification	The English Master Course: English Grammar, English	Scott Mendoza on Udemy	2024

Certification	Financial Accounting using Tally ERP 9	National College	2018
Diploma	DISM (Client Server Programming, Web Designing)	APTECH	2008
Certification	TALLY (Accounting Package)	APTECH	2008
Diploma	Diploma in Office Automation	INS Agrani	2004
Certification	CDAC, GIST (Basic and C, C++ Programming Language)	CDAC	2004

Research Publications (Indexed)

International

1. Ambika, V., & Pitchaimani, M. (2025). *Artificial intelligence in finance: The next frontier in banking and insurance*. **International Journal of Scientific Research in Engineering and Management (IJSREM)**, 9(3). ISSN: 2582-3930. March.
2. Ambika, V., & Pitchaimani, M. (2024). *Sustainable supply chain practices in SMEs: Challenges and policy insights*. **International Journal**, 10(1). ISSN: 2321-2497.
3. Ambika, V. (2024). *A study on customer perspective towards fintech industry in India*. **Humanities and Social Science Studies Journal**, 13(1), No. 12. ISSN: 2319-829X. IF: 7.28. Jan–June.
4. Ambika, V., & Chithra, M. (2023). *Fintech vs. digital marketing: A comparative analysis*. **ANVESAK**, 53(12-I), 35. ISSN: 0378-4568. UGC Care Group I. July–December.

Other Publications: International/National

1. Chithra, M., & Ambika, V. (2023). *Contemporary shifts in student behavior regarding online shopping*. **International Journal of Advance and Applied Research**, 11(1), Sept–Oct. ISSN: 2347-7075. IF: 7.328.
2. Ambika, V., & Pitchaimani, M. (2022). *A study on hypermarket shoppers typology and shopping motivation in digital era*. **Journal of the Asiatic Society of Mumbai**, ISSN: 0972-0766.
3. Ambika, V., & Pitchaimani, M. (2022). *Influence of emotional intelligence on the workforce of IT industry with special reference to Coimbatore city*. **Journal of University of Shanghai for Science and Technology**, E-ISSN: 2348-1269, P-ISSN: 2349-5138.

4. Ambika, V., & Pitchaimani, M. (2022). *Comprehensive research on the customer relationship management*. **Central European Management Journal**, ISSN: 2336-2693.
5. Ambika, V., & Pitchaimani, M. (2022). *Social media marketing*. **South Indian Journal of Social Sciences**, ISSN: 0972-8945.
6. Ambika, V., & Pitchaimani, M. (2021). *A shopper's typology and shopping motivation in digital era*. **Sambohi Indological Research Journal of L.D.I.I**, Vol. XLIV. ISSN: 2249-6661.
7. Ambika, V., & Pitchaimani, M. (2020). *A study on consumer perception towards online shopping in Trichy*. **International Journal for Research and Engineering Application and Management (IJREAM)**.
8. Ambika, V., & Pitchaimani, M. (2019, April 4). *A study on consumer perception towards online shopping with Reliance Smart with reference to Coimbatore City*. **Suraj Punj Journal for Multidisciplinary Research**, ISSN: 2394-2886.
9. Ambika, V., & Pitchaimani, M. (2019). *Customer preference towards cashless economy in shopping*. **Shanlax International Journal of Commerce**, ISSN: 2320-4168.
10. Ambika, V., & Pitchaimani, M. (2018). *A study on online shopping buying behaviour of homemakers influenced by social media*. **Jamal Academic Research Journal: An Interdisciplinary**, Vol. IX, No. 2. ISSN: 0973-033X.
11. Ambika, V., & Pitchaimani, M. (2018). *A study on customer perception towards Big Bazaar Shopping Mall in Coimbatore City*. **Jamal Academic Research Journal: An Interdisciplinary**, Vol. II.
12. Ambika, V., & Pitchaimani, M. (2017). *A study to assess current behavioural trends amongst students towards online shopping*. **Pezzottaite Journal**, Vol. 6.
13. Ambika, V., & Pitchaimani, M. (2016). *A case study on consumer behaviour towards online shopping*. **International Journal of Marketing**, ISSN: 2348-

Patent

S.No	Name of the Faculty	Title of the Invention	Application N o.	Date of Filing	Publication Date
1.	M Pitchaimani, M., Ambika, V., & Sowmiya, K.	Optimum design of supply chain analysis using data extraction module	202141051871A	12/11/2021	26/11/2021

Book Published

1. **E-Commerce Principles:ISBN 978-81-19313-40-2 AASAN Publication.www.aasans.com**
2. **Mercantile Law ISBN-13 : 979-8395342225 KINDLE**

Book Chapter Published

1. Generative AI for Tax Transformation: Opportunities, Challenges, And Future Prospects L Ordine Nuovo Publication,978-93-90084-73-9,Feb 2025
2. **Revolutionizing Indian Insurance: The Power of Innovation and Digitalization** *The Next Frontier for Banking and Insurance with AI in Finance* (Book Chapter). ISBN: 978-93- 91772-41-3
3. The Impact of Green Marketing on Consumer Behavior: A Study of Eco-Friendly Product Adoptions **Green Entrepreneurship Startups** September 2024. ISBN: 978-93-6126-266-1
4. **Transformative Influence of Information and Communication Technology on Contemporary Business Practices** *Emerging Issues and Challenges in Commerce and Information Technology*. ISBN: 978-93- 93518-33-0
5. **A Study on Social Media Marketing – Facebook App** *Digital Marketing*, pp. 139–146. ISBN: 978-93-95214-27-8. Published by Mayas Publication® (Book Chapter)
6. **Role of Banking in Economic Development** 2nd International Conference on G20 – Impact on Indian Industries, 10 August 2023, Angappa Arts and Science College, Coimbatore. ISBN: 978-93-5566-560-7 (Book Chapter)

Short Term Course

1. Short Term Course on "Integrating SPSS with AMOS" at **Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli** (12-01-2017)
2. Short Term Course on "LaTeX - An Advanced Formatting Tool" at **Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli** (01-02-2017 to 04-02-2017)
3. Entrepreneurship 2-week Course by **Turnip Innovation**

Paper Presentations in Conference

International

- 1 Role of banks in Economic development Angappa College of arts & science 10.08.23
- 2 Blockchain Technology in Insurance Sector:An Overview SNMV College of arts and Science 27.07.2023
- 3 **“A Case Study on Consumers' Behaviour Towards Online Shoppers”** Two-Day International Conference conducted by **Primax Foundation**, dated 29-07-2016 & 30- 07-2016
- 4 **“A Study to Assess Current Behavioral Trends Amongst Students Towards Online Shopping”** One-Day International Conference conducted by **Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli**, dated 07-01-2017.
- 5 **“A Study on Online Buying Behaviour of Home Makers Who Are Influenced by Social Media”**
One-Day National Seminar conducted by **Jamal Mohamed College (Autonomous), Tiruchirappalli**, dated 19-01-2017.
- 6 **“Customer Preference Towards Cashless Economy in Shopping** International Conference on Status of Women in Cashless Economy conducted by **K.S.R. College of Arts and Science for Women**, dated 14-09-2017.

National

1. **“A Study on Consumer Perception Towards Online Shopping in Trichy”** One-Day National Conference on Recent Trends in Commerce and Management conducted by **St. Joseph's College, Tiruchirappalli**, dated 30-11-2018.
2. **“A Study on Impact of GST on Online Shopping** Two-Day National Level Seminar on GST conducted by **Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli**, dated 25-02-2019 & 26-02-2019.
3. **“Value Added Tax”** Paper Presented at an **International Level Seminar** (Institution and date not mentioned).

Presentations in Seminar

1. **Challenges and Opportunities in Banking and Insurance Sector”** Paper Presented at a **National Level Seminar**
2. **“A Study on Consumer Preferences of Toothpaste – A Market Survey”** Paper Presented at a **State**

Level Seminar

3. **Two-Day National Commerce Conclave “Shaping Imaginations”** Paper Presented and Published at **VET Institute of Arts and Science, Erode.**
4. State Level Seminar on “Corporate Governance” Participated at Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli, dated 29-07-2016.
5. State Level Seminar on “Art of Writing Thesis” Participated at A.V.V.M. Sri Pushpam College (Autonomous), Thanjavur, dated 15-09- 2016.
6. One-Day International Seminar on “Futurology Management” Participated at Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli, dated 07-01-2017.
7. One-Day National Seminar on “Corporate Finance and Budgeting Techniques” Participated at Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli, dated 27-02-2017.
8. **6th National Level Seminar on “Economic Impact on Post Tsunami & Thane Cyclone in Bay of Bengal”** Paper Presented and Published at **Rajah Serfoji Government College (Autonomous), Thanjavur**, dated 05-10-2018.

Participation in Conference /Seminars

1. Sustainable Branding Across Borders in Green Marketing in India and Malaysia Sri Ramakrishna college of Arts & Science August 2025
2. International Conference on AI for Sustainable Economic Growth: Driving Green Innovation, Workforce Skilling, Digital Trade, Transformation and Governance, September 12-13, 2025 @ KPR College of Arts Science and Research, Coimbatore, Tamil Nadu, India.
3. **Green Entrepreneurship Startups** September 2024. ISBN: 978-93-6126-266-1
4. One Day National Webinar on Digital Marketing Participated at Nehru Arts, Science & Commerce College, Ghantikeri, Hubballi, Karnataka.
5. Research Colloquium on “Research Design – A Blueprint “Participated at Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli, dated 17-11-2017.
6. **Two-Day National Level Conference on “Transforming Technology”** Paper Presented and Published at **Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli**, dated 24-01-2018 & 25-01-2018.
7. **State Level Conference on “Role of RBI in Rural Economy”** Paper Presented and Published at **AIMAN College of Arts & Science for Women, Trichy**, sponsored by RBI, dated 04-10-2016

Participation in Workshop

1. National-level workshop on "The Joy of Research" at **Nirmala Memorial Foundation College of Commerce & Science**
2. Online Workshop on "Mental Wellbeing" at **The Oxford College of Business Management, Bengaluru**
3. Workshop on "Intellectual Property Rights" at **The Oxford College of Business Management, Bengaluru**
4. National-level workshop on "Research Methodology, Statistical Data Analysis, and Interpretation

Participation in Faculty Development Programme

1. US Individual Taxation ICT Academy (Nov 2023) at **Dr. NGP Arts and Science College (Autonomous)** from 30.10.2023 to 03.11.2023
2. 7-day Virtual FDP on "Sustainable Teaching Practices in Academic 5.0" at **Jain Institution, Sitadevi Ratanchand Nahar Adarsh College, Bengaluru**
3. FDP on "Art of Writing Research Paper" at **Rajeev Gandhi College of Management Studies**
4. FDP on "Digital Pedagogy" at **S.S. Jain Subodh Management Institute**
5. 7-day Virtual FDP on "Sustainable Teaching Practices in Academic 5.0" at **Jain Institution, Sitadevi Ratanchand Nahar Adarsh College, Bengaluru**
6. Two-week Refresher Course on "Teaching Learning Pedagogy and Research for Excellence in Education" at **Sairam Institute of Management, Technology, and Engineering College**
7. Faculty Development Program on "Citation Styles and Reference Lists" at **Siva Sivani Institute of Management, Secunderabad (21-23 June)**
8. Faculty Development Program on "Role of Faculty in Moulding Students" at **HKBK Degree College, Bengaluru (24-26 May 2021)**
9. International Workshop on "Innovation in Research" at **Idhaya College for Women (Affiliated to Alagappa University, Karaikudi Sivagandai)**
10. Empowerment through Emotional Intelligence (Online Live FDP) at **Annai College of Arts and Science, Trichy**

ATAL FDP

1. AICTE Training And Learning (ATAL) Academy Faculty Development Program on Empowering Educators with AI in Teaching & Research at SANJAY GHODAWAT INSTITUTE from 01/09/2025 to 06/09/2025.
2. AICTE Training and Learning (ATAL) Academy Perspective At Sri Ramakrishna College Of Arts And Science From 18/11/2024 To 23/11/2024 Sustainable Energy Solutions For Achieving The SDGs: A Policy And Management
3. AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Finance for Non-Finance" From 17/01/2022 To 21/01/2022 At Datta Meghe Institute Of Management Studies
4. AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Design Thinking and Innovative Approaches in teaching For B schools Teachers" from 07/12/2021 to 11/12/2021 at Prestige Institute of Management, Gwalior
5. AICTE Training and Learning (ATAL) Academy" workshop on advanced research methodology" from 22/11/2021 to 26/11/2021 at the Government of Maharashtra's Sydenham Institute of Management Studies, Research & Entrepreneurship Education.

Awards/Honors

Awards/Honors	Agency/Institute	Year of Award
Best Mentor	Worthy Wellness Foundation (Reg IN UP83254442489450U)	2022
Women day Womenlead2	Women Transforming Nation Awards Women Lead	2023

Indexing and Citation

	All	Since 2020
<u>Citations</u>	3	3
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