



Name: Dr K. Vidhya

Designation: Assistant Professor

Specialization: Accounts, Finance and Marketing

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Qualification

M.Com, M.Phil., PhD

Career Summary

Completed my M.Com, M.Phil. and PhD, worked for 1.5 years in a Autonomous Institution and a year in Jain (Deemed-to-be University)

Research Interest

Marketing, Tourism and Hospitality and Finance

Work Experience

2.5 YEARS

Research Publications

Published 19 papers, 2 Patents

Courses Facilitated

Hospitality and Tourism,

Human Resource Management, Portfolio, MIS, Auditing and Research Methodology

Articles / Case Studies

(19 Articles)

1. K. Vidhya, paper entitled “Factors affecting the perception of pilgrim tourists in selection of Accommodation and Transportation: A case study of Golden temple, Vellore city, Tamil Nadu, India” International Journal of Humanities & Social Sciences Reviews eISSN: 2395-6518, Vol 7, Issue 5, 2019, Pp- 1254-1261. (SCOPUS INDEXED).
2. K. Vidhya, paper entitled “Marketing Roosewood as an Ultra-Luxury Hotel Brand: Using Strategic Marketing and SWOT analysis” ISSN: 2394-5725, Vol-7-Issue-6-April-2020, Pp- 1107-1111. (SCOPUS INDEXED).
3. K. Vidhya, paper entitled “An Empirical Study on Young Pilgrimage Tourists Satisfaction with Special Focus on the Golden Temple, Vellore” Test Engineering and Management, ISSN: 0193-4120, Vol-82- Issue: January-February 2020, Volume 82, Pp- 4027 – 4035.
4. K. Vidhya, paper entitled “Pilgrimage Tourism in Sustainable Development in Tamil Nadu: An Empirical Analysis” International Journal of Electronic Commerce, ISSN: 1086-4415.
5. Vidhya, K. (2020), ‘Service Quality, Perceptions and Satisfaction of Pilgrim Tourists’: A Literature Review’ *GIS Business* **15(1)**, 18-30.
6. Vidhya, K. (2020), ‘Analysing the Impact of Service Quality on Pilgrims Tourists in Vellore District Using Factor Analysis’, *International Journal of Management* **11(8)**, 660-670.
7. Vidhya, K. (2021), ‘Opinion and Service towards Cuisine with shopping appeals for pilgrim towards temples in Vellore District’, *International Advanced Research Journal in Science, Engineering and Technology* **8(8)**, 456 – 462, DOI: 10.17148/IARJSET.2021.8876.
8. Vidhya, K. (2021), ‘Marketing Roosewood Hotel - As An Ultra - Luxury Brand’, *Kala: The Journal of Indian Art History Congress* **27(1) I**, 121 - 124.
9. Vidhya, K. (2021), ‘Hospitality and Sustainable Development Related to Pilgrims towards COVID-19: A Literature Review’, *Annals of the Romanian Society for Cell Biology* **25(5)**, 3786 - 3795.
10. Vidhya, K. (2022), ‘Spiritual Tourism and E-Service Quality Measures: A Literature Review’, *Journal of Oriental Institute*, **1(71)**, 109-118.

Member on Committees / Editorial Board

Professional Memberships

Member of “STAR International Foundation of for Research and

<p>Education”</p>		<p>11. Vidhya, K. (2021), ‘Tourism and Employment Opportunities in Vellore District’ Big Data Analytics for Business Intelligence Descriptive Case Studies on Smart Tourism in India Vol I of III, Shanlax Publication, Dr. N. Ayyanathan, Dr. Gufran Ahmad Ansari & Dr. Venkatesan Selvam, 61, 66 T.P.K. Main Road, Vasantha Nagar Madurai – 625003, Tamil Nadu, India, 31-40.</p> <p>12. Vidhya, K. (2021), ‘Sustainable Development of pilgrim tourists towards trip Behaviour in South part of India: An Empirical Analysis’, Business, Sustainable development & other Emerging Issues with ISBN - 9781329573390 on September 2021.</p> <p>13. Vidhya, K (2023), ‘Purchasing Decision through Digital Marketing Towards Mamaearth Products in Vellore District’ International Journal of Business and Administration Research Review. Vol.10, Issue -2, April – June 2023ISSN -2348-0653, Impact Factor: 6.304.</p> <p>14. Data Mining based framework for Organisational Financial Management, ISSN: 1526-4726.</p> <p>15. Awareness and Knowledge on Portfolio Management among Individuals, 2456-4184.</p> <p>16. An Empirical Analysis on Issues Faced by the Users of Nykaa Product, 9798369300503, IGI Book Chapter.</p> <p>17. A Study on Total Quality Management (TQM) in Warehouse Management in Logistics Limited, 9798369321942, IGI Book Chapter.</p> <p>18. Impact of Ujjwala yojana Scheme and Its effect on Behavioural Changes among Rural women, 1947-9646 . (SCOPUS INDEXED).</p> <p>19. MARKETING ROSEWOOD HOTEL- AS AN ULTRA-LUXURY BRAND, 0975-7945.</p> <p>(PATENTS)</p> <p>1. “A System and method of Strategic Management Role in India’s E-Commerce Success” - Patent Published 9th December, 2023.</p> <p>2. “Smart IOT Device for Banking Finances”, Patent Published 17th March, 2024.</p>
	<p>Consultancy / Projects</p>	<p>-</p>
	<p>Books / Chapters</p>	<p>(2 Book chapters)</p> <p>1. Vidhya, K. and Selvam, V. (2021), ‘Tourism and Employment Opportunities in Vellore District’ Big Data Analytics for Business Intelligence Descriptive Case Studies on Smart Tourism in India Vol I of III, Shanlax Publication, Dr. N. Ayyanathan, Dr. Gufran Ahmad Ansari & Dr. Venkatesan Selvam, 61, 66 T.P.K. Main Road, Vasantha Nagar Madurai – 625003, Tamil Nadu, India, 31- 40.</p> <p>2. Vidhya, K. and Selvam, V. (2021), ‘Sustainable Development of pilgrim tourists towards trip Behaviour in South part of India: An Empirical Analysis’, Business, Sustainable development & other Emerging Issues with ISBN - 9781329573390 on September 2021.</p>
	<p>Activities</p>	<p>Participated in “INDIA - SRILANKA YOUTH EXCHANGE PROGRAMME -2015”.</p>
	<p>Recognition / Awards</p>	<p>Member of “STAR International Foundation of for Research and Education”</p>

	Seminar Conferences Attended	30
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