

Dr.S.THANGA HELINA

Assistant Professor

Department of Commerce (Computer Application)

School of Commerce

KPR College of Arts Science and Research

Qualification : M.Com.,Ph.D(Full Time)

Experience : Research: 5 Years, Teaching: 5 years, 3 Months

Research Areas : Banking, Entrepreneurship, FinTech

Mobile: +918870289243



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ACADEMIC PROFILE

Course	Name of the Institution	Board/ University	Year of Passing	Percentage of Marks
Ph.D	Women's Christian College	Manonmanium Sundaranar	2019	Highly Commended
M.Com	S.T. Hindu College	Manonmanium Sundaranar	2013	76.99 First with Distinction
B.Com	Women's Christian College	Manonmanium Sundaranar	2011	72.40 First Class
Diploma in Personal Secretaryship	M.S.U. Educational Centre, Nagercoil.	Manonmaniam Sundaranar University, Tirunelveli	2010	68.66
Advanced Diploma in E-Commerce	Women's Christian College, Nagercoil	Manonmaniam Sundaranar University, Tirunelveli	2011	72.5
Diploma in E-Commerce	Women's Christian College, Nagercoil	Manonmaniam Sundaranar University, Tirunelveli	2010	75.5
Certificate in E-Commerce	Women's Christian College, Nagercoil	Manonmaniam Sundaranar University, Tirunelveli	2009	73



MEMBERSHIP IN PROFESSIONAL BODIES

- ◆ Life Member of Indian Accounting Association (THANJ-35)



AWARDS

- ◆ Received The Most Distinguished International Award “Young Emerging Professor” award from ESN Publication.
- ◆ Received “Asia Book of Record” for a published book chapter in the book “COVID-19 AND ITS IMPACT”
- ◆ Received “India Book of Records” for contributing a Book Chapter in Maximum Authors Contributing in a book on “COVID-19 AND ITS IMPACT”
- ◆ Received “100 % Result Producing award” in KPR College of Arts Science and Research during the year 2023.

PROFESSIONAL SERVICES

- ◆ Acted as a **Special Guest Lecture** in School of Commerce in KSR College of Arts and Science for women, Namakkal on 29.07.2023.
- ◆ Served as a **Department Exam cell Coordinator** in KPR College of Arts Science and Research during the academic year 2023-2024.
- ◆ Served as a **Department Placement Coordinator** in KPR College of Arts Science and Research during the academic year 2024-2025 - till.
- ◆ Served as a **Class Advisor of B.Com CA (2022-2025 Batch)** in KPR College of Arts Science and Research during the year 2023 – till.
- ◆ Served as a **External Examiner** for End Semester Practical Examination during December 2022 at Karpagam Academy of Higher Education on 20.12.2022.

RESEARCH PAPERS PUBLISHED

FDP Attended	: 18
International Conference	: 09
International Journal	: 07
Patent Published	:02
Book Chapter published	:04
NPTEL Course completed	:01
Online course completed	:12
National Conference	: 14
Seminar Presented	: 01
Workshops/Seminars/Symposium	: 56
Project guided	: 42

PUBLICATION DETAILS



INTERNATIONAL CONFERENCE /SEMINAR

1. Dr.S.Thanga Helina, “**A Systematic Review on Lumbar Alignment Device’s Mechanism Using Sensor Fusion Technology**”, in *International Conference on Pattern Recognition, Informatics and Mobile Engineering (PRIME)*, Periyar University, Salem, Journal of Physics: Conference Series, **1937** (2021) 012003, indexed in Scopus.
2. Dr.S.Thanga Helina, “**Application of Fuzzy Hybrid Genetic Algorithm for Transmission Line Tower**”, in *2nd International Conference on Engineering and Advancement in Technology, LORDS Institute of Engineering & Technology*.
3. Dr.S.Thanga Helina, “**Mini Scale Horizontal Axis Wind Turbine Blade with Different mixed Airfil and their performance in Qblade**”, in *2nd International Conference on Engineering and Advancement in Technology, LORDS Institute of Engineering & Technology*.



INTERNATIONAL JOURNAL

1. Dr.S.Thanga Helina, “**Statistical Analysis Formative Assessment during COVID in order to Emphasis on Future Generation**”, *Journal of Pharmaceutical Negative Results*, ISSN: 2005-4289, Vol.13, Sp. Iss. 3, (2022), pp. 32–38. DOI: 10.47750/pnr.2022.13.S03.007
2. Dr.S.Thanga Helina, “**An Efficient Approach of Security Risk Mitigation in Cloud**”, *Journal of Pharmaceutical Negative Results*, ISSN: 2005-4289, Vol.13, Sp. Iss. 3, (2022), pp. 338–342.
3. Dr.S.Thanga Helina, “**Awareness And Impact Of Goods And Service Tax (Gst) On Retailers In India**”, *International Journal of Disaster Recovery and Business Continuity*, ISSN: 2005-4289, Vol.11, No. 1, (2020), pp. 2559–2569.
4. Dr.S.Thanga Helina, “**Various Techniques on Identifying the Existence of Forgery Content in Digital Images for Safe Engineering Applications**”, *Journal of Green Engineering*, ISSN: 2005-4289, Volume-10, Issue-4, April 2020, pp. 732-1749.

5. **S.Thanga Helina, Dr.R.Rathiha, “Transformation in banks through E-banking Services-Customer’s Perception”**, in *International Journal of Basic and Applied Research*, ISSN Number: 2249-3352, Page(s):1100-1112, Impact Factor:5.86.
6. **S.Thanga Helina, Dr.R.Rathiha, “Transformation in banks through E-banking Services-Employee’s Perception”**, in *International Journal Management Studies*, ISSN Number: 2249-0302, Page(s):69-76, Impact Factor:0.684.
7. **S.Thanga Helina, Dr.R.Rathiha, “Obstacles Faced by the Customers in E-Banking”**, in *Roots International Journal of Multidisciplinary Researches*, ISSN Number: 2349-8684, Page(s):20-24, Impact Factor:3.487.
8. **S.Thanga Helina, Dr.R.Rathiha, “Transformation in Banks through Green Banking Services-with Special Reference to SBI and ICICI Banks”**, in *Commerce Times*, ISSN Number: 2320-9461, Page(s):37-41, Impact Factor:0.818.
9. **S.Thanga Helina, Dr.R.Rathiha, “Perceptions towards Corporate Social Responsibility: An Analysis”**, in *Roots International Journal of Multidisciplinary Researches*, ISSN Number: 2349-8684, Page(s):139-142, Impact Factor:3.487.
10. **S.Thanga Helina, “Employees Perception towards Training on E-Banking Services-An Empirical Study”**, in *Global Journal for Research Analysis*, ISSN Number: 2277-8160, Page(s):35-37, Impact Factor:1.5408.

BOOK CHAPTERS

1. S.Thanga Helina, publishing a book chapter “A Pragmatic study on customer consciousness on Green Banking”, in the book “Advances in Commerce and Management”, ISBN Number -978-93-90781-08-9, pp. 171-179.
2. S.Thanga Helina, publishing a book chapter “Impact of E-Banking on Payment and Clearing System”, in the book “Perspectives on Research An International Outlook”, ISBN Number – 978-93-5258-801-5, pp. 130-132.
3. S.Thanga Helina, publishing a book chapter “Impact of Knowledge Management among Bank Employees”, in the book “Perspectives on Research An International Outlook”, ISBN Number – 978-93-5258-801-5, pp. 66-68.

4. S.Thanga Helina, publishing a book chapter “Proceedings of the Kanniyakumari Academy of arts and Science”, in the book “Assessing the Service Quality Gaps in Banking Services - A Study on the Perception of Rural Customers”, ISBN Number – 978-93-81658-13-0, pp. 47-51.
5. S.Thanga Helina, publishing a book chapter “Digital World”, in the book “Digital Transformation in Banking World”, ISBN Number – 978-81-910747-9-6, pp. 115-117.
6. S.Thanga Helina, publishing a book chapter “Future Prospects in Multidisciplinary Research”, in the book “Technology Induced Innovation in Banking”, ISBN Number – 978-81-910747-7-2, pp. 249-254.
7. S.Thanga Helina, publishing a book chapter “Economic & Living Condition of Fisherwomen in Kanyakumari District”, in the book “Exploring to Enrich”, ISBN Number – 978-81-906512-5-7, pp. 124-128.

NATIONAL CONFERENCE/SEMINAR

1. Dr.S.Thanga Helina, “**A Study On Roles And Challenges Of Information And Communication Technology (ICT) As A Catalyst In The Growth Of Higher Education In India**”, in National Level Conference on National Education Policy 2020: Challenges And Opportunities For Higher Education Institutions In India, Dr.N.G.P. Arts and Science College, Coimbatore, 27th December 2023,pp: 783 – 787.
2. Dr.S.Thanga Helina, “**Women Entrepreneurship: Issues & Challenges**”, in National Level Seminar on Rural Women Empowerment through Skill Developments, Nallamuthu Gounder Mahalingam College, Pollachi, 2nd August 2023



COURSE COMPLETION

1. Dr.S.Thanga Heina completed an NPTEL course on “**Business to Business Marketing**” offered by **IIT Roorkee** in July-Oct 2024.
2. Dr.S.Thanga Heina completed an NPTEL course on “**Principes of Economics**” offered by **IIT Madras** in July-October 2023.
3. Dr.S.Thanga Heina completed an NPTEL course on “**Service Marketing-A Practical Approach**” offered by **IIT Kharagpur** in Jan-Feb 2021.
4. Dr.S.Thanga Heina completed an NPTEL course on “**Cost Accounting**” offered by **IIT Bombay** in July-Aug 2019.



FDP ATTENDED

1. Participated in the FDP on “**Elevating Research Competence: A Methodology Approach**”, organized by Lincoln University College, Malaysia from 06.10.2023.
2. Participated in the FDP on “**Hands-on HR Analytics fundamentals from basic to advanced**”, organized by CMR Institute of Technology, Bengaluru from 26.06.2023 to 05.07.2023.
3. Participated in the International Virtual FDP on “**Personality Grooming – Handling Stress and Emotional Intelligence**”, organized by IQAC & Department of Commerce with Information Technology of PSG College of Arts and Science, Coimbatore from 02/01/2023 to 06/01/2023.
4. Participated in the Online FDP on “**Research Methodology and Research Publication**”, organized by the Department of Commerce (BA) PSG College of Arts and Science, Coimbatore from 18/10/2021 to 02/11/2021.
5. Participated in the International Virtual FDP on “**Synergia to Revitalise, Reform and Refresh Ourselves as Agent to Ensure Quality Education**”, organized by the Department of Business Administration of Auxilium College (Autonomous), Vellore from 01/06/2020 to 07/06/2020.
6. Participated in the FDP on “**Research and Role of Ethics in Research**”, organized by the Department of MBA and Research Centre of SJB Institute Technology, Bengaluru, from 13/04/2020 to 18/04/2020.



WORKSHOP, SEMINAR & SYMPOSIUM

1. Participated in workshop on “**E-Content for Effective Teaching**”, Rani Anna Government College for Women, Tirunelveli, 13.07.2021& 17.07.2021.
2. Participated in International Conference on “**Innovative and Emerging Strategies in Economics, Commerce and Management-An inter-disciplinary Conference**”, Women’s Christian College, Nagercoil, 05.01.2018.




3. Participated in National Seminar on “**Academic Intergrity& Plagiarism, Reference Manager (Mendeley) & Citation Analysis**”, PSG College of Arts & Science, Coimbatore , 24.01.2018.
4. Participated in National Seminar on “**Demonetization and Green Banking**”, Govt. Arts and Science College,Sivakasi, 17.03.2017.
5. Participated in National Seminar on “**Exploring the Plethora of Research**”, Women’s Christian College, Nagercoil, 23.02.2017.
6. Participated in workshop on “**Data Analysis for Business Research (DABUR 2017)**”, Francis Xavier Engineering College, Tirunelveli, 16.02.2017& 17 .02.2017.
7. Participated in workshop on “**Statistical Package for Social Sciences**”, Women’s Christian College, Nagercoil, 07.11.2016 & 08.11.2016.
8. Participated in International Conference on “**Corporate Social Responsibility and Sustainable Development**”, Rani Anna College for Women, Tirunelveli, 29.01.2016.
9. Participated in International Conference on “**Perspectives on Research- An International Outlook**”, Women’s Christian College, Nagercoil, 08.01.2016.
10. Participated in National Seminar on “**Research Design & Tools**”, Women’s Christian College, Nagercoil, 11.12.2015.
11. Participated in National Conference on “**Tenth All India Conference of KAAS**”, Kanniyakumari Academy of Arts and Science, Nagercoil, 18.9.2015 &19.9.2015.
12. Participated in International Conference on “**Digital World**”, Women’s Christian College, Nagercoil, 13.03.2015.
13. Participated in National Seminar on “**Research Ethics**”, Women’s Christian College, Nagercoil, 13.02.2015.
14. Participated in International Conference on “**Banking Schemes to Promote Business**”, Women’s Christian College, Nagercoil, 06.01.2015.
15. Participated in International Conference on “**Creativity and Innovation for Business Sustainability**”, Periyar Maniammai University, Thanjavur, 06.11.2014 & 07.11.2014.
16. Participated in National Conference on “**Women and Society-Trails and Triumphs**”, Women’s Christian College, Nagercoil, 11.04.2014.
17. Participated in National Conference on “**Future Prospects in Multidisciplinary Research**”, Women’s Christian College, Nagercoil, 14.02.2014.

18. Participated in National Seminar on “**Green Marketing**”, Women’s Christian College, Nagercoil, 13.02.2014.
19. Participated in International Seminar on “**Micro Finance –Opportunities and Challenges**”, All Saints College, Thiruvananthapuram, 07.02.2014 & 08.02.2014.
20. Participated in National Seminar on “Global Financial Turmoil: Reflections on Indian Business”, S.T. Hindu College, Nagercoil, 15. 03.2013.
21. Participated in National Seminar on “Customer Relationship Management in Contemporary Era”, S.T. Hindu College, Nagercoil, 15.03.2012 &16.03.2012.
22. Participated in National Conference on “The Relevance of Arts, Science & Management to the Society”, Women’s Christian College,Nagercoil., 01.03.2011.



Teaching: Subjects Taught

- ◆ Cost Accounting, Management Accounting, E-Commerce Technology, Managerial Economics, Financial Market Institutions, Business Economics.

Academic Networks	
	https://scholar.google.com/citations?user=8QzFWnMAAAAJ&hl=en
	https://orcid.org/0000-0001-7879-4582
	https://www.scopus.com/authid/detail.uri?authorId=57218286410
	https://www.webofscience.com/wos/author/record/HLH-5877-2023
	https://vidwan.inflibnet.ac.in/profile/356681