

## PROFILE



**Name** : Dr. Mrs. N. LAVANYALAKSHMI  
**Designation** : Head & Assistant Professor  
**Department** : Commerce with Computer Application  
**Date of Birth** : 22.08.1972  
**Date of Appointment** : 07.08.2006

## CONTACT DETAILS

**Present Address** : 58, Kamaraj Street,  
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## ACADEMIC

S. No.	Degree	University/ Institution	Year of Completed
1.	B.Com.	Bharathiar University / Sri.G.V.G Visalakshi College for	1992-93
2.	M.Com.	Bharathiar University / Sri.G.V.G Visalakshi College for	1994-95
3.	M.Phil.	Madurai Kamaraj University	2004-05
4	(AAUC)	NIIT	2006
5	Ph. D	Madurai Kamaraj University	19 <sup>th</sup> Feb 2018
6.	Online course	Face book Ads& Face book Marketing MASTERY UDEMY -12hours	April 2019

## AWARD & HONOURS:

- **Vaarnal Sadhaniyalal** award from Vasavi Clubs International District V501A , April 2014
- **Elite World Record** in Virtual Cooking organized by Vasavi Clubs International District V501A and Karur Vysya Bank Limited in association with Vysya Sangamam in TamilNadu, on September 5,2021.

## EXTRA CURRICULAR SKILLS

- Typewriting junior grade
- Hindi Rashtrabhasha
- Sanskrit-Pravaisha
- Short term course in knitting- Madura Coats.
- Soft toys Preparation

- Tailoring – Stitching
- Embroidery, Ari works, Painting

**TOTAL EXPERIENCE** : 16 years

**AREA OF SPECIALIZATION/INTEREST** : Marketing and Finance

**ACADEMIC AFFILIATION :**

Position Held	Seminar/Workshop	Date
Member of Organizing Body	National Seminar On “Emerging Paradigms in Modern Management”	15 <sup>th</sup> July 2011
Member of Organizing Body	State Level Seminar on “Entrepreneurial Thinking”	16 <sup>th</sup> December 2014
Member of Organizing Body	National Seminar on “Changing Scenario of Global Business Management”	16 <sup>th</sup> December 2015
Convener	National Seminar on “Contemporary Development in Business”	6 <sup>th</sup> January 2017
Convener	National Seminar on “ Green Business”	11 <sup>th</sup> January 2019
Organizing committee member	National Seminar on “Entrepreneurship and Regional Development	12 <sup>th</sup> September 2019
Member of Organizing Body	VARID 2K19 World green consumer day	27 <sup>th</sup> September 2019
Member of Organizing Body	College Bazaar	Every Year
Convener & Organizer	National Webinar on “Supply Chain Management in the Post Covid world ”	6 <sup>th</sup> June 2020
Convener	International Webinar “Emerging Trends Driven by Covid 19”	10 <sup>th</sup> September 2021

**Resource Person:**

Title of the Presentation/Position held	Name of the Dept./Cell/Club/Seminar	Date
Highlights of Railway Budget	Business Administration Association	5 <sup>th</sup> March 2015
Women Achievers	Business Administration Association	8 <sup>th</sup> February 2017
Computer Application using Tally	Government Arts college for women ,Nilakottai	7 <sup>th</sup> April 2017
Benefits of GST	Consumer club ,Jayaraj Annapackiam college for women, Periyakulam	5 <sup>th</sup> July 2017
Green Consumer	ECO Club, Jayaraj Annapackiam college for women, Periyakulam	5 <sup>th</sup> February 2019
Role of Women in Empowering the Society- Women’s Day Celebration	Govt Arts college for women Nilakottai , Dindigul District	6 <sup>th</sup> March 2020
Skill Enhancement Programme On Satin Ribbon Work	Commerce With Computer Application Association, IIC & Entrepreneurship Cell	16 <sup>th</sup> October 2021

**PROFESSIONAL AFFILIATION :**

- ✓ Hope club, Women sell, Extension & IQAC -2011-12,
- ✓ Discipline Committee Hope Club ,IQAC & Extension -2012-13,

- ✓ Discipline Committee, IQAC, Gandhian Thought & Fine Arts-2013-14,
- ✓ Discipline Committee, IQAC, & Remedial - 2014-15,
- ✓ Discipline Committee, IQAC, & Remedial - 2015-16,
- ✓ Discipline Committee, IQAC, Remedial & Physical education-2016-17
- ✓ Discipline Committee, IQAC, Remedial & Research -2017-18
- ✓ Discipline Committee, IQAC, Women Tech Park, Remedial & Research -2017-18
- ✓ Discipline Committee, IQAC, Women Tech Park, Remedial & Research -2018-19
- ✓ Discipline Committee, IQAC, Startups, Remedial & Research -2019-20
- ✓ Discipline Committee, IQAC, Startups, Research, JACSAFA & Golden Jubilee Souvenir-2020-21
- ✓ Discipline Committee, Startups, Research, Golden Jubilee Souvenir, Institutions Innovation Council, Entrepreneurship Cell -2021-2022

## ACADEMIC PROJECTS

### PG Main Project

Title: A Study on Brand Preference for Consumer Non Durable Product-A Case of Tooth Paste with reference to Udumalpet

### M. Phil Main Project

Title: A Study of Standard Costing in Geetha Spinners Limited, Udumalpet.

### Ph. D Project

Title: Subscribers Attitude towards Direct To Home Television – A Study with reference to Theni District

## RESEARCH EXPERIENCE

### PRESENTATION

Paper entitled,

- **“Bench mark derivative fund”**, National seminar on “Business and investment vision” at Nadar Saraswathi college of arts and science –Theni on 12<sup>th</sup> sep 2009
- **“E-Customer Relationship management”**, National conference on computer science and engineering, Jayaraj Annapackiam college for women (Autonomous), Periyakulam on 24<sup>th</sup> & 25<sup>th</sup> Feb 2010.
- **“Bench marking and best practices”**, (TNSCST sponsored) National workshop on “Digital vision-2020 at Jayaraj Annapackiam college for women (Autonomous), Periyakulam on 5&6 Dec. 2010.
- **“Inculcation of value for holistic life amidst technological scenario”**, National seminar on Succeeding with self management at JAC, Periyakulam on 6<sup>th</sup> and 7<sup>th</sup> Dec 2010
- **“Values and benefits of CSR”**, National seminar on “Corporate social responsibility and sustainable development” at The Gandhigram rural institute-deemed university on 23<sup>rd</sup> and 24<sup>th</sup> 2011 Feb
- **“Impact of internet in banking”**, UGC sponsored International seminar on “Emerging Services Sector Challenges and opportunities India’s” at NMSSVN College, Madurai on 25<sup>th</sup> Aug 2011
- **“Uses of computer and internet by the faculty members-A Study with reference to Arts and Science college in Theni district”**, International conference on “Business innovations in globalization era” at A.Veeriya vandayar memorial sri pushpam college (autonomous) poondi on 31<sup>st</sup> Sep 2012

- **“Impact of globalization in present business world”**, National conference “Opportunities and challenges of contemporary management practices in Indian Arena at Vidyaa vikas college of engineering and technology, Thiruchengode, Namakkal on 13<sup>th</sup> Oct 2012
- **“Corporate social responsibility of the bank – A study with reference to Theni District”**, National Seminar “Contemporary corporate ethical environment challenges and strategies” J.A.College Periyakulam on 7<sup>th</sup> & 8<sup>th</sup> Feb 2013
- **“Origin and growth of Marketing”**- UGC sponsored National seminar on “E-Content Development for Effective Teaching and Learning” on 11<sup>th</sup> -13<sup>th</sup> September 2014 at Jayaraj Annapackiam College for women(Autonomous) Periyakulam
- **“In Globalisation Era A study about Market Trend of „Glitterning business Intelligence(Platinum,Gold, Silver,Gems,& Jewellery) with reference to Coimbatore District”**- in UGC sponsored National seminar on “Innovative Marketing Strategies for Sustainable Growth” organized by PG and Research Center of commerce at Jayaraj Annapackiam college For Women(Autonomous) Periyakulam on 15<sup>th</sup> &16<sup>th</sup> December 2015
- **“Impact of Organic products among consumer in Global Era”**- in National Seminar on “Changing Scenario of Global Business Management” organized by Department of Business Administration at Jayaraj Annapackiam college For Women(Autonomous) Periyakulam on 16<sup>th</sup> December 2015
- **“Social Responsibility of Institutions in Higher Education”** in National Conference on “Academic Audit and Quality Enhancement in HEIs” at Arul Anandar College , Karumathur On 22<sup>nd</sup> and 23<sup>rd</sup> March2016
- **“Green marketing- Benefits & Responsible Actors for its Implementation ”** in the International Conference on “ Green Economy” Organised by Research centre of Commerce on 9<sup>th</sup> September 2016 at Jayaraj Annapackiam College for Women , Periyakulam
- **“Promoting Social Responsibility of Institutions in Higher Education”** in the National Conference on “Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions .Organised by IQAC on 29<sup>th</sup> & 30<sup>th</sup> September 2016 at Jayaraj Annapackiam College for Women , Periyakulam
- **“Higher educational Institutions and Social Responsibility”** in National Conference on “Quality Sustenance in Higher Education Institutions”, Organized by IQAC on 6<sup>th</sup> & 7<sup>th</sup> September 2018 at Lady Doak College, Madurai.
- **“Emotional Intelligence: successful Entrepreneurs” can be Emotional leaders”** in the International conference, on “ Strategic Human Resource management” organised by Erode Arts and Science college , on 6<sup>th</sup> September 2019 , Erode.
- **“A Study on Customer Preference towards Online Shopping during the Covid 19 lockdown (In Theni District, Tamilnadu)”** in the National Webinar on ‘Post-Pandemic Dynamics of Lives and Livelihood: Towards Effective Coping Strategies’ , on 26<sup>th</sup> December 2020, The School of Commerce & Economics, KIIT Deemed to be University, Bhubaneswar, Odisha, India
- **“Customers Attraction towards the DTH in Theni District (During COVID 19)”** in the National Conference on Industry 4.0: Recent Perspective and Future Trends , organized by KONGU Engineering College, Erode on 30<sup>th</sup> &31<sup>st</sup> July2021

## PUBLICATION

Paper entitled,

- **Limited Liability Partnership(LLP)-A new Business Structure in Trends in KalisResearch journal** ISSN 0974-701X, Volume 4, No1, page no117to120 , 2010
- **Bench marking and best practices in “Digital vision-2020”** ISBN:978-81-909490-7-1 page330-333
- **Succeeding with self management** , in national journal -ISBN 978-81-9094 page 94 to 97,2011
- **Utilization of computer and internet by faculty members of the arts and science college- A Study with reference to Theni district** in sankya-International journal of Management and Technology Vol-3 Issue -2, ISSN 0975-3915 page97-101,2012
- **Impact of globalization in the present business world** in SELP journal of Social Science ISSN 0975-9999 Vol III, Issue 12 Special Issue-Oct. 2012 page133-136
- **Corporate Social Responsibility of the Banks –A Study with reference to Theni District** in proceedings of “Contemporary Corporate Ethical Environment: Challenges and Strategies” ISBN 7881909490262, page83-89
- **A Study on Utilization of the Library Services by the Members of Theni District** in the **International** journal of functional Management , April2015, Vol No:3 Issue No:1, ISSN No:2319-1406 ,Pages 73&74
- **Values and Benefits of CSR in Global Era-A study with reference to TATA Coffee in Jeyamangalam Theni District** in the Peer Reviewed International Journal *Indo Global Journal of Applied Management Science*, ISSN No2320-7892, Impact factor1.235, pp 23 to 25
- **In Globalization Era A Study about market trend of “Glittering business intelligence ( Platinum, Gold, Silver, Gems & jewelry)”-with reference to Coimbatore District** in the Proceedings of Innovative Marketing Strategies for Sustainable Growth. ISBN No:978-81-923121-01, pages 57-66
- **“Promoting Social Responsibility of Institutions in Higher Education”** in JAC Journal of Science, Humanities and Management( National Journal) Vol.4. No.1 December 2016 ISSN 2347-9868 Pages 141-145
- **“Green Banking and Its Awareness” Among the People in Theni District** in JAC Journal of Science, Humanities and Management ( National Journal)
- **“Emotional Intelligence: successful Entrepreneurs” can be Emotional leaders”** in the ISO: 7021 -2008 certified Journal& UGC approved CARE “A” LIST Journal “The International journal of Analytical and Experimental Modal Analysis , ISSN No:0886-9367Volume XI ,ISSUE VIII August 2019 Page No 170-177
- **“Customer Attraction Towards the Direct to home (DTH)Television”** in the UGC Care Group 1 Journal “Anvesak”, ISSN :0378-4568 , Vol.51, No.1(XXV) January – June2021,Page No 202-205.This is bi-annual journal,Sardar Patel Institute of Economic and Social Research,Thaltej Road, Ahmedabad , India

SEMINARS/CONFERENCES/WORKSHOPS PARTICIPATED: 136

ONLINE ACTIVITIES/WEBINAR/QUIZ: 348

