

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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https://scholar.google.com/citations?view_op=list_works&hl=en&hl=en&user=l5ftuKEAAAAJ

Research Gate ID : <https://www.researchgate.net/profile/Lavanyalakshmi-N>

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 th Feb 2018 |
| 6. | Online course | Face book Ads& Face book Marketing MASTERY UDEMY -12hours | April 2019 |
| 7. | Online course | Vedic Maths | Aug 2022 |

AWARD & HONOURS:

- **Valnal Sadhaniyalar** award from Vasavi Clubs International District V501A ,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.

PATENT PUBLICATION:

- For the invention of **Finance future patterns in the market using Artificial Intelligence** in Official Journal Of The Patent Office on 23rd September 2022, ISSUE NO. 38/2022

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 : 18 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 th July2011 |
| Member of Organizing Body | State Level Seminar on “Entrepreneurial Thinking” | 16 th December2014 |
| Member of Organizing Body | National Seminar on “Changing Scenario of Global Business Management” | 16 th December2015 |
| Convener | National Seminar on “Contemporary Development in Business” | 6 th January 2017 |
| Convener | National Seminar on “ Green Business” | 11 th January 2019 |
| Organizing committee member | National Seminar on “Entrepreneurship and Regional Development | 12 th September 2019 |
| Member of Organizing Body | VARID 2K19 World green consumer day | 27 th September 2019 |
| Member of Organizing Body | College Bazaar | Every Year |
| Convener & Organizer | National Webinar on “Supply Chain Management in the Post Covid world ” | 6 th June2020 |
| Convener | International Webinar “Emerging Trends Driven by Covid 19” | 10 th September2021 |
| Convener | International Webinar on “Business growth & Technology” | 28 th Oct 2022 |

Resource Person:

| Title of the Presentation/Position held | Name of the Dept./Cell/Club/Seminar | Date |
|---|---|-------------------------------|
| Highlights of Railway Budget | Business Administration Association | 5 th March 2015 |
| Women Achievers | Business Administration Association | 8 th February 2017 |
| Computer Application using Tally | Government Arts college for women ,Nilakottai | 7 th April 2017 |

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|---|--|-------------------------------|
| Benefits of GST | Consumer club ,Jayaraj Annapackiam college for women, Periyakulam | 5 th July 2017 |
| Green Consumer | ECO Club, Jayaraj Annapackiam college for women, Periyakulam | 5 th February 2019 |
| Role of Women in Empowering the Society- Women's Day Celebration | Govt Arts college for women Nilakottai , Dindigul District | 6 th March 2020 |
| Skill Enhancement Programme On Satin Ribbon Work | Commerce With Computer Application Association, IIC & Entrepreneurship Cell | 16 th October 2021 |
| Skill Training Programme On "Handmade Doormat" | Commerce With Computer Application Association, IIC & Entrepreneurship Cell | 28 th October 2022 |
| National Youth Day | Commerce With Computer Application Association, IIC & Entrepreneurship Cell | 12 th Jan 2023 |
| Carer Guidance and Enhancing Employability Skill Training Programme | Unit-VIII-NSS, Commerce With Computer Application Association, IIC & Entrepreneurship Cell | 18 th Feb 2023 |
| Skill Enhancement Programme On Satin Ribbon Work | NSS Unit XI, E-Pudhukottai Endapulli | 22 nd Nov 2023 |

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
- ✓ Discipline Committee, Startups, Research, Project-JAC, Institutions Innovation Council, Entrepreneurship Cell -2022-2023
- ✓ Discipline Committee, Startups, Research, Project-JAC, Institutions Innovation Council, Entrepreneurship Cell -2023-2024

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 12th sep 2009
- **“E-Customer Relationship management”**, National conference on computer science and engineering, Jayaraj Annapackiam college for women (Autonomous), Periyakulam on 24th & 25th 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 6th and 7th Dec 2010
- **“Values and benefits of CSR”** , National seminar on “Corporate social responsibility and sustainable development” at The Gandhigram rural institute-deemed university on 23rd and 24th 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 25th 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 31st 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 13th 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 7th & 8th Feb 2013
- **“Origin and growth of Marketing”**- UGC sponsored National seminar on “E-Content Development for Effective Teaching and Learning” on 11th -13th 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 15th &16th 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 16th 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 22nd and 23rd March2016
- **“Green marketing- Benefits & Responsible Actors for its Implementation ”** in the International Conference on “ Green Economy” Organised by Research centre of

Commerce on 9th 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 29th & 30th 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 6th & 7th 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 6th 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 26th 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 30th & 31st July 2021

PUBLICATION

Paper entitled,

- **Limited Liability Partnership(LLP)-A new Business Structure in Trends in KalisResearch journal** ISSN 0974-701X, Volume 4, No1, page no 117 to 120 , 2010
- **Bench marking and best practices** in “Digital vision-2020” ISBN:978-81-909490-7-1 page 330-333
- **Succeeding with self management** , in national journal -ISBN 978-81-9094 page 94 to 97, 2010
- **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 page 97-101, 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 page 133-136
- **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, page 83-89
- **A Study on Utilization of the Library Services by the Members of Theni District** in the **International** journal of functional Management , April 2015, 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 “Glitering 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 Marketing- Benefits & Responsible Actors for its Implementation”** in JAC Journal of Science, Humanities and Management (National Journal) ,June2017,Vol.4, No.2, Pages 5-8
- **“Customer Centric Management”** in Journal of Management and science, Special Issue on Recent Trends in Commerce and Technology, Issue 1 ,Oct 2017 UGC Approved Journal, DOAJ,ISSN2249-1260, Online ISSN:2250-1819, Pages72-74
- **“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
- **“A study on Customer Preference towards Online Shopping in Theni District during the Covid 19 Lockdown”** in the Journal of Emerging Technologies and Innovative Research (An International Scholarly open Access Journal, Peer-reviewed, Refereed Journal) Impact Factor 7.95,Approved ISSN:2349-5162,Published Paper ID:JETIR2103175,Registration ID : 306800,March 2021, Volume :8, Issue: 3 pages 1273-1275,
- **“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, Ahmadabad , India
- **“Awareness of E-Commerce and Emerging Market among the people in Theni District”** in JAC JOSHAN Vol.9 ,No1, Dec 2021-ISSN:2347-9868 Page 49-57
- **“Promotion of Management Approach by the application of Product life cycle and Business Model Techniques for product marketing”** in Scopus Journal- Guangdianzi Jiguang/Journal of Optoelectronics Laser ISSN: 1005-0086, Vol. 41 No. 3 (2022), DOI:10050086. 2022.03.18 Pages 114-118
- **“Production And Marketing Of Panchamiratham In Palani”** in the Scopus Journal Webology (ISSN: 1735-188X) Volume 19, Number 2, 2022 Pages 614-619
- **“ Awareness On Cryptocurrency In India- A Study With Reference To Theni District”** in JAC Journal of Science, Humanities and Management (National Journal) Vol. 10, No.2, June 2023 ISSN: 2347-9868, Page 92 to 101

SEMINARS/CONFERENCES/WORKSHOPS PARTICIPATED: **163**

ONLINE ACTIVITIES/WEBINAR/QUIZ: 568