

PROFILE



Name : Dr. Mrs. N. LAVANYALAKSHMI
Designation : Head & Assistant Professor
Department : Commerce
Date of Birth : 22.08.1972

CONTACT DETAILS

Present Address : 58, Kamaraj Street, Thenkarai, Periyakulam-625601, Theni Dt.
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Google scholar ID : 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
8.	Online course	Master Class in Artificial Intelligence	May 2025

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.
- **Savitribai Phule Excellence Award 2023**,for positive contribution towards the empowerment of the society/ education fraternity organized by ICERT C. No. ICERT/SAP/2301359 on 3rd Jan 2023
- **Best Co-Ordinator** for having participated in the largest event world Record Bharathanatyam dance conducted by Cunbum Sathguru Sangeetha Nattya Vidhyalay through World Redords Union9America on 7th Jan2024
- **Pasumai Vadhi Semal Award** by Pasumai Vasal foundation, Channalapatti ,Dindigul Dt, B-IV. 31/2020 for plantation of Trees on 17.11.2024,

- **Best Professor Award** from Silampoli Foundation, Central govt Reg no:UDYAM-TN-21-003241, Certified ISO 9001:2015,MSME ,under International Achievers Award 2025 ,In recognition of His excellent ,efforts and achievements in being outstanding person, on 2nd Feb 2025,

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

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- For the article **Interrelation Green Innovation and Customer Value Co-Creation Behavior In Support Business Performance**, Registration Number 1227327, published under Canadian Intellectual Property Office, Government of Canada, 15 OCT / OCT 2022

PUBLICATION- BOOKS:

- **Computerised Accounting Package-Tally**, Margham Publications, Chennai,2022
ISBN No:978-81-951255-0-0
- **Professional Communication Skills** -Foundation Course for-I Year,
ACCA Publications,June2022
- **Human Resource Management Practices and Strategies** ,NTL, Publication, Feb 2023
ISBN: 978-81-953929-0-2

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 : 19 years (SF at JAC)

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 upto2021
Convener & Organizer	National Webinar on “Supply Chain Management in the Post	6 th June2020

	Covid world ”	
Convener	International Webinar “Emerging Trends Driven by Covid 19”	10 th September 2021
Convener	International Webinar on “Business growth & Technology”	28 th Oct 2022
Convener	Guest lecture on “Design Thinking & Critical Thinking”	28 th July 2023
Convener	Guest Lecture on “Intellectual Property Rights in Today's Business”	28 th Aug 2024
	International webinar on “Emerging Trends in Shaping the Future of Business and Technology”	4 th Dec 2024

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
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 Enhancement Programme On “Handmade Doormat”	NSS,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
Start-Up &Entrepreneurs: Need of the Hour	Guest lecture,Dept, Of Commerce & Institution’s Innovation Council, GVG Visalakshi College For Women (autonomous),Udumalpet	15 th Sep 2023
Skill Enhancement Programme On Satin Ribbon Work	NSS Unit XI, E-Pudhukottai Endapulli	22 nd Nov 2023
National Educational policy (NEP)- 2020	Commerce(CA),Association	22 nd July 2024
Business Accounting simplified with Tally	One Day state level workshop-Hajee Karutha Rowther Howdia College,Uthamapalayam	25 th Sep 2024
Doll Making	Entrepreneurial skill development- Entrepreneurship cell	5 th Dec 2024

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
- ✓ Discipline Committee, Startups, Research, Project-JAC, Entrepreneurship Cell -2024-2025

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 „Glittering 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 on2 9th & 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 Perference towards Online Shopping durning 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 July2021

- **“National conference“contemporary issues of commerce & management in industry 6.0”**in National Conference on “Contemporary Issues of Commerce & Management in Industry6.0, SRM Institute of Science and Technology Faculty of Science and Humanities, Ramapuram.23rd Aug 2024

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 97,2010
- **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 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 “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
- **“Product Life Cycle and Business Model Techniques to Promote Marketing in Healthcare Units”** in 2022 IEEE 2nd Mysore Sub Section International Conference (MysuruCon), 978-1-6654-9790-9/22/\$31.00 ©2022 IEEE
- **“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 J AC Journal of Science, Humanities and Management (National Journal) Vol. 10, No.2, June 2023 ISSN: 2347-9868, Page 92 to 101
- **“E-Business -Its Various Models in today’s world and its benefits-A study”** in Modern Trends in Multi Disciplinary Volume 2, PUBLISHED BY STRING PRODUCTION, Printed in India Digitally Marketed by “Brand Promoter 3x” ISBN: 978-93-6048-415-6 ,June 2024 , Pages136-153
- **“Industry 6.0: “the rise of intelligent manufacturing and the future of industry”-a study with reference to theni district”** in UGC care list- IPE Journal of Management, ISSN 2249-9040 Volume 14, No 17, July-December 2024
- **“Consumer Control Preferences and Ad Controllability: Effects on Online Ad Attitudes”** with reference to Theni District, Tamilnadu “ in the Journal Modern Trends in Multidisciplinary Research ,Volume -6,Authors Click Publishing, Chhattisgarh-495001, ISBN: 978-93-6665-136-1,Pages-45-53, June2025

SEMINARS/CONFERENCES/WORKSHOPS PARTICIPATED: 193

ONLINE ACTIVITIES/WEBINAR/QUIZ: 568