

PROFILE



Name : **R. SIVASAKTHI**

Designation : Assistant Professor

Department : PG and Research Centre of

Commerce Date of Birth : 27.03.1991

Date of Appointment : 13.07.2021

ACADEMIC

S.No.	Degree	University/Institution	Year of Completion
1.	B.Com.	Jayaraj Annapackiam College for Women, Mother Teresa Womens University	2011
2.	M.Com.	Jayaraj Annapackiam College for Women, Mother Teresa Womens University	2013
3.	M.Phil.	Nadar Saraswathi College of Arts and Science, Mother Teresa Womens University	2016
4.	PGDCA	Kalai Group of Educational Institutions	2021

Total Experience : 5 Years

Area of Specialization/Interest : Marketing, Accountancy and Entrepreneurship

PUBLICATIONS:

International:

- A study on stress on Stress of Private School Teachers in Periyakulam Taluk, **IJCBM**, Vol5, No-1, January - February 2016
- The Impact of Social Networking Sites among human behavior in present contemporary **IJSRSET** (International Journal of Scientific Research in Science, Engineering and Technology), ISSN:2394-4099 (Online) Print (2395-1990) – December 2021

- A Study on “Customer preference and usage of Android Mobile phones” in Theni city published in June 2023 – Journal name: JAC JOSHAM Vol.10, No.2.

UGC Care List

- An Impact of E-Banking Services in Present Contemporary - Journal of the Asiatic Society of Mumbai, ISSN: 0972-0766 – June 2022 (**UGC care list**) - June 2022.
- A Journey of GST and Economic Growth in India – Journal of Humanities and Social Science Studies, **UGC care Approved, Group I**, Peer reviewed, Bilingual, Biannual, Multi-disciplinary referred Journal, ISSN: 2319-829X, January - June 2024.

Publications in Proceedings and Journals

- Women Empowerment in Women Empowerment –Milestone and Challenges
- E-banking among rural consumers in E-banking in rural economy recent trends and developments
- The Impact of Social Networking Sites among Human Behaviour in Present Contemporary
- An Impact of E-Banking Services in Present Contemporary
- A Comprehensive Analysis and Implementations of GST in India
- Agriculture and allied activities and Development in India

Presentations (Last Five Year)

Paper entitled:

- Women Empowerment in Women Empowerment – Milestone and Challenges on 8th October 2015 at S. Vellaichamy Nadar Arts & Science College
- E-banking among rural consumers in E-banking in rural economy recent trends and developments on 21st January 2016 at Hajee Karutha Rawther Arts & Science College
- Employment Generation in Corporate Tax Rate Reduction: The Impact on Indian Economy in the National Level Seminar on 10th October 2019 at Mary Matha College of Arts and Science, Periyakulam.
- An Impact of Social Networking Sites among human behavior in present contemporary-IJSRSET (International Journal of Scientific Research in Science, Engineering and Technology), ISSN: 2394-4099(Online) Print (2395-1990) on 10th December 2021.
- An Impact of E-Banking Services in Present Contemporary in the National level Seminar on DIGI Banking Trends–2022 on 29th April 2022 at Sona College of Arts and Science, Salem.
- Women Entrepreneurship in India – Cons and Chances in Entrepreneurship and Employability: As step ahead through the startups in the National Conference on 27th

October 2022 at Arul Anandar College (Autonomous), Karumathur.

- A Comprehensive Analysis and Implementations of GST in India in the National Conference on Emerging Trends in Commerce and Management – 2022 on 09th November 2022 at Sona College of Arts and Science, Salem.
- Agriculture and allied activities and Development in India in the Two days National Seminar on 3rd & 4th August 2023 at Arul Anandar College (Autonomous), Karumathur.

Attended Webinar and Faculty Development Programme

- Participated in International Conclave on “Tools and Strategies for Emerging Business” held on 18.08.2021 organized by School of Commerce, KPR College of Arts and Science and Research, Coimbatore.
- Participated in One day National level webinar on Research Methodology on 25.04.2022 organized by Department of Economics, St. Joseph University, Chumukedima, Nagaland.
- Participated in Five day Participated in one day Virtual National Faculty Development Programme on Transformation from Traditional Practices to Digital Practices in Business World from 20th September to 24th September 2021 Organized by School of Management Studies PG & Research Department of Commerce, Holy Cross College (Autonomous), Tiruchirappalli.
- Participated in one day Online Faculty Development Programme on ICT Tools: A New Vista in Teaching held on 07-10-2022 organized by Research Club, Department of Commerce, Sona College of Arts and Science, Salem.
- Participated in one day International Webinar on “Business Growth and Technology” on 28-10-2022 organized by the Department of Commerce with Computer Application, Jayaraj Annapackiam College for Women, Periyakulam.
- Participated in one day Online Faculty Development Programme on “Blooms Taxonomy in Teaching and Learning” organized by SanSnow’s Nobel Professional Foundation (Approved by MSME and Ministry of Corporate Affairs, Government of India) on February 16, 2023.
- Attending one day workshop on 20th November 2023, on Advanced Artificial Intelligence Tools for Educators” organized by IGNITE Life Skill Academy & IQAC, Sacred Heart College (Autonomous), Thevara, Kochi-13.
- Attended a one-week **faculty Development Programme** on “Dimensions of Economic Today” from 08.01.2024 to 12.01.2024 organized by P.G. and Research Department of Economics, Jamal Mohamed College (Autonomous), Tiruchirappalli.
- Participated in Five days faculty development programme on “Digital Marketing” from 22.01.2024 to 26.01.2024 organized by the Department of commerce in computer applications in Holy cross college (Autonomous) Tiruchirappalli.
- Attended a one-day **webinar** on “Fintech and Future of Finance” organized by St. Joseph’s college (Autonomous) Tiruchirappalli and Jayaraj Annapackiam college for women (Autonomous)

Periyakulam.

- Attended “A five-day **faculty Development Programme** on “Research Methodology & Intellectual Property Rights (IPR)” organized by the Department of Zoology held from 15.05.2024 to 18.05.2024 & 20.05.2024.
- Participated five days online FDP on “Outcome Based Education” held on 20th May – 25th May 2024 organized by Mangalmay Institute of Management and Technology, Greater Noida, Uttar Pradesh.
- Participated in one-week **online FDP** on Impact of AI and IoT in real world” held on 03.06.2024 to 11.06.2024 organized by Syed Ammal arts and science college, Ramanathapuram.
- Participated at two days FDP on AI- Enhanced Education: A Comprehensive Workshop on Modern Teaching Tools on 13th – 14th June 2024.
- Attended at one day FDP on Teacher in the Context of Education 5.0 on 15th June 2024.
- Attended a 5day National Level Online FDP on Outcome Based Education, Binary Accreditation & Usage of AI organized by IQAC of St. Mary’s Centenary Degree College, from 2nd to 6th June 2025.

Awards and Honors

- Received as Best Young Faculty Award by Nobel SanSnow’s Professional Foundation (Approved by Ministry of Corporate Affairs, Government of India) on December 2022.
- Felicitates and Honors for Promoting Life Teachings and Values of Mahathma Gandhi among students as part of the Life skill learning on 20.03.2023.

PATENT:

- Title on the patent A device to Evaluate Shopping Activity and spending habits of the customers with the help of previous purchases which can suggest different methods to maintain good bank balance Patent id and type 371406-001 Publication date 30.12.2022.

Contact Details

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Periyakulam, Theni District.

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Endapuli, Periyakulam, Theni
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