

Name of the Faculty: Dr. Kolammal K R, MBA., M.Phil., Ph.d ., NET

Designation: Assistant Professor

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Specialization: Finance and HR

ACHIEVEMENTS

Award for Overall Proficiency in the University Examination for B.A.(Corporate Secretary Ship) Rangasamy Academy Award for FISCAL RESEARCH Proficiency in Secretarial Practice & Business Communication B.A.(Corporate Secretary ship) in 2001 with University Rank (17th) and Distinction in Financial Accounting, Cost & Management Accounting, Secretarial Practice & Business Communication Income Tax(Law & Practice), Commercial & Industrial Law and Centum in Business Statistics M.B.A(Finance & Human Resource Management) in 2003 with Distinction in Management Information & Systems and Management Accounting

MEMBERSHIP

PROJECTS

PUBLICATIONS

Journals (Total Journals: 3)

International

- International Conference on “Implementation Strategies of Sustainable Innovations”, DR.K.R.KOLAMMAL, BRAND CHOICE BEHAVIOUR AMONG WOMEN - A STUDY WITH SPECIAL REFERENCE TO COSMETICS AND TOILETRIES, VOL4, JOM, (OCT 2017), 119 - 121,
- INTERNATIONAL JOURNAL OF MANAGEMENT, TECHNOLOGY AND ENGINEERING, DR.K.R.KOLAMMAL, A STUDY ON MARKET PERCEPTION OF AMUSEMENT PARK, VOL 9, IJMTER, (FEB , 2019), 845 - 847,
- International Conference on Emerging Dynamics of Commerce in Global scenario , DR.K.R.KOLAMMAL, “ A Study on Talent Management, VOL 1, International Journal of Research and Analytical Reviews, (23RD AUGUST, 2018), 54 - 57,

SEMINARS/ WORKSHOPS/ CONFERENCE/ SYMPOSIUM

Regional

- “E- COMMERCE”
- RESEARCH APPROACH TO MBA PROJECT WORK
- INNOVATIVE SELF EMPLOYMENT VENTURE PROJECT PRESENTATION COMPETITION
- Effective Teaching Methods

National

- “ A DECADE OF REFORMS – A CRITICAL REVIEW”
- DEVELOPING HR PROFESSIONALS FOR THE FUTURE
- HRD WINNING THE TALENT WAR
- HUMAN RESOURCE DEVELOPMENT
- HR & Marketing – Missing Links & Bridging
- The role on Financial Institutions & Services in India
- Emerging Trends in Commerce & Management in the Present Decade (ETCM’18)”
- The Global logic of Strategic alliances in Commerce & Management
- Emerging Trends in Commerce & Management in the Present Decade ETCM’18
- REDEFINING MANAGEMENT THROUGH ARTIFICIAL INTELLIGENCE “ THE GAME CHANGER”

International

- International Conference on “Implementation Strategies of Sustainable Innovations”
- BUSINESS INTELLIGENCE AND INNOVATIONS
- Emerging Trends in Management ICTEM 2018 – Business Transformation: Opportunities & Challenges ahead
- International Conference on Emerging Dynamics of Commerce in Global scenario

RESEARCH GUIDANCE

ADDITIONAL INFORMATION