



RESUME

K. LAKSHMI

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OBJECTIVE

“To pursue a challenging career in Education Industry”

WORK EXPERIENCE :

- “*Asst. Professor*”, at **Dwaraka Doss Goverdhan Doss Vaishnav College - Chennai, BBA Dept.** since Jan 2007 till data

Responsibilities handled:

- Handling various subjects such as Financial Management, Management Accounts, Financial Services, Principles of Management, Business Ethics & Values and Business Law.

ACADAMIC QUALIFICATIONS

- **PGDHE** from Indira Gandhi National Open University, New Delhi, with aggregate of 70%, Dec 2021.
- **M Phil** from University of Madras at D G Vaishnav Collage, with aggregate of 71%, Aug 2006
- **Masters in Commerce** from University of Madras at Jaya collage of Arts & Science, with aggregate of 63%, 2005
- **Bachelor of Corporate Secretaryship** from University of Madras at Hindu College, with aggregate of 65%, 2003
- **S.S.C.** from Kendriya Vidyalaya with aggregate of 65%, 2000

**PRESENTATION OF PAPERS NATIONAL / INTERNATIONAL / CONFERENCE/ SEMINAR/
SYMPOSIUM / WORKSHOP**

S.No.	Title	St./Natl./Intl./Sem. /Conf. /Symp./Workshop	Year and Month
1.	"Knowledge Building and Development of the Bank Human Resources" in " Changing Facets of Human Resource Management in Public Sector Banks – an Inevitable Paradigm Shift"conducted by PG & Research Department of commerce, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai.	National Seminar	Dec 2010
2.	"Online Marketing- Drivers of Information Age" presented in "Managing for Inclusive Growth and Sustainable" Development, conducted by Department of Management, University of Madras.	National Seminar	March 2011
3.	"E-Commerce in Supply Chain management" presented in "Emerging Trends in E- Commerce" conducted by Department of Commerce, University of Madras.	International Conference	March 2011
4.	"Marketing Management ", presented in "Tracking the Next Wave for the Management to Succeed", conducted by PG Department of Business Administration, Mohamed Sathak College Of Arts & Science, Chennai.	National Conference	Sept 2011
5.	"Business Failures & Reorganization", presented In "Economic Meltdown and Reorganization" Conducted by Department of Accounting and Finance Department, Ramakrishna Mission Vivekananda College, Chennai	National Seminar	Sept 2011
6.	"CSR – A Tool to create a positive brand image" presented in "Nurturing Economic Development Through Corporate Social Responsibility", conducted by Department of Commerce, Shri Krishnaswamy College for women, Chennai.	State level Seminar	Feb 2012
7.	"Role of Human Resource Management in CSR" presented in" Emerging Trends in Business Research", conducted by MEASI Institute of Management, Chennai.	National Conference	Feb2012
9.	"Online Advertisement & it's Impact on Marketers" presented in "Contemporary Issues and challenges in Advertising "organized by PG & Research Department of Commerce, Dwaraka Doss Govardhan Doss Vaishnav College , Chennai.	National Seminar	Dec 2012
10.	" New Approaches to Marketing Management", organized by S.Vellaichamy Nadar College,Nagamalai, Madurai.	National Seminar	Dec 2012
11.	"Challenges in higher Education "conducted by Department of Economics, Dwaraka Doss Govardhan Doss Vaishnav College , Chennai.	International Conference	April 2013
12.	"Modern Management Practices with respect to Work Life Balance" conducted by BBA department in collaboration with Glow Plus Training Academy	International Conference	March 2015
13.	"Impact of GST on Banking and NBFC" presented International Conference on India and Global Economy – Issues and challenges organized by PG & Research Department of Economics & Business Economics at Dwaraka Doss Govardhan Doss Vaishnav College, Chennai.	International Conference	March 2018

14.	"An Overview of Agriculture Since Independence in relation to Indian Economy "; presented in "Indian Education System in 2020", conducted by Thiruthangal Nadar College, Chennai.	International Conference	Feb, 2019
15.	'Transformation Industry in an Era of Digitalization challenges and Opportunities' conducted by P G & Research Dept of Commerce Guru Nanak College, Chennai.	International Conference	Sep, 2019
16.	Women Entrepreneurship – A Birds Eye View' presented in Education and Skill Enhancement for Human Resource Development' conducted by Adult and Continuing Education, University of Madras, Chennai.	National Seminar	Jan, 2020
17.	" A study to Analyze CSR Among Traditional Sectors With ITES, Chennai presented in International Conference on Paradigm Shift – A Global Reality organized by Mahalaxmi Women's College of Arts & Science , Chennai	International Conference	May 2021
18.	'Factors Determining the job satisfaction of Employees Working in a Fertilizer Company – A Study' presented in the 4th International Conference – ICRBP 2021,"Reconciliation in Business Practices :Causes, Conflicts and Control -New Normal" Post Covid Issues "Conducted by, School of Management , PG & Research Dwaraka Doss Govardhan Doss Vaishnav College, Chennai	International Conference	Nov 2021

PARTCITATION IN NATIONAL / INTERNATIONAL / CONFERENCE/ SEMINAR/ SYMPOSIUM / WORKSHOP

S.No.	Title	St./Natl./Intl./Sem. /Conf. /Symp./Workshop	Year And Month
1.	Online Marketing- Drivers of Information Age" participated in Managing For Inclusive Growth and Sustainable Development, conducted by Department of Management, University of Madras.	National seminar	March 2011
2.	CSR – A Tool to create a positive brand image" participated in Nurturing Economic Development Through Corporate Social Responsibility, conducted by Department of Commerce, Shri Krishnaswamy College for women.	State Level Seminar	Feb 2012
3.	Workshop on Employability Skills conducted by ICFAI group	National Workshop	Aug 2012
4.	Cyber Law & Cyber Security conducted by UGC Coordination Cell, Dwaraka Doss Govardhan Doss Vaishnav College , Chennai	National Seminar	Sept 2012
5.	"Online Advertisement & it's Impact on Marketers" presented in "Contemporary Issues and challenges in Advertising "organized by PG & Research Department of Commerce, Dwaraka Doss Govardhan Doss Vaishnav College , Chennai	National Seminar	Dec 2012

6.	ED Meet- "Not just to survive, but to carve a niche conducted by Sri Krishnaswamy College for Women	National Workshop	March 2013
7.	"Faculty Development Program" conducted by UGC Co-ordination Cell.	National Workshop	March 2013
	Quality Initiatives in testing and evaluation techniques in commerce & Management, M.O.P. Vaishnav College for Women, Chennai.	State Level Workshop	Feb 2014
8.	"Quality sustenance in higher education" conducted by Department of Business Administration, M.O.P. Vaishnav College for Women, Chennai.	National seminar	Jan 2015
9.	"Management Insights from Indian Epics" conducted by Department of Business Administration, Ethiraj College for Women, Chennai	National Symposium	Jan-2015
10.	Management practices beyond the Horizon conducted by Department of Business Administration in collaboration with Glow Plus Academy.	International Conference	March 2015
11.	Moving Beyond Barriers: Transforming Education Through Inclusive Excellence organized by IQAC at Dwaraka Doss Govardhan Doss Vaishnav College , Chennai.	National seminar	March 2015
12.	GST organized by Department of Commerce by National Institute of Humanities Management, Chennai	National seminar	Jan 2018
13.	'A Virtual International talk series on well being Happiness and Wisdom', conducted by Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.	International Conference	June, 2020
14.	'Empowering Educators', conducted by, The Indian Institute of Corporate Secretaryship.	National Conference	Sep 2020
15.	'Managing online classes and Co-creating Moocs', conducted by University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching - Faculty Development Program	National FDP	May 2020
16.	'Research Methodology', conducted by, KES' Shroff College of Arts & Commerce, Vasantnada Patil Institute of Management Studies & Research and University of Mumbai - Online Workshop	National Workshop	May 2020
17.	'Cognitive and Metacognitive strategies for Knowledge Acquisition', conducted by, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.	National FDP	June 2020
18.	'Comprehensive e-Learning to e-Training guide for Administrative Work', conducted by, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.	National FDP	June 2020
19.	'Advanced concepts for developing MOOCS', conducted by, University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching - Faculty Development Program.	National FDP	July 2020

20.	'GST Registration, Assessment and filing of Returns', Sponsored by Rashtriya Uchchar Shiksha Abhiyan (RUSA 2.0) under the Project titled "Skill Development Programme on Digital Marketing" organized by School of Commerce, Bharathiar University.	National FDP	July 2020
21.	'Social Media Digital Marketing', Sponsored by Rashtriya Uchchar Shiksha Abhiyan (RUSA 2.0) under the Project titled "Skill Development Programme on Digital Marketing" organized by School of Commerce, Bharathiar University.	National FDP	Aug 2020
22.	'Statistical Analysis Using SPSS', conducted by Manonmaniam Sundaranar University under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT),MHRD.	National FDP	Aug 2020
23.	'Developing Multimedia enriched Powerful Presentations', organized by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of MHRD.	National FDP	Aug 2020
24.	'Innovations in Management Education and Research', conducted by, University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching - Faculty Development Program.	National FDP	Aug 2020
25.	'ICT enabled Higher Education in India 'organized by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of MHRD.	National Workshop	Aug 2020
26.	'Enhancing Psychological Skills for Teaching & Practice', conducted by University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching - Faculty Development Program.	National FDP	Sep 2020
27.	IND AS conducted by University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching & Indian Accounting Standards	Certification Course	Sep 2020
28.	'Advanced Pedagogical Techniques', conducted by University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching - Faculty Development Program.	National FDP	Nov 2020
29.	'Development and Implementation of MOOCS', conducted by University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching - Faculty Development Program.	National FDP	Oct 2020
30.	'Higher education : Road Ahead developing Next Generation Academic Leaders', Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching - Faculty Development Program.	National FDP	Dec 2020
31.	'NPTEL Online Certification', 'Principles of Management' conducted by SWAYAM.	Short Term Course	Dec 2020

32.	"Systematic Literature Review and Meta - Analysis" Teaching Learning Centre, Ramanujan College , under the aegis of Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.	National FDP	May 2021
33.	"Academic Writing" Teaching Learning Centre, Ramanujan College , under the aegis of Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.	National FDP	May 2021
34.	"Research Methodology and Data Analysis" Teaching Learning Centre, Ramanujan College , under the aegis of Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	Refresher Course	May 2021
35.	"Psychological Skills for Effective Teaching and Learning" Teaching Learning Centre, Ramanujan College , under the aegis of Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	National FDP	June 2021
36.	"Online Tools For Research & Analysis" Teaching Learning Centre, Ramanujan College , under the aegis of Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	National FDP	June 2021
37.	'Commerce and Management', conducted by Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.	Refresher Course	July 2021
38.	'Social science and Humanities', conducted by University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.	Refresher Course	July 2021
39.	'NPTEL Online Certification, 'Effective Business Communication', conducted by SWAYAM	Short Term Course	Aug 2021
40.	'Scholarly Writings', organized by PG and Research Dept. of Commerce under UGC PARAMARSH Scheme.	National FDP	Sep 2021
41.	'Blended learning with LMS-MOODLE (BASIC)', organized by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of MHRD	National Workshop	Sep 2021
42.	'Empowering Educators', conducted by, The Indian Institute of Corporate Secretaryship.	National Conference	Sep 2021
43.	'ROAD Response effectiveness, Organizing self, Attitudinal shift and Decision making' conducted by, AICTE Training and Learning (ATAL) Academy	National FDP	Sep 2021
44.	"BLENDED MODE OF TEACHINGAND LEARNING" organized by Department of Commerce (Corporate Secretaryship) ,under UGC PARAMARSH Scheme.	National FDP	Sep 2021
45.	'NPTEL Online Certification', 'Introduction to Marketing Essentials' conducted by SWAYAM	Short Term Course	Sep 2021

46.	'Multimedia enriched Presentation and Graphic Tools', organized by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of MHRD.	National Workshop	Nov 2021
47.	'Word and Excel', organized by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of MHRD.	National Workshop	Nov 2021
48.	'Education', University of Delhi, Ministry of Human Resource Development - Govt. of India, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.	Refresher Course	Feb 2022
49.	'Innovation Management', conducted by, AICTE Training and Learning (ATAL) Academy.	National FDP	Jan 2022
50.	Introduction to Digital Marketing conducted Great Learning Academy.	Short Term Course	Jan 2022
51.	"WELLNESS AND LEARNING: A Holistic Approach Towards Leading a Meaningful Life" organized by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of Ministry of Education held on	National Workshop	Feb 2022

RESEARCH PAPERS PUBLISHED

S. No	Title	Type of journal : Nat/Int.Nat/ Monographs/ Chapters in book	Year and month
1.	"Modern Management Practices with respect to Work Life Balance" conducted by BBA Department in collaboration in Glow Plus Academy.	International Journal of Business Intelligence & Innovations ISSN NO: 2348-4705.	March 2015
2.	'Indian Retail Industry in Relation To Information Technology' published in The Place Names Society of India,	UGC Care No. 2394-3114, Page No. 478-483	March 2020
3	"The New Economist, International Journal of Global Economists, Redefining Economics & Business in the Context of 3Cs", Contemporary Challenges, Caseless Competition and Changing Consumerism on the Global Confront 2020, Research paper on 'Banking and Information Technology- A Brief Study' conducted by Dept. of Economics and Dept of Business Administration, DGVC	Volume 7, Issue -06 ISSN 2347- 7172	June 2020

4.	"The New Economist, International Journal for New Economists, Redefining Economics & Business in the Context of 3Cs", Contemporary Challenges, Caseless Competition and Changing Consumerism on the Global Confront 2020, Research paper on 'Indian Advertisement Industry - Traditional Vs Internet Advt.' conducted by Dept. of Economics and Dept of Business Administration, DGVC	Volume 7, Issue -06 ISSN 2347- 7172	June 2020
5.	"The New Economist, International Journal for New Economists, Redefining Economics & Business in the Context of 3Cs", Contemporary Challenges, Caseless Competition and Changing Consumerism on the Global Confront 2020, Research paper on 'Evolution of Marketing in Relation to Technology' conducted by Dept. of Economics and Dept of Business Administration, DGVC	Volume 7, Issue -06 ISSN 2347- 7172	June 2020
6.	" A study to Analyze CSR Among Traditional Sectors With ITES, Chennai presented in International Conference on Paradigm Shift – A Global Reality organized by Mahalaxmi Women's College of Arts & Science , Chennai	Volume Issue 1 ,International Journal of Business Intelligence & Innovation ISSN 2348- 4705	
7.	'Factors Determining the job satisfaction of Employees Working in a Fertilizer Company – A Study'	Volume No.VIII, Issue 12 (IV), 2021-2022 Shodhsamhita, UGC Care Group 1 Journal ISSN 2277-7067	Nov 2021

Number of State /National /International seminars, Conference, Symposium and workshop organized-

S.No.	Title	Type: Sat. /Natl. /Intl. /Sem. Conf. Symp. Workshop	Year and month
1.	Management practices beyond the Horizon conducted by BBA Department in collaboration in Glow Plus Academy.	National Seminar	March 2015

PERSONAL PROFILE

Father's Name : Mr. Kumarasamy
Husband Name : Mr. K Hariharan
Date of Birth : Sep, 23,1983
Languages Known : Tamil, Hindi & English
Hobbies : Listening Music & Reading Magazine.

DECLARATION:

I declare that the above stated information is true & correct to the best of my knowledge.

Date:
Place:

K. Lakshmi