

**Name** : Dr. S. Kamalaveni  
**Designation** : Professor & Head  
**Department** : Commerce with Information Technology  
**Qualification** : M. Com, M.Phil., Ph.D., PGDCA.  
**Experience** : Teaching: 14.3 Years Industry: 3 Years Research: 10 Years  
**Area of Specialization(s)** : Finance  
**Email (Official ID)** : drkamalaveni@drngpasc.ac.in



#### Academic Qualifications

| Degree  | Branch   | Institution / University Name              | Year of Graduation |
|---------|----------|--|--------------------|
| Ph.D.   | Commerce | Bharathiar University, Coimbatore          | Feb. 2010          |
| M.Phil. | Commerce | Madurai Kamaraj University, Madurai        | March 2005         |
| M. Com  | Commerce | A.P.A. College of Arts and Science, Palani | 1993               |
| B.Com   | Commerce | A.P.A College for Women, Palani            | 1991               |

#### Additional Qualifications

| Diploma / Vocational / Certification | Area of Specialization               | Institution / University / Agency Name | Year |
|--------------------------------------|--------------------------------------|--|------|
| Online Certificate                   | Services Marketing                   | NPTEL                                  | 2019 |
| Online Certificate                   | Business and Sustainable Development | NPTEL                                  | 2021 |

## Research Guidance

| Programme | No. of Scholars |          |
|-----------|-----------------|----------|
|           | Completed       | Pursuing |
| Ph. D.    | -               | 1        |
| M. Phil.  | 2               | -        |

## Research Publications (Indexed)

### International

- Dr. S. Kamalaveni, Ms G. Maheswari, **Effectiveness of Online Shopping**, Indian Journal of Applied Research, Vol. XI, Issue 10, P. No.46-48, October 2021, ISSN No.2249-555X (Google Scholar)
- Dr. S. Kamalaveni, Dr. S. Gomathi, **Impact of Guerrilla Marketing on Consumer Buying Behaviour**, International Journal of Innovative Research in Technology , Volume 8, Issue 2, P. No. 454 -458, July 2021, ISSN: 2349-6002 (Google Scholar)
- Dr. S. Kamalaveni, **A Study on Lending Performance of SIDBI**, Journal of Interdisciplinary Cycle Research, Vol.XI, Issue XII, P.No.1693-1699, Dec-19, ISSN 0022-1945 (Google Scholar)
- Dr. S. Kamalaveni, **Impact of Globalisation on the Growth on MSME's in India**, International Journal of Analytical and Experimental Modal Analysis Vol.XI, Issue XII, P.No. 2976-2981, Dec-19, ISSN 0886-9367 (UGC CARE Approved Group II Journal/ Google Scholar)
- Dr. S. Kamalaveni, **A Study on the Performance of SIDBI – Portal of MSME**, Asian Journal of Management, Vol.10, Issue 4, P.No.405-408, Oct.-Dec-19, ISSN 0976 – 495X (Google Scholar)
- Dr. S. Kamalaveni , **A Study on Cardamom Production and Exports : Queen of Spices**, International Journal of Applied Research, Vol. 5, Issue 10, P.No.225-228, Oct-19, ISSN 2394-7500 (Google Scholar)
- Dr. S. Kamalaveni, B. Suganya , **A Study on Awareness of Star Health Policy among LIC customers with special reference to Coimbatore City**, Asia Pacific Journal of Research, Vol.I, Issue LVII, P.No.9-18, Nov-17, ISSN 2320-5504 (Google Scholar)
- Dr. S. Kamalaveni, B. Suganya, **A Study on Work Life Balance of Women Employees with reference to Garment Sector in Tiruppur**, Asian Journal of Management, Vol.8, Issue 2, P.No.127-131, Apr-Jun-17, ISSN 0975 – 495X (Google Scholar)

- Dr. S. Kamalaveni, **A Study on selected Non-Banking Financial Companies(NBFs) in India**, Indian Journal of Applied Research, Vol.6, Issue 6, P.No.442-444, Jun-16, ISSN 2249-555X (Google Scholar)
- Dr. S. Kamalaveni, **Non-Performing assets of NBFI's in India**, Journal of SocialWelfare and Management, Vol.4. No.2, P.No. 103-108, Apr –Jun-2012ISSN 0975-0231 (Google Scholar)

#### Other Publications: International / National Journals

- Dr. S. Kamalaveni, **"A Study on the Recovery Performance of TIIC"**, HRDTimes, Vol.13, Issue 3, Mar-11.
- Dr. S. Kamalaveni, **"A Study on the Growth Of IDBI- An Analysis"**, HRDTimes, Vol.13, Issue No. 12, Dec-10.

#### Book Chapters

Dr. S. Kamalaveni, "Women Empowerment through Self Help Groups – A Study in Coimbatore District" Chapter published in a book entitled "Emerging Innovations in Social Science" , July 2022, ISBN No.978-3-96492-398-1

#### Patents

Dr. S. Kamalaveni, Title of the Invention : An Artificial Intelligence Based Method for Detecting Advanced Tax Fraudulence, Publication Date: 30/12/2022

#### Presentations in Conference

- **Agriculture Sector Reforms And Emerging Business Opportunities"**, National Conference on "Indian Business in the ERA of Reforms, at G.R. Damodaran College of Science, Coimbatore on 06-Sep-18
- **Role of HR and HR Strategies in Evolving a New Dimension through Modern Management Practices"**, National Conference held at SNMV College of Arts and Science on 06-Jan-17.
- **Green Marketing Emerging Opprotunities And Challenges**, National Conference held at S.N.R. Sons College on 10-Feb-16.

- **Micro Finance Enterprise for Women Empowerment**, National Conference held at TiruppurKumaran College on 25-Aug-15
- **An Overview of Consumer Exploitation and Role of NGO's in Consumer Protection**”,National Conference held at Kamadhenu Arts and Science College on22-Feb-12.
- **Impact of Globalization on The Growth of Msme in India**, InternationalConference held at SreeSaraswathiThygaraja College on 2-Mar-12 to03-Mar-12.
- **Venture Capital Companies in India with reference to SIDBI Venture Capital Ltd.”** , International Conference held at Cauvery College for Women on 7-Apr-07 to 8-Apr-07.
- **Rural Banks In India - Special Reference to Canara Bank**”, InternationalConference held at Loyala College, Chennai on 15-Feb-07 to 16-Feb-07.
- **Mutual Fund Industries in India an Overview**”, National Conference held atBharathiar University on 13-Mar-07 to 14-Mar-07.
- **Performance of Indian Insurance Industries after Implementation of IRDA Act**”, National Seminar held at Periyar University on 15-Feb.07 to 16-Feb-07.
- **WTO Regime and Indian Agriculture: Issues, Challenges, Problems And Prospects**” , International Conference held at Adaikalmatha Institute of management on21-Sep-06.
- **Economic Liberalization in India**, National Seminar held at Karpagam Arts andScience College on 07-Oct-06.
- **E-Entrepreneurship Developers of the Economy – Vision 2020**, NationalSeminar held at Vidyasagar College of Arts and Science on 18-Mar-06.

#### **Participation in Faculty Development Programme/Workshop**

- Participated in Two Day NAAC workshop on “Implementation of Outcome Based Education: Opportunities and Challenges- Learning outcome Based Curriculum Framework” on 20<sup>th</sup> & 21<sup>st</sup> March 2023 held at Nallamuthu Goundar Mahalingam College, Pollachi.
- Research Methodology and Pedagogy for Tertiary Education. Conducted by Dr. N.G.P. Arts and Science College from 15-Jun-21 to 21-Jun-21.
- Quality Initiatives in Higher Education, conducted by Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts & Science, Gobi Arts & Science College & Vellalar College for

Women from 13-Apr-20 to 20-Apr-20.

- NAAC Revised Accreditation Frame Work and OBE Assessment Methodology, conducted by Dr. N.G.P. Arts and Science College from 27-May-19 to 2-Jun-19.
- Quality Measures In Higher Education, conducted by Dr. N.G.P. Arts and Science College from 03-Dec-18 to 09-Dec-18.
- RETAIL CPG & MARKET RESEARCH conducted by Tata Consultancy Services at PSG College of Arts and Science on 06-Dec-17 to 08-Dec-17.

#### **Conference / Seminar / Workshop Organized**

- Convener, International Conference on Artificial Intelligence in Modern Business Era (ICAIMBE 2023) held at Dr. N.G.P. Arts and Science College, Coimbatore on 17-Feb-23.
- Organizing Secretary, Dhirubhai Ambani Endowment Lecture - II on Artificial Intelligence in Education and Skill Development, held at Dr. N.G.P. Arts and Science College, Coimbatore on February 17-Feb-23.
- Organizing Secretary, National Conference on Modern Business -Opportunities and Challenges (CMBOC 2020) held at Dr. N.G.P. Arts and Science College, Coimbatore on 27-Feb-20.
- Organizing Secretary, Dhirubhai Ambani Endowment Lecture on An Overview of Revolution in Information Technology, held at Dr. N.G.P. Arts and Science College, Coimbatore on February 27-Feb-20.
- Treasurer, National Conference on Opportunities and Challenges of Business in the Digitalized Era- (COCBD-2018) held at Dr. N.G.P. Arts and Science College, Coimbatore on 27-Sep-18 to 28-Sep-18.
- Organizing Committee Member, National Conference on Human Rights and Values-Promotion and Protection (Sponsored by National Human Rights Commission) held at Dr. N.G.P. Arts and Science College, Coimbatore on 28-Jan-17.
- Organizing Committee Member, National Conference on Financial Inclusion for sustainable Economic Growth; Strategies, Challenges (Sponsored by ICSSR) held at Dr. N.G.P. Arts and Science College, Coimbatore on 8-Sep-16.
- Organizing Committee Member, National Conference on Venture Capital for Sustainable Rural Entrepreneurship and Economic Development (Sponsored by NABARD) held at Dr. N.G.P. Arts and Science College, Coimbatore on 18-Feb-16.

#### **Invited Speaker / Session Chair- Conference / Seminar / Workshop**

- Session Chair, National Conference on Implications of Fintech in Indian Economy (IFIE – 2020), Dr. N.G.P. Arts and Science College, Coimbatore, 4-Mar-20.

#### **Member in BoS**

- Board of Commerce IT & CS (Unaided), Sri Ramakrishna College of Arts & Science, Coimbatore in 2019-20.

#### **Membership in Professional Bodies**

| <b>Name of the Professional Body</b> | <b>Nature of membership</b> | <b>Duration</b> |
|--------------------------------------|-----------------------------|-----------------|
| Indian Accounting Association (IAA)  | Annual                      | -               |

#### **Awards / Honors**

| <b>Awards / Honors</b>        | <b>Agency / Institute</b>                                 | <b>Year of Award</b> |
|-------------------------------|---|----------------------|
| Award for Teaching Excellence | Vivekanandha<br>College of Arts and<br>Sciences for Women | 2021                 |
| Award                         | Dr.N.G.P. Arts and Science<br>College, Coimbatore         | 2022                 |