

B.Com.Accounting and Taxation

DEPARTMENT ACTIVITIES (2023-24)

Guest Lecture / Invited Lecture

S. No.	Date	Name and Designation of the Resource Person	Topic
1	08-Aug-23	Dr.Balaji Devarajan, Head, Centre for IPR, KPR Institute for Engineering and Technology , Coimbatore	Innovation- a Pathway to Intellectual Property
2	06-Jul-23	Shri.Sasikumar, Life Style Mentor/Enlighten Speaker, Gurukulam, Coimbatore.	Technological Advancement and Their Impact on Enterprenuership

Seminar / Workshop Conferences organized

S. No.	Date	Nature of the Event (Conference/ Seminar/ Workshop)	Title of the Event	Resource Person
1	5-Sept-23	Conference	National Conference on Digital Transformation in Business : Opportunities & Challenges (DTBOC-23)	Dr.Selvaraju Murugesan , Head of Data Science Kovai.Co , Coimbatore Mr.V.Sanjay Balasubramani Head-Business Strategies and Creative Director Creativeville,Bengaluru Mr.D.Selvakumar Founder of 123 Coimbatore.com

Co-curricular Activities

S.No	Date	Name of the Event
1	23-Sep-23	Survey analysis Presentation of PM JanDhan Yojana Scheme
2	22-Sep-23	Intra Department competition
3	09-Sep-23	Alumni interaction
4	07-Sep-23	Swatchhatha Pakhwada Celebration
5	30-Aug-23	National Small Scale Industries Day Celebration
6	10-Aug-23	Student Development Program
7	08-Aug-23	IPR Awareness Program
8	24-Jul-23	National Tax Day

DEPARTMENT ACHIEVEMENTS**Staff Recognitions**

S. No.	Date	Name of the Staff	Nature of Recognition	Organization / Institution
1	29-Sept-23	Dr.T.Snekalatha	Resource Person	Vellalar College for Women
2	29-Sept-23	Dr.E.Karthika	Resource Person	KG College of Arts & Science
3	27-Sept-23	Dr.E.Karthika	Academic External Auditor	Rathinam College of Arts and Science
4	22-Sept-23	Dr.E.Karthika	Resource Person	KG College of Arts & Science

Staff Participation

S. No.	Date	Name of the Staff	Event	Organization / Institution
1	19-Sept-23 to 26-Sept-23	Dr.N.Kodhainayaki	FDP-System of Cultural Transformation	Hindhusthan College of Arts & Science
2	24-Aug-23 to 26-Aug-23	Dr.N.Kodhainayaki	FDP- Technology and Digital Transformation	Sri Ramakrishna College of Arts & Science

3	17-July-23 to 29-Sept-23	Dr.E.Karthika	FDP=Entrepreneurship	Amirta Vishwa Vidyapeetham
3	17-July-23 to 29-Sept-23	Mrs.T.Maheswari	FDP=Entrepreneurship	Amirta Vishwa Vidyapeetham
4	07-July-23 to 13-July-23	Dr.Anandalakshmy	FDP-Upskill your resources	Ayya Nadar Janaki Amman College

Staff Presentation

S. No.	Date	Name of the Staff	Name of the Event	Title of Presentation	Organization / Institution
1	10- Aug-23	Mrs.T.Maheswari	One day National Seminar	Salient Features of New Education Policy	NGM College, Pollachi
2	10- Aug-23	Dr.E.Karthika	One day National Seminar	Impact of New Education Policy among Future Generation	NGM College, Pollachi
3	02-Aug-23	Dr.T.Snekalatha	One day National Seminar	Skill India: Challenges and Issues	NGM College, Pollachi
4	02-Aug-23	Dr.A.Anandalakshmy	One day National Seminar	Skill Development Schemes and its impacts	NGM College, Pollachi
5	02-Aug-23	Dr.N.Kodhainayaki	One day National Seminar	Skill Development and Self Employment	NGM College, Pollachi

Staff Publication

S. No.	Name of the Faculty	Title	Journal Name	ISSN / ISBN No., Date of publishing, Vol. No.	Impact Factor	Indexed in (SCI/WoS/UGC/S SCI/Scopus)
1	Dr.E.Karthika and Mrs.T.Maheswari	A Contemporary Analysis of Bajaj Finance's Financial Performance	Juni Khyat	ISSN: 2278-4632 Sep-23 Vol-13, Issue -09, No-05	6.625	UGC Group I
2	Dr.E.Karthika and Mrs.T.Maheswari	Impact of Sales Promotion on New Children Products the Hindu	Education and Society	ISSN: 2278-6864 Sep-23 Vol 46, Issue-4, No- 10	6.718	UGC Group I
3	Mrs.T.Maheswari	Implementation of Artificial Intelligence in Banking Sector based on coimbatore city	Pakistan Heart Journal	ISSN: 0048-2706 Aug-23 Vol 56, no 2		Scopus
4	Dr.Anandalakshmy	Financial Performance Analysis of Selected Oil and Natural Gas Companies in India	International Journal of Environmental Economics,Commerce and Educational Management	ISSN-2348-814X Aug.23 Volume 10, Issue 8		UGC Care Group II

5	Dr.E.Karthika	The Financial Performance Analysis of An Insurance Sector with Special Reference to HDFC Life Insurance	Journal of Harbin Engineering University	ISSN: 1006-7043 Jul-23 Volume 44 Issue No. 7		Scopus, UGC
6	Dr.T.Snekalatha	EFFECT OF MOBILE MARKETING ON THE CUSTOMERS BEHAVIOUR IN BANKING SECTOR	Eur. Chem. Bull -	ISSN 2063-5346 Jun-23 12(Special Issue 5), 2024-2034		Scopus, UGC

Book Publications

S.No	Date	Name of the Staff	Name of the Book	Name of the Publisher	Year of publication	ISBN
1	Sept-23	Dr.N.Kodhainayaki	Marketing Management	Charulatha publications	2023	978-93-5577-721-8

Students Presentation

S.No	Date	Name of the Student	Name of the event	Title of Presentation	Organization / Institution
1	10-Aug-23	Faheema.S, Janapriya.S, Madhumitha.G,Rakshani. V.V.	One Day National Seminar	Impact of New Education Policy among Future Generation	NGM College Pollachi
2	02-Aug-23	Arjun.B.R,Kanishka,S.Madhumitha,S.Saran,Yokesh, V.K.Saran	One Day National Seminar	Skill Development schemes and its impact	NGM College, Pollachi

Students Participation

S. No.	Date	Name of the Student(s)	Event	Organization / Institution	Prize won
1	14-Sept-23	Anjali.K, Arshiya Taj.N,Madhumitha.G, Nithyasri.R.V	360 Degree Problem Solving	SNS College of Engineering	II
2	11-Sept-23	Rakshani.V.V, Sankika.J	Face Painting	Hindhusthan College of Arts and Science	I
3	09-Sept-23	Rakshani.V.V, Sankika.J	Face Painting	PSGR Krishnammal College for Women	I

Department of Commerce Accounting and Taxation – AY 2023-24

Department Activities

Guest Lecture / Invited Lecture

S. No.	Date	Name and Designation of the Resource Person	Topic
1	24-Jan-24	Mr. K. Mohanraj Vice President of Tirupur Tax Practitioner Association, Tirupur	GST Practitioner
2	16-Dec-23	CA. Naison Louis Director, GST Center- Teach Group, Cochin	The Sustainability Imperative on GST
3	15-Dec-23	CMA G.M.Krishnahriraam Associate Functional Consultant Wipro, Bangalore.	Career Counseling for Higher Studies

Seminar / Workshop / Conferences organized

S. No.	Date	Nature of the Event (Conference/ Seminar/ Workshop)	Title of the Event	Resource Person
1	23-Jan-24	Workshop	Foundations of Fin Tech	Mr. Arunkumar.V.A Consultant, Institutional Relations Miles Education, Bangalore.
2	13-Dec-23 & 14- Dec-23	Workshop	Finance Application and Interpretation	Mr.S.Alagupandi Aakkam Industrial Training and Research Institute, Coimbatore

Alumni Interaction

S. No.	Date	Title	Alumni
1	16-Dec-23	Adapting to Corporate and its Culture	Mr. B. Kowshik (2020-23 Batch) Analyst, Morgan Stanley Capital International, Coimbatore.

Extension Activities

S. No.	Date	Nature of the extension	Place	Students involved
1	20-Jan-24	Awareness about Endowment Assurance – Postal Life Insurance Plan Resource Person- Mr. I. Duraipandi Field Officer, Postal life insurance, Uppilipalayam, Coimbatore	Sarkar Saamakulam	18

Co-curricular Activities

S.No	Date	Name of the Event
1	24-Jan-24	International Customs Day Celebration

Other Activities

S. No.	Date	Title	Resource Person
1	19-Jan-24	Parent Interaction Program- Focus Your Goals	Mrs. Aruna. V

			Senior Grade Teacher (English), Velammal Bodhi Campus, Theni.
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Department Achievements

Staff Recognitions

S. No.	Date	Name of the Staff	Nature of Recognition	Organization / Institution
1	24-Jan-24	Mrs.T.Maheswari	Resource Person	VLB College of Arts &Science
2	06-Jan-24	Dr.E.Karthika	Resource Person	SNMV College of Arts & Science

Staff Publication

S. No.	Name of the Faculty	Title	Journal Name	ISSN / ISBN No. Date of publishing Vol. No.	Impact Factor	SCI/WoS/UGC/ SSCI/Scopus
1	Dr.E.Karthika & Mrs.T.Maheswari	An Analysis of Financial Statement of ICICI Bank with Special Reference to Coimbatore City	Bharatiya Shiksha Shodh Patrika	ISSN 0970-7603 Dec 2023 Vol. 42, No. 2(IV)	7.28	UGC Care Approved, Group I
2	Mrs.T.Maheswari & Dr.E.Karthika	A Study on Brand Addiction among Millenial Towards Sportswear in Nilgiris	Journal of Foundational Research	ISSN 2395-5635 Dec 2023 Vol. XXXI, No. 2(H)		UGC Care Indexed
3	Mrs.T.Maheswari & Dr.E.Karthika	Customer Satisfaction Towards Sukanya Samridhi Yojna Scheme	Journal of the Maharaja	ISSN 0025-0422		UGC Care Approved,

		with Special reference to Coimbatore City	Sayajirao University of Baroda	Dec 2023 Vol 57, No. 1(IX)		Group I
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Students Participation

S. No.	Date	Name of the Student(s)	Event	Organization / Institution	Prize won
1	31-Jan-24	ArshiyaTaj.N & Nithyasri .R.V.	Connection	Kongunadu Arts & Science College	I Prize

Book / Book Chapters Publications

S.No	Date	Name of the Staff	Name of the Book	Name of the Publisher	Year of publication	ISBN
1	Dec-23	Dr.N.Kodhainayaki	Indirect Tax	Scientific International Publishing House	2023	976-93-5757-615-6
2	Dec-23	Dr.T.Snekalatha	Cost Accounting	Multi Spectrum Publications	2023	978-81-19419-32-6