

Department of Commerce with Professional Accounting – AY 2024-25

Department Activities

Seminar / Workshop / Conferences organized

S. No.	Date	Nature of the Event (Conference/ Seminar/ Workshop)	Title of the Event	Resource Person
1	25-Mar-25	Guest Lecture	AWARENESS PROGRAM ON IPR	Dr. M. Shanmugavadivu Professor, Department of Biotechnology Dr. N.G.P. Arts and Science College
2	03-Mar-25	Guest Lecture	Highlights of Union Budget 2025	Dr. (ProI) SAMUVEL KUTTIAPPAN, Founder Director, KzuSH Valley Consultancy Services
3	05-Feb-25	Seminar	SEXIST AND RACIST ADVERTISEMENTS	Dr. Laura Corradi, Professor of Gender studies and Intersectional Methodology, University of Calabria, Italy
4	30-Jan-25	Seminar	TURNING IDEAS INTO FUNDING: A STEP-BY- STEP GUIDE TO GRANT PROPOSAL WRITING	Dr. Susan M. Shaw, Professor of Women, Gender, & Sexuality Studies & Director of the School of Language, Culture, and Society, Oregon State University, United States of America
5	12-Sep-24	Workshop	Statistical Data for Data Analysis	Dr.V.Krishnamoorthy, Associate Professor, Department of Management Studies, Kongu Engineering College, Erode

Student Development Programme

S. No.	Date	Title	Resource Person
1	23-Aug-24, 27-Aug-24 &	Capital Gain	K.NAVANEETHAN ASSOCIATES NO,36, 3Rrd South Cross Street, Kovai Thiru Nagar,

	28-Aug-24		Civil Aerodrome Post, Coimbatore.
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Alumni Interaction

S. No.	Date	Title	Alumni
1	09-Jan-25	Track to Professional Courses	Mr. Vaishnav U.S and Mr. Harsh .C, CA Finalist
2	09-Sep-24	Placement Readiness Programme	Mr.Yashwanth SG , Tax Associate, Burr Pilger Mever LLP, Bengaluru
3	06-Aug-24	1. Career Planning: College to Corporate 2. Women Entrepreneurship : A Roadmap to Success 3.Professional Paths : Alumni Edition	1.Ms.J.Anuja - Quality Engineering Analyst 2.Ms. S. Hari Priya -Artist & Entrepreneur 3.Ms.V. Abinethra - CMA Finalist

Co-curricular Activities

S.No	Date	Name of the Event
1	24-Sep-24	Professional Hunt-2024- Intra department Competition

Other Activities

S. No.	Date	Title	Resource Person
1	19-Sep-24	Field Visit	Mr. Sri Ram, CEO of Keeraikadai
2	24-Jul-24	National Income Tax Day Celebration	Mr.T.Diwakarprasad
3	01-Jul-24	National Chartered Accountants (CA) Day	CA. V. Devaraj Consultant Director, VL Institute of Management Sciences , Peelamedu, Coimbatore.
4	28-Jun-24	Orientation programme on Professional Courses (CA,CMA & CS)	Dr.U.ILAN CHEZHIYAN (Director- Chezhiyan Academy)

Department Achievements

Staff Recognitions

S. No.	Date	Name of the Staff	Nature of Recognition	Organization / Institution
1	11-May-25	Dr.R.Mayilsamy	Excellence in Education Award	Masters Professional Academy
2	21-Mar-25	Ms.P.Maheswari	Resource Person	PPG Arts and Science College
3	28-Feb-25	Dr.N.Ramya	SNS Faculty Excellence Award'25	SNS Group of Institutions
4	07-Feb-25	Dr.N.Ramya	Reviewer	Advances in Science, Technology and Engineering Systems Journal (ASTESJ)
5	07-Sep-24	Dr.N.Ramya	Resource Person to deliver lecture on "Professional Development for Management Students"	School of Management Studies, University of Calicut
6	29-Jul-24	Dr.M.Kalimuthu	Guest Lecture	NGM College, Pollachi
7	19-Jul-24	A.DAVID	Motivational Talk on Department Inauguration	K S G Collge of Arts & Science
8	12-Jun-24	Dr.N.Ramya	DC Member	CMS ACADEMY OF MANAGEMENT & TECHNOLOGY

Staff Participation

S. No.	Date	Name of the Staff	Event	Organization / Institution
1	30 to 31-Jan-25	Dr.R.Mayilsamy	Transformation of UPI in Digitalizing Micro Businesses- Pan India of Vision Viksit Bharat @ 2047"	Sri Krishna Arts and Science College
2	06 to 11-Jan-25	Dr.N.Ramya	AICTE Training And Learning (ATAL) Academy Faculty Development Program on Transformative AI in Education: Insights and Applications	VIDYALANKAR SCHOOL OF INFORMATION TECHNOLOGY
3	09 to 14-Dec-24	Dr.N.Ramya	AICTE Training And Learning (ATAL) Academy Faculty Development Program on Entrepreneurial Strategies for Success in the	RATHINAM COLLEGE OF ARTS AND SCIENCE

			Emerging Blue Economy	
4	09 to 14-Dec-24	Dr.D.Sivasakthi	AICTE Training And Learning (ATAL) Academy Faculty Development Program on Entrepreneurial Strategies for Success in the Emerging Blue Economy	RATHINAM COLLEGE OF ARTS AND SCIENCE
5	09 to 14-Dec-24	Dr.R.Mayilsamy	AICTE Training And Learning (ATAL) Academy Faculty Development Program on Entrepreneurial Strategies for Success in the Emerging Blue Economy	RATHINAM COLLEGE OF ARTS AND SCIENCE
6	22 to 29-Nov-24	Dr.R.Mayilsamy	Ethics and Values for Teaching Professionals and Administrators	Rani Anna Government College for Women, Tirunelveli
7	02 to 06-Sep-24	Dr.N.Ramya	Five Days National Virtual FDP On “Integrating NEP 2020 into Higher Education: Strategies for Faculty Development and Curriculum Innovation”	Department of Business Administration (UG) & Department of Commerce (IB), Hindusthan College of Arts & Science (Autonomous), Coimbatore-641028
8	01 to 07-Jul-24	Dr.R.Mayilsamy	Essential Skills for Professional Development in Higher Education	SIFRE
9	01-Jun-24	Dr.R.Mayilsamy	Workshop on Tally Essential Level-2	Global IT Academy

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.M.Kalimuthu	Intelligent Process Automation and Its Implications for the Marketing Industry	Advancements in Intelligent Process Automation, IGI Global Scientific Publishing	ISBN13: 9798369353806 EISBN13: 9798369353820		Scopus
2	Dr.M.Kalimuthu	Predicting the Optimal Characteristics of Educators for Success in a Globalized Context	Artificial Intelligence, Digitalization and Regulation. Contributions to	ISBN 978-3-031-67530-0 ISBN 978-3-031-67531-7 (eBook)		Scopus

			Management Science			
3	Dr.M.Kalimuthu	Factors Influencing Job Satisfaction of Migrant Workers in Coimbatore District	Recent Research in Management, Accounting and Economics	ISBN: 9781032999029 (hbk) ISBN: 9781032999036 (pbk) ISBN: 9781003606642 (ebk)		Scopus
4	Dr.M.Kalimuthu	Factors Influencing Job Satisfaction of female Teachers in Coimbatore Arts and Science Colleges	Recent Research in Management, Accounting and Economics	ISBN: 9781032999029 (hbk) ISBN: 9781032999036 (pbk) ISBN: 9781003606642 (ebk)		Scopus
5	Dr.M.Kalimuthu	Enhancing Decision-Making Effective Communication of Human Capital Analytics Insights	Generative AI for Business Analytics and Strategic Decision Making in Service Industry	LCCN 2024050853 (print) LCCN 2024050854 (ebook) ISBN 9798369370261 (hardcover) ISBN 9798369370278 (paperback) ISBN 9798369370285 (ebook)		Scopus
6	Dr.R.Mayilsamy	Awareness of College Students about Masked Aadhaar Card With Special Reference to Dr. NGP Arts and Science College, Coimbatore City	International Journal of Creative Research Thoughts	2320-2882, 24-Oct-24, Vol.10	7.97	
7	Dr.R.Mayilsamy	Level of Awareness of Stakeholders about Water Quality Checking for Construction with Special Reference to Coimbatore City	International Journal of Creative Research Thoughts	2320-2882, 24_Oct-24, Vol.12	7.97	
8	Dr.R.Mayilsamy	Consumer's opinion towards food service in Shanthi Social Services, Coimbatore city	International Journal of Creative Research Thoughts	2320-2882, 24-Sep-24, Vol.12	7.97	

9	Dr.R.Mayilsamy	Enabled learning methodology - adoption and challenges among college students with special reference to Coimbatore city	International Journal of Creative Research Thoughts	2320-2882, 24-Sep-24, Vol.12	7.97	
10	Dr.R.Mayilsamy	Impact of GST payment pattern among Indian business	International Journal of Innovative Research in Technology	2349-6002, 24-Sep-24, Vol.11	8.017	
11	Dr.N.Ramya	Impact of Brand Switching and Consumer Behaviour on Identifying New Brands	International Journal of Innovative Research in Technology	ISSN: 2349-6002, Volume:11, Issue:04, Pg. No. 1351 to 1356	7.37	UGC Approved
12	Dr.N.Ramya	Impact of Visual Merchandising on Consumer Buying Behaviour in Retail Stores	International Journal of Innovative Research in Technology	ISSN: 2349-6002, Volume:11, Issue:04, Pg. No. 839 to 847	7.37	UGC Approved
13	Dr.N.Ramya	Chatbot in Education: A Critical Examination of Ethical Implications among Teachers with Special Reference to Coimbatore City	International Journal of Creative Research Thoughts	ISSN: 2320-2882, Volume:12, Issue:09, Pg. No. e220 to e297	7.97	UGC Approved
14	Dr.N.Ramya	Analyzing Students Awareness and Perception towards Artificial Intelligence Technologies in Higher Education	International Journal of Creative Research Thoughts	ISSN: 2320-2882, Volume:12, Issue:09, Pg. No. b872 to b883	7.97	UGC Approved
15	Dr.D.Sivasakthi	Impact of Block Chain Technology in Auditing	International Journal of Research and Analytical Reviews	E-ISSN: 2348-1269, P-ISSN: 2349-5138, Issue-03, Volume-11, Pg.No.448 to 453	7.17	UGC Approved
16	Dr.D.Sivasakthi	Recognising on Banking Frauds: Identification and Mitigation (Special Reference to Indian Bank)	International Journal of Research and Analytical Reviews	E-ISSN: 2348-1269, P-ISSN: 2349-5138, Issue-03, Volume-11, Pg.No.982 to 985	7.17	UGC Approved
17	Dr.D.Sivasakthi	Assessing the Growth and GDP Contributions of MSMEs in India	International Journal of Creative Research Thoughts (IJCRT)	ISSN:2320-2882, Issue-10, Volume-12, Pg.No.a788 to a796	7.97	UGC Approved
18	Dr.D.Sivasakthi	Impact of Pradhan Mantri Mudra Yojana among Women	International Journal of Innovative Research	ISSN: 2349-6002, Issue-05, Volume-	7.37	UGC Approved

		Entrepreneurs with Special Reference to Coimbatore City	in Technology	11,Pg.No.118 to 123		
19	Dr.P.Dhanya	Application of Drone Technology in Agriculture	International Journal of Creative Research Thoughts	ISSN No : 2320-2882. Volume 12, Issue 9, Sep 2024	7.97	UGC Approved
20	Dr.P.Dhanya	Evaluating the Financial Performance of State Bank of India	International Journal Of Research and Analytical Reviews	E-ISSN: 2348-1269, P-ISSN: 2349-5138, Issue-03,Volume-11,Pg.No.534 to 541	7.17	UGC Approved
21	Dr.P.Dhanya	A Comparative Study on Financial Performance of Tata motors and Marutisuzuki	International Journal of Creative Research Thoughts	ISSN No : 2320-2882, Volume 12, Issue 9, Sep 2024,Pg.No.268 to 275	7.97	UGC Approved
22	Dr.P.Dhanya	Impact of Celebrity Endorsement on Reliance Trends with Special reference to Coimbatore city	International Journal of Creative Research Thoughts (IJCRT)	ISSN:2320-2882 Issue-10,Volume-12,Pg.No.746 to 751	7.97	UGC Approved
23	Dr.S.Suguna	A Study on Customer Perception towards E- Banking facilities in Tamilnadu Mercantile Bank with reference to Tirupur city	International Journal of Creative Research Thoughts (IJCRT)	ISSN:2320-2882 Issue-09,Volume-12,Sep 2024,Pg.No.568 to 580	7.97	UGC Approved
24	Dr.S.Suguna	Impact of Fast Food Industry on Consumers during the post Covid period with special reference to Coimbatore city	International Journal of Creative Research Thoughts (IJCRT)	ISSN:2320-2882 Issue-09,Volume-12,Sep 2024,Pg.No.408 to 415	7.97	UGC Approved
25	Dr.S.Suguna	Evaluating the Financial Performance of Bharat Petroleum Corporation Limited	International Journal Of Research and Analytical Reviews	E-ISSN: 2348-1269, P-ISSN: 2349-5138, Issue-04,Volume-11,Pg.No.548 to 553	7.17	UGC Approved
26	Dr.S.Suguna	A Study on Impact of Social Media on Consumer Buying Behaviour with special reference to Coimbatore city	International Journal Of Research and Analytical Reviews	E-ISSN: 2348-1269, P-ISSN: 2349-5138, Issue-03,Volume-11, Sep 24,Pg.No.589 to 608	7.17	UGC Approved
27	A.David	The Technology behind Dark Stores and Micro fulfillment Centers	International Journal of Creative Research Thoughts (IJCRT)	ISSN:2320-2882 Issue-09,Volume-12,Sep 2024,Pg.No.135 to 142	7.97	UGC Approved
28	A.David	A Study on Gig Economy in India	International Journal	ISSN:2320-2882	7.97	UGC Approved

		and Redefining the work in the Digital Era	of Creative Research Thoughts (IJCRT)	Issue-09,Volume-12,Sep 2024,Pg.No.190 to 201		
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Students Participation

S. No.	Date	Name of the Student(s)	Event	Organization / Institution	Prize won
1	29-Mar-25	DHARANESH HARI M.	Strong Man - Women Asia - 2025	World Body Fitness Federation	2nd Prize
2	02-Mar-25	VASUNDRA P	CLUSTERS 2K25	HINDUSTAN COLLEGE OF ARTS AND SCIENCE	3rd Prize
3	25-Feb-25	JEEVITH M	COSIP CROESO'25	PSG COLLEGE OF ARTS AND SCIENCE	2nd
4	25-Feb-25	MELVIN P	COSIP CROESO'25	PSG COLLEGE OF ARTS AND SCIENCE	2nd
5	25-Feb-25	SUBASH S	COSIP CROESO'25	PSG COLLEGE OF ARTS AND SCIENCE	2nd
6	16-Feb-25	DHARANESH HARI M.	Rugged Grip - 2025	Amateur Power Lifting Association of Coimbatore and Trichy	2nd Prize
7	11-Jan-25	Divya barathi M	ADZAP-RHYTHM 2K25	SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE	1st Prize
8	11-Jan-25	Vishalini P	ADZAP-RHYTHM 2K25	SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE	1st Prize
9	12-Dec-24	VASUNDRA P	Smart India Hackathon 2024 (Software Edition) - Grand finale 2024	Vidyavardhaka College of Engineering, Mysuru , Karnataka	1st Prize
10	Oct-24	NISA PRIYA S	CSEET- Foundation	The Institute of Company Secretaries of India	Cleared
11	Oct-24	ROHITH.S	CA- Foundation	The Institute of Chartered Accountants of India	Cleared
12	Oct-24	KARTHIKEYAN.P	CA- Foundation	The Institute of Chartered Accountants of India	Cleared
13	Oct-24	ANUJ KUMAR	CA- Foundation	The Institute of Chartered Accountants of India	Cleared
14	Oct-24	KRITHESHINI T	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
15	Oct-24	SARAN K R	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
16	Sep-23	SOUMIYAA SENTHIL KUMARAN	CA- Foundation	The Institute of Chartered Accountants of India	Cleared
14	Sep-23	SHOBICA KUMARAVEL	CA- Foundation	The Institute of Chartered Accountants of India	Cleared

17	Sep-23	SOUMIYAA SENTHIL KUMARAN	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
18	Sep-23	SRILAKSHMI J	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
19	Sep-23	AKALYA E R	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
20	Sep-23	MADALAMUTHU	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
21	Sep-23	PRANESH P	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
22	Sep-23	SUBASHINI J	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
23	Sep-23	KANAKADHARA B	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
24	Sep-23	ABINAYA A	CMA- Foundation	The Institute of Cost Accountants of India	Cleared
25	14-Aug-24	SUBASH S	Professional Fiesta	PSGR Krishnammal college for women	2nd Prize
26	14-Aug-24	SARAN J	Professional Fiesta	PSGR Krishnammal college for women	2nd Prize

Students Presentation

S.No	Date	Name of the Student	Name of the event	Title of Presentation	Organization / Institution
1	18-Jul-24	AKALYA E R	National Conference	Cyber threats -New challenge for Insurance	Sri Ramakrishna College of Arts and Science
2	18-Jul-24	DEECHITHA K	National Conference	Cyber threats -New challenge for Insurance	Sri Ramakrishna College of Arts and Science
3	18-Jul-24	KANAGATHAR A B	National Conference	Cyber threats -New challenge for Insurance	Sri Ramakrishna College of Arts and Science
4	18-Jul-24	SRUTHI S	National Conference	Cyber threats -New challenge for Insurance	Sri Ramakrishna College of Arts and Science

ICSSR MINOR PROJECT PROPOSAL SUBMITTED

S.No	Name of the Staff	Title	Funding Agency	Amount
1	Dr.S.SUGUNA & Dr.P.DHANYA	An appraisal of Social welfare programs for the Socio economic development and empowerment	ICSSR	11,04,000

		of particularly vulnerable tribal groups. A Diagnostic study among the selected states of South India		
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