

**Name** : Dr.P.Kalaivani  
**Designation** : Assistant Professor  
**Department** : Commerce (Banking and Insurance)  
**Qualification** : M.Com., M.Phil., PGDCA., Ph.D.  
**Experience** : Teaching: 14 Years 10 Months  
 Research: 10 Years  
**Area of Specialization(s)** : Finance  
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#### Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Commerce	Karpagam Academy of Higher Education	2018
M.Phil.	Commerce	VLB Janakiammal College of Arts and Science College.	2011
PGDCA	Computer Application	Bharathiar University	2009
M.Com.	Commerce	Angappa College of Arts and Science	2008
B.Com CA	Commerce with Computer Application	Angappa College of Arts and Science	2003

#### Research Guidance

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

#### Ongoing Research Funded Project

S. No.	Title of the Project	Agency	File Number	Amount (Rs.)
1	Entrepreneurship and Innovation through Startup India initiative with special reference Coimbatore District	ICSSR – Indian Council of Social Science Research	ICSSR-CIS-2023-506	4,56,000

## Research Publications (Indexed)

### International

- P.Kalaivani(2025), “Team Effectiveness Assessment Measures with Special Reference to selected IT Companies”, Journal of international journal for science and advance research in technology, ISSN: 2395-1052,Volume 11,Issue 4 April 2025.
- P.Kalaivani(2025), “Challenges encountered by Bank Employees in Adopting E-Banking services in Private Sector Banks at Tirupur”, International Journal of creative Research thoughts (IJCRT), ISSN: 2320-2882,Volume 10, Issue 10.
- P.Kalaivani(2025), “Perception and Preference Of Policy Holders Towards Insurance Products Offered By LIC of India, Coimbatore”, International journal for science and advance research in technology, ISSN: 2395-1052 Volume 11,Issue 4 April 2025.
- P.Kalaivani (2025), “Impact of Organizational Culture On Employee Engagement and Perception in Selected Private Hospitals in Tirupur City”, International Journal of creative Research thoughts (IJCRT), ISSN: 2320-2882,Volume 10, Issue 10.
- P.Kalaivani(2025), “Problems Encountered By the Farmers in Marketing the Agricultural Products in Coimbatore”, Journal of Emerging Technologies and Innovative Research, ISSN :2349-5162, Volume 2, Issue 4 Apr 2025.
- P.Kalaivani(2025), “Influence of Motivation on Employee Performance of Selected Insurance Companies in Coimbatore”, International Journal of creative Research thoughts (IJCRT), ISSN: 2320-2882,Volume 10, Issue 10, Apr 2025.
- P.Kalaivani(2025), “Impact of incentive as Motivational Tool on Employee’s Performance”, Journal of Emerging Technologies and Innovative Research, ISSN : 2349-5162, Volume 12, Issue 4.
- P.Kalaivani(2025), “Role of Brand Awareness and Loyalty towards consumer Buying Behavior in LIC Saravanampatti Coimbatore”, International journal for science and advance research in technology, ISSN: 2395-1052 Volume 11,Issue 4 April 2025
- P.Kalaivani (2017), “A Comparative analysis of working capital management between auto cars manufacturing companies in india”, International Journal of Management and Commerce Research ,1: 35-38, (ISSN No. 2393-9796)
- P.Kalaivani & Dr.K.Jothi (2017),” Impact of Working Capital Management on Profitability of the Select Car Manufacturing Companies in India,” International Journal of Pure and Applied Mathematics, 116: 13-21 (ISSN NO.1311-8080)
- P.Kalaivani ,Dr.K.Jothi & C.V.Umamaheswari (2016),”A Study on Effect of Dividend Policy on Automobile Companies in India”, International Journal of Multi-Disciplinary Educational Research,5 :1-7, (ISSN No.2277-7881)
- P.Kalaivani ,Dr.K.Jothi & C.V.Umamaheswari (2016),”A Comparative Study on Financial Performance of Tata Motors and Mahindra and Mahindra Motors”, International Journal of Scientific Research & Development, 4:530-532, (ISSN No.2321-0613)
- P.Kalaivani & Dr.K.Jothi (2016), “A Study on Financial Performance of TATA Steel & Bajaj Steel Companies in India”, International Journal of Industrial Engineering and Management Science, 6:165-167, (ISSN No. 2250-1096)

## National

- P.Kalaivani & Dr.K.Jothi (2017)" A Study on Working Capital Management of selected Automobile Manufacturing Companies in India", Journal of Advanced Research in Dynamical & Control Systems, 15: 135-138, (ISSN 1943-023X)
- P.Kalaivani & Dr.K.Jothi (2015), "A Study on Financial Performance of Honda and Toyota Automobile Company – A Comparative Analysis", Journal of Progressive Research in Social Sciences, 2: 33-35, (ISSN No. – 2395-6283)

## Conference Proceedings

- Dr. P.Kalaivani, One Day International Conference on " India-Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21st Century " - Cultural and Educational Exchange ( Promotion of Tourism and Heritage conversation), India - Malaysia Bilateral Relations in the 21st Century Indian Council of World Affairs CiiT Publications I56, 3rd Floor, Kalidas Road , Ramnagar, Coimbatore-641009, Tamilnadu, India, ISBN 978-93-6126-546-4, First Edition,September 2025.
- Dr. P.Kalaivani, National Conference on Exploring the Technological Advancements in Business – The Future Perspective, Sri Ramakrishna College of Arts & Science, Coimbatore, ISBN 978-93-5980-073-8, September 2023.

## Presentations in Conference

### National

- **National Conference** (In Association with NABARD) on “Rural Banking and Agri-Business for Economic Transformation”, conducted on 24<sup>th</sup> Jan 2018 at Karpagam Academy of Higher Education, Coimbatore.
- **National Conference on** “Digital India Power to Empower conducted on 21<sup>st</sup> Feb 2018 at Sankara College of Science and Commerce, Coimbatore.
- **National Level Conference on** Changing Landscape of the Indian Insurance Sector conducted on 27<sup>th</sup> September 2017 at Karpagam Academy of Higher Education, Coimbatore.
- **National level Conference on** Sustainable Development in Corporate Sector- Perspectives, Problems and Prognosis conducted on 23<sup>rd</sup> September 2016 at Karpagam University, Coimbatore.
- **National Level Conference on** “Financial Inclusion for Sustainable EconomicGrowth Strategies and Challenges conducted on 8<sup>th</sup> September 2016 at Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore.
- **U.G.C Sponsored National Level Conference on** Social Entrepreneurship A Drive for Sustainability conducted on 27<sup>th</sup> Feb 2015 at Periyar E.V.R College(Autonomous) Trichirappalli, Tamilnadu.

## Participation in Conference

### International

- “The Role of Cryptocurrency in the dynamics of Block chain Technology” on the 1<sup>st</sup> **International Conference** on 'Management and Business Practices (IConMBP)' organized by Department of Commerce, Kalasalingam Business School, Kalasalingam Academy of Research and Education, Krishnan koil. on 11 to 12- December 2024.
- **International Conference on** Cashless Economy make in India conducted on 05.10.2023 &06.10.2023 at Angappa College of Arts and Science
- **International Conference on** Emerging Trends in Materials, Computing and Communication Technologies conducted on Dec 09, 2021 at Annai Veilankanni College Of Engineering.
- **Internation Conference on** A Study on Efficiency of Working Capital Management on select Automobile Companies in India., Conducted on 23<sup>rd</sup> Oct 2019 at Sharjah ,Dubai.
- **International Conference on** A Study on Working Capital Management on select Automobile Companies in India., Conducted on 23<sup>rd</sup> Nov 2018 at Indonesia.
- **International Conference** on Recent Advances in e-Business: Challenges & Opportunities conducted on 2 and 3<sup>rd</sup> Feb 2017 at Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore
- **International Conference** on “Repositioning India Emerging Dimensions” conducted on 16<sup>th</sup> Feb 2016 at S.N.R.Sons College (Autonomous), Coimbatore.
- **International Conference on** “Entrepreneurial Excellence conducted on 25<sup>th</sup>August 2015 at at Sankara College of Science and Commerce, Coimbatore.

#### **Presentations in Seminars**

- **The Role of Cryptocurrency in the dynamics of Block chain Technology**” on the 1stInternational Conference on 'Management and Business Practices (IConMBP)' organized by Department of Commerce, Kalasalingam Business School, Kalasalingam Academy of Research and Education, Krishnan koil. on 11 to 12- December 2024.
- **National Seminar on** “ have published an Article on **DREAMS TO REALITY: ENTREPRENEURSHIP EMPOWERING SOCIAL CHANGE** in the ISBN Book chapter , in the MSME sponsored National Seminar Conducted by BCom & BCom IT on March 5<sup>th</sup>, 2024.
- **National Seminar on** “ **Block Chain and its implications for the Insurance industry”** Insurance Institute of India , Mumbai & SNMV College of Arts and Science Jointly organises “ The Future of Insurance India, Faster & Easier on 27.09.2023.
- **National Seminar on** “**Education and related problems of Scheduled Tribes ”** ICSSR Sponsored Two days National Seminar on “Actions275-Ek Bharat Shrestha Bharath: culture skills, beliefs and rituals of Janajatis of India with special reference to the Scheduled tribes of the Nilgiris District” on 12<sup>th</sup> and 13<sup>th</sup> October 2023. SNR SON COLLEGE. COIMBATORE. Article published in Book chapter: 2

- Conceptualization and Measurement of Poverty in Indian Scenario, Seminar on Institutional Policy Options for Sustainable Agriculture and Rural Development, NGM College, Pollachi, 22-Sep-04.

#### Participation in Seminars

- **National Seminar on** “ Rural Women Empowerment facing issues with special reference Coimbatore District”ICSSR sponsored one day national seminar on 02.08.2023 at NGM College
- **International Seminar on** Impact of Accounting and Finance on Global EconomicTurbulence conducted on 2<sup>nd</sup> March 2017 at PSGR Krishnammal College for Women, Coimbatore
- **National Level Seminar on (Co-Sponsored by Central Bank of India-Regional Office - Coimbatore)** Opportunities and Challenges in Rural Marketing and its Impact on Rural Development conducted on 30<sup>th</sup> September 2015 at Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore.

#### Participation in Workshop

- One Day National level online Workshop on “Writing Proposal for Funded Project”, organized by Global Research Training Centre, Chennai, Sep 10, 2025.
- National Workshop on “Research Methodology” conducted on 4<sup>th</sup> July – 8<sup>th</sup> July 2022 at Greater Kolkata College of Engineering and Management.
- **One day Workshop on** (Coimbatore SIDCO Industrial Estate Manufactures Welfare Association (COSIEMA) Implication of GST conducted on 3rd May 2017 at Karpagam Academy of Higher Education, Coimbatore.
- **One day Workshop** on Data Analysis using SPSS One Day Hands on Training Programme, conducted on 30<sup>th</sup> Aug 2014 at Karpagam University, Coimbatore.

#### Participation in Faculty Development Programme

- **“Two days National Faculty Development** programme on“Tech-Enabled Teaching for Tomorrow” Organized by BrightHawk InfoTech Solutions Pvt. Ltd, 20th and 21st sep, 2025.
- **“Five Days National Level Faculty Development Programme** on The Arts of Research Organized by IOT Academy, 07th july to 11th July 2025.
- **One Week international Faculty Development Programme** on“Cyber Security: AI Implication, sustainable & Multi - Dimensional Goals” Organised by Manipal University , Jaipur , 21st july to 27th July 2025.
- **One Week AICTE Training and Learning (ATAL) Academy Faculty Development Program** on Empowering Managerial Education: Integrating AI in Teaching &

Assessment with Practical Insights at ISHAN INSTITUTE OF MANAGEMENT AND TECHNOLOGY from 18th Aug 2025 to 23rd Aug 2025.

- **FDP on “What, Why, and How of Patents”** Organized by Department of biotechnology Under DBT Star College Scheme on 14.12.2022. at V.V.Vanniaperumal College for Women (Autonomous)
- **FDP** on “Financial Planning organized by BFSI center of Excellence sponsored by Axis Asset Management company Ltd on 09 th June to 16 th June 2022 at SNMV College of Arts and Science.
- **FDP on “Teaching and Learning Experience** by Sabai Bhuvanesh and Beyond Marginality by Dr. Kadilath Begum A on Dec 13, 2021 at Welltta International – World English Language Learners, Teachers and Trainers Association
- **FDP - 6 Days Virtual National Executive Development Programme on New Trends in Higher Education and Emergence of Smart Teachers From 25<sup>th</sup> June 2021.**
- **Faculty Development Program conducted** on 1<sup>st</sup> June 2017 to 3<sup>rd</sup> June 2017 at Karpagam Academy of Higher Education, Coimbatore.
- **Faculty Development Program conducted** on “E-Taxation conducted on 30<sup>th</sup> January 2016 at Karpagam Academy of Higher Education, Coimbatore.
- **Faculty Development Program conducted** on “Skill Development on Global Communicative English” conducted on 2<sup>nd</sup> to 14<sup>th</sup> May 2016 at Cols Calibre Educators Pvt, Ltd, Coimbatore.

#### **Conference/Seminar/WorkshopOrganized**

- Convener, National Level Workshop on Entrepreneurship and Innovation through Startup India Initiative” Organized by School of Commerce at SNMV College of Arts and Science, Coimbatore, 28-Feb-2024.

#### **Resource Person:**

- Acted as a Resource person for a Guest lecture – Time Management in the National level world record Webinar series on 23rd May 2023, Organized by Shri Kumaraswami Mahavidyalaya, Ausa, Dist. Latur, MS, India.