

Resume**I General Information**

Name : K.Kalaivani
 Father's Name : K.R.K.Kumaresapandian
 Date of Birth : 29 March 1987
 Designation : Assistant Professor
 Department : Commerce
 (Professional Accounting)
 Email ID : kalaikvnr@gmail.com
 Date of appointment : 15.03.2011

**II Educational Qualification**

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education		2002	First / 72.8
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	2004	First / 74
Bachelor's Degree	MKU, Madurai	Commerce	2007	Second / 59.78
Master's Degree	MKU, Madurai	Commerce	2009	First / 66.88
M.Phil	MKU, Madurai	Commerce	2010	First / 71.6
PhD	MKU, Madurai	Commerce	2016	Submitted

III Teaching Experience : UG : 8 Years
 Field of Specialization : Marketing

In-house projects guided

Year	UG / PG / M.Phil	Number of Students	Area of study
2012	UG	7	Finance, HR, Marketing
2013	UG	8	Finance, HR, Marketing
2014	UG	9	Finance, HR, Marketing
2015	UG	9	Finance, HR, Marketing
2016	UG	9	Finance, HR, Marketing

No. of articles published in Journals

International	:	4
National	:	-

No. of papers presented in Seminars / Conferences

International : 8
 National : 10

Papers presented

Date	Seminar / Conference	Level	Title of the paper	Venue
5.2.10 & 6.2.10	Corporate Governance	National	Mechanisms and Systematic Problems of Corporate Governance	Ayyanadar Janaki Ammal College
10.2.10	Online Marketing in Today's Scenario	National	Study on Hawkers and Pedlars in Virudhunagar	Fatima College
26.2.10	Indian Service Sectors	National	Media and Entertainment	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College
4.3.10 & 5.3.10	Emerging Issues in Banking and Insurance Sector	National	Retail Banking – A Overview	Sri S.Ramasamy Naidu Memorial College
27.3.10	2 nd National Conference of Teacher Educators	National	A Study on Hawkers and Pedlars in Virudhunagar	Kanniyakumari Academy of Arts and Sciences
27.5.10 & 28.5.10	Global Business: Challenges and Opportunities in the Present Scenario	International	Supply Chain Management and Retail Service Provided by Hawkers and Pedlars in Virudhunagar	Sri Kaliswari College, Sivakasi
27.9.11	Emerging Trends in Functional Management	National	Role of Financial Manager	VVV College
11.2.12	Current Scenario of Indian Retail Sector	National	Retailing in India – Trends and Challenges	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College
15.3.12	Customer Relationship Management	National	Customer Retention Strategy in Provisional Stores	S.T.Hindu College, Nagerkovil

23.7.12 & 24.7.12	Shifting Paradigms of Business	International	Family Business Management (Hawkers and Pedlars)	VHNSN College
5.1.13	Configuring ICT Towards Rural India	National	A Study on Impact of Celebrity Endorsement on Rural Television Viewers	VHNSN College Virudhunagar
13.8.13	Conference on Financial Services – Issues and Challenges	International	Banking Technology	PKR Arts College
20.9.13 & 21.9.13	2 nd International Conference of KAAS – 2013	International	Effectiveness of Celebrity Endorsement in Brand Recall and Purchase Decision of Cosmetic Products	Sree Ayyappa College Kanyakumari
20.3.13 & 21.3.13	Global Trade Vision 2020	International	Women Consumer's Perception towards Globalised Cosmetics Products Via Celebrity Endorsement	Sri Kaliswari College Sivakasi
1.03.18	FIBA – 2018	International	A study on Customer Satisfaction towards E- Banking	Sengunthar Arts and Science College Tiruchengode
07.09.2 018	Empowering Rural People Through Digitilization	International Seminar	Role of Bsnl in Implementing Digital India Project	Saiva Bhanu Kshatriya College. Aruppukottai
14.09.2 018	MASIVJ Vol.4	Internal journal	Customers Satisfaction Towards Internet	Madurai Sivakai Nadars Pioneer Meenakshi

			Banking of Tamil Nadu Mercantile Banking Limited - A study on Virudhunagar	Women's college
07.02.2019 & 08.02.2019	Women Entrepreneurship in Comprehensive Environment – A Paradigm Shift in Indian Context	National	Women Celebrities in Cosmetic Product Advertisements	V.V.V College Virudhunagar
2 nd & 3 rd April 2019	Trajectory Transformation in Rural Indian Youth: “From Techno-Illiterates to Technocrats for Actualising skill India”	National	Digital India: A Study on Pradhan Mantri Gramin Digital Saksharta Abhiyan Scheme	V.V.V College Virudhunagar

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
2012	Change Ahead	978-93-81723-05-0	Family Business Management (Hawkers and Pedlars)
2012	Customer Relationship Management	978-81-921442-1-4	Customer Retention Strategy in Provisional Stores
2013	Global Trade Vision – 2020	978-93-80530-54-3	Women Consumer's Perception towards Globalised Cosmetics Products Via Celebrity Endorsement
2013	Use of Information Communication Technology	978-93-81723-12-8	A Study on Impact of Celebrity Endorsement on Rural Television Viewers

2013	KAAS 2013	978-93-81658-07-9	Effectiveness of Celebrity Endorsement in Brand Recall and Purchase Decision of Cosmetic Products
2015	RJ Journal	Issn:2347-3967	Attitude of Customers Towards Celebrity Advertisement in Marketing of Cosmetic Products
2017	ICSSR	ISBN: 978-81-935892-0-5	Women Entrepreneurship in comprehensive Environment – A Paradigm shift in Indian context

V **Seminars/Conferences/Workshops attended**

Date	Level	Name of the Seminar / Conference / Workshop	Venue
4.8.2009	National	Research Methodology for Researchers in Commerce and Management	SFR College for Women
29.8.2011	State	Research Methodology in Management	V.V.V. College for Women
21.12.2011	State	State Level Workshop on Insurance	Sri Kaliswari College
03.07.2014 & 05.07.2014	National	Analytical Tools for Researchers in Commerce and Computer Science	V.V.V. College for Women

VI **Course attended (Refresher / Orientation / any other)**

Name of the Course	Venue	Duration
Re- training of Teachers Programme	V.V.V. College for Women	Two days
Innovative strategies in Teaching - Learning and Evaluation Process	V.V.V. College for Women	Two days
Introduction to R Programming	ICT Acasemy, V.V.V. College for Women	One day
Introduction to Research	NPTEL Online Course, Indian Institute of Technology, Madras	8 week course
Stress Management	NPTEL Online Course, Indian Institute of Technology Kharagpur	4 week course

VII Role in Academic Bodies:
As a member of Board of Studies:

University / College	Period	Board
VVVC, VNR	2009 onwards	UG

X Student - oriented Service

Staff - in - charge of various activities in the

i. **Institution**

2011 – 12	NSS , Ward Meeting
2012 – 13	NSS
2013 – 14	NSS
2014 – 15	NSS, Prayer in charge
2015 - 16	Red Ribbon Club – II
2016 - 17	Equal Opportunity Centre
2017- 18	Parents Teachers Association
2018-19	Consumer Club
2019-20	Planning Forum

ii. **Department**

2012 – 13	Association In Charge, Tour in-charge, Factory Visit, Tutor for ward Students
2013 – 14	Department Magazine, Tour in-charge, Tutor for ward Students
2014 – 15	Tutor for ward Students
2015 - 16	Tour in-charge, Tutor for ward Students
2016 – 17	Library in-charge, Tutor for ward Students
2017-18	Reading Club, Tour in-charge, Inter departmental course
2018-19	Department Magazine, Departmental Course In charge
2019-20	Departmental Course In charge

Residential Address: Miss.K.Kalaivani,

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