

Faculty Profile



Name : C.KALAIVANI
Designation : Head & Assistant Professor
Department : Commerce with Computer Applications
Date of Birth : 23.07.1989
Date of Appointment : 01-07-2013

Academic

S. No	Degree	University/Institution	Year of Completion
1	B.com	NS College, Theni.	2009
2	M.com	NS College, Theni	2011
3	M. Phil (Commerce)	Mother Teresa Women's University, Kodaikanal.	2012
4	MBA	Madurai Kamaraj University, Madurai	2015
5	(Ph.D)	Mother Teresa Women's University, Kodaikanal.	Pursuing

Total Experience : 6 $\frac{1}{2}$ Years

Area of Specialization/Interest : Financial Management, Financial Accounting, Statistics, Income Tax, Management Accounting.

Academic Affiliation : 1. Head of the Department (2019 Onwards)
2. Served as a resource person delivered a talk on **Multiple Slabs of GST** under Consumer Club in Jayaraj Annapackiam College for women on 5th July, 2017.
3. Organizer of National Seminar on **New Trends In Marketing in the Digital Era** on 1st December,

2016.

4. Convener of National Seminar on **Technological Dynamics in Commerce Sector** on 27th September, 2019.

Professional Affiliation

: Fine arts, NSS Staff Advisor, Member of IQAC, Member of Research Committee

Research Publications:

International Publications:

1. **The Impact Of Intternet On Marketing Mix** by School of commerce (UG&PG), Rathinam College of Arts and Science, Coimbatore ISBN: 978-93-82507-67-7.
2. **General Impacts Of Merger & Acquisition On Companies** in International Journal of Engineering Technology, Management & Applied Sciences, Volume – 4, Issue – 2, Feb 2016, ISSN – 2349-4476, Page no: 93-95, February, 2016. Impact Factor – 2.24.
3. **General Effects Of Natural Disasters On Health** in Primax International Journal of Commerce and Management Research, Print, ISSN: 2321-3604, Online ISSN: 2321-3612, Page no: 51-54 Impact Factor-2.532.
4. **Analysis Of Volatility Of Cross Border Merger Companies Listed In NSE** in International Journal of Engineering Technology, Management and Applied Sciences, ISSN-2349-4476, Volume-5, Issue-2, February 2017. Page no: 183-189, Impact Factor-2.24.
5. **Sustainability Reporting – Its Benefits And Challenge** by Mother Teresa Women’s University, Kodaikanal, ISBN-81-86520-27-9, September, 2016, Volume-II, Page No: 142-146.
6. **Role of Technology in Driving Financial Inclusion** by Vivekanandha Institute of Information and Management Studies, Tiruchengode, Volume No:1, 2017, ISBN No: 978-93-85977-88-6, Page No: 244-247.

7. **The Impacts of Cross Border Merger and Acquisitions on the Financial Performance of Bharti Airtel** by Jain University, Bangalore ISBN: 978-93-85327-26-1, Page No: 164-169.
8. **The Impacts of Cross Border Merger and Acquisitions on the financial Performance of TATA Motors Ltd** in the Shanlax International Journal of Commerce, ISSN-2320-4168, Impact Factor 4.118, Volume-6, Issue-1, Jan 2019, Page no: 34-39.
9. **Statistical Analysis of Impact of Smart Phone on Student's Life** in the International Journal of Scientific Research in Computer Science Applications and Management Studies(IJSRCSAMS), E-ISSN:2319-1953 UGC approved Journal, Volume-8, Issue-1, Jan 2019.
10. **Impact of Cross Border Merger and Acquisition on the Financial Performance of Tata Chemicals Ltd** in the UGC CARE Approved Group-A Journal (IJAEMA) International Journal of Analytical and Experimental Modal Analysis, ISSN NO: 0886-9367, Impact Factor-6.3, Volume XI, Issue IX, September/2019, P.No:396-402.

National Publication:

1. **Impacts Of FIIs On National Stock Exchange Of India** in Socia-Economic voices in indiastat.com Issue April-May, 2016.

Seminars/Conferences/Workshops Participated :

1. Workshop on Research Methodology organized by Mother Teresa Women's University, at Kodaikanal on 18th & 19th August 2016.

Conference Presentations:

1. **The Impact of Internet on Marketing Mix** in the International Conference on The Impact of E-Commerce in Modern Business organized by School of Commerce (UG&PG), Rathinam College of Arts and Science, Coimbatore on 12th August, 2015..
2. **E-Banking Benefits And Challenges In Emerging Economy** in the National Seminar on Seminar on Emerging Trend in Banking And Insurance Sectors organized by Bharathidasan University Contituent College, Perambalur on 26th September, 2015.
3. **General Effects of Natural Disasters on Health** in the state Level Seminar on Managerial Perspectives of Natural Disasters organized by Mary Matha College of Arts and Science, Periyakulam on 10th February, 2016.

4. **Green House Effects And Its Sources** in the national seminar on Environmental Issues and Challenges for Sustainable Development organized jointly by Rajiv Gandhi National institute of Youth Development under its YLSDP and Jayaraj Annapackiam College for Women (Autonomous), Periyakulam from 15th to 17th February, 2016.
5. **Impact of FII's on National Stock Exchange of India** in the International Conferences on 2016-The year of Recovery, Opportunities and Challenges organized by Tiruppur Kumaran College for Women, Tiruppur on 5th March, 2016.
6. **Sustainability Reporting- It's Benefits And Challenges** in the International Conferences on Sustainability for Business: Initiatives, Ideas and Challenges organized by Mother Teresa Women's University, Kodaikanal on 1st September, 2016.
7. **Standards For Teacher Competence In Educational Assessment Of Students** in the National Conferences on Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions organized by Jayaraj Annapackiam College for Women (Autonomous), Periyakulam from 29th to 30th September, 2016.
8. **Analysis Of Volatility Of Cross Border Merger Companies Listed In Nse** in the International Seminar on Financial Markets: Issues and Challenges-(FIMIC-2017) organized by Bharathidasan University, Trichy from 7th to 8th January, 2017.
9. **Career Opportunities in Online Marketing** in the National Conference On Enhancing Employability Through Enterprise Education, Arul Anandhar College, Karumathur, Madurai on 25th September, 2018.
10. **The Impact of Cross Border Merger and Acquisition on the Financial Performance of Tata Motors Ltd** in the One Day National Level Conference On recent Innovation in Commerce, Economics and management, Cardamom Planter's Association College, Bodinayakanur, Theni on 15th October, 2018.
11. **Statistical Analysis of Impact of Smart Phone on Student's Life** in the National Conference on Internet of Things, organized by the PG Department of Computer Science, Jayaraj Annapackiam College for women(Autonomous), Periyakulam on 22nd February, 2019.

Books Published:

Year	Title	Publication	National/International	ISBN No.
Nil				

Awards: Nil

Contact Details:

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Melmangalam-625603.
Periyakulam(TK),
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