

Name : Dr.E.Karthika

Designation : Associate Professor

Department : Commerce Accounting & Taxation

Qualification : M.Com.,M.Phil.,PGDCA.,MBA.,SET.,Ph.D

Experience : Teaching: 16 Years 4 months Industry: Research: 12

Area of Specialization(s) : Marketing and Human Resource

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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Government Arts College, Coimbatore	2021
M.B.A	Management	Bharathiar University, Coimbatore	2012
M.Phil.	Commerce	Bharathiar University, Coimbatore	2008
M.Com	Commerce	V.L.B Janaki Ammal College of Arts and Science, Coimbatore	2006
B.Com	Commerce	V.L.B Janaki Ammal College of Arts and Science, Coimbatore	2004

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Kovai Kalaimagal College of Arts and Science, Coimbatore	2011
SET	Commerce	Mother Teresa University, Kodaikanal	2017
Online Certification	Human Resource Management	National Programming on Technology Enhanced Learning, MHRD, INDIA	2018

Online Certification	Marketing Management – I	National Programming on Technology Enhanced Learning, MHRD, INDIA	2019
Online Certification	Principles of Management	National Programming on Technology Enhanced Learning, MHRD, INDIA	2021

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	1
M. Phil.	5	-

Other Publications: International / National Journals

1. E.Karthika, **A Contemporary Analysis of Bajaj Finance’s Financial Performance**, Juni Khyat Journal, Indexed and UGC Journal, Vol .13 No.5, Issue 9, September 2023, ISSN: 2278-4632.
2. E.Karthika, **The Impact of Sales Promotion on New Children Products – The Hindu**, Education and Society Journal, UGC Care , Group I, Vol.46, Issue 04,No.10, September 2023, ISSN: 2278-6864.
3. E.Karthika, **The Financial Performance Analysis of an Insurance Sector with Special Reference to HDFC Life Insurance**, Journal of Harbin Engineering University, Scopus and UGC Journal, Vol 44 Issue 7, ISSN 1006-7043.
4. E.Karthika, **A Study on Financial Statement Analysis of Steel Authority of India Limited**, Journal of Information and Computational Science, UGC – Care Group – II Certified Journal, Vol 13 Issue 7, July 2023, ISSN: 1548-7741.
5. E.Karthika, **Transforming and Transmuting Skill through Digital Technology – A Futuristic Assessment**, Journal of Emerging Technologies and Innovative Research, An International Scholarly Indexed Journal, Vol 10, Issue 7, July 2023, ISSN :63975.
6. E.Karthika, **The Effectiveness of Internet Advertising on Consumer Behaviour**, **International Journal of Scientific Development and Research**, Vol 8 , Issue 7 , July 2023, ISSN : 2455-2631
7. E.Karthika, **A Study on Consumer Awareness Towards Quality and Usage of Surgical Masks in Coimbatore City**, Shanlax , A Peer-reviewed-Scholarly Indexed Quarterly Journal, Vol.11 Issue No.1, January 2023, Comfin Research, E-ISSN :2582-

6190.

8. E.Karthika, **A Implementation of AI Technology in Banking Sector Based on Coimbatore City**, Shanlax , A Peer-reviewed-Scholarly Indexed Quarterly Journal, Vol.11 Issue No.1, January 2023, Comfin Research, E-ISSN :2582-6190.
9. E.Karthika, **Awareness towards Consumer Rights – an insight from a Rural Taluk of Erode District**, Purakala, UGC Care approved Journal, Vol 31 Issue 2, 2022, December 2022, ISSN: 0971-2143.
10. E.Karthika, **Issues and Challenges faced by Small Entrepreneurs due to lockdown in Coimbatore City**, International Journal of Scientific Research in Engineering and Management, Vol 6, Issue 12, December 2022, ISSN : 2582-3930.
11. E.Karthika, **A Study on Factors Influencing to Purchase in Shopping Malls with reference to Coimbatore City**, International Journal of Research and analytical Reviews, Vol.6, Issue 2, pp.229 – 237, June 2019, ISSN No : 2348-1269.
12. E.Karthika, **A Study on Entrant’s Expectations of Shopping Malls in Coimbatore City**, Journal of Emerging Technologies and Innovative Research, Vol.6, Issue 5, pp.211-214, May 2019, ISSN No:2348-0653
13. E.Karthika, **A Comparative Study of Job Satisfaction of teachers between Private and Public Schools with reference to Nilgiris District**, International Journal of Business and Administration research review, Vol. 1, Issue 21, pp.1-4, Feb 2018, ISSN No:2348-0653.
14. E.Karthika, **A study on Consumer Behaviour in Shopping Mall with Special Reference to Coimbatore City**, Paripex – Indian Journal of Research, An International Journal, Vol.8, Issue 5, pp.32-34, May 2019, ISSN No:2250-1991.

Book Publication

- Published a Book on “**Management Accounting**” , 13th Edition , Charulatha Publications , Tamilnadu, India, May 2023, ISBN : 978-93-5577-451-4

Book Chapter Publication

- Published a Chapter on “**Information and Communication Technology in Teaching and Learning**” in the Book entitled, “**Contemporary Pedagogy in Science and Humanities**”, by Bonfring Publications, Coimbatore, India. ISBN:978-93-92537-52-3
- Published a Chapter on “**Role of Information Technology in Insurance Sector**” in the Book entitled, “**Digitalization of the Insurance Sector**” by Shanlax Publications, Madurai, India. ISBN : 978-81-19042-59-3, April.2023.
- Published a Chapter on “**Competency Mapping and Employee Effectiveness with reference to Insurance Industry in India**” in the Book entitled, “**Competency Mapping: A Tool in Monitoring the Employee Performance**” by MTC Global Trust, A Global Think Tank in Higher Education, Bangalore, India. ISBN: 978-93-5578-597-8, Dec. 2021.

Patent

- Dr.E.Karthika, Title of Invention: Transgender People and Healthcare Barriers, on 2023 under Intellectual Property India. Application No. 202321017750.

Presentations in Conferences/Seminars

1. **Best Practices of Leadership for Sustainable Development**, Two Days International Conference on Capacity Building and Youth Empowerment : The Design Thinking Approach for Sustainable Governance sponsored by TamilNadu State Council for Higher Education (TANSICHE), PSG College of Arts and Science, Coimbatore, 18th and 19-Apr-23.
2. **Cyber Security**, National Level Conference on Innovative Sustainability Practice in Commerce and Technology, Sri Ramakrishna College of Arts and Science, Coimbatore, 16-Mar-23.
3. **Women Employment through Skill Development**, One Day National Seminar on Women’s Employment , Entrepreneurship and Empowerment sponsored by Indian Council of Social Science Research (ICSSR) Nallamuthu Gounder Mahalingam College, Pollachi, 15-Mar-23.
4. **Innovation and Entrepreneurship**, Two Days International Conference on Multidisciplinary Academic Research and Global Innovation, KG College of Arts and Science, Coimbatore, 12th and 13-Apr-23.

5. **Gender Inequality and its impact on Access to Banking Services in India**, National Level Conference on Inclusive Banking is Elusive: A Retrospective Analysis for Prospective India, Nandha Arts and Science College Erode, 07-Feb-20.
6. **Micro, Small and Medium Enterprises in India: Problems, Solutions and Prospectus in Present Scenario**, National Level Conference, Bharathidasan College of Arts & Science, Erode, 13-Sep-19.
7. **Green Banking**, National Level Conference on Changing Contours of Indian Financial System, Kongunadu Arts and Science College, Coimbatore, 25-Jan-19.
8. **Banking Services**, International Conference on “Services Marketing – Process, Practices and Potential, National College (Autonomous), Tiruchirapalli, 24-Jan-19.
9. **Women Empowerment in the Digitalized Economy**, International Conference on Impact of Digital Economy in India, Bharathidasan College of Arts and Science, Erode, 12-Sep-18.
10. **GST and Impact on Consumers**, National Conference on Impact of Demonetization and GST on Indian Economy, VLB Janaki Ammal College of Arts and Science, Coimbatore, 20-Aug-18.
11. **Challenges & Opportunities of Digitalized Economy**, International Conference on New Digital Economy in India, 18-Aug-17.
12. **Global Marketing**, International Conference on Advances in Commerce & Management, Pioneer College of Arts & Science, Coimbatore, 18-Feb-17.
13. **Women Entrepreneur**, International Conference on Sustainable Development and Economic Growth on Global Perspective, Bharathiar University Arts & Science College, Valparai, 15-Sep-16 to 16-Sep-16.
14. **Corporate Entrepreneurship**, International Conference on Entrepreneurial Excellence, Sankara College of Science and Commerce, Coimbatore, 25-Aug-15.
15. **HR Strategies in Corporate World**, International Conference on Innovative HR Practices in Corporate World, Rathinam College of Arts & Science, Coimbatore, 19-Aug-15.

16. **Innovation and Strategic Business Practices in the Global Economy**, National Seminar on “Rural Marketing: Opportunities, Issues and Challenges, M.R.Government Arts College, Thiruvavur, 23-Jan-15.
17. **Compensation and Benefits**, National Level Conference on Redefining HR Strategies – Emerging Perspectives, Dr.NGP Arts and Science College, Coimbatore, 17-Sep-14.
18. **A study on FDI**, International Conference on Global Finance: Issues and Challenges, S.N.R. Sons College, Coimbatore, 27-Aug-14.
19. **Marketing Research and Strategy**, National Level Conference on Modern Trends and Development Strategies in Indian Business, Sri Ganesh College of Arts and Science, Salem, 19-Feb-14.
20. **Employee Motivation**, International Conference on Emerging Trends in HR Practices, PGP College of Arts and Science, Nammakal, 15-Feb-14.
21. **Role of Higher Education in Innovation**, National Level Seminar on Quality Education for Social Transformation, Kovai Kalaimagal College of Arts and Science, Coimbatore, 01-Mar-13.
22. **Green Marketing**, International Conference on India towards Green Economy, PKR Arts College for Women, Gobi Chettipalayam, 07-Sep-12.
23. **Effectiveness of Online Education System**, National Level Seminar on Qualitative Functioning of Autonomous College, Dr.S.N.S Rajalakshmi College of Arts and Science, Coimbatore,25-Apr-12.
24. **Corporate Social Responsibility**, National Level Seminar on Global Issues and Challenges in Business Environment, Kongunadu Arts and Science College, Coimbatore, 01-Feb-12.
25. **Transport and Tourism**, National Level Seminar on India – An Emerging Power Issues and Challenges, Navarasam Arts and Science College for Women, Erode, 30-Dec-10.
26. **E-tailing**, National Level Seminar on E- Commerce Applications in Banking Industry, Kongunadu Arts and Science College, Coimbatore, 29-Sep-10.
27. **Green Banking and Rural Development**, National Level Conference on The Role of Green Banks in India, Maharaja Arts and Science College, Coimbatore, 24-Sep-10.

28. **Changing Quality Concept**, National Level Seminar on Financial Institutions – Challenges and Opportunities in the Globalised Scenario, Sri Gee College of Arts and Science, Coimbatore, 26-Feb-10.
29. **Management Strategies and Approaches for the Growth of Indian Economy**, National Level Seminar on Indian Business Ahead – Sustainability and Growth Prospectus, Maharaja Arts and Science College, Coimbatore 19-Feb-10.
30. **Recent Practices in HRM**, International Conference on Innovative Practices in Management, Paavai Engineering College, Namakkal, 31-Dec-09.
31. **Awareness about Scheduled Tribes**, National Level Seminar Sponsored by the Government of India, New Delhi, Yadava College, Madurai, 30-Dec-09.
32. **Human Rights Education**, UGC Sponsored National Level Seminar on Emerging Trends and Issues in Human Rights, Gobi Arts and Science College, Erode, 10-Dec-09.
33. **Global Business Climate and its Impact on IT Sector**, International Seminar on Global Business Climate – Impact in India, Annai Maathamal Sheela Engineering College, Namakkal, 09-Oct-09.
34. **The Financial Crisis in Indian Economy**, National Level Conference on The Global Financial Crisis and its Impact on India, Maharaja Arts and Science College, Coimbatore, 25-Sep-09.
35. **Career Mentoring**, National Level Seminar on Mentoring – Today’s Great Leaders Create Tomorrow’s Great Leaders, Rathinam College of Arts & Science, Coimbatore, 09-Sep-09.
36. **Reforms of Co-operative Banking**, National Level Seminar on Globalization – Light and Shades on Banking Sector, Sri Ramakrishna Mission Vidhyalaya, Coimbatore, 28-Mar-09.
37. **Threats of Financial Management**, International Seminar on Management Challenges in the Era of Global Recession , Sengunthar Institute of Management Studies, Tiruchengode, 10-Feb-09.
38. **Sub Prime Crisis**, National Level Seminar on The Global Financial Crisis and its Impact on India, Navarasam Arts and Science College for Women, Erode, 07-Feb-09.

39. **Economic Environment**, National Level Seminar on Global Business Environment: Challenges and Opportunities, Periyar Institute of Management Studies, Salem, 28-Jan-09.

Participation in Seminars

1. Converting the Research work into Worth Commercialization – Claim Drafting, Bharathiar University, Coimbatore, 29-Aug-19.
2. The Challenges of Cryptocurrency in India and Orientation of IndicoIn- KG College of Arts and Science, Coimbatore, 21 & 22 Jun-10.
3. Revised NAAC Forms and Procedures, Bharathiar University, Coimbatore , 26-Oct-18 to 27-Oct-18.
4. Outcome Based Education, Chamber Towers, Avinashi Road, Coimbatore, 27-Aug-18 to 28-Aug-18.
5. NAAC Revised Assessment & Accreditation (A&A) framework, Bharathiar University, Coimbatore, 03-Feb-18.
6. Internal Quality Assurance System – A Tool for Measuring Excellence, Sri G.V.G.Visalakshi College for Women, Udumalpet, 06-Feb-12 to 07-Feb-12.
7. Achieving Academic Excellence through Internal Quality Assurance Cell, Dr.NGP Arts and Science College, Coimbatore, 09-Dec-11 to 10-Dec-11.
8. Current Inflationary Trends and its Impact on Indian Business and strategies for Management, Sree Sarasawathi Thyagaraja College, Pollachi, 30-Jan-09 to 31.01.2009.
9. Current Trends in Financial Sector, Hindusthan College of Arts and Science, Coimbatore, 29-Jan-09.

Participation in Workshop

1. National Intellectual Property Awareness Mission, Intellectual Property Office and MoE's Innovation Cell India, Dr.N.G.P. Arts and Science College, Coimbatore, 10-Feb-23.
2. Advanced Skill Tasks using GST Centre Simulation Software, Dr.N.G.P. Arts and Science College, Coimbatore, 19-Oct-22 to 12-Nov-22.

Participation in Faculty Development Programme

1. ESG Framework for Business, Seven Days Faculty Development Programme (Virtual) V.O.Chidambaram College, Thoothukudi, 27-Oct-22 to 03-Nov-22.

2. National Education Policy (NEP) 2020, St.Francis Institute of Management & Research, Mumbai, Sponsored by Indian Council of Social Science Research,26-Sep-22 to 30-Sep-22.
3. Innovative Teaching & Learning Practices - Taxonomy/ Outcomes & Assessment Setting, Vivekananda Institute of Management Studies, Salem, 17-May-20 to 23-May-20.
4. Challenges in Financial Management-COVID-19-Scenario, Kovai Kalaimagal College of Arts and Science, Coimbatore, 16-May-20 to 21-May-20.
5. Rediscovering the Knowledge Platform to meet out the Emerging Challenges, Kongunadu College of Arts and Science, Coimbatore, 06-May-20 to 08-May-20.
6. Entrepreneurship: Research, Critical Thinking And Innovation, Indian Academic Researchers' Association and Indian Accounting Association, Thiruchirapalli, 22-Apr-20 to 28-Apr-20.
7. Leader- A real Role model, Nallamuthu Gounder Mahalingam College, Pollachi, 16-Apr-20 to 18-Apr-20.
8. Improving your research visibility- Research impact & metrics-Bibliometrics & Citation analysis, Velalar College of engineering and technology, Erode, 12-Apr-20 to 14-Apr-20.
9. Rediscovering the Knowledge Platform to meet out the Emerging Challenges, Kongunadu College of Arts and Science, Coimbatore, 06-May-20 to 08-May-20.
10. Entrepreneurship: Research, Critical Thinking And Innovation, Indian Academic Researchers' Association and Indian Accounting Association, Thiruchirapalli, 22-Apr-20 to 28-Apr-20.
11. Leader- A real Role model, Nallamuthu Gounder Mahalingam College, Pollachi, 16-Apr-20 to 18-Apr-20.
12. Improving your research visibility- Research impact & metrics-Bibliometrics & Citation analysis, Velalar College of engineering and technology, Erode, 12-Apr-20 to 14-Apr-20.
13. Public Financial Management System Expenditure Advance Transfer-EAT Module, Kongunadu Arts and Science College, Coimbatore, 30-Jul-19 to 31-Jul-19.

14. Harnessing Outcome Based Teaching- Learning Deliverables for the Enhancement of Accountability in Contemporary Education - A Holistic Perspective, Coimbatore Institute of Engineering and Technology, Coimbatore, 12-Jun-19 to 26-Jun-19.
15. Linux Training, Coimbatore Institute of Management and Technology, Coimbatore, 30-May-16 to 02-May-16.
16. Value Addition in Management Education – Case Method of Teaching, Coimbatore Institute of Management and Information Technology, Coimbatore, 23-Oct-09 to 24-Oct-09.
17. Spoken English and Employability Soft Skills, Bharathiar University, Coimbatore, 26-Nov-07 to 28-Nov-07.

Conference / Seminar / Workshop Organized

1. Organiser, National Conference on Rebuilding Global Business Environment, Dr.N.G.P. Arts and Science College, Coimbatore, 15-Feb-23.
2. Organiser, Advanced Skill Tasks using GST Centre Simulation Software through GST App , Dr.N.G.P. Arts and Science College, Coimbatore, 19-Oct-22 to 12-Nov-22.
3. Organizing Secretary, Challenges in Higher Education during Post Covid-19, Internal Quality Assurance Cell, Kovai Kalaimagal College of Arts and Science, Coimbatore, 18-May-20 to 23-May-20.
4. Convener, Inter-Collegiate Competitions, Faculty of Commerce, Kovai Kalaimagal College of Arts and Science, Coimbatore, 20-Feb-20.
5. Convener, Outcome Based Education, Internal Quality Assurance Cell, Kovai Kalaimagal College of Arts and Science, Coimbatore, 23-Aug-18.
6. Organizing Secretary, Market Mela, Department of Commerce, Kovai Kalaimagal College of Arts and Science, Coimbatore, 20-Sep-17.
7. Organizing Secretary, National Conference on Intellectual Property Rights, Intellectual Property Cell, Kovai Kalaimagal College of Arts and Science, Coimbatore, 28-Sep-19.

Participation in Orientation Programme / Short Term Courses

UGC- Sponsored Refresher Course in Commerce and Management, Human Resource Development Centre, PT. Ravishankar Shukla University, Raipur, Chhattisgarh Through online mode from 11- Nov-21 to 25-Nov-21.

Member in BoS

1. Chairman - Board of Commerce, Kovai Kalaimagal College of Arts and Science, Coimbatore, 01-Jun-18 to 30-Sep-21.
2. Chairman - Board of Commerce with Professional Accounting, Kovai Kalaimagal College of Arts and Science, Coimbatore, 01-Jun-16 to 31-May-18.

Invited Speaker / Session Chair-Conference / Seminar/ Workshop

- Resource Person, Contemporary Issues – Human Resource Accounting (Virtual mode) in KG College of Arts and Science, Coimbatore on 29-09-23.
- Resource Person, Sale of Goods Act (Virtual mode) in KG College of Arts and Science, Coimbatore on 22-09-23.
- Resource Person, Digital Trends in Banking Industry in Sri Ramakrishna College of Arts and Science, Coimbatore on 24-03-23.
- Resource Person, Overview of discharge of Contract in PSGR Krishnammal College for Women, Coimbatore on 13-01-23.
- Resource Person, Time Management (Virtual Mode) in PSGR Krishnammal College for Women, Coimbatore on 22-11-22.
- Resource Person, New Schemes available for Entrepreneurs in Dr.N.G.P. Arts and Science College, Coimbatore on 2-11-22.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
International Peer Reviewed Research Journal	Member	2020-2021
Global Professors Welfare Association	Member	2020-2021
Journal of Emerging technologies and Innovative Research	Review Member	-
International Association of Academic Plus Corporate	Member	2022-23
Mock Peer Team Visit at Kovai Kalaimagal College of Arts and Science,Coimbatore.	Member	2022-23
Served as auditor for the Academic Audit team at Rathinam College of Arts and Science , Coimbatore on 29.9.23.	Expert for Academic Audit	2023-24

Awards/Honors

S.No.	Name of the Award/Recognition	Agency/Institute	Year of Award
1.	Star Faculty Award	Kovai Kalaimagal Educational Institutions	2022

2.	Contribution as a member, Criterion – VI in the NAAC 3 rd Cycle Accreditation Process of our College	Dr.N.G.P.Arts and Science College	2022
3.	Appreciation for Organizing Online Workshop on Certification in GST Skills	GST Centre, Cochin	2022
4.	Mentor NPTEL	Ministry of HRD	2022