

**Name** : Dr. S. Kamalaveni  
**Designation** : Professor & Head  
**Department** : Commerce with Information Technology  
**Qualification** : M. Com, M.Phil., Ph.D., PGDCA.  
**Experience** : Teaching: 13.2 Years Industry: 3 Years 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	Bharathiar University, Coimbatore	Feb. 2010
M.Phil.	Commerce	Madurai Kamaraj University, Madurai	March 2005
M. Com	Commerce	A.P.A. College of Arts and Science, Palani	1993
B.Com	Commerce	A.P.A College for Women, Palani	1991

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Services Marketing	NPTEL	2019
Online Certificate	Business and Sustainable Development	NPTEL	2021

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	1
M. Phil.	2	-

## Research Publications (Indexed)

### International

- Dr. S. Kamalaveni, Ms G. Maheswari, **Effectiveness of Online Shopping**, Indian Journal of Applied Research, Vol. XI, Issue 10, P. No.46-48, October 2021, ISSN No.2249-555X (Google Scholar)
- Dr. S. Kamalaveni, Dr. S. Gomathi, **Impact of Guerrilla Marketing on Consumer Buying Behaviour**, International Journal of Innovative Research in Technology , Volume 8, Issue 2, P. No. 454 -458, July 2021, ISSN: 2349-6002 (Google Scholar)
- Dr. S. Kamalaveni, **A Study on Lending Performance of SIDBI**, Journal of Interdisciplinary Cycle Research, Vol.XI, Issue XII, P.No.1693-1699, Dec-19, ISSN 0022-1945 (Google Scholar)
- Dr. S. Kamalaveni, **Impact of Globalisation on the Growth on MSME's in India**, **International Journal of Analytical and Experimental Modal Analysis** Vol.XI, Issue XII, P.No. 2976-2981, Dec-19, ISSN 0886-9367 (UGC CARE Approved Group II Journal/ Google Scholar)
- Dr. S. Kamalaveni, **A Study on the Performance of SIDBI – Portal of MSME**, Asian Journal of Management, Vol.10, Issue 4, P.No.405-408, Oct.-Dec-19, ISSN 0976 – 495X (Google Scholar)
- Dr. S. Kamalaveni , **A Study on Cardamom Production and Exports : Queen of Spices**, International Journal of Applied Research, Vol. 5, Issue 10, P.No.225-228, Oct-19, ISSN 2394-7500 (Google Scholar)
- Dr. S. Kamalaveni, B. Suganya , **A Study on Awareness of Star Health Policy among LIC customers with special reference to Coimbatore City**, Asia Pacific Journal of Research, Vol.I, Issue LVII, P.No.9-18, Nov-17, ISSN 2320-5504 (Google Scholar)
- Dr. S. Kamalaveni, B. Suganya, **A Study on Work Life Balance of Women Employees with reference to Garment Sector in Tiruppur**, Asian Journal of Management, Vol.8, Issue 2, P.No.127-131, Apr-Jun-17, ISSN 0975 – 495X (Google Scholar)

- Dr. S. Kamalaveni, **A Study on selected Non-Banking Financial Companies(NBFs) in India**, Indian Journal of Applied Research, Vol.6, Issue 6, P.No.442-444, Jun-16, ISSN 2249-555X (Google Scholar)
- Dr. S. Kamalaveni, **Non-Performing assets of NBFI's in India**, Journal of SocialWelfare and Management, Vol.4. No.2, P.No. 103-108, Apr –Jun-2012ISSN 0975-0231 (Google Scholar)

#### **Other Publications: International / National Journals**

- Dr. S. Kamalaveni, **“A Study on the Recovery Performance of TIIC”**, HRD Times, Vol.13, Issue 3, Mar-11.
- Dr. S. Kamalaveni, **”A Study on the Growth Of IDBI- An Analysis”**, HRD Times, Vol.13, Issue No. 12, Dec-10.

#### **Presentations in Conference**

- **Agriculture Sector Reforms And Emerging Business Opportunities”**, National Conference on “ Indian Business in the ERA of Reforms, at G.R. Damodaran College of Science, Coimbatore on 06-Sep-18
- **Role of HR and HR Strategies in Evolving a New Dimension through Modern Management Practices”**, National Conference held at SNMV College of Arts and Science on 06-Jan-17.
- **Green Marketing Emerging OpprotunitiesAnd Challenges**, National Conference held at S.N.R. Sons College on 10-Feb-16.
- **Micro Finance Enterprise for Women Empowerment**, National Conference held at TiruppurKumaran College on 25-Aug-15
- **An Overview of Consumer Exploitation and Role of NGO's in Consumer Protection”**, National Conference held at Kamadhenu Arts and Science College on 22-Feb-12.

- **Impact of Globalization on The Growth of Msme in India**, International Conference held at SreeSaraswathiThygaraja College on 2-Mar-12 to 03-Mar-12.
- **Venture Capital Companies in India with reference to SIDBI Venture Capital Ltd.”** , International Conference held at Cauvery College for Women on 7-Apr-07 to 8-Apr-07.
- **Rural Banks In India - Special Reference to Canara Bank”**, International Conference held at Loyala College, Chennai on 15-Feb-07 to 16-Feb-07.
- **Mutual Fund Industries in India an Overview”**, National Conference held at Bharathiar University on 13-Mar-07 to 14-Mar-07.
- **Performance of Indian Insurance Industries after Implementation of IRDA Act”**, National Seminar held at Periyar University on 15-Feb.07 to 16-Feb-07.
- **WTO Regime and Indian Agriculture: Issues, Challenges, Problems And Prospects”** , International Conference held at Adaikalmatha Institute of management on 21-Sep-06.
- **Economic Liberalization in India**, National Seminar held at Karpagam Arts and Science College on 07-Oct-06.
- **E-Entrepreneurship Developers of the Economy – Vision 2020**, National Seminar held at Vidyasagar College of Arts and Science on 18-Mar-06.

### **Participation in Faculty Development Programme**

- Research Methodology and Pedagogy for Tertiary Education. Conducted by Dr. N.G.P. Arts and Science College from 15-Jun-21 to 21-Jun-21.
- Quality Initiatives in Higher Education, conducted by Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts & Science, Gobi Arts & Science College & Vellalar College for Women from 13-Apr-20 to 20-Apr-20.

- NAAC Revised Accreditation Frame Work and OBE Assessment Methodology, conducted by Dr. N.G.P. Arts and Science College from 27-May-19 to 2-Jun-19.
- Quality Measures In Higher Education, conducted by Dr. N.G.P. Arts and Science College from 03-Dec-18 to 09-Dec-18.
- RETAIL CPG & MARKET RESEARCH conducted by Tata Consultancy Services at PSG College of Arts and Science on 06-Dec-17 to 08-Dec-17.

### **Conference / Seminar / Workshop Organized**

- Organizing Secretary, National Conference on Modern Business -Opportunities and Challenges (CMBOC 2020) held at Dr. N.G.P. Arts and Science College, Coimbatore on 27-Feb-20.
- Organizing Secretary, DhirubhaiAmbaniEndowment Lecture on An Overview of Revolution in Information Technology, held at Dr. N.G.P. Arts and Science College, Coimbatore on February 27-Feb-20.
- Treasurer, National Conference on Opportunities and Challenges of Business in the Digitalized Era- (COCBD-2018) held at Dr. N.G.P. Arts and Science College, Coimbatore on 27-Sep-18 to 28-Sep-18.
- Organizing Committee Member, National Conference on Human Rights and Values-Promotion and Protection (Sponsored by National Human Rights Commission)held at Dr. N.G.P. Arts and Science College, Coimbatore on 28-Jan-17.
- Organizing Committee Member, National Conference on Financial Inclusion for sustainable Economic Growth; Strategies, Challenges (Sponsored by ICSSR) held at Dr. N.G.P. Arts and Science College, Coimbatore on 8-Sep-16.
- Organizing Committee Member, National Conference on Venture Capital for Sustainable Rural Entrepreneurship and Economic Development (Sponsored by NABARD) held at Dr. N.G.P. Arts and Science College, Coimbatore on 18-Feb-16.

### Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Session Chair, National Conference on Implications of Fintech in Indian Economy (IFIE – 2020), Dr. N.G.P. Arts and Science College, Coimbatore, 4-Mar-20.

### Member in BoS

- Board of Commerce IT & CS (Unaided), Sri Ramakrishna College of Arts & Science, Coimbatore in 2019-20.

### Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Indian Accounting Association (IAA)	Annual	-

### Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Award for Teaching Excellence	Vivekanandha College of Arts and Sciences for Women	2021
Award	Dr.N.G.P. Arts and Science College, Coimbatore	2022