

Name	Ms.S.KALEESWARI
Designation	Assistant Professor
Education Qualification	M.Com., M.Phil., PGDCA,
DOB	03.05.1990
Address	Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi-642001
Phone Number	9965355215
E.mail	kaleeswarimkg@gmail.com
Teaching Experience	5 years and 7 months
Area of Interest	Marketing Management Financial accounting
Research Guidance	-
Seminar/Conference/ Symposium Attended	15
Workshop Attended	4
Faculty Development Program Attended	1
Paper Published in Journals	2
Paper published in conference /Proceeding	5

SEMINAR / SYMPOSIUM / CONFERENCE ATTENDED/ PAPERS PRESENTED:

International:

- ❖ Participated in International conference on "Service Marketing- Process, Practices and Potential at National College Centenary, Tiruchirappalli, Tamil Nadu, on 24th January 2019 and presented paper entitled on "Banking Sector in Modern Economy".

National:

- ❖ Presented a paper in national level conference on “***EMERGING DIMENSIONS IN MANAGEMENT***” organized by Karpagam university college on February 1,2013.
- ❖ Presented a paper in national level conference on “***GREEN MARKETING OPPORTUNITIES AND CHALLENGES***” organized by Parks College on 08thFebruary, 2013.
- ❖ Participated in “***NATIONAL LEVEL SEMINAR ON FDI IN FARM SECTOR***” on 09th march 2013 organized by Vidyasagar college of arts and science.
- ❖ Presented a paper Impact of modern Management in national level conference on “***IMPACT OF MOERN MANAGEMENT ON INDIAN ECONOMIC GROWTH***” organized by SNMV CAS on 06thJanuary, 2017.
- ❖ Participated in the National Conference on “ Impact of Demonetization (2016) on Indian Economy”, organized by Department of Economics, NGM College, Pollachi held on 28.07.2017.

- ❖ Attended a National level symposium on “**E-Business and E-Commerce- Its emerging Trends**” organized by department of commerce (E-Commerce), NGM College Pollachi, on 23rd Aug 2017.
- ❖ Participated in National Conference on “**IMPACT ON CURRENCY DEMONETIZATION IN INDIAN ECONOMY**” in Nandha Art And Science College, Erode
- ❖ Participated in the Two – Day National Level Conference on “**HAPPINESS AT WORK PLACE EMPLOYEES IN MEDIAS**” organized by School of Commerce and Management, NGM College, Pollachi during 2^{4th} and 2^{5th} March 2017.Pg.no-248 to 254.
- ❖ Participated in national level seminar on “**Indian Business Environment:Past Reforms And Challenges Ahead**” organized by Nandha Art And Science College, Erode 15th February,2019.
- ❖ Participated in international conference *in* international conference on Modern Trends In Accounting, Banking and Digital Marketing” organized by School of Commerce , Erode Arts And Science College, Erode.
- ❖ Participated in one day International Level Conference on “**BUSINESS INNOVATION THROUGH TECHNOLOGICAL ADVANCEMENT** ” organized by School of Commerce , Rathinam college of Arts and Science, Eachanari, Coimbatore.

State:

- ❖ Presented a paper in State level seminar on “**IMPACT ON SOCIAL NETWORKING ON STUDENTS**” organized by KG college of arts and science on 12th Jan, 2013.
- ❖ Participated in “**STATE LEVEL SYMPOSIUM 2017 ON OVERSEAS TRADE**” on 03.01.2017 organized by the PG Department of Commerce with International Business, NGM College, Pollachi.

- ❖ Attended a symposium on “**Entrepreneurship in 4G Era**” organized by department of commerce (Finance), NGM College Pollachi, on 16th March 2017.

WORKSHOP ATTENDED

- ❖ Participated in the one day workshop on “**Various Elements Pursued In Teaching For New College Teachers**”, organized by Academy For Professional Development on 5th & 6th sep 2013 at NGM College, Pollachi.
- ❖ Participated in the one day workshop on “**SPSS- APPLICATIONS IN BIOSTATISTICS**”, organized by PG and Research department of Botany, NGM College, Pollachi on 4th October 2016.
- ❖ Participated in one day **international level workshop** on “**Leadership and management skills**” Organised by BBA department, NGM college, Pollachi on 11th December 2018.
- ❖ Participated in Workshop on "E-Banking- The Digital Ways" at NGM College, Pollachi, on 29th January 2019.

FACULTY DEVELOPMENT PROGRAMME:

- ❖ Faculty Development programme has attended two days on “**COMPUTERISED ACCOUNTING USING TALLY ERP 9**” in NGM college of Arts and Science, Pollachi on 16th and 17th February, 2017.

PUBLICATIONS IN CONFERENCE PROCEEDINGS

- ❖ Published a paper in national level seminar on “**WOMEN ENTREPRENEURSHIP IN INDIA**” organized by P.S.G.R Krishnammal College for Women on 20th February, 2013.

- ❖ Published a article entitled “**IMPACT ON CURRENCY DEMONETIZATION IN INDIAN ECONOMY**” (Nandha Art And Science College, Erode)Intercontinental Journal of Finance Research Review ISSN: 2321-0354-Online ISSN :2347-1654- Print , Impact factor: 4.236 Volume 5, ISSUE 2, February- 2017 (page no: 82 to 84)
- ❖ Participated in the Two – Day National Level Conference on “**HAPPINESS AT WORK PLACE EMPLOYEES IN MEDIAS**” organized by School of Commerce and Management, NGM College, Pollachi during 24th and 25th March 2017.Pg.no-248 to 254.
- ❖ Published a research paper entitled on “ *The Importance Of Postal Services In India*” in international conference on Modern Trends In Accounting, Banking and Digital Marketing” organized by School of Commerce , Erode Arts And Science College, Erode. Online International Interdisciplinary Research Journal, {Bi-Monthly}, ISSN 2249-9598, Volume-09, Feb 2019 Special Issue (02)
- ❖ Published a paper in one day International Level Conference on “**BUSINESS INNOVATION THROUGH TECHNOLOGICAL ADVANCEMENT** ” organized by School of Commerce , Rathinam college of Arts and Science, Eachanari, Coimbatore.

PUBLICATIONS IN JOURNALS

International:

- ❖ Published a research article entitled “**CONSUMER AWARENESS AND PREFERENCE TOWARDS DTH**” (**DIRECT TO HOME TELEVISION**) ACME International Journal of Multidisciplinary Research ISSN: 2320-236X, Volume- III, Issue-II, and February- 2015.
- ❖ Published a research article entitled “**A STUDY ON CONSUMER AWARENESS OF DTH SERVICE**” (**DIRECT TO HOME TELEVISION**) international peer

reviewed ISSN indexed online research journal. E ISSN: 2455-3085, JOURNAL
NO:44945 REF No: RRJ2019040174. Jan, 2019

Value added programme

1. Participated in the **ENTREPRENEURSHIP AWARENESS PROGRAMME** conducted by THIC.
2. Participated in the **AIDS AWARENESS PROGRAMME** on 15.3.2009 held at GOVT. HIGH SCHOOL KANJAMPATTI conducted by NGM College.
3. Conducted a **MARKETING SURVEY** for a period of 3 months for the proposed construction of a shopping complex at old girls higher secondary school at Pollachi.
4. NSS Volunteer of the College has Participated in the special camp on “**HEALTH YOUTH FOR WEALTHY INDIA**” held at Kanjampatti, K.Nagoor, Ammegoundanoor, Nambiyamuthur, Pollachi, From 13.03.2009 To 19.03.2009.