

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	6 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	4
Webinar Attended	13
Quiz Program Participated	16
Online Course Completed	8
E-Conference Attended	1
Online Aptitude Test Attended	2
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".
- ❖ Participated in International E- conference on "Strategies & Challenges in Higher Education during COVID-10 Lockdown Period in India with reference to the World" organized by Government Vidarbha Institute of Science & Humanities, Amravati, India on 15th-17th May, 2020.

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 08th February, 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 MODERN MANAGEMENT ON INDIAN ECONOMIC GROWTH**” organized by SNMV CAS on 06th January, 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.
- ❖ Online Faculty Development Programme has attended three days on “**RECENT TRENDS IN ARTIFICIAL INTELLIGENCE AND IMPACT ON TECHING PROFESSIONALS**” in Rathnavel Subramaniam College of Arts & Science, Coimbatore on 22.04.2020 to 24.04.2020.
- ❖ Online Faculty Development Programme has attended on “**MOODLE LEARNING MANAGEMENT SYSTEM**” in **Kaypeeyes** College of Arts & Science, Kotagiri, The Nigiris Association with Spoken Tutorial Project, IIT Bombay, MHRD, Govt., of India from 29.04.2020 to 01.05.2020.
- ❖ Online Faculty Development Programme has attended seven days “**PERSONAL FINANCIAL PLANNING**” in Nallamuthu Gounder Mahalingam College, Pollachi from 18.05.2020 to 24.05.2020.

ONLINE COURSE COMPLETED

- ❖ Online course completed on **Income Tax for Beginners-House Property Income** Conducted by Sri Krishna Adithya College of Arts & Science on 26.04.2020.
- ❖ Online course completed on **Income Tax for Beginners- Income from Capital Gains** Conducted by Sri Krishna Adithya College of Arts & Science on 26.04.2020.
- ❖ Online course completed on **GST Registration** Conducted by Sri Krishna Adithya College of Arts & Science on 02.05.2020.

- ❖ Online course completed on **Introduction to Cyber Law** Conducted by Sri Krishna Adithya College of Arts & Science on 03.05.2020.
- ❖ Online course completed on **Depreciation Accounting** Conducted by Sri Krishna Adithya College of Arts & Science on 03.05.2020.
- ❖ Online course completed on **Enhancing Soft Skills** Conducted by Department of Commerce B.com & BBA, Sri Krishna Adithya College of Arts & Science on 03.05.2020.
- ❖ Online course completed on **GST for Beginners- Basic Understanding of GST** conducted by Sri Krishna Adithya College of Arts & Science on 04.05.2020.
- ❖ Online course completed on **Disruptive Digital Technologies 2020** Conducted by Sakthi Institute of Information & Management Studies, Pollachi. On 28.05.2020.

WEBINAR ATTENDED

- ❖ Participated in the four days webinar on **“An Effective Research Paper Writing Skills”**, organized by Bhagwan Mahavir College of Commerce & Management Studies on April 13-16, 2020.
- ❖ Participated in the webinar on **“Gamification Tools in Teaching”**, organized by Internal Quality Assurance Cell, ST Xavier’s College for Women, Aluva on 07.05.2020.
- ❖ Participated in the webinar on **“Impact of COVID-19 Pandemic on MSMEs in India: A Key to Surviving the Catastrophe”**, organized by Shri Jai Narain Misra P.G College, Lucknow on 18.05.2020.
- ❖ Participated in the three days webinar on **“Entrepreneurship Deveopment ”**, organized by HI- Tech Incubation Center on 13.05.2020 to 15.05.2020.
- ❖ Participated in the one day national level webinar on **“Investing VIA Asset Allocation”**, organized by Department of Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College, Pollachi on 21.05.2020.
- ❖ Participated in the one day webinar on **“Health is Wealth”**, organized by Department of English Language, Nallamuthu Gounder Mahalingam College, Pollachi on 23.05.2020.
- ❖ Participated in the international webinar on **“Impact of Post Covid 19 on Indian Economy”**, organized by Rathinam College of Arts & Science on 23.05.2020.

- ❖ Participated in the international webinar on **“Data Science : Scaling & Applications”**, organized by Shri Jai Narain Misra P.G College, Lucknow on 26.05.2020
- ❖ Participated in the National level webinar on **“Labour Reforms in Changing Environment of India ”**, organized by Mahatma Gandhi Central University on 29.05.2020
- ❖ Participated in the one day webinar on **“Digital Classes During COVID-19”**, organized by Faculty of Engineering & Computing Science (FOECS) Teerthankar Mahaveer University, Moradbad, Uttar Pradesh, on 27.05.2020
- ❖ Participated in the one day webinar on **“Time Management”**, organized by Department of English Language, Nallamuthu Gounder Mahalingam College, Pollachi on 21.05.2020.
- ❖ Participated in the webinar on **“Interdisciplinary Research and its Importance”**, organized by Myanmar Institute of Information Technology on 12.06.2020.

NAAC AWARENESS PROGRAMME

- ❖ Participated in the NAAC Awareness Programme organized by Marathwada Mitra Mandal Institute of Technology (MMIT), Lohgaon, Pune, conducted online during the period 08.05.2020 to 14.05.2020

ONLINE APTITUDE TEST

- ❖ Completed online aptitude test on Teaching Ability of the Successful Teachers organized by Sree Muthukumaraswamy College on 06.05.2020.

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 TIIC.
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.