

Profile

Name : Dr. V.Kalaivani
Department : Commerce
Designation : Head
Qualification : M.Com,M.Phil.,PGDCA.,Ph.D
Phone : 9994901990
Experience : 15 Years
Area of Specialization(s) : HR
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AcademicQualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Commerce	Vivekanandha Arts and Science College for Women	2020
M.Phil.	Commerce	Vellalar College for Women	2005
PG	Commerce	Maharaja College for Women	2003
UG	Commerce	PSGR Krishnammal College for Women	2001

AdditionalQualifications

Diploma / Vocational / Certification	AreaofSpecialization	Institution/University/ Agency .Name	Year
Diploma	Computer Application(PGDCA)	Annamalai University	2009

Research Papers Published in Journals

S. No	Title	Journal	Year of Publishing
1	Stock Market Crashes and its Impact in Indian economy	VEI International Journal of Social Science ISBN:978-93-80506-8	2014
2	A Study on Customer Satisfaction Towards Online Shopping With Special Reference to Erode Zone	A Journal of Intercontinental Management Research Consortium ISSN 2347-1670/2347-1662/ 2347-1654	2018
3	E-Marketing –Pricing strategies, Quality and customer Satisfaction	Shanlax International Journal of Arts, Science and Humanities ISSN 2321-788X UGC Approved Journal Number:43960	2018
4	Trends in Human Resources Management	Selp Journal of Social Science ISSN : 2349-1655(O) UGC Approved Journal Number:46622	2018
5	Role of Farmers as Entrepreneur	Shanlax International Journal of Commerce ISSN 2320-4168 UGC Approved Journal Number:44120	2018
6	A study on impact of demonetization on small traders with special reference to salem dt.	Indian Council of Social Science Research ISBN :978-93-81537-16-9	2018
7	Customer perception towards online banking services of Indian Overseas bank with special reference to Erode District	International Journal of Scientific Research and Review (Primax Foundation) ISSN No.2279-543X UGC Approved Journal Number: 64650	Aug 2018
8	A study about the problems faced by farmers in banking	A Research book on digital transformation and innovations in banking sector ISBN:978-93-80506-18-0	2018
9	A Study On Job Satisfaction Of SBI Employees In Special Reference To Salem District	JASC: Journal of Applied Science and Computations, Volume 5, Issue 11, ISSN NO: 1076-5131 IMPACT FACTOR-5.8 UGC JOURNAL NO.41238	Nov 2018
10	A Study on Employees Job Satisfaction at ICICI Prudential Life Insurance Company	JETIR –Journal of Emerging Technologies and Innovative Research, Volume -6 ISSN-2349-5162 UGC Approved Journal- Impact Factor-5.87	Feb 2019
11	A Study on Job Satisfaction of the Bank Employees in E-Banking with Special Reference to Erode District	Journal of Management Research and Analysis (JMRA) e-ISSN 2394-2770/ISSN 2394-2762/ Special Issue No.1-Vol.2	Mar 2019

12	Impact of work environment on Job Satisfaction of IOB Employees with special reference to Erode District	Acharya Bangalore B-School with Periyar University ISBN:978-93-80506-8	June 2019
13	Impact Of Working Environment On Job Satisfaction Of Indian Overseas Bank Employees With Special Reference To Erode District	The International journal of analytical and experimental modal analysis ISSN NO: 0886-9367 Volume XI, Issue VIII, August/2019	August 2019
14	A Comparative Study Of Job Satisfaction in Selected Public And Private Bank Employees With Special Reference To Erode Dt	A Journal Of Composition Theory ISSN : 0731-6755 Volume XII Issue VIII August 2019	August 2019
15	Job satisfaction of Employees in Banking Sector : A Case Study on ICICI bank with Special Reference to Erode District	Science ,Technology and Development Journal ISSN NO:0950-0707 Volume VIII, ISSUE XI NOV 2019	Nov 2019
16	A Study On Job Satisfaction Of Employees in Select Private Colleges With Special Reference To Salem District	Journal of Interdisciplinary Cycle Research Volume XI, Issue XII, ISSN NO: 0022-1945	December 2019
17	A Comparative Study On Work Environment Of IOB and ICICI Bank Employees In Erode District	Journal -Shodha Prabha ; ISSN 0974-8946 Volume-47, Issue-1, No.15 : 2022 UGC Care Approved, Group I, Peer Reviewed and Referred Journal	July-2022
18	A Study On Customer Satisfaction Towards Online Food Delivery Applications With Special Reference To Salem City	CONTEMPORARY RESEARCH IN COMMERCE & MANAGEMENT VOLUME – 3 ISBN: 978-93-93239-24-2	Sep -2022
19	A Study about to Transforming Higher Education Institutions into Green and Sustainable Campuses for the Implementers	Green HRM for Sustainable Development ISBN No:978-93-5759-88-0	Jan -2023
20	A Conceptual Study Of Artificial Intelligence And Role in Human Resource Management	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES ; ISSN: 0972 – 8945 Vol. XXI, No.6, UGC CARE Approved, Group I	Mar-2023

Presentations in Conference

S. No.	Topic	Place at which paper presented	Date on which paper presented	State / National/ International Level
1	Impact of LPG	Vellalar College For Women, Erode	7th Feb 2004	State
2	Impact of Globalization of Marketing	Hindustan College Of Arts & Science	21th Feb 2004	National
3	Development of Women Entrepreneur	Vivekanandha college of Arts and Science for Women	25th Feb 2006	National
4	Marketing of Financial services	Vivekanandha college of Arts and Science for Women	30th Aug 2006	National
5	E- Banking	Trinity College for women	9th Feb 2007	State
6	Branding the HRD practices via-a- vis value creation of business	Vivekanandha college of Arts and Science for Women	19th Sep 2007	National
7	Recent Trends in Price fluctuations	Vivekanandha college of Arts and Science for Women	14th Feb 2012	National
8	Reason for Global Crisis- Recent Trends Stock Market Crashes and its Impact	Vivekanandha college for women	4th Jan 2014	International
9	The Ethical problems in E-Business & solutions	Vivekanandha college of Arts and Science for Women	2nd & 3 rd Feb 2017	International
10	Problems Faced by Export Manager	Vivekanandha college for women	2nd Mar 2017	State
11	International Trade and World market (Trade Disputes)	Vivekanandha college of Arts and Science for Women	24th & 25 th Jan 2018	National
12	E-Marketing – Pricing Strategies Quality and	Vivekanandha college of Arts and Science for Women	1st & 2nd Feb 2018	International

	customer satisfaction			
13	Cash Vs cashless Trade: Challenges and Opportunities	Nandha Arts and Science College	9th Feb 2018	National
14	Trends in Human Resources Management	Trinity college for Women	16th Feb 2018	National
15	Role of Farmers as Entrepreneurs	Vivekanandha Arts and Science College for Women	19th Feb 2018	National
16	Goods and Services Tax on Indian Economy	Bharathiar University Arts and Science College	20th Aug 2018	International
17	A study on impact of demonetization on small traders with special reference to salem dt.	VLB Janakiammal College of Arts and Science	20th Aug 2018	National
18	Customer perception towards online banking services of Indian Overseas bank with special reference to Erode District	K.S.R College of Arts and Science for Women	24th Aug 2018	National
19	A study about the problems faced by farmers in banking	K.S.R College of Arts and Science (Autonomous)	15th Sep 2018	International
20	Customer Satisfaction Towards Online Banking Services	AVS College of Arts & Science	3rd Jan 2019	International
21	A Study on Employees Job Satisfaction at ICICI Prudential Life Insurance Company	Vivekanandha Arts and Science College for Women	9th & 10th Jan 2019	International
22	A Study on Job Satisfaction of the Bank Employees in E-Banking with Special Reference to Erode District	Vivekanandha college of Arts and Science for Women	4th & 5th Feb 2019	International
23	Recent Trends and Changes in Global Business	Sri Ganesh School of Business Management	22nd Feb 2019	International
24	Impact of work environment on Job Satisfaction of IOB Employees with special reference to Erode District	Acharya Bangalore B-School with Periyar University	14th June 2019	National
25	A comparative study on Job satisfaction of Bank Employees Special reference to Erode District	K.S.R College of Arts and Science (Autonomous)	19th Sep 2019	International
		mahendra		
27	Financial assistance to Women Entrepreneur	VET Institute of Arts and Science	24th January 2020	National
28	A Study on job Satisfaction of	Vivekanandha Arts and Science College	9th January	National

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Participation in Seminars/Workshop/FDP

S. No.	Name of the Seminar / Workshop	Conducted by	Duration	Date
1	Emerging Trends in Banking and Finance	Providence College For Women, Coonoor	One day	13th Jan 2004
2	Global Price fluctuations and its Impact on Indian Economy	Vivekanandha college for women	One day	14th Feb 2012
3	Investor Awareness Programme	The Institute of company secretaries of India	One day	8th Feb 2014
4	Financial Education Workshop	Vivekanandha college of Arts and Science for Women & SEBI	One day	25th July 2014
5	Teracotta Jewls entrepreneurship Programme	Vivekanandha college of Arts and Science for Women	Two days	26th & 27 th Aug 2014
6	Career Development & Career Guidance	Vivekanandha college of Arts and Science for Women	One day	28th Dec 2016
7	Contemporary Issues in Commerce & Econ	Vivekanandha Arts and Science Co for Women	One day	14th Feb 2017
8	Internal Quality Assurance Cell(FDP)	Vivekanandha college for Women	One day	13th Nov 2017
9	Preparation of Research Tool and Pilot Study	Vivekanandha College of Education for Women	One day	25th Nov 2017
10	Workshop in Entrepreneurship	Jairam College,Salem	One day	4th Jan 2018
11	Intellectual property rights	P.K.R Arts College for women	One day	25th July 2018
12	Entrepreneurship for young faculty (FDP)	Vivekanandha college of Arts and Science for Women	Three days	26th to 28 th July 2018
13	Financial Education for Executives (FDP)	Vivekanandha Arts and Science Co for Women	One day	21st Aug 2018
14	Writing Techniques on Publishcation& Presentattions Through Listed Journal	Vivekanandha Arts and Science Co for Women	One day	27th Sept 2018
15	Data analysis in Application of SEM (Workshop)	RVS Institute of Management Studies and Research	One day	29th Oct 2018
16	Interactive Techniques For Developing Ora Fluency In English	Vivekanandha Educational Instituti For Women	One day	15th Dec 2018
17	Indian business Environment:	Nandha Arts & Science	One day	15th Feb

	Reforms and Challenges Ahead	College		2019
18	Disaster vulnerability and preparedness with special reference to women, children and elders	Vivekanandha college of Arts and Science for Women	Two days	11th & 12th Mar 2019
19	One Day workshop Cum Hands on Training on Tally with GST (E-Way Billing)	Salem Sowdeswari College	One Day	1st Aug 2019
20	Workshop for Research scholar	Periyar university	One Day	29th Nov 2019
21	Risk management in times of crisis	St.Joseph's College ,Kerala	One day Na Webinar	31st May 2020
22	Art of mind Management	Vivekanandha College of Arts and Science for women	One day (online)	4th June 2020
23	Webinar on Arts of Writing Research Article	EMG Yadava Womens College ,Madurai	One day (online)	6th June 2020
24	Empowering Educators	ICSI	One day (online)	7th Sep 2020
25	Research Proposal Writing for funded Project (FDP)	Brindavan College	One day (online)	23rd Jan 2021
26	Glimpses of national Education Policy 2020	V.H.N Senthil kumara Nadar College	One day Webinar	1st Feb 2021
27	The secrets of writing a research paper & publishing it in high quality Scopus/UGC care listed journal	Marathwada Mitra Mandal's Institute of management Education Research and Training	One day (online)	20th Feb 2021

Others

- Award Received: Best Faculty Award from GRABS EDUCATIONAL CHARITABLE TRUST, Chennai on 3rd Feb 2019.
- Acted as a Organizing Secretary of National level Seminar organized by Department of commerce, Vivekanandha Arts and Science College for Women held on 19th Feb 2018
- Acted as a Co-ordinator for Three Days Entrepreneurial Development “Arts & Craft Training Programme” on 6th, 8th & 9th October 2018, organized by Department of commerce, Vivekanandha Arts and Science College for Women
- Acted as a Co-Convener International Conference organized by PG Department of commerce, Vivekanandha Arts and Science College for Women held on 9th & 10th Jan 2019
- Acted as a Organizing Secretary of National level Conference organized by Department of Commerce, Vivekanandha Arts and Science College for Women held on 9th Jan 2020.
- Award Received: Teaching Excellence Award-2023 on the occasion of International day of Education 24th Jan 2023 from International Institute of Organized Research.
- Acted as a Convener of National level Conference organized by Department of commerce, Vivekanandha Arts and Science College for Women held on 21st March 2023.
- Acted as a Convener of National level Conference organized by Department of commerce, Vivekanandha Arts and Science College for Women held on 19th Feb 2024.
- Acting as Member in Teacher Senate of Peryiar university from October 2023
- Member in Anti Ragging Cell, IIC,