

CURRICULUM VITAE

1. Name : Dr. J. LAVANYA
2. Age & Date of Birth : 36 years, 22.07.1984
3. Designation & Subject : Assistant Professor
4. Educational Qualification : M.Com., M. Phil., SET., Ph.D.,
5. Date of Appointment : 22.06.2006
6. Date of Retirement : 22.07.2042
7. Spouse Name and Occupation : Mr. R. Manikandan, FM in Matha Mill Unit - II



8. a) Qualifications – Academic:

Examinations passed	Register Number	Month & Year of passing	Subject	Class with Marks or Grade	Name of the College/University
SSLC	142378	Mar 1999		I Class, 385/500	Annamalaiyar Girls H S School
HSC	604177	Mar 2001	Commerce	I Class, 1071/1200	Annamalaiyar Girls H S School
B. Com	A1500109	Apr 2004	Commerce	I Class, 1309/1800	G.T.N Arts College
M. Com	A4602553	Apr 2006	Commerce	I Class, 1190/1600	G.T.N Arts College
M. Phil	A7A6091015	Aug 2008	Commerce	I Class, 304/500	Madurai Kamaraj University
Ph. D	P9248	Oct 2018	Commerce		Madurai Kamaraj University

8.b) Additional Qualifications

Examinations Passed	Board	Year of Passing	Grade
SET	Bharathiyar University	Oct 2012	--

9. Teaching Experience

Sl. No.	Place of Service	Period		Designation
		From	To	
1	G.T.N. Arts College, Dindigul	22.06.2006	Till date	Assistant Professor

10. Total Teaching Experience as on May 2022:

Under graduate - 15 Years 11 Months
 Post Graduate - 08 Years 11 Months

11. Area of Specialisation : i) Teaching - Finance, Taxation**12. Seminars/Workshops/Conferences Orientation Course, Refresher, Short Term Courses Attended**

Sl. No.	Theme of Seminar/Workshops/Conferences/Symposium	Institution/Organisation	Date
1	Emerging Trends in Accessing Electronic Resources	G.T.N Arts College	Feb 4 2017
2	Research Methodology and Statistical Analysis using SPSS	G.T.N. Arts College.	Feb 10 & 11 2017
3	Examinations Reforms in Higher education	G.T.N. Arts College.	Sep 19 2018
4	Khadi Village Industries Commission – People Education Programme	G.T.N. Arts College.	Jan 29 & 30 2019
5	Outcome Based Education – A Paradigm Shift	G.T.N Arts College.	June 27 2019.
6	One Day National Workshop on “E Content Development and MOOC”	G.T.N Arts College.	Dec 22 2018
7	Unloading the Potential of Faculty Members	G.T.N Arts College.	Sep 13 2019
8	Enabling Teaching through Technology by Global Talent Track” (GTT – Academic Partner of Microsoft)	G.T.N Arts College.	Nov 1 2019
9	Personal Financial Management	ICT Academy	May 20 2020
10	Digital Marketing Strategies in Covid and Post Covid Era – A Real time experience in Gen-Z	Madhuban Institute of Professional Bodies	May 30 2020
11	Documentation & Profile Management for NAAC & API	K. Ramakrishna College of Technology, Trichy	June 10 2020
12	ICT Resources in Educational Institutions	AISECT College of Professional Bodies	June 15 2020
13	Entrepreneurship & Innovation as Career Opportunity	Vidhya Jothi Institute of Technology, Hyderabad	Dec 28 2020
14	Contemporary Topics in Marketing	Ajay Binay Institute of Technology, Ruerkela	Jan 18 – 23 2021
15	Govt. Schemes for Startup & Qualities to become a successful Entrepreneur	Vidhya Jothi Institute of Technology, Hyderabad	May 1 2021
16	Research Methodology and Data Analysis using MS Excel	Kamaraj College, Thoothukudi	March 17 – 19 2022

13. Seminars/Workshops/Conferences/Symposium – Paper Presentation

Sl.No.	Title of the Paper	Seminar / Workshop / Conference	Institution where Attended	Year
1	CRM in Insurance Sector	National Conference	Amman College of Arts & Science	2011
2	Customer Relationship Management in Insurance sector	Colloquium	G.T.N Arts College	2011
3	Marketing of Insurance Products through Banks	National Conference	Naina Mohamed College of Arts & Science	2011
4	Customer Relationship Management in Insurance sector	International Conference	Annai Mathammal Sheela Engineering College	2013
5	Recent Trend in Insurance Sector	International Conference	Brahma School of Business	2013
6	Customer Relationship Management in Insurance sector	UGC Sponsored One Day National Level Seminar	G.T.N Arts College	2015
7	Customer Relationship Management in Insurance Industry	International conference	V.V.V College, Virudhunagar.	2019
8	Opportunities & Challenges for Marketing of Organic Products in India.	National level Seminar	G.T.N Arts College, Dindigul.	2019

14. Webinar Participation

S. No	Topic	Organized by	Date	National / International/ FDP
1	Post Covid -19, Job opportunities and Entrepreneurial possibilities - Indian and Global Scenario.	Innovation Council of Francis Xavier Engineering College, Tirunelveli	04.05.2020	National Webinar
2	Joy of Orderly Living	Kaamadhenu Arts & Science College	05.05.2020	National Webinar
3	Assessment & Evaluation in Outcome Based Education	Controller of Examination, G.T.N Arts College, Dindigul.	11.05.2020	Webinar

4	Future of Entrepreneurship & Employment Opportunities	Nehru Institute of Technology, Coimbatore.	13.05.2020 to 15.05.2020	Three days Webinar
5	Human Trafficking & Covid - 19	Sathyabama Institute of Science & Technology, Chennai.	14.05.2020	International Webinar
6	Digital Marketing Strategies for E-Commerce.	G.T.N Arts College, Dindigul.	14.05.2020	Webinar
7	An eagle eye view on Organisational change – Before & After Covid – 19	Kalasalingham Business School.	15.05.2020	Webinar
8	An Overview of GST	G.T.N Arts College, Dindigul.	16.05.2020	Webinar
9	Trends in Commerce study through Online Learning	G.T.N Arts College, Dindigul.	18.05.2020	Webinar
10	Booming Trends in Business opportunities	National College, Trichy	22.05.2020	Webinar
11	HR for HR	G.T.N Arts College, Dindigul.	22.05.2020	Webinar
12	Creating Super Power Thought Power	G.T.N Arts College, Dindigul.	23.05.2020	Webinar
13	Emotional Intelligence	G.T.N Arts College, Dindigul.	26.05.2020	Webinar
14	The Art of Cracking Competitive Exams	Ayya Nadar Janaki Ammal College, Sivakasi.	26.05.2020	National Webinar
15	Protection of women & children from everyday violence	Auxilium College, Vellore.	29.05.2020	Webinar
15	Innovative approaches in Management Education.	Srinivasan College of Arts & science, Perambalur.	27.05.2020 to 31.05.2020	5 days Online FDP
16	Research ethics & Methodology	G.T.N Arts College, Dindigul.	01.06.2020	Webinar
17	Future of Jobs in India after Covid - 19	G.T.N Arts College, Dindigul.	01.06.2020	Webinar
18	Think out of the Box	SRM Trichy Arts & Science College, Trichy.	01.06.2020	Webinar
19	ICT Teaching & Learning	Sree Ayyappa College for women, Nagercoil.	02.06.2020 to 03.06.2020	2 days Online FDP

20	Impact on changes & challenges towards Global Marketing in Post Covid 19	Fathima College, Madurai.	03.06.2020	International webinar
21	Cyber Awareness for Women	Jayaraj Annapackiam College for Women. Periyakulam.	04.06.2020	International webinar
22	Fitness & Career in Fitness	G.T.N Arts College, Dindigul.	04.06.2020	Webinar
23	Human Trafficking Covid 19	American College, Madurai.	04.06.2020	Webinar
24	Designing a Competitive curriculum in Commerce – A Front End Approach	Quaid – E – Millath Government College for Women, Chennai.	04.06.2020	One day FDP
25	Developing a winning Mindset for everyday life	National College, Trichy.	05.06.2020	Webinar
26	Economic Impact of Global Pandemic Covid-19	Thiagarajar College, Madurai.	05.06.2020	International Webinar
27	Protecting Endangered Species	G.T.N Arts College, Dindigul.	05.06.2020	Webinar
28	Programming the mind with creative Visualization	Mary Matha College of Arts & Science, Periyakulam.	05.06.2020	One day FDP
29	Future Public Sector Banking in India & Banker's perspective on responding Covid-19	Mar Gregorios College of Arts & Science, Chennai.	06.06.2020	Webinar
30	Role of Education in Holistic Development	Jayawant Institute of Management Studies, Pune.	08.06.2020	Webinar
31	New Challenges in Business Management – A Strategic Approach	Andhra Loyola Institute of Engineering & Technology, Andhra Pradesh	08.06.2020 to 10.06.2020	3 days FDP
32	Future of Examinations: Blooms Taxonomy & Multiple Assessment Tools,	G.T.N Arts College, Dindigul.	08.06.2020	One day FDP
33	Outcome Based Education & Its Impact	Mannar Thirumalai Naicker College,	10.06.2020	International webinar

	in Teaching, Assessment & Evaluation.	Madurai.		
34	Tools & Techniques of Advanced Research for Management & Social Science.	Indira Gandhi National Tribal University, Madhya Pradesh.	10.06.2020	International webinar
35	Chemical Biology of Covid – 19	Jayaraj Annapackiam College for Women. Periyakulam.	11.06.2020 & 12.06.2020	2 days webinar
36	Effective Management of Finance during Post Covid – 19	The Quaide Milleth College for Women, Chennai.	11.06.2020	Webinar
37	Covid – 19 & Indian Economy	The American College, Madurai.	11.06.2020	Webinar
38	Food & Immunity	Bharathidasan College of Arts & Science, Erode.	11.06.2020	Webinar
39	Appraisal of Learning Outcomes in OBE	G.T.N Arts College, Dindigul.	12.06.2020	One day FDP
40	This too Shall Pass	G.T.N Arts College, Dindigul.	13.06.2020	Webinar
41	MSME in Covid – 19	Bharathiar University College of arts & Science, Pollachi.	13.06.2020	Webinar
42	Funding Schemes & Patenting Scientific Innovations	Government Arts College, Trichy.	13.06.2020	One day FDP
43	Measures to combat the impact of Covid – 19 an Indian Economy	Avinasilingam Institute for Home Science, Coimbatore.	15.06.2020	Webinar
44	Impact of Covid – 19 on Indian Economy	Erode Arts & Science College, Erode.	15.06.2020	Webinar
45	Techniques in Enhancing Teaching & Learning Skills	Idhaya College for Women, Kumbakonam.	15.09.2020 to 19.05.2020	5 days FDP
46	Impact of Covid – 19 on Indian Economy	Government Arts College, Coimbatore.	16.06.2020	Webinar
47	Tools for Designing E-Content	The Quaide Milleth College for Women, Chennai.	17.06.2020	Webinar

48	Teaching Pedagogy & Research skills in Post Covid – 19	JIMS Engineering Technical Campus, Uttarpradesh.	22.06.2020 to 28.06.2020	7 days FDP
49	Emerging Trends in Information Technology	Karpagam College of Engineering, Coimbatore.	23.06.2020 to 27.06.2020	5 days FDP
50	Intellectual Property Rights & Contributions towards Innovation.	Maharaja Institute of Technology, Mysore.	15.12.2020 to 19.12.2020	5 days FDP
51	Internet of Things	Rajastan Technical University, Jaipur.	20.12.2020 to 24.12.2020	5 days FDP
52	Case Study Methods of Teaching and Use of Technology in Teaching.	Sro Aurobindo College, Bengaluru.	21.12.2020	One day FDP
53	The Impact of Covid – 19 Pandemic on Management & Business Practices.	Mary Matha College of Arts & Science, Periyakulam.	30.04.2021	International webinar
54	Revised NAAC Accreditation Framework Perceptions	G.T.N Arts College, Dindigul.	12.05.2021 to 15.05.2021	4 days FDP
55	New Education Policy - 2020 & Entrepreneurship: Challenges and Opportunities	Swami Devi Dyal Institute of Management Studies, Haryana.	31.1.2022	National webinar
56	Financial Empowerment through Wealth Creation	Govt. Engg. College, Dahod, Gujarat.	17.08.2022	National webinar

15. Seminars/Workshops/Conferences/Symposium – Organised

1	Organising committee member for “Two Days People Education Programme sponsored by Divisional Office”, Khadi and Village Industries Commission (Ministry of MSME, Govt. Of India), on 29 & 30.01.19, at G.T.N.Arts College, Dindigul.
2	Organising Committee member for Seminar on the Topic “Emerging Trends in Organic Products” Organised by PG & Research Department of Commerce, G.T.N.Arts College, Dindigul, on 22.03.2019.
3	Organising Committee member for

16. List of Publications International Journals

Sl.No.	Title of the Article	Name of the Journal	Volume, Year, Page No.	ISSNNo.	Impact Factor	Scopus Index Yes / No
1	Customer Relationship Management in Insurance Industry	International Journal of Innovative Research in Management Studies (IJIRMS)	2(10), 2017, 57-60	2455-7188	0.7261	
2	Opportunities & Challenges for Marketing of Organic Products in India	Emerging Trends in Organic Products	1, 2019, 196-202	978-93-89146-42-4		
3	Customer Relationship Management in Insurance Industry	Futuristic Vision in Functional Management for Global Green Economy	1, Aug 2019, 53 - 57	978-81-935892-6-7		
4	Study on Employer's level of awareness on Employee's Retention Strategies adopted by the Small and Medium Scale Spinning Mills in Coimbatore, Erode & Tirupur District	Philosophical Readings XIII.4	2022, PP 312 – 325			

17. Online Course Completed

- Swayam NPTEL Online Certification Course in Cost accounting.

18. Paper Setters / Examiner ship in other Institutions

1. Karur Govt Arts College
2. Sri Krishna Arts & Science College
3. Yadhava College for Women
4. Thiagarajar College