

## PROFILE

**K.DEEPALAKSHMI**

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### ACADEMIC PROFILE

S.No	Qualification	Institution	Year of Passing	Percentage
1	Ph. D	M.K University, Madurai.(Part Time)	Pursuing	--
2	M. Phil.,	Hajee Karutha Rowther Howdia College	2006	77
3	M.Com.,	Hajee Karutha Rowther Howdia College	2005	70
4	B.Com.,	Hajee Karutha Rowther Howdia College	2003	68

### TEACHING EXPERIENCE

S.No	Institution	Period
1	Post Graduate assistant Teacher in CNMS Sivakami Matriculation Hr.Sec.School, Chinnamanur.	From August 2006 to June 2007
2	Lecturer in Department of Commerce, Jayaraj Chelladurai College, Periyakulam.	From July 2007 to May 2008
3	Lecturer in Department of Commerce, Nadar Saraswathi College of Arts and Science, Theni.	From June 2008 to April 2009
4	Lecturer in PG Dept of Commerce with Computer Application, Hajee Karutha Rowther Howdia College, Uthamapalayam.	From September 2009 to Till Date.

## **CLASSES HANDLED**

- Handled classes for Entrepreneurship in job oriented workshops at Theni Organized by Institute of Entrepreneurship Development, Dharmapuri sponsored by the Government of India.

## **ACADEMIC DISTINCTION AND PRIZES RECEIVED**

- Secured Distinction in M.Phil., Degree with 77% from Madurai Kamaraj University, Madurai During the year 2005 - 2006.
- Secured Class First in M.Com., Degree with 70% of Marks and received a shield from the college.

## **PARTICIPATION IN SEMINARS/ CONFERENCES/ WORKSHOP**

- Participated in a one-day state level workshop for research scholars organized by 12q G.T.N. Arts College, Dindugul on 8<sup>th</sup> Oct 2005
- Participated in a one-day workshop on “Research in Commerce”, Organized by Commerce Research Centre, H.K.R.H. College, Uthamapalayam on 4<sup>th</sup> March 2006.
- Participated in one-day Symposium on “Quality of Higher Education today” organized by Department of History and Tourism, H.K.R.H College Uthamapalayam on 24<sup>th</sup> Feb 2006.
- Participated National Conference on “Politics of Inclusion and Exclusion” organized by Mother Teresa Women’s University, Kodaikanal and Indian Institute of Public Administration, Chennai at Kovai Annapoorna, Kodaikanal on 5<sup>th</sup> and 6<sup>th</sup> July 2008.
- Participated three day training workshop on research methodology for research scholars organized by post graduate and research department of commerce H.K.R.H College Uthamapalayam on 28<sup>th</sup> to 30<sup>th</sup> March 2016.
- Participated one day state level workshop on research colloquium in social sciences organized by PG Department Commerce (SF), Cardamom Planters’ Association college, Bodinayakanur, Theni district, on September 10, 2018.
- Participated one day orientation programme organized by the IGNOU Regional centre Madurai on 15<sup>th</sup> November 2019.

## **PAPER PRESENTATION IN SEMINARS AND CONFERENCES**

<p>➤ Presented a Paper entitled “Services Marketing in Tele Communication Industry” In the National Conference Organised by Department of Commerce and Business Administration held at Naina Mohamed College of Arts and Science, Aranthangi on 9<sup>th</sup> September 2011.</p>
<p>➤ Presented a Paper on “Marketing of Bank Services an Overview” in the International Conference organized by PG &amp; Research Dept. of Commerce &amp; Business Administration. Sponsored by Tamil Nadu State Council for Science of Technology Chennai, held at Shri Venkateswara College of Arts and Science, Peravurani on 24<sup>th</sup> September 2011.</p>
<p>➤ Presented a Paper entitled “Importance of E-Commerce in India” in the National Conference Organised by Dept. of Computer Science &amp; Computer Application Sponsored by Tamil Nadu State Council for Science &amp; Technology Chennai, held at Sri Venkateswara College of Arts and Science for women, Peravurani on 15<sup>th</sup> September 2012.</p>
<p>➤ Presented a Paper entitled “Women Entrepreneurs in India” in the State Level Seminar Organised by Dept. of Commerce Arul Anandar College (Autonomous), Karumathur, Madurai District on 30<sup>th</sup> January 2013.</p>
<p>➤ Presented a Paper on “Corporate Social Responsibility” in the National Seminar Organized by Sengunthar Institute of Management Studies, Tiruchengode, on 7<sup>th</sup> February 2013.</p>
<p>➤ Presented a Paper entitled “E-Recycling” in the National Conference on “Renewable Energy Management” organized by the Department of Business Administration, Arul Anandar College (Autonomous) Karumathur, Madurai on 15<sup>th</sup> February 2013.</p>
<p>➤ Presented a paper entitled “Role of E – Banking Among Farmers in Rural Area” National level seminar on “ e – Banking in Rural Economy : Recent Trends and Developments” Organized by the Department of Economics H.K.R.H College Uthamapalayam on 21<sup>st</sup> January 2016.</p>
<p>➤ Presented a paper entitled “A study on consumer perception towards branded bottled water in Madurai region” National conference on Innovative business practices in the present digital era held on 6<sup>th</sup> March 2021.</p>

### **GUIDANCE OF PROJECT**

<p>➤ Guided and guiding No. of UG and PG Project.</p>
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### **ARTICLES PUBLISHED**

➤ Marketing of Banking Services an Overview (Edited Books on “Marketing” with ISBN 978-93-80509-03-7 in 2012)
➤ Micro Finance an Innovative Solution for Poverty Empowerment in India ( Edited Books on Managerial Herald Bi – Annual Journal of Thoughts, July – December 2012, Vol – 1 No.2, ISBN 978-93-80686-13-4)
➤ Customer Relationship Management in Insurance and Banking sectors (Edited Books on “Marketing Strategies” with ISBN 978-93-80509-47-1 in 2014)
➤ Impact Of Globalization In Indian Economy (Edited Books on “Impact Of Globalization” With ISBN 978-93-84193-26-3 in 2015)
➤ A study on brand preference of packaged drinking water in Madurai region / composite Madurai district (Edited books on Shanlax international journal of commerce with ISSN: 2321 – 4643 in 2016 volume 4 – number 1)
➤ <b>Higher education in india (Edited books on Digital India – Challenges ahead in 2016 – 17)</b>
➤ <b>Special economic zone – overview, challenges and future ( Edited books on A collection of commerce research articles in 2016 – 17)</b>
➤ <b>The importance of teachers in education (Edited books on A collection of selected commerce research articles in 2016 – 17)</b>
➤ <b>Consumer buying behavior towards online shopping (Edited books on Shanlax international journal of commerce in 2017 to 18)</b>
➤ <b>Effects on Demonetization (Edited books on international journal of research and analytical review in 2018 – 19)</b>
➤ <b>A study on consumer perception towards branded bottled water in Madurai region (Edited books on Weslekyan Journal of Research An International Research Journal with ISSN : 0975-1386 Vol. 14 No1(XXIII) in 2021.</b>