

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 2021:

Under graduate - 14 Years 11 Months
 Post Graduate - 07 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 | Government Schemes for Startup & Qualities to become a Successful Entrepreneur | Vidhya Jyothi Institute of Technology, Hyderabad | May 1 2021 |

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 |



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|----|--|--------------------------|--|------|
| 5 | Recent Trend in Insurance Sector | International Conference | Brahma School of Business | 2013 |
| 6 | Customer Relationship Management in Insurance sector | 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 |
| 9 | Digital Marketing Strategies in Covid & Post Covid Era: A real Time Experience Gen-Z | National Conference | Madhuban Institute of Management, Indore. | 2020 |
| 10 | ICT Resources in Educational Institutions | National Conference | AISECT College of Professional Studies, Calicut. | 2020 |
| 11 | Documentation & Profile Management for NAAC & API | National Workshop | Ramakrishna College of Technology, Trichy. | 2020 |

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 | Digital Marketing | G.T.N Arts College, | 14.05.2020 | Webinar |



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| | Strategies for E-Commerce. | Dindigul. | | |
| 6 | Human Trafficking & Covid - 19 | Sathyabama Institute of Science & Technology, Chennai. | 14.05.2020 | International 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 | Personal Financial Management | ICT Academy | 20.05.2020 | Webinar |
| 11 | Booming Trends in Business Opportunities | National College, Trichy. | 22.05.2020 | Webinar |
| 12 | HR for HR | G.T.N Arts College, Dindigul. | 22.05.2020 | Webinar |
| 13 | Creating Super Power Thought Power | G.T.N Arts College, Dindigul. | 23.05.2020 | Webinar |
| 14 | Emotional Intelligence | G.T.N Arts College, Dindigul. | 26.05.2020 | Webinar |
| 15 | The Art of Cracking Competitive Exams | Ayya Nadar Janaki Ammal College, Sivakasi. | 26.05.2020 | National Webinar |
| 16 | Innovative approaches in Management Education. | Srinivasan College of arts & science, Perambalur. | 27.05.2020 to 31.05.2020 | 5 days Online FDP |
| 17 | Protection of women & children from everyday violence | Auxilium College, Vellore. | 29.05.2020 | Webinar |
| 18 | Research Ethics & Methodology | G.T.N Arts College, Dindigul. | 01.06.2020 | Webinar |
| 19 | Think out of the Box | SRM Trichy Arts & Science College, Trichy. | 02.06.2020 | Webinar |
| 20 | Impact of Changes & Challenges towards Global Marketing in Post Covid 19 | Fathima College, Madurai. | 03.06.2020 | International Webinar |
| 21 | Future of Jobs in India after Covid 19 | G.T.N Arts College, Dindigul. | 03.06.2020 | Webinar |
| 22 | Human Trafficking & Covid 19 | American College, Madurai. | 04.06.2020 | Webinar |
| 23 | Designing a | The Quaide Milleth | 04.06.2020 | One day |



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|----|--|---|-------------------------|------------------------------|
| | Competitive Curriculum in Commerce – A Front End Approach | College for Women, Chennai. | | FDP |
| 24 | Fitness & Career in Fitness | G.T.N Arts College, Dindigul. | 04.06.2020 | Webinar |
| 25 | Cyber Awareness for Women | Jayaraj Annapackiam College for Women, Periyakulam. | 04.06.2020 | International Webinar |
| 26 | Programming the mind with Creative Visualization | Mary Matha College of Arts & Science, Periyakulam. | 05.06.2020 | One day FDP |
| 27 | Developing a Winning Mindset for Everyday Life. | National College, Tiruchirappalli. | 05.06.2020 | Webinar |
| 28 | Economic Impact of Global Pandemic Covid 19 | Thiagarajar College, Madurai. | 05.06.2020 | International Webinar |
| 29 | Challenges for College Teachers in the New Educational Scenario | Mary Matha College of Arts & Science, Periyakulam. | 06.06.2020 | One day FDP |
| 30 | Future of Public Sector Banking in India & Banker's Perspective on Responding Covid 19 | Mar Gregorious College of Arts & Science, Chennai. | 06.06.2020 | Webinar |
| 31 | Role of Education in Holistic Development | Jayawant Institute of Management Studies, Pune. | 08.06.2020 | Webinar |
| 32 | Education 4.0: Curriculum Orientation | G.T.N Arts College, Dindigul. | 09.06.2020 | Webinar |
| 33 | Tools & Techniques of Advanced Research for Management & Social Science | Indira Gandhi National Tribal University, Madhya Pradesh. | 10.06.2020 | Webinar |
| 34 | Outcome Based Education and its Impact in Teaching, Assessment & Evaluation | Mannar Thirumalai Naicker College, Madurai. | 10.06.2020 | International Webinar |
| 35 | Porous Carbon based Nano Composite for Energy Storage & Setting | Jayaraj Annapackiam College for Women, Periyakulam. | 11.06.2020 & 12.06.2020 | 2 days International Webinar |
| 36 | Foods & Immunity | Bharathidasan College of Arts & Science | 11.06.2020 | Webinar |



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| 37 | Covid-19 & Consumer Rights | Erode Arts & Science College and Citizen Consumer Club | 11.06.2020 | Webinar |
| 38 | Role of IQAC in Maintaining Quality Standards in Higher Education | Government Arts College for Women, Nilakkottai | 11.06.2020 | Webinar |
| 39 | Effective Management of Finance during Post Covid 19 | The Quaide Milleth College for Men, Chennai. | 11.06.2020 | Webinar |
| 40 | Covid 19 & Indian Economy | The American College, Madurai. | 11.06.2020 | Webinar |
| 41 | Appraisal of Learning Outcomes in OBE | G.T.N Arts College, Dindigul. | 12.06.2020 | One day FDP |
| 42 | Funding Schemes & Patenting Scientific Innovations | Government Arts College, Tiruchirappalli. | 13.06.2020 | One day FDP |
| 43 | Strategies of MSME in Covid 19 | Bharathiyar University of Arts & Science College, Pollachi. | 13.06.2020 | Webinar |
| 44 | This too Shall Pass | G.T.N Arts College, Dindigul. | 13.06.2020 | Webinar |
| 45 | Impact of Covid 19 on Indian Economy | Erode Arts & Science College | 15.06.2020 | Webinar |
| 46 | Measure to Combat the Impact of Covid 19 on Indian Economy | Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore. | 15.06.2020 | Webinar |
| 47 | Impact of Covid 19 on Indian Economy | Government Arts College, Coimbatore. | 16.06.2020 | Webinar |
| 48 | Tools for Designing E-Content | The Quaide Milleth College for Women, Chennai. | 17.06.2020 | Webinar |
| 49 | The Impact of Covid 19 Pandemic on Management and Business Practices | Mary Matha College of Arts & Science, Periyakulam. | 30.04.2021 | International webinar |
| 50 | Revised NAAC Accreditation Framework Perceptions | G.T.N Arts College, Dindigul. | 12.05.2021 to 15.05.2021 | Four day FDP |
| 51 | Research Methodology for Social Sciences | Indian Institute of Management & Commerce. | 17.05.2021 to 19.05.2021 | Three day FDP |
| 52 | Cyber Security Awareness | Amity School of Engineering & | 24.05.2021 to | Five day FDP |



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|----|---|---|------------|---------|
| | | Technology, Mumbai. | 28.05.2021 | |
| 53 | Professionalism among Faculty Members in Higher Education | Soundarya Institute of Management & Science, Bangalore. | 24.05.2021 | Webinar |
| 54 | Patent Drafting Skills for Researchers and Academicians | G.T.N Arts College, Dindigul. | 31.05.2021 | Webinar |

15. Seminars/Workshops/Conferences/Symposium – Organised

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|---|--|
| 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. |

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 | | |

17. Online Course Completed

- Swayam NPTEL Online Certification Course in Cost Accounting.





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