

Name : Mrs. D. KANAKAVALLI

Designation : Assistant Professor

Department : Commerce

Date of Joining : 14.12.2004

Email : dkanakavalli@gmail.com



Educational Qualification:

DEGREE	SUBJECT	COLLEGE / UNIVERSITY & PLACE	YEAR COMPLETED
B.Com	Commerce	APA College for Women, Palani	2002
M.Com	Commerce	APA College of Arts & Culture, Palani	2004
M.Phil	Commerce	MKU, Madurai	2007
DCA	Computer Application	APA College for Women, Palani	2001
NET	Commerce	University Grants Commission, New Delhi	2011

Specialisation in Teaching:

1. Financial Accounting
2. Management Accounting
3. Financial Management
4. Cost Accounting
5. Human Resource Management

Specialisation in Research:

M.Phil: A Study on production management of coir industries in Udumalpet Taluk

Ph.D.: A Study on Production and Marketing of Coir Fibre in Madurai and Theni Districts of Tamilnadu.

Research Interests:

Accounting, Finance, Marketing, Human Resource Management

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Data Entry Operator	Canara Bank	May 2004 to Dec. 2004

Administrative /Academic Position/s (held / currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
Head – B.Com.,CA	From 1 st June, 2013

Membership in Professional Bodies:

- Additional Examiner and Question paper setter of Bharathiyar University. SN College, Madura College, Meenakshi College, SVN College of Madurai, AVS College, Mayiladudurai
- Additional Examiner of Madurai Kamaraj University

Other activities / academic credentials:

1. Served as an NSS Programme Officer

CONTRIBUTION TO BOOKS WITH ISBN

1. 2007. Micro-Finance – A means of poverty alleviation. In: Ratnakumar V, Joel Edwinraj D, editors. Cooperatives and Micro Finance. New Delhi: Serials publications. P. 157-59.
2. 2012. A Study on Occupational Health and Stress. In: Prabha P.V, Viswanthan S.V, Prasath Kumar A, editors. Emerging Trends in Global Business Coimbatore: NCRC Publications. P. 257-65.
3. 2012. Role of Government in the Development of MSMEs. In: Lourdes Poobala Rayen, editor. Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises. Nagercoil: B-DIGEST Publications. P. 64-66.
4. 2013. Foreign Direct Investment in India. In: Ramalingam L.P, editor. Foreign Direct Investment in Retail Trade. Madurai: Shanlax Publications. P. 74-78.
5. 2013. Greenwashing – A Greater Challenge Ahead. In: Auxilia Felicitas, editor. Green Marketing _ A Thrust on Renewable Energy Products. Madurai: Shanlax publications. P.
6. 2013. The secrets of superior service. In: Dr. Samuel Anbu Selvan S.C.B, editor. Emerging trends in marketing of services in the global era. Madurai: Shanlax Publications. P. 286-89.
7. 2014. A study on productivity of coir industry with reference to cost. In: Dr. Samuel Anbu Selvan S.C.B, editor. Productivity Enhancement Strategies Madurai: Shanlax Publications. P. 359-64.

8. 2016. A study on insurance schemes for production and marketing of coir fibre in Madurai and Theni Districts. In: Fredrick J, Mathavan T, Senthil Kumar P, S, editors. Madurai: NMSSVN College publications. P. 185-89

CONTRIBUTION TO JOURNALS WITH ISSN

1. Financial Inclusion in Banking Sector', Research Explorer, ISSN: 2250-1940, Volume – II, Issue 8, Special Issue – April 2013, Pages 236-238.
2. 'RBI Guidelines for Financial Inclusion', Research Explorer, ISSN: 2250*194, Volume – II, Issue 8, Special Issue – April 2013, Pages 262-264.

PRESENTATION OF PAPERS IN NATIONAL/STATE LEVEL SEMINARS

1. Presented a paper titled 'The Secrets of Superior Service', National Seminar on Emerging Trends in Marketing of Services in the Global Era on 17th October, 2013 at The American College, Madurai, Tamilnadu.
2. Presented a paper on RBI Guidelines for Financial Inclusion UGC Sponsored National Seminar on Financial Inclusion for Inclusive Growth-Issues and Challenges during 26th & 27th April, 2013 at Periyar EVR College, Tiruchirapalli Tamil Nadu
3. Presented a Paper on Financial Inclusion in Banking Sector, UGC Sponsored National Seminar on Financial Inclusion for Inclusive Growth-Issues and Challenges during 26th & 27th April, 2013 at Periyar EVR College, Tiruchirapalli, Tamilnadu.
4. Presented Paper on Green Washing – A Greater Challenges Ahead', National Seminar on Green Marketing-A Thrust on Renewable Energy Products during 5th March, 2013 at Fatima College, Madurai Tamilnadu.
5. Presented a paper on Mutual Funds-A Boon for Small Investors', National Conference on Emerging Paradigms in Management held on 15th March, 2008 at The American College, Madurai, Tamilnadu.
6. Presented a paper on CRM in Banking Sector National Level Seminar on Recent Developments in Commerce held on 25th September, 2007 at RVS College of Arts and Science, Coimbatore, Tamil Nadu.
7. Presented a paper on Micro-Finance-A means of Poverty Alleviation UGC Sponsored National level Seminar on Cooperatives and Micro Finance – Cooperating out of Poverty held on 23rd and 24th August 2007 at Tranquebar Bishop Manikam Lutheran College, porayar, Tamilnadu

8. Presented a Paper on CRM in Service Marketing UGC sponsored Two Day National Seminar on Customer relationship management held during 19th and 20th January, 2007 at Ayya Nadar Janaki Ammal College, Sivakashi TamilNadu.
9. Presented a paper on Corporate governance and financial shenanigans UGC sponsored Two Day National Seminar on Corporate Governance held during 5th and 6th February, 2010 at Ayya Nadar Janaki Ammal College, Sivakasi, Tamil Nadu.
10. Presented a paper on Issues and Challenges relating to finance state level seminar on Issues and Challenges of Business Enterprises in India with reference to Global Scenario held on 16th March, 2010 at The American College, Madurai, Tamil Nadu.
11. Presented a paper on A study on occupational Health and stress one day national conference on emerging trends in global business held during 15th September 2012 at RVS College of Engineering and Technology, Coimbatore, Tamil Nadu.
12. Presented a paper on Role of Government in the Development of MSMEs, National Seminar on Emerging Opportunities and Challenges in Micro, Small and Medium enterprises held during 12th October 2012 at St.Xavier's College, Palayamkottai Tamil Nadu.
13. Presented a paper on Foreign Direct Investment in India', UGC Sponsored Two Day National Seminar on Foreign Direct Investment in Retail Trade Opportunities and challenges held during 1st & 2nd February, 2013 at Sourashtra college, Madurai Tamil Nadu

PARTICIPATION IN CONFERENCES/WORKSHOPS

1. Participated in the three day conference against warming the globe 2011 held on 22-24 July 2011 at Thamukkam grounds, Madurai
2. Participated in the workshop on Gender Awareness for Career Women on 11 and 12.01.2007 organised by The American College, Madurai.
3. Participated in the rally against child cancer on 15th February, 2011
4. Participated in the seminar on Value education organized by Arulmigu Palaniandavar Arts College for Women, Palani on 13th February, 2002
5. Participated and passed in the state level G.K. Talent Exam Conducted by Bharthi Education Foundation, Chennai held during August 2001