

RESUME

Name : Dr. D Kanakavalli

Date of Birth : 13.06.1981

Marital status : Married



Educational Qualification : M.Com., M.Phil., DCA., Ph.D. UGC – NET.

Email : kanakavalli@americancollege.edu.in

TEACHING EXPERIENCE

UG – 20 Years

PG – 19 Years

Mphil – 1 year

Served as a Lecturer at The American College, Madurai from 14th December, 2004 to 18th June 2018

Serving as an Assistant Professor at The American College, Madurai from 18th June, 2018 to till date

ADMINISTRATIVE EXPERIENCE

Life Member in the **Indian Accounting Association**, Thiruchirapalli Branch, Membership Number: **TIRU - 117**

Coordinator for B Com with Computer Application (B Com (CA)) at The American College, Madurai from 1st June, 2013 to May 2024.

Member in Board of Studies of Department of Commerce (CA), GTN College, Dindigul

Member in Board of Studies of Department of Commerce (Banking and Insurance), PSG College, Coimbatore

Member in Board of Studies of Department of Commerce (PA), Yadava College, Madurai

President of Commerce Association, The American College, Madurai.
For the academic year.2021-2022

Co-convenor for International Conference On Commerce and Management in the digital age: Trends, Challenges & innovations held on 5 and 6, January, 2024, Department of Commerce, The American College, Madurai.

Co-convenor for a work shop on Applications of AMOS in Social Science Research held on 12 and 13 October, 2018, Department of Commerce, The American College, Madurai.

Co-convenor for National Conference On Prospects of Micro, Small and Medium Enterprises in Indian Scenario (MSMEs) held on 16th February, 2018, Department of Commerce, The American College, Madurai. (242 Papers received from 51 Colleges/Universities)

Co-convenor for Inter National Conference on Innovations in Business and Management held on 1 and 2 February, 2019, Department of Commerce, The American College, Madurai.

Vice President of Commerce Association, The American College, Madurai. From the academic year.2017-2018 to 2020-21.

Organizing Committee Member for Golden Jubilee Celebration of All India Association for Christian Higher Education (AIACHE) held at The American College, Madurai from 7th October, 2016 to 11th October, 2016.

Academic Advisor for Choice Based Credit System, Department of Commerce, The American College, Madurai, from June, 2006 to May, 2010.

Member in NAAC Criterion V Student Support and Progression in
The American College, Madurai.

Co-opted Member of the Faculty in Hostel Board of The American
College, Madurai From 2010 till now

Anti Ragging Committee Member of The American College, Madurai
till 2020-21.

PROJECTS DONE, GUIDED AND RESEARCH ACTIVITIES

1. M. Phil dissertation titled ‘A Study On Production Management of Coir Industries in Udumalpet Taluk’ during 2009
2. Ph.D. titled ‘A Study On Production and Marketing of Coir Fibre in Madurai and Theni Districts of Tamil Nadu’
3. **M COM. PROJECTS GUIDED : 60**
4. **M.PHIL PROJECT GUIDED : 01**
5. Subject Expert in the **Doctoral Committee** for the Research Scholar Ms. K Deepthi Nivasini (MKU20PFOC9906)
6. External Examiner in the **Ph.D Pre-viva presentation** of the Research Scholar **Ms. V. Rani on 21.11.2022**
7. Subject Expert in the **Doctoral Committee** for the Research Scholar Ms Amita Priyadarshini (MKU23PFOC10785)

RESOURCE PERSON

1. Acted as a Resource Person for Technical Session in the International Conference on Data Analytics in Business, Marketing and Finance (ICDABMF’23), organised by Department of Commerce with Computer Applications, TMHNU Nadar Saraswathi College of Arts and Science, Theni on 08.02.2023 and 09.02.2023 and presented a paper on “Data Analytics in Marketing – A Panoramic View”.

2. Acted as a Resource person for the Motivational Session “Are We Future Ready” to the Teachers of SSVM CBSE School, Thiruparangundram, Madurai on June 01, 2023.

QUESTION PAPER SETTER AND ADDITIONAL/EXTERNAL EXAMINER

1. Additional Examiner for B.Com Degree Examinations of Madurai Kamaraj University, Madurai since 2006.
2. Question Paper Setter for B.Com Degree Examinations of Alagappa University, Karaikudi.
3. Question Paper Setter for B.A (Economics) Degree Examinations of Bharathiyar University, Coimbatore.
4. Question Paper Setter and External Examiner for B.Com Degree Examinations of Madura College, Madurai.
5. Question Paper Setter and External Examiner for B.Com Degree Examinations of Saraswathi Narayanan College, Perungudi, Madurai.
6. Question Paper Setter and External Examiner for B.Com Degree Examinations of Sri Vellaichamy Nadar College, Nagamalai Pudukottai, Madurai.
7. Question Paper Setter and External Examiner for B.Com Degree Examinations of Fatima College, Madurai.
8. Question Paper Setter and External Examiner for B.Com Degree Examinations and VIVA for Tally Lab Course of Lady Doak College, Madurai.
9. External Examiner for B.Com Degree Examinations of Meenakshi Government Arts College, Madurai.

EXTRA-CURRICULAR ACTIVITIES

Served as an NSS Programme Officer in the NSS Unit No. 2 of The American College, Madurai since 11.07.2007 till 2014

ORIENTATION/REFRESHER/TRAINING PROGRAMME ATTENDED

1. Undergone online Refresher Course in “Commerce/Management “ with the theme of “Management and Commerce Perspectives in the Globalised Digital Era” from 18.09.2024 to 01.10.2024 organised by UGC – Malaviya Mission Teacher Training Centre, Madurai Kamaraj University , Palkalai Nagar, Madurai.
2. Undergone online Two Week Interdisciplinary Refresher Course on Commerce from 30.10.2022 to 13.11.2022 organised by Teaching Learning Centre, Ramanujan College, New Delhi in collaboration with Janki Devi Memorial College under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
3. Undergone online Two Week Interdisciplinary Refresher Course on Research Methodology from 20.07.2021 to 03.08.2021 organised by Teaching Learning Centre, Ramanujan College, New Delhi under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
4. Undergone a UGC Sponsored Faculty Induction Programme from 19.02.2021 to 20.03.2021 organised by UGC- HRDC, Madurai Kamaraj University, Palkalai Nagar, Madurai.

5. Undergone a UGC Sponsored Faculty Induction Programme from 19.02.2021 to 20.03.2021 organised by UGC- HRDC, Madurai Kamaraj University, Palkalai Nagar, Madurai.
6. Undergone a Faculty Development Programme for Young Faculty of Colleges and Universities” organised by St. Christopher’s College of Education, Chennai funded by UBCHEA from 10.01.2020 to 14.01.2020.
7. Undergone an MHRD sponsored training Programme on Academic Leadership from 02.05.2018 to 05.05.2018 at Avinashilingam Deemed University Crescent College of Education for Women, Madurai.
8. Undergone an NSS Orientation Programme from 11.07.2011 to 16.07.2011 at Avinashilingam Deemed University for Women, Empanelled Training Institution-NSS, Coimbatore.
9. Undergone a training programme on 28.06.2011 on Basic Life Support conducted by Confederation of Indian Industry, Madurai Zone.
10. Undergone a Youth Red Cross (YRC) Orientation Programme from 20th to 22nd March 2010 at Madurai Kamaraj University, Madurai.
11. Undergone Field Placement Training from 20.02.2002 to 28.02.2002 at District Central Co op Bank, Palani branch arranged by Arulmigu Palaniandavar Arts College for Women, Palani.

CONTRIBUTION TO BOOKS WITH ISBN

1. Presented a paper on “A Study on Customers Satisfaction towards Airtel’s AI Powered Spam Detection Solution in Madurai City”, Artificial Intelligence in Commerce and Management. ISBN: 978-93-6163-437-6; 6 & 7 January 2025, Pages 482-490
2. Presented a paper on “A Study on the Role of Artificial Intelligence in optimizing Green Cosmetic Ingredients by the Manufacturers of Green Cosmetic Products in Madurai City”, Artificial Intelligence in

Commerce and Management. ISBN: 978-93-6163-437-6; 6 & 7 January 2025, Pages 482-490

3. Presented a paper on “A Study on Analysing the impact of customer Loyalty Programs on Reliance Retail Units in Madurai City”, Commerce and Management in the Digital Age: Trends, Challenges & Innovations. ISBN: 978-81-968663-7-2; January 2024, Pages 339-344
4. Presented a paper on “Privacy and Security Issues for Online Shoppers”, Commerce and Management in the Digital Age: Trends, Challenges & Innovations. ISBN: 978-81-968663-7-2; January 2024, Pages 334-338
5. Presented a paper on “Digital India in MSME Sectors”, Sustainable Developments Through MSMEs: A Pathway to Self-Reliant India. ISBN: 978-93-94004-58-0; First Edition 2023, Pages 44-50
6. Presented a paper on “Financial Health of Firms Awaiting MSME Finance- A Study”, Sustainable Developments Through MSMEs: A Pathway to Self-Reliant India. ISBN: 978-93-94004-58-0; First Edition 2023, Pages 41-43
7. Presented a paper on “Digital Currency of India”, Impact of Changing Banking Practices on the Indian Economy, ICSSR Sponsored Two Days National Level Seminar (28.03.2023 and 29.03.2023) organized by Department of Commerce (Financial System), PSG College of Arts and Science, Coimbatore. ISBN: 978-93-94428-56-0; First Edition 2023; Pages 94-98.
8. ‘Micro-Finance – A means of poverty alleviation’, Cooperatives and Micro Finance edited by Frank Ratnakumar V. and Joel Edwinraj D., Chapter 19, ISBN: 981-81-8387-251-5, Serials publications, New Delhi, India, Pages 157-159.
9. ‘A Study on Occupational Health and Stress’, Emerging Trends in Global Business edited by Prabha P.V., Viswanathan S.V. & Prasath Kumar A., ISBN: 978-93-81537-00-8, NCRC Publications, Coimbatore, Pages 257-265.

10. 'Role of Government in the Development of MSMEs', Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises edited by Lourdes Poobala Rayen et.al., ISBN: 978-819-239-7504, B-DIGEST Publications, Nagercoil, Tamilnadu, Pages 64-66.
11. 'Foreign Direct Investment in India', Foreign Direct Investment in Retail Trade edited by Ramalingam L.P., ISBN: 978-93-806860-6-6, Shanlax Publications, Madurai, Tamilnadu, Pages 74-78.
12. 'Green Marketing - A Greater Challenge Ahead', Green Marketing-A Thrust on Renewable Energy Products edited by Dr.Auxilia Felicitas A.I. and Lucia Vanitha C., ISBN: 938-93-80686-46-2, Shanlax Publications, Madurai, Tamilnadu, Pages 108-111.
13. 'The Secrets of Superior Service', Emerging Trends in Marketing of Services in the Global Era edited by Dr. Samuel Anbu Selvan S.C.B., ISBN: 978-93-80686-89-9, Shanlax Publications, Madurai, Tamilnadu, Pages 286-289.
14. 'Marketing of Coir Fibre using the medium of intrnet', Digital Marketing, edited by Dr. J Fredrick, Dr. T Mathavan and Dr. P S Senthil Kumar, ISBN: 978-81-910124-8-4, SVN College, Madurai, pages 185-189.
15. 'A study on productivity of coir industry with reference to cost', Productivity Enhancement Strategies edited by Dr. Samuel Anbu Selvan S.C.B., ISBN: 978-93-80657-60-8, Shanlax Publications, Madurai, Tamilnadu, Pages 359-364.
16. 'A study on perspectives of higher education among college students in madurai city', Strategies of quality initiatives, enhancement and sustenance in higher education edited by Dr. J John Sekar, Dr. K Gnanasekar, Dr. C Muthuraja and Dr. R Sanjay, ISBN: 978-93-85109-93-5, Shanlax Publications, Madurai, Tamilnadu, Pages 113-117.
17. 'Women Entrepreneurship in MSMEs', Prospects of Micro, Small & Medium Enterprises (MSMEs) in Indian Scenario edited by Dr. A.

Martin David and Dr. Samuel Anbu Selvan S.C.B., ISBN: 978-93-86712-19-6, Publications, Madurai, Tamilnadu, Pages 301-302.

CONTRIBUTION TO JOURNALS WITH ISSN

1. “Entrepreneurial Aspiration among Women With Reference To College Students in Madurai”, Fatima College, Madurai.
2. “A Study on Role of Mediators in Buying and Selling Of Properties in Madurai North” South India Journal of Social Sciences, ISSN: 0972 – 8945, Vol. XXI, No.13, January – June: 2023, 110
3. ‘Customer Cards as Tool to Promote Sales and Retain in Business’, JASC Journal, New Delhi, (Impact factor 5.58)
4. ‘A study on consumers’ awareness on goods and services tax’. International journal of emerging research in management and technology, ISSN 2278-9359, paper Id: V6N11-126. **(E- Journal)**
5. ‘Role of Coir Fibre Extraction Units in the Development of Indian Economy’, Prospects of Micro, Small & Medium Enterprises (MSMEs) in Indian Scenario, ISSN 2349-8684, Vol 4, Special Issue 4, February 2018, Pages 09-12.
6. ‘A Study on Impact of Demonetisation on Coir Fibre Extraction Units of Madurai District’, SVNC Research Journal, ISSN 0976-2949, Volume II, January 2017, Pages 4-7.
7. ‘Financial Inclusion in Banking Sector’, Research Explorer, ISSN: 2250-1940, Volume II, Issue 8, Special Issue – April 2013, Pages 236-238.
8. ‘RBI Guidelines for Financial Inclusion’, Research Explorer, ISSN: 2250-1940, Volume II, Issue 8, Special Issue – April 2013, Pages 262-264.

**PRESENTATION OF PAPERS IN INTERNATIONAL LEVEL
SEMINARS/CONFERENCES**

1. Paper titled 'A Study on use of social media among college students in madurai city', International Conference on Emerging Trends in Multidisciplinary Research on 27 & 28 December, 2017 at Umar Pulavar Tamil Language Centre, Singapore.
2. Paper titled 'A Study on use of social media among college students in madurai city', International Conference on Emerging Trends in Multidisciplinary Research on 27 & 28 December, 2017 at Umar Pulavar Tamil Language Centre, Singapore.
3. Paper titled 'A Study on Impact of Demonetisation on Coir Fibre Extraction Units in Madurai District', International Seminar on Impact of Demonetisation on Small & Medium Scale Industries on 27th January, 2017 at S.Vellaichamy Nadar College, Madurai.
4. Paper titled 'A study on cost management of coir industries in madathukulam Block', International conference on Impact of Global Crisis in Indian Business on 25th October, 2013 at Annai Mathammal Sheela Engineering College, Namakkal, Tamilnadu.

**PRESENTATION OF PAPERS IN NATIONAL/STATE LEVEL SEMINARS
/COLLOQUIUM**

1. Presented a paper on 'Role of Coir Fibre Extraction Units in the Development of Indian Economy', National Conference on 'Prospects of Micro, Small & Medium Enterprises (MSMEs) in Indian Scenario' organised by The Department of Commerce, The American College, Madurai held on 16th February 2018.
2. Presented a paper on 'Women Entrepreneurship in MSMEs', National Conference on 'Prospects of Micro, Small & Medium Enterprises

(MSMEs) in Indian Scenario’ organised by The Department of Commerce, The American College, Madurai held on 16th February 2018.

3. Presented a paper on ‘A Study on Perspectives of Higher Education among College Students in Madurai City’, NAAC sponsored National Conference on ‘Strategies of Quality Initiatives, Enhancement and Sustenance in Higher Education’ organised by Internal Quality Assurance Cell (IQAC) held on 21&22 February 2017 at The American College, Madurai, Tamilnadu.
4. Presented a paper entitled ‘A study on Production and Marketing of Coir Fibre in Madurai and Theni Districts of Tamil Nadu’ in the research Colloquium VI organised by the post graduate and research department of commerce held on 23rd July 2016 at Vivekananda College, Thiruvedakam West, Madurai.
5. Presented a paper entitled ‘Marketing of Coir Fibre using the medium of internet’, National Conference on Digital Marketing, organised by The Department of Commerce(SF & IT), NMSSVN College, Madurai, held on 25th February 2016..
6. Presented a paper entitled ‘A study on Production and Marketing of Coir Fibre in Madurai and Theni Districts of Tamil Nadu’ in the research Colloquium V organised by the post graduate and research department of commerce held on 4th July 2015 at Vivekananda College, Thiruvedakam West, Madurai.
7. Paper titled ‘A study on productivity of coir industry with reference to cost’, National Seminar on Productivity Enhancement Strategies on 2014 at The American College, Madurai, Tamilnadu
8. 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.
9. 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, Tamilnadu.

10. 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.
11. Presented a Paper on 'Green Washing – A Greater Challenge Ahead', National Seminar on Green Marketing-A Thrust on Renewable Energy Products during 5th March, 2013 at Fatima College, Madurai, Tamilnadu.
12. 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, Tamilnadu.
13. 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, Tamilnadu.
14. 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, Tamilnadu.
15. 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, Tamilnadu.
16. 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, Tamilnadu.

17. 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.
18. 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, Tamilnadu.
19. 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.
20. 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, Sivakasi, Tamilnadu.

PARTICIPATION IN CONFERENCES/WORKSHOPS

1. Participated in the three days FDP on Investors’ Awareness Programme organised by the department of commerce, The American College, Madurai.
2. Participated in the One day workshop on GST by the department of commerce, The American College, Madurai.
3. Participated in the One day workshop on Web Page Development by the department of commerce, The American College, Madurai.
4. Participated in the two day workshop on Applications of AMOS in Social Science Research by the department of commerce, The American College, Madurai.

2. Participated in the one day workshop on Creating awareness about financial markets for future investors' by Baroda pioneer Mutual Fund at The American College, Madurai.
3. Participated in the three day conference against Warming the Globe 2011 held on 22-24 July 2011 at Thamukkam grounds, Madurai.
4. Participated in the workshop on Gender Awareness for Career Women on 11 and 12.01.2007 organised by The American College, Madurai.
5. Participated in the rally against Child Cancer on 15th February, 2011
6. Participated in the seminar on Value education organized by Arulmigu Palaniandavar Arts College for Women, Palani on 13th February, 2002.
7. Participated and passed in the State Level G.K. Talent Exam conducted by Bharathi Educational Foundation, Chennai held during August, 2001.

NSS SPECIAL CAMPS ORGANIZED

1. Organised a Seven day NSS Special Camp from 27.09.2013 to 03.12.2013 at Sarandhangi village.
2. Organised a Seven day NSS Special Camp from 27.09.2012 to 03.10.2012 at Sarandhangi village.
3. Organised a Seven day NSS Special Camp from 27.09.2011 to 03.10.2011 at Sarandhangi village.
4. Organised a Seven day NSS Special Camp from 16.03.2011 to 22.03.2011 at Pudhu patty village.
5. Organised a Ten day NSS Special Camp during 2007 at Vellayam patty village.
