

## FACULTY PROFILE

**NAME** : Ms.G.DHIVYA  
**DESIGNATION** : Assistant Professor  
**DEPARTMENT** : COMMERCE (CA)



### EDUCATIONAL QUALIFICATION :

Degree	subject	College/ University & Place	Year of Completed
B.Com	Commerce	Thiyagarajar College, Madurai	2012
M.Com	Commerce with computer application	Lady Doak College, Mdurai	2014
M.Phil	M.Phil	Lady Doak College, Madurai	2015
PCP	Computer application and Tally ERP9	CSC computer Education Madurai	2009
UGC-NET	Commerce	University Grants Commission	2020
Ph.D (PURSUING)	Commerce	Thiyagarajar College, Madurai	-

**2. AWARDS - NIL**

**3. BOOK PUBLISHED- NIL**

**4. PAPER PUBLISHED SCOPUS/ UGC CARE LIST:**

#### UGC CARE:

1. Jan. 2023, published a paper on, "HUMAN HAIR MARKETING: OPPORTUNITY AND CHALLENGES OF TRADERS WITH SPECIAL REFERENCE TO MADURAI DISTRICT", ISSN: 0972 – 8945 Vol. XXI, No.13, UGC CARE Approved, Group I, Bi-Annual Journal in "South India Journal of Social Science".

2. June 2023, published a paper on, “HUMAN HAIR EXPORT IN INDIA – HOPES AND GAPS”, ISSN no 2249-555X, UGC CARE Approved, “INDIAN JOURNAL OF APPLIED RESEARCH”.
3. January 2024, published a paper on “HUMAN HAIR MARKETING –A STUDY WITH SPECIAL REFERENCE TO MADURAI CITY”, ISSN 2319-829X ,UGC CARE Approved, Group I, “HUMANITIES AND SOCIAL SCIENCE STUDIES JOURNAL”.

**5. PAPER PUBLISHED INTERNATIONAL SEMINAR / NATIONAL/ STATE SEMINAR CONFERENCE:**

1. 2014, Published a paper on, “Impact of Globalisation on Indian Financial System” ISBN : 978-93-80686-90-5, Shanlax Publications, organized by Vivekananda College, Madurai, ISBN : 978-93-80686-90-5, Shanlax Publications, Madurai, Tamil Nadu.
2. 2014, publicised a paper on 'Growth of Venture Capital in India', “Higher Education in India –During the Plan Periods”, National Seminar organized by Mannar Thirumalai Naicker College, Madurai.
3. 2014, publicised a paper on 'Chance management in Ford Motor Company', “Change Management: A360 degree perspective” National conference organized by Kodaikanal Christan College, Kodaikanal, Madurai.
4. 2014, publicised a paper on ‘Problems & Challenges of Disinvestment in Public Sector Enterprises’, “Challenges of Disinvestment in Public Sector” State level conference organized by Thiagarajar College, Madurai.
5. 2017, Published a paper on, “Women Entrepreneurs: Functions, Problems and Solution” ISSN: 2349-8684 ISBN:978-93-85109-88-1, International conference organized by The American College, Madurai, Tamil Nadu.
6. 2018, Published a paper on, “Challenges and Opportunities in Micro, Small and Medium Enterprises (MSSE) in India Opportunities and Challenges ” ISBN : 978-93-86712-19-6, National conference organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.

7. 2019, Published a paper on, “Cognizance of post office Redeemable Schemes among salaried people in Madurai City, Tamil Nadu- An Empirical study” ISSN : 1076-5131, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.

8. 2019, Published a paper on, Investors Attitude towards Mutual Funds as on Investment option” ISBN: 978-93-88398-34-3 International conference organized by The American College, Madurai, Tamil Nadu.

9. 2023, International Conference - Business Dynamics and Sustainable Development organized by The American College, Madurai & St. Joseph’s University, Bengaluru, Karnataka.

## **6. PAPER PRESENTATION:**

1. 2014, Presented and Published a paper on, “Impact of Globalisation on Indian Financial System” ISBN : 978-93-80686-90-5, Shanlax Publications, organized by Vivekananda College, Madurai, ISBN : 978-93-80686-90-5, Shanlax Publications, Madurai, Tamil Nadu.

2. 2014, presented and publicised a paper on 'Growth of Venture Capital in India', “Higher Education in India –During the Plan Periods”, National Seminar organized by Mannar Thirumalai Naicker College, Madurai.

3. 2014, presented and publicised a paper on 'Chance management in Ford Motor Company', “Change Management: A360 degree perspective” National conference organized by Kodaikanal Christan College, Kodaikanal, Madurai.

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5. 2017, Presented and Published a paper on, “Women Entrepreneurs: Functions, Problems and Solution” ISSN: 2349-8684 ISBN:978-93-85109-88-1, International conference organized by The American College, Madurai, Tamil Nadu.

6. 2018, Presented and Published a paper on, “Challenges and Opportunities in Micro, Small and Medium Enterprises (MSSE) in India Opportunities and Challenges ” ISBN : 978-93-86712-19-6, National conference organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
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9. 2023, Presented and published a paper on, “HUMAN HAIR MARKETING: OPPORTUNITY AND CHALLENGES OF TRADERS WITH SPECIAL REFERENCE TO MADURAI DISTRICT” ISSN: 0972 – 8945 Vol. XXI, No.13, International conference organized by The American College, Madurai, Tamil Nadu & St. Joseph’s University, Bengaluru, Karnataka.
10. 2023, Presented and published a paper on, “A STUDY OF DIGITAL TRANSFORMATION STRATEGIES ADOPTING MSMEs IN MADURAI CITY” ISBN 978-93-94004-75-7, VOL I, on SUSTAINABLE DEVELOPMENT THROUGH MSMEs: A PATHWAY TO SELF-RELIANT INDIA.

#### **7. CONFERENCES/ SEMINARS/ WORKSHOP /WEBINARS:**

1. 2011, “Aptitude & Soft skill” organized by Thiagarajar College, Madurai.
2. 2013, “Business Strategies in practice” organized by V.V.VANNIAPERUMAL College for Women, Virudhunagar, Tamil Nadu.
3. 2019, “Development of Website”, Organized by Department of Commerce, The American College, Madurai, Tamil Nadu.
4. 2019, “GST Workshop”, Organized by Department of Commerce, The American College, Madurai, Tamil Nadu.

5. 2023, Workshop – Art and Science of Methodical Scientific Writing & Publication in a High Impact Journal , Organized by IQAC and office of Dean Research , The American College, Madurai.

**Webinars:**

1.2020, “Teacher Vs Learner: Impact of COVID’19 in colleges” Organized by 2020 Internal Quality Assurance Cell, The American College, Madurai, Tamil Nadu.

2. 2020. “Navigate Financial Crisis during Pandemic” , Organized by Department of Commerce, The American College, Madurai, Tamil Nadu.

3. 2020, “Management education: The challenges of changing scenario”, Organized by Department of BBA, The American College, Madurai, Tamil Nadu.

**8. REFRESHER COURSE/ORIENTATION PROGRAMME/FACULTY DEVELOPMENT PROGRAMME**

1. 2021- NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME ON “INVESTORS EDUCATION & AWARENESS” Organized by PG and Research Department of Commerce, Thiagarajar College, Madurai, Tamil Nadu.

2. 2022- FACULTY DEVELOPMENT PROGRAMME ON “INVESTORS AWARENESS & EDUCATION ” Organized by Department of Commerce, The American College, Madurai, Tamil Nadu.

3. 2024 - FACULTY DEVELOPMENT PROGRAMME ON “Tally Prime Rel. 4. 0” Organized by Research Department of Commerce, Thiagarajar College, Madurai, Tamil Nadu & Tally Education Private Limited.

**9. RESOURCE / CHAIR PERSON – NIL**

**10. MEMBERSHIP IN ACADEMIC BODIES – NIL**

**11. M.Com/MPHIL/PH.D WARDS – NIL**

**12.INTERNATIONAL VISIT – NIL**

**13.ANY OTHER ACHIEVEMENT- NIL**