

Profile

Name : Dr.K. Jayalakshmi
Designation : Assistant Professor
Department : Commerce
Date of Joining : 05.10.2020
Phone Number : 9578320046
Email : 2jaya.shivesh@gmail.com



PROFESSIONAL EXPERIENCE

Designation	Institution	Service Period		
		From	To	Total
Teacher	Mepco matric higher Secondary School, Thirumangalam, Tamilnadu	June 2005	June 2006	1 year & 1 month
Assistant Professor	MannarThirumalaiNaicker College, Madurai, Tamilnadu	July 2006	September 2020	13 years & 3months
Assistant Professor	The American College , Madurai, Tamilnadu	October 2020	Till date	Till date

ACADEMIC DETAILS

Degree	Institution	University	Class	Year
PhD	MannarThirumalaiNaicker College, Madurai.	Madurai Kamaraj University	NA	January 2016
M.Phil	Saraswathi Narayanan College, Madurai.	Madurai Kamaraj University	First	April 2005
M.com	Madura College, Madurai	Madurai Kamaraj University	Frist	April 2004
B.com	V.V.Vaniaperumal College, Virudhunagar.	Madurai Kamaraj University	First	April 2002

PAPER PUBLISHED – SCOPUS/ UGC CARE LIST

- A study on micro enterprises in Madurai district- with special reference to entrepreneurship development.(Scopus) (ISSN:14757192)
- Youth Development- A case study on youth engagement in the community with reference to Madurai City. (ISSN:09730087)

- Green Marketing: Consumer's perception and awareness of Green washing. (ISSN:0972-8945(Vol.XXI,NO:13)
- Business From Home: A Gender Perspective.(ISSN:0972-0766(Vol.99:2023)
- Fintech: Challenges and opportunities in mobile payments.(ISSN: 2319-829X)

PAPER PUBLISHED INTERNATIONAL/ NATIONAL :

- “Emerging Trends of Technology in International Marketing Management” in International conference on “Coimbatore Strategic Leadership Conference”, Nehru Institute of Technology, Coimbatore on 10th August 2018.
- International Conference on Business Dynamics and Sustainable Development, The American College on 05.01.2023 and 06.01.2023
- International Conference on Commerce and Management, The American College on 05.01.2024 and 06.01.2024

PAPER PRESENTED :

- Entrepreneurial Traits and Trends, Fatima college on 29.09.2023, Madurai
- ICSSR Sponsored National Seminar on “ Impact of CSR on Corporate Sustainability” Sri S.Ramasamy Naidu Memorial College on 17.09.2023, Sattur.
- “The Effectiveness of Start-ups in Indian Economy” on 03.02.2023
- Youth Development- A case study on youth engagement in the community with reference to Madurai City, Sri S.Ramasamy Naidu Memorial College on 16.11.2022 to 17.11.2022, Sattur.
- Contemporary and upcoming issues in the field of intellectual property rights. Mannar Thirumalai Naicker College on 28.03.2022, Madurai.
- “Emerging Issues in Banking and Insurance Sector”, Sri S.Ramasamy Naidu Memorial College on 4th and 5th March 2010, Sattur.
- “Impact of MNCs entry in the Indian Retail Marketing”, Thiagarajar College, Madurai.
- “Tourism Industry in India: Challenges and Opportunities”, Mannar Thirumalai Naicker College, Madurai.
- “Emerging Trends in Retail Marketing”,(ISBN) Mannar Thirumalai Naicker College, "Madurai.

SEMINAR/WORKSHOP/CONFERENCE: Participated

- “Emerging Trends in Banking in the new Millennium”, Vivekananda College on 01.05.2004, Madurai
- “Inclusive Growth in India”, Mannar Thirumalai Naicker College, on 16th December 2009, Madurai.
- “Investment Scenario in India”, S.Vellaichamy Nadar College, on 26th February 2010, Madurai.
- “Emerging Trend in Marketing Channels of Distribution and Emerging Trends in Business and Commerce”, Arul Anandar College, on 17th March 2010, Madurai.
- “Challenges and Opportunities in Indian Banking Industry”, Mannar Thirumalai Naicker College, on 9th September 2009, Madurai.
- SEBI sponsored one day workshop on “Financial Planning for Young Investors”, Mannar Thirumalai Naicker College, Madurai.
- “Global Economic Crisis and India”, Mannar Thirumalai Naicker college, on 06.01.2012, Madurai.
- “Development Program on “Research methodology” on 19.12.2022, Coimbatore.

REFRESHER COURSE/ ORIENTATION PROGRAMME/ FACULTY DEVELOPMENT PROGRAMME:

- “Faculty Development programme”, Mannar Thirumalai Naicker College, on 19th, 20th, 21th, May 2008, Madurai.
- Seven Days Virtual National Level Faculty Development Program on “Research methodology”, PPG College of Arts and Science, on 12.12.2022 to 19.12.2022.
- Five Days National Level Virtual Faculty Development Program on “ Intellectual Property Rights”. Kristu Jyoti College of Management and Technology, on 18.11.2022 to 22.1.2022, Kottayam.
- Seven Days National Level Virtual Faculty Development Program on “ NACC Accreditation Framework, Guru Shree Shantivijai Jain College for Women, on 09.09.2023 to 16.09.2023 Chennai