

## PROFILE



**Name** : Mrs. N. LAVANYALAKSHMI  
**Designation** : Assistant Professor  
**Department** : Department of Business Administration  
**Date of Birth** : 22.08.1972  
**Date of Appointment** : 07.08.2006

### CONTACT DETAILS

**Present Address** : 58, Kamaraj Street, Thenkarai,  
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### ACADEMIC

S. No.	Degree	University/ Institution	Year of Completed
1.	B.Com.	Bharathiar University / Sri.G.V.G Visalakshi College for Women	1992-93
2.	M.Com.	Bharathiar University / Sri.G.V.G Visalakshi College for Women	1994-95
3.	M.Phil.	Madurai Kamaraj University	2004-05
4	(AAUC)	NIIT	2006

**TOTAL EXPERIENCE** : 8 years  
**AREA OF SPECIALIZATION/INTEREST** : Marketing and Finance

### RESEARCH EXPERIENCE

#### PRESENTATION

Paper entitled,

- **“Bench mark derivative fund”**, National seminar on “Business and investment vision” at Nadar Saraswathi college of arts and science –Theni on 12<sup>th</sup> sep 2009
- **“E-Customer Relationship management”**, National conference on computer science and engineering, Jayaraj Annapackiam college for women (Autonomous), Periyakulam on 24<sup>th</sup> & 25<sup>th</sup> Feb 2010.

- **“Bench marking and best practices”**, (TNSCST sponsored) National workshop on “Digital vision-2020 at Jayaraj Annapackiam college for women (Autonomous), Periyakulam on 5&6 Dec. 2010.
- **“Inculcation of value for holistic life amidst technological scenario”** , National seminar on Succeeding with self management at JAC, Periyakulam on 6<sup>th</sup> and 7<sup>th</sup> Dec 2010
- **“Values and benefits of CSR”** , National seminar on “Corporate social responsibility and sustainable development” at The Gandhigram rural institute-deemed university on 23<sup>rd</sup> and 24<sup>th</sup> 2011 Feb
- **“Impact of internet in banking “**, UGC sponsored International seminar on “Emerging Services Sector Challenges and opportunities India’s” at NMSSVN College, Madurai on 25<sup>th</sup> Aug 2011
- **“Uses of computer and internet by the faculty members-A Study with reference to Arts and Science college in Theni district”** , International conference on “Business innovations in globalization era” at A.Veeriya vandayar memorial sri pushpam college (autonomous) poondi on 31<sup>st</sup> Sep 2012
- **-“Impact of globalization in present business world”**, National conference “Opportunities and challenges of contemporary management practices in Indian Arena at Vidyaa vikas college of engineering and technology, Thiruchengode, Namakkal on 13<sup>th</sup> Oct 2012
- **“Corporate social responsibility of the bank – A study with reference to Theni District”**, National Seminar “Contemporary corporate ethical environment challenges and strategies” J.A.College Periyakulam on 7<sup>th</sup> & 8<sup>th</sup> Feb 2013

## PUBLICATION

Paper entitled,

- **Limited Liability Partnership(LLP)-A new Business Structure in Trends in Kalis** Research journal ISSN 0974-701X, Volume 4, No1. page no117to120 , 2010
- **Bench marking and best practices** in “Digital vision-2020” ISBN:978-81-909490-7-1 page330-333
- **Succeeding with self management** ,in national journal -ISBN 978-81-9094 page 94 to 97, 2011
- **Utilization of computer and internet by faculty members of the arts and science college- A Study with reference to Theni district** in sankya-International journal of Management and Technology Vol-3 Issue -2, ISSN 0975-3915 page97-101, 2012
- **Impact of globalization in the present business world** in SELP journal of Social Science ISSN 0975-9999 Vol III, Issue 12 Special Issue-Oct. 2012 page133-136

**SEMINARS/CONFERENCES/WORKSHOPS PARTICIPATED: 25**

## EXTRA CURRICULAR

- Typewriting junior grade , Hindi Rashtrabhasha, Sanskrit-pravaisha, Short term course in knitting-madura coats.