



**Dr. G. Kanagavalli**  
**Assistant Professor**

### Contact

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**Academic Qualifications: M.Com., M.Ed., M.Phil., Ph.D.**

**Teaching Experience: 04 Years 5 Months**

**Research Experience: 04 Years**

### Areas of Research

Marketing, Human Resource Management

### Research Supervision / Guidance

|          | Program of Study | Completed | Ongoing |
|----------|------------------|-----------|---------|
| Research | Ph.D.            | --        | --      |
|          | M.Phil.          | --        | 02      |
| Project  | PG               | --        | --      |

## Publications

| International |             | National |             | Others                                  |
|---------------|-------------|----------|-------------|---|
| Journals      | Conferences | Journals | Conferences | Books / Chapters / Monographs / Manuals |
| 01            | --          | 04       | 05          | --                                      |

## Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 01

1. Two- Day Workshop on ICT Based Innovative Teaching Methods in Business Studies, Department of Commerce and International Business and Higher Education Innovation Cell, 23<sup>rd</sup> and 24<sup>th</sup> of January 2017.

## Events Participated

### Conferences / Seminars / Workshops: 07

1. International workshop on “**DATA SCIENCE AND ANALYTICS**”, conducted by Department of computer science, Alagappa University, Karaikudi during September 27-28, 2016.
2. International symposium on “**Emerging Trends In Social Science Research**” organized by the Department of Social Work and Department of Women’s Studies, Alagappa University, karaikudi during 1<sup>st</sup> September 2016.
3. National seminar on “**Emerging Trends in Indian Insurance Sector (ETIIS 2016)**” held on 23<sup>rd</sup> March, 2016 at Alagappa University, Karaikudi.
4. National level seminar on “**Technology Trends in Indian Banking Sector**” Organized by the Department of Bank Management, Alagappa University, Karaikudi. On 25<sup>th</sup> February, 2016.
5. National conference on “Swami Vivekanandar: A Youth Icon” organised by Swami Vivekananda Centre for Higher Research and Education, Alagappa University, Karaikudi during 24<sup>th</sup> October 2016.
6. National conference on “Recent trends in Management Research” Organised by Faculty of Management, Alagappa University, Karaikudi during 19<sup>th</sup> February 2016.

7. Orientation programme to YRC programme officers of the colleges affiliated to Alagappa University, Organised by Indian Red Cross & Youth Red Cross Alagappa University, Karaikudi during 7th October 2016.

## Recent Publications

1. Dr. G. Kanagavalli (2016), "Women Education in India", Pezzottaite Journals, International Journal of Applied services marketing perspectives, India, volume 5, Number 2, April-June 2016 (ISSN (p): 2279-0977, pp.2158-2161.
2. Dr. G. Kanagavalli and M.Vinoth (2016), "A Study on the Challenges of Online payment Systems", Consumer Protection and Empowerment in India. (ISBN No: 978-81-928690-1-8), pp. 163-168.
3. Dr. R. Neelamegam & G. Kanagavalli, (2014), "Contribution of Women Beneficiaries of Self Help Groups to Family Income: A Study with Reference to Sivagangai District", Testament of Business Research, First Edition, March 2014, ISBN: 978-93-81723-241, Page No. 01, Serial No. 25.
4. G. Kanagavalli, (2012), " Women's Empowerment and Economic Development", Kaveripakkam College Journal of Management Research, Vol 2, Issue 5, December 2012, ISSN:2249-6459, Page No.15, Serial No.3.
5. Dr. R. Neelamegam & G. Kanagavalli, (2012), "The Challenge of Ending Rural Poverty in India", Self Journal of Social Science, Vol.3, Issue 12, October 2012, ISSN: 09759999, Page No.74-80, Serial No.14.
6. Dr. R. Neelamegam & G. Kanagavalli, (2012), "The Challenge of Ending Rural Poverty in India", Self Journal of Social Science, Vol.3, Issue 12, October 2012, ISSN: 09759999, Page No.74-80, Serial No.14.
7. G. Kanagavalli, S. Isuriya (2017), "Role of Foreign Direct Investment (FDI) in India", International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN:8193331648, page no. 231-234.
8. G. Kanagavalli, R. Vijayalaxmi (2017), "Training And Development in Hotel Industry" International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN:8193331648, page no. 197-201.
9. G. Kanagavalli (2017), "Demonetisation Finance", One Day National Level Seminar on Innovative Practices in Modern Business.

10. G. Kanagavalli & R. Vijayalakshmi (2017), "Capital Asset Prices: A Theory of Market Equilibrium Under Conditions Of Risk", Indo Global Journal of Commerce and Economics, vol. 4 Issue no. 1.
11. G. Kanagavalli (2017), "Women Empowerment in Rural Area", National Level Seminar on Corporate Entrepreneurship.