



Dr.G.KANAGAVALLI
ASSISTANT PROFESSOR

Contact

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Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D.	Mother Theresa University,	2014	Commerce	Commended
M.Phil.	Alagappa University	2008	Education	1 st Class
M. Ed	Alagappa University	2006	Education	1 st Class
M.Com	Annamalai University	2001	Commerce	1 st Class
M.Sc	Alagappa University	2022	Psychology	1 st Class

Teaching Experience: 13

Position	Institution	Duration
Assistant Professor	Department of Commerce, Alagappa University, Karaikudi	26.05.2016 to till date
Assistant Professor	Department of International Business and Commerce, Alagappa university, Karaikudi	30.01.2016 to 25.05.2016
Assistant Professor	ST. Paul College, Devakottai	16.08.2011 to 28.01.2016

Research Experience: 10 Years

Position	Institution	Duration
Assistant Professor	ST. Paul College, Devakottai	16.08.2011 to 28.01.2016
Assistant Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	2016 - Till date

Additional Responsibilities

S.No	Position	University Bodies	Period	
			From	To
1	University Representative For Distance Education	Alagappa University	2016	2018
2	Department Coordinator	Village Placement Program(VPP)	22 nd September 2017	24 th September 2017
3	Department Coordinator	Placement cell	2019	Till date
4	Academic Counselor for the Programme	(Certificate Programme in Astrology) DDE – Alagappa university	23.03.2022	Till date
4	Department Coordinator	Swachhata Pakhwada	2022	Till date
5	Member of the Squad team	Examinations of Affiliated Colleges	9.6.2022	11.7.2022
6	Event coordinator	Alagappa university Talent Exhibit Show Alutes(Classical Dance)	2 nd march-2023	4 th march-2023
7	Department Coordinator	Village Extension Programme (VEP)	10.03.2023	12.03.2023.
8	Event Coordinator	Alagappa University Intercollegiate Talent Exhibit Show(Mehndi)	30 th March-2023	1 st April 2023
9	Member of the Squad team	Affiliated Colleges (Examination April – 2023)	17.5.2023	19.6.2023
10	Event coordinator	Alagappa university Talent Exhibit show (Mehndi)	4.10.2023	6.10.2023

Area of Research

1. Marketing
2. Entrepreneurship
3. Finance

Research Supervision/Guidance

Program of Study		Completed	Ongoing
Research	Ph.D	1	3
	M.Phil	11	--
Project	PG	55	--

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
32	16	6	9	3

- Cumulative Impact Factor (as per JCR) : 61.999
- H-Index : 4
- I10index : 3
- Total Citations : 119

Funded Research Projects

Completed Projects

S.N	Agency	Period		Project Title	Budget (Rs. in Lakhs)
		From	To		
1	Alagappa University Research Fund (AURF)	2017	2019	Contribution of SHG for Poverty Alleviation in Ramanathapuram District,	0.25 Lakhs
S.No	Agency	Period		Details	Budget (Rs)
1	Rashtriya Uchcharat Shiksha Abhiyan(RUSA) 2.0	2019		72 nd All India Commerce Conference -2019 & International Seminar. Bhubaneswar	0.15 lakhs
2	Rashtriya Uchcharat Shiksha Abhiyan(RUSA) 2.0	2019		Field visit Themed Based Research Project (Sectors of Internship) Coimbatore and Chennai	0.50 Lakhs
3	Rashtriya Uchcharat Shiksha Abhiyan(RUSA) 2.0	2020		International Conference, Gulf American University - Dubai	Rs.50,000

Combined Department Projects

S.No:	Agency	Period		Project Title	Budget (Rs. in Lakhs)
		From	To		
1	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2018	2020	Establishing Industry Linkage and Industrial Park	17 Lakhs
2	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2022	2024	Establishing Industry Linkage and Industrial Park	5 Lakhs

Distinctive Achievements / Awards

1. **Dr.G.Kanagavalli (2018)** rendered significant service for acquiring A+ Grade (CGPA; 3.64) in the Third Cycle of NAAC Accreditation by Alagappa university in May 2017, The university will ever cherish the services rendered in the years to come 30.04.2018.
2. **Dr.G.Kanagavalli (2020)** recognition of the Contribution made to THEME BASED RESEARCH PROJECT OF RUSA 2.0 towards the QUALITY ENHANCEMENT IN TEACHING AND RESEARCH. 2020.
3. **Dr.G.Kanagavalli (2021) Distinguished Academic Leader National Award 2021**, Instituted by the International Institute of organized Research (I2OR)Registered MSME with Ministry of MSME, Govt. of India (UDYAM- PB-20-0002405) 7th August 2021.

4. **Dr.G.Kanagavalli (2022) Outstanding Educator National Award 2022**, Kamarajar Institute of Education and Research Theni, Tamil Nadu, India. 10th April 2022.
<http://kieredu.in/nomination/>
5. **Dr.G.Kanagavalli (2023) A.P.J. ABDULKALAM International Award 2023**, International Multidisciplinary Conference held on 04.04.2023. Venue – Pattaya – Thailand.
6. **Dr.G.Kanagavalli (2023) International Best Personality Award – 2023** ,Multidisciplinary International Conference held on 24.09.2023 Venue : IDM International ,University Sharjah Publishing city, Zahiya – E311 – SHARJAH –UAE

Events organized in Leading Roles

Number of Seminars /Conferences /Workshops/ Events organized

Position	Programme	Duration	Institution
Organizing Secretary	COM FEST programme	13 th March-14 th March 2018	Department of Commerce,Alagappa university
Organizing Secretary	Executive council of startup cell	2018-2019	Department of Commerce Alagappa university
Department Coordinator	Talent Exhibit show (ALUTES)	2018 – 2019	Department of Commerce Alagappa University
Department Coordinator	Cultural & sports	2018-2019.	Department of Commerce Alagappa university
Organizing Secretary	TYCOONS OF TOMORROW -2019 (Business Plan Contest-Seminar)	8 th March – 2019.	Department of Commerce Alagappa University
Jury member	Children’s Day Celebration- Essay Writing Competition	11 th November 2019	Alagappa University
Organizing secretary	ACT NEXT; Nobel Prize in PEACE –2019.	11 th March 2020.	Department of Commerce Alagappa University
Organizing Secretary	Research Methodology in Social Sciences – Quality Dimensions	20 th January 2021.	Department of Commerce Alagappa University
Organizing Secretary	Value Education – Online Special Lecture Programme	16.07.2021.	Department of Commerce Alagappa University
Organizing Secretary	CONSTITUTION DAY	26 th November 2021	Department of Commerce, Alagappa university
Organizing Secretary	International Women’s Day	7 th & 8 th March-2022	Department ofCommerce, Alagappa university
Coordinator	Parent – Teachers Meeting	24.03.2023	Department of Commerce , Alagappa University
Coordinator	Swachhata Pakhwada 2023 – Awareness on Hygiene and Sanitation at Public Gathering	4 th September - 2023	Department of Commerce, Alagappa University
Coordinator	Awareness on Child	15 th Septemer	Department of Commerce,

	Health and Hygiene	-2023	Alagappa University
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Papers presented in the International and National events:

Papers Presented (International Level)

1. **Dr.G.Kanagavalli (2017)** presented a paper titled **“Role of Foreign direct investment in India** in the International Conference on Global Growth: Gears & Glows Conducted by the Alagappa University, Karaikudi held on 2nd & 4th February 2017.
2. **Dr.G.Kanagavalli (2017)** Presented a paper titled **“Capital Asset prices: A Theory of market Equilibrium under conditions of risk** in the International Conference on Business and Management Research Conducted by the PG & Research Department of Commerce Bon Secours College for Women, Vilar bybass, Thanjavur held on 17th February 2017
3. **Dr.G.Kanagavalli (2017)** Presented a paper titled **“Business Process Reengineering and innovation** in the International Conference on Digital India- The Unfolding Opportunities and Challenges Organized by the Faculty of Management and Computer Applications, Mother Teresa Women’s University Kodaikanal & Vivekanandha Institute of Information and Management Studies, Elayampalayam, Namakkal held in March 2-3-2017.
4. **Dr.G.Kanagavalli (2017)** Presented a paper titled **“Working Capital Management in Pharmaceutical industry in India** in the International Conference on Contemporary Changes in Business Management Conducted by the Department of Business Administration, Ananda College, Devakottai held on 20th September 2017.
5. **Dr.G.Kanagavalli (2017)** Presented a paper titled **“Impact of GST on Indian Economy”** in the International Conference GST(ICGST- 2017) Organized by the department of Commerce & Commerce with CA & Business Administration Vidhyaa Giri College of Arts and Science, Pudukkottai held on 5th October 2017.
6. **Dr.G.Kanagavalli (2018)** Presented a paper titled **“FDI IN INDIAN FERTILIZER INDUSTRY”** in the International Conference on FDI- Astute conduit for Trade Integration and Sustainable Development” held on 2nd and 3rd March 2018 Organized by the Department of International Business Alagappa university, Karaikudi.
7. **Dr.G.Kanagavalli (2018)** Presented a paper titled **“FOREIGN TRADE INVESTMENT – INSURANCE SECTOR”** in the International Conference on FDI- Astute conduit for Trade Integration and Sustainable Development” held on 2nd and 3rd March 2018 Organized by the Department of International Business Alagappa university, Karaikudi.
8. **Dr.G.Kanagavalli (2018)** Presented a paper titled **“IMPACT OF SOCIAL NETWORKING ON LEARNING”** in the International Conference on Curriculum and Instructional Designing for Global Education organized by the Department of Education, Alagappa university, Karaikudi on march 26th & 27th, 2018.

9. **Dr.G.Kanagavalli (2019)** Presented a paper titled **“E – COMMERCE STRATEGIES”** in the International Conference on **“STRATEGIES FOR GLOBAL BUSINESS FINANCE AND MANAGEMENT FOR SUSTAINABLE SOCIETAL DEVELOPMENT”** organized by the Department of Corporate Secretary ship & Commerce, Alagappa University, Karaikudi on 19th & 20th February 2019 under MHRD RUSA Phase 2.0 Scheme
10. **Dr.G.Kanagavalli (2019)** Presented a paper titled **“CONSUMER PERCEPTION OF HERBAL PRODUCTS IN MADURAI REGION”** in the International Conference on **“STRATEGIES FOR GLOBAL BUSINESS FINANCE AND MANAGEMENT FOR SUSTAINABLE SOCIETAL DEVELOPMENT”** Organized by the Department of Corporate Secretary ship & Commerce, Alagappa university, Karaikudi on 19th & 20th February 2019 under MHRD RUSA Phase 2.0 Scheme.
11. **Dr.G.Kanagavalli (2019)** Presented a paper titled **“ FEATURES DETERMINING THE GLOBAL MARKET “** in the international conference on **“STRATEGIES FOR GLOBAL BUSINESS FINANCE AND MANAGEMENT FOR SUSTAINABLE SOCIETAL DEVELOPMENT “** organized by the department of Corporate Secretary ship & Commerce, Alagappa University Karaikudi on 19th & 20th February 2019 under MHRD RUSA Phase 2.0 Scheme.
12. **Dr.G.Kanagavalli (2019)** Presented a paper titled **“GREEN BUSINESS INITIATIVES IN INDIA”** in the International conference on **“STRATEGIES FOR GLOBAL BUSINESS FINANCE AND MANAGEMENT FOR SUSTAINABLE SOCIETAL DEVELOPMENT “** organized by the department of Corporate Secretary ship & Commerce, Alagappa University Karaikudi on 19th & 20th February 2019 under MHRD RUSA Phase 2.0 Scheme.
13. **Dr.G.Kanagavalli (2019)** presented a paper titled **“FOREIGN DIRECT INVESTMENT IN INDIA; AN OVERVIEW”** in the International Conference on **FDI AND MAKE IN INDIA– SYNERGISTS OF TRANSFORMING INDIAN ECONOMY** held on 30th & 31st of August 2019 Alagappa University, Karaikudi. Sponsored under RUSA Phase 2.0 Schemes.
14. **Dr.G.Kanagavalli (2019)** Presented a paper titled **“STUDY ON FOREIGN DIRECT INVESTMENT IN THE TOURISM INDUSTRY IN KERALA”** in the International Conference on **FDI AND MAKE IN INDIA – SYNERGISTS OF TRANSFORMING INDIAN ECONOMY** Organized by the Department Of International Business Alagappa University Karaikudi on 30th & 31st August 2019 Sponsored under RUSA Phase 2.0 Scheme.
15. **Dr.G.Kanagavalli (2019)** Presented a paper titled **“LOGISTICS AND E-LOGISTICS MANAGEMENT: BENEFITS AND CHALLENGES”** In the International conference on **“E-LOGISTICS AND SUPPLY CHAIN MANAGEMENT”** under RUSA 2.0 held during 12th & 13th September 2019 Alagappa University Karaikudi.
16. **Dr.G.Kanagavalli (2019)** Presented a paper titled **“ Study on the Impediments and Issue of Human Resource Training in Logistics and SCM in INDIA”** In the International conference on **“E-LOGISTICS AND SUPPLY CHAIN MANAGEMENT”** under RUSA held during 12th & 13th

September 2019 Alagappa University Karaikudi.

17. **Dr.G.Kanagavalli (2019)** Presented a paper titled **“FEATURES DETERMINING THE GLOBAL MARKET”** In the International conference on **“E-LOGISTICS AND SUPPLY CHAIN MANAGEMENT”** under RUSA 2.0 held during 12th & 13th September 2019 Alagappa University Karaikudi.
18. **Dr.G.Kanagavalli (2019)** presented a research article entitled **Influencing Factors for Purchase Decision on Social Media** at the 72nd All India Commerce of the Indian Commerce Association and International Seminar Organized by KIIT Deemed to be University, Bhubaneswar from 22nd to 24th December 2019 in the Technical Section.
19. **Dr.G.Kanagavalli (2020)** Presented a paper entitled **Post Purchase behavior on Purchase Intention Through Social Media** in the International Conference on Sustainability Transformation, Development In Business and Management. Organized by the Department of commerce, Sponsored by council of Scientific and industrial Research (CSIR) on 24th January 2020 at The American College, Madurai.
20. **Dr.G.Kanagavalli (2020) Strengthening Entrepreneurship and Economic Development through Institutions - Industry Linkage.** 5th One Day International Conference on Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment (IEH- 2020) held on 24th February 2020 at AL Khoory Executive Conference hall, AI Dana, Dubai, UAE. Organized by Gulf American University and Primax Foundation.
21. **Dr.G.Kanagavalli (2022)** Presented a paper an **Cashless Economy The Dream of Digital India** in the International Conference on ABCD TECHNOLOGIES IN THE INDIAN FINANCIAL SERVICES SECTOR held on 26th & 27th April, 2022 Organized by the Department of Banking Management, Alagappa university.
22. **Dr.G.Kanagavalli (2023)** presented a paper entitled **E-Governance in Agriculture in India** in the international conference on Recent Technology and Innovations in Corporate governance 4.0- ICRTICG 2023 Sponsored under RUSA 2.0 phase II organized by department of corporate secretary ship Alagappa university held on 9th & 10th January 2023.
23. **Dr.G.Kanagavalli (2023)** Presented a paper titled **The role of technologies in enhancing E - Commerce** in the Two Days International Conference on Emerging Trends in E - Commerce and Digital Marketing organized by PG Department of Commerce and commerce with CA Syed Ammal Arts and Science College Ramanathapuram on 24th & 25th Feb 2023.
24. **Dr.G.Kanagavalli (2023)** Presented a paper entitled **Effect of Skill Acquisition on Entrepreneurship Development** in the International Conference on Entrepreneurship and Innovation in the Digital Era held on 3rd August 2023.
25. **Dr.G.Kanagavalli (2023)** Presented a paper titled **Social Media Marketing** in the one day International Conference on E - Commerce 360 organized by the Commerce with Computer Application I collaboration with Indian Academic Researchers Association Tiruchirappalli on

10.08.2023.

26. **Dr.G.Kanagavalli (2023)** Presented a paper titled **The impact of Covid – 19 on E- Wallet's Payments in Indian Economy** in the International seminar on Impact of digital payment system in the Indian economy Urumu Dhanalakshmi College Tiruchirappalli held on 8th September 2023.
27. **Dr. G.Kanagavalli (2023)** Presented a paper titled **A Study on Mudra Yojana's Role in Fostering Empowerment of Women Entrepreneur** in the Multidisciplinary International Conference on World Education and Culture jointly organized by IDM – International University – Sharjah – UAE held on 23.09.2023 to 27.09.2023.
28. **Dr.G.Kanagavalli (2023)** Presented a paper titled **From idea to investment: Financial Assistance Schemes for Indian Entrepreneurs** in the 74th All India Commerce Conference of the Indian Commerce Association on "One Earth One Family One Future" International Seminar Hosted by Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics University of Delhi in association with knowledge partner O.P. Jindal Global University, Sonipat from Dec 13-15, 2023.
29. **Dr.G.Kanagavalli (2024)** Presented a paper titled **Revitalizing financial Inclusions in the Digital Era: Mudra Yojana's Trailblazing Role** in Two Days International conference on Digital Transformation in Financial Services – Global Trends organized by Department of Commerce Avinashilingam Institute for Home science and Higher Education for Women, Coimbatore Held from 23.02.2024 to 24.02.2024.

Papers Presented (National Level)

1. **Dr.G.Kanagavalli (2016)** presented a paper titled **"The challenge of Ending Rural Poverty in India"** in One-Day National Level Conference on "Recent Trends in Management Research" Conducted by the Alagappa University, Karaikudi held on 19th February, 2016.
2. **Dr.G.Kanagavalli (2016)** presented a paper titled **"A Study on the Challenges of Online Payment Systems"** in Two- Day Seminar on Consumer Protection and Empowerment in India in the wake of Technology Domination (NSCPE-2016) Conducted by Center for Consumer Studies, Indian Institute of Public Administration, Newdelhi Sponsored by Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India & Dept of Corporate Secretary ship Alagappa University, Karaikudi, held on 26th & 27th August 2016.
3. **Dr.G.Kanagavalli (2017)** presented a paper titled **"Demonetization Finance"** in One-Day National Level Seminar on Innovative Practices in Modern Business Conducted by the Department of Commerce, Ananda College, Devakottai held on 28th February, 2017.
4. **Dr.G.Kanagavalli (2017)** Presented a paper titled **"The Pharmaceutical Industries in India"** in One-Day National Conference on PRIDE of Commerce Conducted by the Students and Scholar, Department of Commerce, Alagappa University, Karaikudi held on 17th March, 2017.
5. **Dr.G.Kanagavalli (2017)** Presented a paper titled **"Strategy for Successful Innovation"** in One-Day National Conference on PRIDE of Commerce Conducted by the Students and Scholar,

Department of Commerce, Alagappa University, Karaikudi held on 17th March, 2017.

- 6. Dr.G.Kanagavalli (2017) Presented a paper titled “Industrial Manufacturing Trends in India 2017”** in One-Day National Level Seminar on STRATEGIC GROWTH OF BUSINESS IN NEW INDIA – PROSPECTS AND CHALLENGES Conducted by the Post Graduate Department of Commerce (Self-Finance), Jamal Mohamed College(Autonomous), Tiruchirappalli held on 23rd September 2017.
- 7. Dr.G.Kanagavalli (2017) Presented paper on The Role of School Social Workers to Teachers** in the National Conference on Professional Social Work Look... Beyond the Horizon Organized by the Dept. of social work, Alagappa University, Karaikudi held on 26th October 2017
- 8. Dr.G.Kanagavalli (2017) presented a paper titled “Importance of working capital on financial performance”** National Conference on Multifaceted Approach towards new India Organized by the Faculty of Management Studies, Commerce,& HR Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya, Enathur, Kanchipuram held on 10th November 2017.
- 9. Dr.G.Kanagavalli (2017) presented a paper titled “IMPLICATIONS OF DIGITAL COMMERCE IN INDIA”** in the National Conference on Business Success Hinges On Business Strategies, Department of Commerce, Alagappa University, Karaikudi held on 15th December, 2017.
- 10. Dr.G.Kanagavalli (2017) Presented a paper titled “HURDLES TO ACHIEVE STRATEGIC FIT”** in the National Conference on Business Success Hinges On Business Strategies, Department of Commerce, Alagappa University, Karaikudi held on 15th December, 2017
- 11. Dr.G.Kanagavalli (2017) Presented a paper titled “GOODS AND SERVICE TAXREFERMSIN INDIA”** in the National Conference on Business Success Hinges On Business Strategies, Department of Commerce, Alagappa University, Karaikudi held on 15th December, 2017.
- 12. Dr.G.Kanagavalli (2018) Presented a paper titled “A STUDY ON OVERVIEW OF INVESTMENT MANAGEMENT”** in the National Conference on Pride of commerce, Department of Commerce, Alagappa University, Karaikudi held on 13th March, 2018
- 13. Dr.G.Kanagavalli (2018) Presented a paper titled “FOREIGN DIRECT INVESTMENT IN MNCs”** in the National Conference on Pride of commerce, Department of Commerce, Alagappa University, Karaikudi held on 13th March, 2018
- 14. Dr.G.Kanagavalli (2018) Presented a paper titled “IMPACT OF SOCIAL MEDIA MARKTING IN INDIA”** in the National Conference on Sustainable Green Business held on 26th and 27th of March 2018 at Alagappa University, Karaikudi.
- 15. Dr.G.Kanagavalli (2019) Presented a paper on Mobile Marketing in India** in the National Seminar on Impact Of Teaching in Business Organized by the Department of Business Administration, Ananda College Devakottai held on 7th February 2019.
- 16. Dr.G.Kanagavalli (2019) Presented a paper titled “SUCCESS & FAILURE IN CORPORATE SOCIAL RESPONSIBILITY IN INDIA”** in the National seminar on “CSR towards Societal

Development – Issues and Challenges” (NSCSR-2019) organized by the Department of Corporate Secretaryship, Alagappa University, Karaikudi on 28 & 29, August 2019 Sponsored under MHRD-RUSA Phase 2.0 Scheme.

17. **Dr.G.Kanagavalli (2022) Presented a paper titled Role of business incubators ventures capitalists for promotion of entrepreneurship** in the ICSSR Sponsored Two Day National Seminar on IMPACT OF SKILL DEVELOPMENT ON RURAL YOUTH IN INDIA organized by department of commerce Ayya Nadar Janaki Ammal College Sivakasi on 5th & 6th May 2022.
18. **Dr.G.Kanagavalli (2023) Presented a paper titled Efficacy of mudra yojana of funding the unfunded on women entrepreneur and employability at the national seminar Growing infrastructure – A Key to Transforming Indian Economy** on 30th & 31st March 2023.
19. **Dr.G.Kanagavalli (2023) Presented a paper titled Assessing the perceptions and readiness of commerce students for entrepreneurship and entrepreneurial skills – study at kannur district of kerala.** Two Days national seminar on Innovative for sustainable Economic Development sponsored by ICSSR, New Delhi and organized by the Department of Commerce, Alagappa university on 21st & 22nd September 2023
20. **Dr.G.Kanagavalli (2023) Presented a paper titled Human resource management in entrepreneurial business : A literature review** Two Day National Seminar on Innovative Entrepreneurship for sustainable Economic Development sponsored by ICSSR, New Delhi and organized by the Department of commerce Alagappa university on 21st & 22nd September 2023.

Number of Conference/Seminar/Workshop Attended: 50

MOOC/ FDP/ SHORT-TERM COURSES

1. Faculty Development on **Faculty Development (Enrichment Programme) Accreditation Quality Enhancement** organized by the IQAC, Alagappa university, Karaikudi on 06.01.2017 – 12.01.2017 (7 Days)
2. Short Term Course on **First Aid and Basic Life Support (BLS) with Hindus on Training** Organized by Apollo Reach Hospitals Alagappa university Health Care Centre, Alagappa university Karaikudi held on 01.03.2017 – 10.03.2017 (10 Days)
3. Short Term Course on **Professional Enrichment (STC- 2017)** organized by Alagappa university College of Education, Alagappa University, Karaikudi held on 07.08.2017 – 13.08.2017 (7 Days)
4. One Week Short Term Training Programme **RESEARCH PUBLICATION AND ANTI-PLAGIARISM** Organized by Department of English and Foreign Language and Centre for Technical and Academic Writing, Alagappa university Karaikudi held on 09.10.2017 – 15.10.2017 (7 Days)
5. Certificate Course on **EMERGENCY MEDICINE SPORTS INJURY MANAGEMENT AND REHABILITATION** organized by Apollo Reach Hospitals, Alagappa university Health Care and

Alagappa university College of Physical Education on 22.03.2018 – 05.04.2018 (15 Days)

6. Faculty Development **Programme PMO - IEDP (Programme Monitoring Office - Innovation & Entrepreneurship Development Programme)** Organized by Alagappa university Karaikudi held on 05.08.2019 – 07.08.2019 (3 Days)
7. International Workshop on **E- content development MOOCs Among the faculty members** organized by the digital education cell, Alagappa university held on 10th,12th& 13th September 2019. (3 Days)
8. AICTE Training And Learning (ATAL) Academy online FDP on **Leadership & Excellence** Organizing committee department of commerce 25 – 29 September 2020.
9. AICTE Training and Learning (ATAL) Academy Online FDP on **Block chain** from 11.12.2020 to 15.12.2020 Alagappa University. (5 Days)
10. AICTE Training and Learning (ATAL) Academy Online FDP on **Corporate Restructuring of Public Sector Banks in India – Present Scenario** from 26.07.2021 to 30.07.2021. (5 Days) at Alagappa university.
11. In – Service Teacher Training Programme in Commerce and Management held at Alagappa university May 5th & 6th 2022.
12. Indian council of social science research (ICSSR) sponsored TWO –WEEK CAPACITY BUILDING PROGRAMME ON DATA ANALYSIS AND PUBLICATION ETHICS organized by the Department of International Business Alagappa university 15th May to 26th May 2023 (12 Days)

ORIENTATION / REFRESHER COURSES :

1. Faculty Development Programme on **Orientation Programme** Conducted by the UGC- Human Resource Development Centre, Bharathidasan University, Tiruchirapalli, Tamilnadu, held on 15.11.2017 & 12.12.2017 (28 Days)
2. Faculty Development Programme on “**Refresher Course**” conducted by the UGC- Human Resource Development Centre, Bharathidasan University, Tiruchirappalli. Tamilnadu held on 20.09.2019 to 03.10.2019 (14 days)
3. Faculty Development Programme on “**Refresher Course**” conducted by the UGC – Human Resource Development Centre, (HRDC) University of Calcutta held on 12th March to 25th March 2021 (14 days)
4. Faculty Development Programme on “**Refresher Course**” conducted by the UGC- Human Resource Development Centre (HRDC) University of Mumbai held on November 28 to December 11, 2023 (14 days)

Overseas Exposure / Visits

1. Fifth Multidisciplinary International Conference on “ **Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging**

Environment (IEH 2020)” Organized by Primax Foundation, Bangalore, Karnataka State in association with Gulf American University, **Dubai** from 22nd February to 26th February 2020.

Membership

Professional Bodies:

1. **Life Member**, Pt.Deenadayal Upadhyaya Chair, Alagappa University, Karaikudi -630004 from July 2019
2. **Life Time Member (TN168)**, Indian Commerce Association, Nehru Place, New Delhi, Delhi 110019 from October 2019.

Editorial Board :

1. **Associate Editor**, Maayan International Journal of commerce and Foreign Trade (MIJCFT), E-ISSN: 2584 – 069X) www.maayanpublications.com from the year 2023.
2. **Associate Editor** , Maayan International Journal of Business and Management Studies (MIJBMS), (E-ISSN: 2584-1580) www.maayanpublications.com from the year 2023.

Academic Bodies (Such as Subject Expert, Board of Studies etc.)

Advisory Board

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
09.07.2018	Meeting of the board of examiner to pass the results of Examinations Committee Member Department of Commerce Alagappa university.	Committee Member
18.02.2019	Meeting of a committee consisted to improve the academic curriculum of M.Com	Committee Member
11.03.2019	RUSA 2.0, Department of Commerce Meeting of Board of Studies.	Committee Member
28.05.2019	Meeting of Broad Based Board of Studies in Commerce. Department of Commerce, Alagappa university.	Committee Member
8.7.2022.	Internal Export for the Broad Based Board of Studies in Department of Commerce, Alahappa University	Internal Expert

Ph.D. Thesis Awarded/Evaluated/Viva-Voce Conducted

1.	No. of PhD Thesis Evaluated	1
2.	No. of PhD Public Viva Voce Examination Conducted	1

Ph.D Theses Evaluated

1. **V.S.SHEELA(1755)**, Part-Time Scholar, Department of Commerce, Alagappa University, Karaikudi **Awarded** her Doctoral work on the topic of **“Management of Working Capital in Selected BSE Listed Companies”** Viva – May - 2023

S.No	Name of the Scholar	Title of the Thesis	Year of Completion
1	V.S. Sheela (Reg.No:1755/2017-18)	Management of working capital in selected BSE Listed companies	2023 Completed
2	KP.Haseena (Reg.No:2132/2019-20)	Role of Additional skill Acquisition programme(ASAP) in promoting Employability in kannur District, Kerala	2019 On going
3	Ramseena Azeez (Reg.No:2163/201920)	Promotion of Entrepreneurship throughInnovation Entrepreneurship Development centre (IEDC) in central	2019 On going

		Region of Kerala	
4	J.Jamela Salasty (Reg.No:R20162871/2022 - 23)	Entrepreneur Culture Development through Mudra Scheme in Karnataka	2022 On going

Recent Publications

S. No	Authors/Title of the paper/Journal	Impact Factor
1	Dr.G.Kanagavalli & Haseena. K.P., (2019) "Examination on Foreign Investment in the Tourism Industry in Kerala" , International Journal of Recent Technology and Engineering, (IJRTE) Volume-8, Issue-3s, ISSN-2277-3878, pp-501-504, October 2019	
2	Dr.G.Kanagavalli. & Ramseena Azeez., (2019) "Logistics and E-Logistics Management Benefits and Challenge" International Journal of Recent Technology and Engineering(IJRTE) Volume-8, Issue-4, ISSN-2277-3878,PP-12804-12809, November 2019	
3	Dr.G.Kanagavalli, Dr.Arumugam. U., Lingavel. G., Vijayalakshmi. R.,(2019) "Impact of Smartphone Usage Among Student Community" International Journal of Scientific & Technology Research,Volume-8, Issue-11, ISSN-2277-8616, November 2019	
4	Dr.G.Kanagavalli. Dr. Arumugam. U., Lingavel. G., Vijayalakshmi. R., (2020) "Post Purchase Behavior on Purchase Intentions Through Social Media" published by Mattingly published co.inc ISSN: 0193-4120, January to February, 2020	
5	V.S.Sheela, Dr. G.Kanagavalli ., (2021) "The Effect of Working Capital Management On Profitability of Ceramic Manufacturing Companies in India" Turkish Online Journal of Qualitative Inquiry (TOJQI) Volume-12,Issue 10, 2399-2406 October 2021	
6	G.Kanagavalli (2012) Womens Empowerment and Economic Development Journal of Management Research, Volume -2 Issue -5 ISSN-2249-6459 , 2012.	
7	Dr.R.Neelamegam & G.Kanagavalli (2012) The Challenge of Ending Rural Poverty in India Self Journal of Social Science Vol-3 Issue -12 ISSN-09759999,	
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11	Dr.G.Kanagavalli (2016) Women Education in India International Journal of Applied Services Marketing Perspectives A Refereed Quarterly Journal PEZZOTTAITE JOURNALS ISSN no; (P); 2279-0977 Volume 5 number 2 April – June 2016	

12	Dr.G.Kanagavalli & R.Vijayalakshmi (2017) Capital Asset Prices; A Theory of Market Equilibrium under Conditions of Risk Indo Global Journal of Commerce and Economics ISSN no ; 2393-9796 IF 3.220 Vol-4 Issue-1 February 2017	3.220
13	Dr.G.Kanagavalli. (2017) "Digital Marketing in India" , Indian journal of Applied Research, An International Journal Volume-7, Issue-6, ISSN- 2249-555X, IF: 4.894, ICValue: 79.96, PP 61-63. June 2017.	4.894
14	V.S.Sheela & Dr.G.Kanagavalli (2018) Comparative Financial Analysis Of Selected Oil Companies International Journal of Business Intelligence & Innovations ISSN - 23484705 Special Issues Volume - 1 .February 2018	
15	M.Suriya & Dr.G.Kanagavalli (2018) FDI In Indian Fertilizer Industry International Journal of Multidisciplinary Researches Vol.4 Special issue;1 ISSN; 2349- 8684 IF; 3.487 March - 2018.	3.487
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18	Kritthihaa D.P.& Dr.G.Kanagavalli(2018) "Impact of Social Media Marketing in India" , Shanlax International Journal of Commerce , Volume-5, Issue-3, ISSN- 2321- 4643, IF: 3.122. March 2018	3.122
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20	Dr. G. Kangavalli & Saroja Devi .R.,(2018) "Financial Performance of State Bank of India" Universal Review Journal Volume-7 Issue-11, ISSN- 2277-2723 IF 5.7 November 2018	5.7
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22	Dr.S.Ganapathy & Dr.G.Kangavalli(2020) " Problems Faced By Management Students on Internship Training Program" (ITP) International Journal of Think India, Volume - 40, Issue - 3, ISSN 2394-3114, IF 5.3 February 2020	5.3
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55	Dr.G.Kanagavalli. & Sheela.V.S., (2019) “Features Determining the Global Market”, Recent Trends in E-logistics Management, ISBN: 978-93-89146-70-7, Publisher: Shanlax Publications, Madurai, September 2019	
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58	Dr.G.Kanagavalli.(2020) “IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIC FARMING: A SUSTAINABLE PERCEPTION” Two- Day International Virtual Conference on Revisiting CSR in the Post COVID Era-Statutory Guidelines and Societal Concerns, Shanlax Publication ISBN: 978-93-90082-70-4, October 2020.	
59	Dr.G.Kanagavalli B.Mahalakshmi & Dr.A.Moraji (2021) Consumer Satisfaction Factor in Digital Content Marketing Krishna Publication House Gujarat ISBN; 978-81- 949205-6-4 . 2021.	
60	Dr.G.Kanagavalli (2022) Cashless Economy the Dream of Digital India .ABCD Technologies in the Indian Financial Services Sector Shanlax publications .ISBN; 978-93-93737-71-7 April 2022.	

61	J.Jamela Salasty Dr.G.Kanagavalli (2023) Efficacy of Mudra Yojana of Funding the Unfunded on Women Entrepreneur and Employability. Two Day National Level Seminar on Growing Infrastructure – A Key to Transforming Indian Economy . Publisher: S.Nijalingappa College Rajajinagar Bangalore. ISBN: 9789358909098 31st March 2023	
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63	Dr.G.Kanagavalli & Haseena K.P (2023) Women Entrepreneurship-Prospects and Challenges in Kerala Emerging Trends in Business & Management ISBN:978-93-94293-14-4, Published by Non Olympic Times, Coimbatore - 2023.	

Books Published :

Books authored that are Published by National & International

- Dr.G.Kanagavalli & M.Manida, Entrepreneurial Development (2021)** Publisher; LAP LAMBERT Academic Publishing is a trademark of International Book Market Service Ltd., member of Omni Scriptum Publishing Group. ISBN; 978- 620-3-58169-0 Copyright Kanagavalli G, M.Manida – 2021. <https://amzn.eu/d/cC51aHb> <https://amzn.eu/d/bzSoOjN> <https://amzn.eu/d/BBm7Cj> <https://amzn.eu/d/3bL5Nlo> <http://amzn.eu/d/6SCVmC>
- Dr.G,Kanagavalli, Dr.S.Janat jeya Kavitha, Dr.M.Nithys & Dr.M.Manida : (2023)** Strategic Business Management (Text Book) Maayan Publications ISBN:978-93-92264-39-9 WWW.maayanpublications.com
- Dr. M.Lalitha Lakshmi, Dr.G.Kanagavalli,Mr,N,Karthik&Dr.M,Manida : (2023)** Agri Business Management (Text Book) Maayan Publications ISBN: 978-93-92264-35-1 WWW.maayanpublications.com

DDE Course Materials Reviewed

Degree	Title	Year	Publisher	Theory/Practical
B.Com	10224-Mercantile Law	2019	Alagappa University	Theory

Resource Persons in Various Capacities

- Delivered Lecture series on “Internship – The Entrepreneurial Route”** organized by Department of Commerce Alagappa University 27th May 2020
- Guest Lecture Series on” Knowledge is Power”** organized by Department of Commerce B.Com (AppEm) Alagappa University on 14th September 2023
- Delivered Chief Guest Address in “Impact of Education”** Organized by St.Paul College of Education Devakottai October 15th 2023