



Faculty Profile

1. **Name** : Dr. R.KRISHNAVENI
2. **Designation** : **Associate Professor in commerce**
3. **Department** : PG and Research Department of commerce
4. **Age & DOB** : 56 Age 02/02/1966
5. **Date of first appointment** : Aided: 15.03.2000 Self Financing:30.08.1988
6. **Date of joining in govt. service** : 15.03.2000
7. **Educational Qualification** :

Degree / Diploma / Certificate	Subject	Name Of The Institution	Year Of Passing	Remarks
B.Com.,	Commerce	K.N. Govt. Arts college.Thanjavur.	April 1986	First Class
M.Com.,	Commerce	Seethalakshmi Ramaswamy College,Tiruchirappali.	April 1988	First Class
M.Phil.,	Commerce	Summer sequential programme at UrumuDhanalakshmi College, Tiruchirappalli	1993	Second Class
Ph.D.,	Commerce	Part Time Bharathidasan university	2003	Commended

8. Academic/Teaching Experience

S. NO.	INSTITUTION	FROM – TO
1.	Adaikalamatha college –Vallam Thanjavur.	1988-1994
2.	SengamalaThayarr Educational Trust for Women Sundarakkottai, Manargudi.	1994-2000
3.	A.D.M.COLLEGE FOR WOMEN - NAGAPATTIMA	15 March 2000 to Till date.

9. **Area of specialization** : **Co- operative Management.**
10. **Area of Research Interest** : **Marketing.**
11. **Research Projects** : -
12. **Research Guidance** : **2011 onwards**
13. **Academic Honours and Awards** : -

Seminars/Conferences/Workshops Organized

(Chairperson/Resource Person/Member of Organizing Committee)

Member of Organizing Committee.

- ❖ Disaster Management – Issues and Challenges at Department of Commerce, A.D.M.College for Women (Autonomous), Nagapattinam during 21st and 22nd March 2006.
- ❖ “Recent Trends in Indian Capital Market” at Department of Commerce, A.D.M.College for Women (Autonomous), Nagapattinam during 20th and 21st July 2007
- ❖ “Emerging Trends in Tourism Marketing at Department of Commerce, A.D.M.College for Women (Autonomous), Nagapattinam during 28th March 2012.

14. Membership in Academic/Professional Bodies :

- Board of Studies member in Commerce board (B.Com., M.Com., & M.Phil. Commerce), A.D.M.College for Women (Autonomous), Nagapattinam
- Examiner in B.Com., M.Com., Commerce Board, Bharathidasan University, Thiruchirappalli, Annamalai University and other Autonomous Colleges.
- Question Paper Setter in other Autonomous Colleges
- **Acted as a citizen consumer club coordinator from 2008 onwards**
- Acted as a co-ordinate for 10 villages selected by the Tamil Nadu Government sponsored Scheme for Consumer Awareness Outreach Programme at Nagapattinam District.
- Acted as a co-ordinator for village adoption scheme for 4 years
- **Delivered a guest lecture on “Fundamentals of Accountancy” organized by the Indian Overseas Bank at Nagapattinam to the Women Self Help Groups**
- Acted as a resource person for the past 15 years in Distance education classes for B.Com. and M.Com. & M.C.A Courses
- **Acted as an Internal controller at SengamalaThayar College, Mannargudi and also Chief Superintendent for Bharathidasan University Examination.-**
- **Acted as a Principal in-Charge and HOD of commerce at SengamalaThayar Educational Trust, Mannargudi and also at AdaikalaMatha College, Vallam, Thanjavur.**
- Won the First Prize in Javelin Throw conducted by A.D.M.College for Women in the Annual Sports day (Year 2011-12).
- **Acted as an additional Chief Superintendent for B.Ed./M.Ed. Examination conducted by Teachers Education University, TamilNadu.**

- Anti-Ragging Committee Member in A.D.M.College Unit from 2011 -2012
- **In the year 2011-12 Citizen Consumer Club was declared as First Best Unit at Nagapattinam District Level.**
- **In the year 2012-13 Citizen Consumer Club was declared as Second Unit at Nagapattinam District Level.**
- **In the year 2013-2014 Citizen Consumer Club was declared as First Best Unit at Nagapattinam District Level.**

15. Campus Leadership:

- **NSS-Co-coordinator from 2000 to 2005**
- co-ordinator for village adoption scheme for 4 years 2005-2008
- **Acted as an additional Chief Superintendent for B.Ed./M.Ed. Examination conducted by Teachers Education University, TamilNadu.2005.**
- Anti-Ragging Committee Member in A.D.M.College Unit from 2011 -2012
- **Acted as a citizen consumer club coordinator from 2008 onwards**
- Acted as a co-ordinator for 10 villages selected by the Tamil Nadu Government sponsored Scheme for Consumer Awareness Outreach Programme at Nagapattinam District.
- **First NAAC-criteria III Sub Committee**
- **Second NAAC-criteria III Sub Committee**
- **Third NAAC-criteria IV Main Committee**
- **Four NAAC-criteria VII Main Committee**

16. Seminars/Conferences/Workshops attended

S. NO.	PROGRAMMES	ORGANIZED BY	DATE
1.	Workshop on Business Intelligence	Annamalai University	7 th April 2004.
2.	Workshop on Recent trends in Banking	T.U.K. Arts College	4 th March 2005.
3.	Workshop on Women's Education for Equality and Empowerment	A.D.M.College for Women (Autonomous), Nagapattinam	3 rd & 4 th March 2006.

4.	UGC Workshop on Curriculum Development and Evaluation Techniques	Academic Staff College-	16 th &18 th March 2006.
5.	Regional Workshop on Strategies and Techniques of Teaching Communication Skills to the Rural Learners	A.D.M.College for Women (Autonomos), Nagapattinam.	23 rd and 24 th July 2007
6.	Workshop on International Financial Reporting Standards (IFRS).	Jamal Mohamed College, Tiruchirapalli	1 st Oct 2011.
7.	State Level Workshop on Stock Market Practices	Jamal Mohamed College, Tiruchirapalli	12 th Jan 2012.

17. Orientation/Refreshment Courses

S. NO.	PROGRAMMES	THEME	ORGANIZED BY	YEAR
1.	Orientation course	-	UGC Academic Staff College, Bharathiyar University, Coimbatore	18 th June to 15 th July 2003
2.	Refresher course		Annamalai University, Department of Statistics (UGC Sponsored)	3 rd to 23 rd November 2003
3.	Refresher course		Bharathidasan University, UGC Academic Staff College, Trichy	1 st to 21 st November 2004

Orientation/Refreshment Courses:NSS

S. NO.	PROGRAMMES	THEME	ORGANIZED BY	YEAR
1.	General Orientation Course	NSS	Madras School of Social Work, Chennai	from 23rd January 1989 to 4th February 1989.
2.	Refresher Course on Madras School of Social Work, Chennaij	NSS	Madras School of Social Work, Chennai	from 15th Sep 1997 to 19th Sep 1997.

Papers Publications

S.No	Article	Name of the Journal	Year
1.	Impact of Automatic Teller Machine in E-Banking – An Analysis	Global Business and Policy Modeling	21 st & 22 nd Sep 2006.
2.	Performance of Mutual funds in India - An Overview	Financial Services	7th & 8th April 2007.
3	NamakkalKavingar in Valvum, Varalarum	Seventh World Historical Tamil Research	29 th & 30 th May 2009.
4.	A Study on Brand Perception towards the R.O.Water Purifiers publication April,2015	Management Science.	April, 2015.
5.	Non-Performing Assets and their undesirable impact on the health and growth of Banking Sector	Management Science.	April, 2015.
6.	The implication of Non – Performing Assets (NPAS) in Indian Commercial Bank	International journal of science and research.	10 th and 11 th August, 2015.

7.	Perception of Women Consumer towards Branded Cosmetics	International journal of science and research. volume 5 Issue 7, July 2016 Online ISSI:2319-7064.	July 2016
8.	Evolution of credit cards in India	The International Journal of Commerce, Management and Computer Application in July – August, 2016.Vol:II, Issue:4 ISSN: 2395-2091(Online) 2395- 2083 (Print)Rock Line Publications	August, 2016
9.	A study on problems and prospects of fish marketing in Nagapattinamdistrict,Ttamilnadu.	Management ISSN 2347 3940(PRINT) SPECIAL ISSUE VOULUME1 DECEMBER 2017	December 2017
9.	A study on problems and prospects of fish marketing in Nagapattinam district, Tamil nadu.	Research ISSN. NO: 2236-6124 Volume7, Issue IX September/2018 page no.404	September2018
S. NO.	NAME OF THE PAPER	ORGANIZED BY	DATE
1.	The Present Scenario in Indian Banking	UGC Sponsored National Seminar	18 th and 19 th March 1994.
2.	Indian Capital Market in the Post Liberalisation era	Bharathidasan University, department of commerce	7 th and 8 th March 2004
3.	Health Education and Health Care related activities	Recent Trends in NSS projects and Programmes at Jamal Mohamed College, Trichy	13 th and 14 th March 2004

4.	'Empowering Bank Employees an emerging need on "Global Competitiveness of Indian Industries	E.G.S.pillay Engineering College, Nagapattinam	27 th March 2004
5.	Copy Rights.	Ministry of HRD	23 rd April 2004.
6.	Disaster Management Issues and Challenges. An Overview of Disaster Management	National Level Seminar	21 st &22 nd March 2006
7.	Technology in knowledge sharing in global business.	'International Trade and Marketing	19 th &20 th August 2006.

8.	Indian Capital Market	UGC National Seminar	20 th and 21 st July 2007.
9.	Legal Framework for consumer protection	UGC National Level Seminar	24 th & 25 th Jan 2009.
10.	Legal Framework for consumer protection	UGC National Level Seminar	27 th &28 th March 2009.
11.	Remote sensing and Digital Image	National Seminar	3 rd and4 th July 2009.

12.	Women and Health	Seminar Strategizing for the future challenges of women	24 th & 25 th July 2009.
13.	Overview of Renewable energy potential of India	UGC National Seminar	20 th & 21 st Jan 2011.
14.	Investment opportunities and challenges	UGC State Level Seminar	12 th Jan 2011.
	Brand Preference of consumer with reference to Tea Product in Thanjavur District – An Overview	Tamil Nadu State Council for Science and Technology, Chennai	24 th Sep 2011.
15.	Innovations in Management	National Level Seminar	15 th Feb 2012.
16.	Emerging Trends in Tourism Marketing on the Topic Supporting facilities for promotion of Health Tourism	UGC State Level Seminar	28 th March 2012.
17.	A Performance Appraisal on the Topic Micro Economics of SHG	UGC National Seminar Micro Finance	30 th & 31 st March 2012.
18.	Green Chemistry and its Global Perspectives	UGC and CRSI Sponsored National Conference	March 8 th and 9 th 2013
19.	Re – Orientation of the History and Culture of Tamil Nadu on the Topic \$ly; efhpd; ngUikfs	UGC and Tamil University Sponsored National Conference	13.07.2013

20.	Role of Packaging in Green Marketing	State Level Seminar on Marketing Innovations in the Globalization Era – Challenges and Opportunities	17.02.2014.
21.	Research Methodology	UGC Sponsored	july 23 rd to 25 th , 2014.

Any Other:

1. Attended the Special Camp on ElakurichiThirumanur Union from 27th Apr 1989 to 6th May 1989.
2. Attended the Promoting National Savings Schemes on ElakurichiThirumanur Union on 6th May 1989.
3. **Attended the National Integration Camp on Avinashilingam Institute for Home Science and Higher Education for Women (Deemed University) Coimbatore from 12st Jan 1991 to 19th Jan 1991.**
4. Conducted the Special Camp at RishiyurNeedamangalam, Thanjavur from 9th Jan 2000 to 18th Jan 2000.
5. Conducted the Special Camp at VettambadiKilvelur- Taluk from 20th Jan 2001 to 29th Jan 2001.
6. Conducted the Special Camp at Cellur, Nagapattinam.
7. Conducted the Special Camp at Nambiyar Nagar, Nagapattinam.
8. **Delivered a guest lecture on “Fundamentals of Accountancy” organized by the Indian Overseas Bank at Nagapattinam to the Women Self Help Groups**
9. Acted as a resource person for the past 15 years in Distance education classes for B.Com. and M.Com. & M.C.A Courses
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