

Dr.S.Kamakshi

Associate Professor

PG Department of Accounting & Finance

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet,
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ACADEMIC CONTRIBUTION

- Associate Professor in Commerce at Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai – 44 for 19 years.
- Commerce Association Vice President
- Fine Arts Convener
- Consumer Club Member
- Staff Secretary
- Student's Union Vice –President
- IQAC Member
- Dean - Finance
- Judged Inter Collegiate/Inter Departmental Competitions.

EDUCATIONAL QUALIFICATION

Qualification	Month & Year of Passing	Name of the University	Class Obtained with Percentage
Ph.D. in Commerce (Marketing)	July 2017	University of Madras	
UGC NET in Commerce	Cleared on 15 th June 2012	UGC	
M.Phil (Commerce) (Human Resource Management)	August 2003	Madurai Kamaraj University	II Class 54%
M.Com	May 2001	University of Madras	II Class 57%
ICWAI (Inter)	March 2008	Institute of Cost and Works Accountants of India	
B.Com	April 1999	Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women	I Class 65%
XII	April 1996	M.B.N. Govt. Girls Higher Secondary School, Chromepet	80% School Topper in Commerce Subject
X	April 1994	M.B.N. Govt. Girls Higher Secondary School, Chromepet	79%

TEACHING EXPERIENCE

Working as Associate Professor in Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai – 44, since July 2002.

Department	Period worked	Position held
B.Com	July 2002 to July 2011	Assistant Professor
B.Com Honours	August 2011- May 2016 May 2016-May 2018	Assistant Professor and Head in Charge Head of the Department
M.Com Accounting & Finance	May 2018- Till date	Associate Professor and Head of the Department
Research Department of Commerce	January 2021	Recognized as Ph.D. Research Supervisor in Commerce by the University of Madras

Total Teaching Experience:

Under Graduate : 16 years

Post Graduate: 3 years

CLASSES HANDLED

1. B.Com
2. B.C.A. (Computer Application)
3. B.Com Honours
4. B.Com Accounting & Finance
5. M.Com Accounting & Finance
6. CMA Foundation.
7. CMA Inter

SEMINARS/ CONFERENCES ATTENDED, PRESENTED AND JOURNAL PUBLICATIONS

S.No.	NAME OF THE CONFERENCE/SEMINAR/FDP	TITLE OF THE PAPER	VENUE	DATE
1.	National Conference on Contemporary Benchmarking in Banking And Insurance Sectors in India (Presentation)	Job Satisfaction of Women Employees of Commercial Banks in Chennai	Loyola College, Chennai.	February 15 th and 16 th 2012
2.	National Conference on Managing Challenges for Sustainable Business Development (Presentation)	Job Satisfaction of Women Lecturers in Chennai	Jaya College of Arts & Science, Thirunindravur	March 2 nd 2012
3.	National Level Seminar on Quality Initiatives in Making Higher Education Learner Centric		M.O.P.Vaishnav College for Women, Chennai	March 30 th & 31 st 2012
4.	International Conference on The Emerging landscape of retail and Impact of Economy (Presentation & Publication)	SWOT Analysis of FDI in Multi-Brand Retail (ISBN 978-81-8094-158-0)	University of Madras.	September 6 th & 7 th 2012
5.	Conference on Redefining Business Horizons (Presentation & Publication)	Retailing Strategy (ISBN 978-93-81006-67-2)	Madras Christian College.	September 18 th & 19 th 2013
6.	Workshop on Introduction to Data Analysis		University of Madras.	November 13 th 2013
7.	National Seminar on Modern Trends and Development Strategies in Business (Presentation & Publication)	Multilevel Marketing-Students Perception of Beauty Care MLM Products (ISBN 13978819105613 6)	D.B.Jain College, Thoraipakkam.	January 4 th 2014
8.	National Conference on Recent Trends and Challenges in Business Practices (Presentation & Publication)	Fast food Products- A study based on Student's Perception of Pizza (ISBN 978-81-923994-1-6)	C.T.T.E. College for Women, Sembium, Perambur.	January 24 th 2014
9.	National Conference on Challenges and Opportunities in Indian Corporate Sector (Presentation & Publication)	Consumer Perception and Behavior towards Fast food (A Study with reference to Chennai City) (ISBN 9789350530888)	D.R.B.C.C.C. Hindu College, Pattabiram	January 21 st 2015

10.	DBJC Journal of Business Research (Publication)	A Relationship between Purchase decision and satisfaction of fast food consumers(A study with reference to Chennai city) ISSN 2248-9711 Pg No.(27-32)	D.B.Jain College,Thorai pakkam.	October-December 2015
11.	ISDC- Round Table Conference	Redefining Commerce Education	Loyola College, Chennai	August 7 th 2017
10.	FDP Conducted by The Chartered Institute of Management Accountants (CIMA)		Welcome Hotel , Chennai.	July 13 &14 th 2018
11.	FDP on Budget 2019 – Important Provisions in Direct Taxes and Indirect Taxes	FDP on Budget 2019 – Important Provisions in Direct Taxes and Indirect Taxes	Sir Theagaraya College ,Chennai.	February 23 rd 2019
12.	ICSI Teacher's Conference/Faculty Development Program	"Empowering Educators"	ICSI- SIRC House, Nungambakka m.	September 6 th 2019
13.	Shanlax International Journal of Arts,Science and Humanities (Peer Reviewed Journal) (Presentation & Publication)	A study on the factors influencing the stock selection process of individual investors with special referenced to Chennai city P-ISSN 2321-788X (Vol.7 Issue 5) Impact factor 3.025	International Conference on "Business Process Reengineering- A Global Perspective" Guru Nanak College, Velachery	February 21 st and 22 nd 2020
14.	Parishodh Journal (UGC Care List Group I) (Presentation & Publication)	Study on perception of students on employability skills with special reference to Management students ISSN 2347-6648 Vol.IX, Issue No.III March 2020	International Conference on Innovations and Challenges in Global Business The New College, Chennai.	March 3 rd 2020 (Awarded Best paper III Prize)
15.	Alochana Chakra Journal (Publication)	A study on impact of Social media among School and College	Journal Publication	April 2020

		students Volume No.9, Issue No 4, Page no.3896 UGC Care listed Journal 2231-3990 , Impact factor 6.3		
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SEMINARS & CONFERENCES ATTENDED IN S.D.N.B.VAISHNAV COLLEGE FOR WOMEN

S.No .	NAME OF THE CONFERENCE/SEMINAR/FDP	TITLE OF THE PAPER	DATE
1.	State Level Seminar (Dept. of Commerce)	The Power of Women in Entrepreneurial Development Program – Technical Implications	September 13 th &14 th 2005
2.	Seminar (Dept. of Commerce)	Self-Employment as a Career	March 16 th 2011
3.	National Seminar on Industry – Institute Relationship(IQAC)	Emerging Trends in Integrating Industry Skills in Curriculum	March 27 th &28 th 2013
4.	Peace Principle Seminar	“How to realize Ideal life, Ideal family and Ideal world”	July 30 th 2014
5.	National seminar (IQAC)	New Vistas in Teaching Pedagogy	January 24 th 2015
6.	National Seminar (Research Department of Commerce)	Logistics Management	January 27 th 2016
5.	FDP (Research Dept. of Commerce)	Accounting Standards	October 24 th 2018
6.	FDP (Research Dept. of Commerce)	MS Access for Research	October 26th 2018

