


FACULTY PROFILE
DEPARTMENT OF COMMERCE

I. PERSONAL DETAILS

Name	Dr.(Mrs).T.KARTHIYAYINI	
Designation	Assistant Professor	
Qualification	M.Com.,M.Phil.,D.G.T,PGDCE,Ph.D	
Area of Specialization	Partnership Accounting, Corporate Accounting and Research methodology	
Mobile No.	9787072872, 9843544556	
e-Mail ID	Institutional:E.M.G.Yadava Women's College Madurai	
	Personal: <i>karthiajay2008@gmail.com</i>	

II. EDUCATIONAL QUALIFICATION

S.NO	NAME OF THE DEGREE	NAME OF THE INSTITUTION/UNIVERSITY	YEAR OF PASSING
1.	Ph.D	Madurai Kamarajar University, Madurai	2021
2.	M.Phil	Madurai Kamarajar University, Madurai	2006
3.	M.Com	Yadava College, Madurai.	2001-2003
4.	B.Com	E.M.G. Yadava Women's College Madurai-14.	1998 -2001

III. TEACHING EXPERIENCE

S.NO	TEACHING EXPERIENCE WITH NAME OF THE INSTITUTION	From-To	YEAR OF EXPERIENCE
1.	E.M.G. Yadava Women's College , Madurai-14.	2011-Till Date	10 years 8months

IV. RESEARCH ACCOMPLISHMENTS

ORIENTATION/REFRESHER/MOOCs /FDP/ TRAINING PROGRAMMES ATTENDED

S.NO	DATE	NAME OF THE COURSE/PROGRAMME	NAME OF THE INSTITUTION/UNIVERSITY
1	25.01.2021 To 27.01.2021	"Digital Tools for Enhancing Teaching and Learning "	Tamilnadu Teacher Education University and EMG Yadava Women's College.

NATIONAL/INTERNATIONAL SEMINAR, WEBINAR, WORKSHOP, CONFERENCE & SYMPOSIUM ATTENDED

S.NO	DATE	TITLE	EVENT NAME	INSTITUTION NAME
1.	30.07.2020	"Redefining and Redesigning Business for Sustainable Development"	webinar	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College.
2.	14.06.2020	"Stress Management in Digital Detoxing"	webinar	Rathinam College of Arts & Science

3.	26.06.2020	“Will Cash Be The King And Digital Divine In Post Covid India?”	International Webinar	Annai Velankanni College
4.	29.01.2021	Intellectual Property Rights”	Webinar	EMG Yadava Women’s College
5.	15.07.2020	Animal Ethics in Research and Prevention of cruelty to Animals – One Welfare, One World”	Webinar	Marathanasius College
6.	12.07.2020	“Business Communication”	Webinar	St. Justin Arts and Science College for women

PAPER PRESENTED IN NATIONAL/INTERNATIONAL SEMINAR, WEBINAR, CONFERENCE & SYMPOSIUM

S.NO	DATE	TITLE	EVENT NAME	INSTITUTION NAME
1.	12.08.2015	E-Commerce benefits Challenges & issues in Indian Banking sector	International	Rathinam College Madurai.
2.	25.08.2015	A Study on the Problems &Prospects of Women Entrepreneur in Madurai District	International	Sankara College Coimbatore
3.	25.08.2015	RuralWomen’s Empowerment &Entrepreneurship Development	International	Sankara College Coimbatore
4.	23.07.2016	6TH Colloquium		Vivekananda College Tiruvedagam.
5.		Management Challenges &Strategies for competitiveness: A Study on Employees	National	Hallmark Business School

	05.11.2016	attitude towards marketing of Banking services with Special Reference to Indian Bank in Madurai		
6.	04.03.2017	Contemporary issues of Commerce, Management, IT: Customers Awareness of green Banking Services with Special reference to Indian Banking in Madurai City	International	Tiruchirappallii.
7.	30.3.2017	Innovative Trends in Technology and Management(ICITM-17): A Study on Deposit Mobilization & Socio-economic Impact of Indian Bank in Chennai.	International	Mangayarkarasi College Madurai
8.	26.08.2017	Entrepreneurship & Development of small and medium scale enterprises (SMEs)in Globalera: Women entrepreneurs Awareness on green Banking services with special reference to Indian bank in Chennai	International	Kalasalingam University krishnankoil
12.	26.02.2018	A Study on Deposit Mobilization of Women Entrepreneurs and Socio-economic Impact of Indian Bank in Sivagangai District	International	Mangayarkarasi College Madurai
13.	12.11.2018	A Study on Strength and Weakness of Demonetization on Banking Service with	International	Mangayarkarasi College Madurai

		Special Reference to Indian Bank in Madurai.		
--	--	--	--	--

NATIONAL/INTERNATIONAL SEMINAR, WEBINAR,WORKSHOP, CONFERENCE & SYMPOSIUM ORGANISED

S.NO	DATE	TITLE	EVENT NAME
1.	22.08.2017	Protection of Green Environment	Conference

ARTICLES PUBLISHED IN JOURNALS / MAGAZINES

S.NO	TITLE with DOI	NAME OF THE JOURNAL/MAGAZINE	NATIONAL/ INTERNATIONAL	IMPACT FACTOR	SCOPUS	h-index	VOLUME, ISSUE, MONTH& YEAR
1	25.08.2011	Challenge & opportunities of employees in service sector	International	-	-	-	25.8.2011
2	12.08.2013	Tourism Industry in India : Challenges & Opportunities	National	-	-	-	12.8.2013
3	20.02.14	Globalization and its impact in India: Impact of Globalization on Indian Banking sector.	International	-	-	-	20.02.14
4	12.08.2015	E-Commerce benefits Challenges & issues in Indian Banking sector	International	Publicatio n	-	-	12.08.2015

				ISBN:978-93-82570-67-7			
5.	25.08.2015	A Study on the Problems &Prospects of Women Entrepreneur in Madurai District	International	Publicatio n ISSN:2250-1096			25.08.2015
6.	25.08.2015	Rural Women's Empowerment &Entrepreneurship Development	International	Publicatio n ISSN:2250-1096			25.08.2015
7.	23.07.2016	6TH Colloquium					23.7.2016
8.	05.11.2016	Management Challenges &Strategies for competitiveness: A Study on Employees attitude towards marketing of Banking services with Special Reference to Indian Bank in Madurai	National	Publicatio n ISSN:2348-4373			5.11.2016
9.	04.03.2017	Contemporary issues of Commerce, Management, IT: Customers Awareness of green Banking Services with	International	Publicatio n ISSN:2320-4168			4.03.2017

		Special reference to Indian Banking in Madurai City		Impact Factor 2.13			
10.	30.03.2017	Innovative Trends in Technology and Management(ICITM-17): A Study on Deposit Mobilization & Socio-economic Impact of Indian Bank in Chennai.	International				30.3.2017
11.	26.08.2017	Entrepreneurship & Development of small and medium scale enterprises (SMEs)in Globalera: Women entrepreneurs Awareness on green Banking services with special reference to Indian bank in Chennai	International	Publication ISSN:2320-4168 Impact Factor 2.13			26.08.2017
12.	26.02.2018	A Study on Deposit Mobilization of Women Entrepreneurs and Socio-economic Impact of Indian Bank in Sivagangai District	International	Publication ISSN:2456-5571			26.02.2018

13.	12.11.2018	A Study on Strength and Weakness of Demonetization on Banking Service with Special Reference to Indian Bank in Madurai.	International	Publication ISSN:2454-4558			12.11.2018
-----	------------	---	---------------	-----------------------------------	--	--	------------

RESEARCH SUPERVISOR				
S.NO	NAME OF THE RESEARCH	RESEARCH TITLE	NO. OF SCHOLARS	
			ENROLLED	COMPLETED
1	Ph.D	-	-	-
2	M.Phil	-	-	-

BOOKS PUBLICATION				
S.NO	PUBLICATIONS	PUBLISHER DETAILS	ISBN	YEAR
1	BOOK	-	-	-
2	MONOGRAPH	-	-	-
3	CHAPTERS	PCF Publications	978-93-92560-13-2	2021

LEADERSHIP/TEAM WORKING SKILLS			
S.NO	CELL/CLUB/COMMITTEE/ASSOCIATION	POSITIONS HELD (NODAL, COORDINATOR/ASSISTANT COORDINATOR /MEMBER)	DURATION MONTH/YEAR
1.	Red Ribbon club	Coordinator	2006-2008

2.	National Students Services	Coordinator	2015-2017
3.	Sport Club	Assistant coordinator	2018-2019
4.	Alumina Association	Coordinator	2018-2022
5.	Students Services Officer	Member	2019-Till

POSITIONS HELD AT OTHER INSTITUTIONS (BOS, ACM etc.,)

S.NO	NAME OF THE INSTITUTION	POSITIONS HELD	DURATION MONTH/YEAR
1.	Thiyagaraja College of Arts & Science	Practical External Examiner in Tally	2018
2.	Madurai Sivakasi Nadar's Pioneer Meenakshi women's College	Chief Guests	2019

V. INNOVATIVE TEACHING SKILLS

TEACHING & LEARNING

S.NO	ICT ENABLED TEACHING METHODS
1.	Power point Teaching Methods
2.	Online teaching Methods
3.	Google Class Room

e- CONTENT DEVELOPED

S.NO	DATE	TITLE	SOCIAL NETWORK (YouTube, Slideshare, Blog, MOOCs, Others)	LINK
1.	27.11.2020	Income From Other Source	YouTube	http s://youtu.be/0tSBSF-X_BQ
2.	01.12.2020	Goods and service Tax	Slide share,	https://www2.slide share.net/bhuvanaeswari12/gst-part-1
3.	01.12.2020	Goods and services Tax with Tally	Slide share,	https://www2.slide share.net/bhuvanaeswari12/gst-tally-part-2
4.	31.12.2021	Income Tax Law &Practices-I	Slide share,	https://www.slide share.net/Bhuvana Maniraj/income-tax-250925991

VI. COLLABORATIVE TEACHING**NAME OF THE OTHER INSTITUTION/AGENCY (MoU, etc.,)**

S.NO	DATE	TITLE	NAME OF THE INSTITUTE
1.	10.08.2021	Direct Taxes – Income from House Property	Yadava College, Madurai

VII. ADDITIONAL DEGREE/DIPLOMA ACQUIRED

S.NO	NAME OF THE DEGREE	NAME OF THE INSTITUTION/UNIVERSITY	YEAR OF PASSING
1.	DGT	Madurai Kamarajar University, Madurai	2010
2.	DCA	E.M.G. Yadava Women's College	1999-2000

VIII. LANGUAGE PROFICIENCY

S.NO	LANGUAGE	SPEAK	READ	WRITE
1.	Tamil	✓	✓	✓
2.	English	✓	✓	✓

IX. OTHER SKILLS

S.NO	SKILLS
1.	Reading Books, News Papers, Journals& magazines.
2.	Listen to melodious Music, Keyboard Playing