

STAFF PROFILE

Name : **Dr. K. HEMA MALINI**

Designation : **Assistant Professor**

Date of Entry into Service : **16-06-2016**

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Mobile (Optional) :

Education : **M.Com., M.C.S., M.Phil., PGDCA., SET.,NET., Ph.D.**

Areas of specialization : **Capital Market Laws, Indirect Tax,
Company Law, Financial Accounts, Corporate Accounts, Business Communication,
Business Management.**



Projects undertaken

Title of the Project	Name of the funding Agency	Duration	Completed/Ongoing	Amount	Remarks
Household Survey on Inflation Expectation	Reserve Bank of India	1 month	Completed	Rs. 38,000	

Seminars Organized

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Co-ordinator / Convener
Commerce Graduate Preparedness Towards Corporate Employment	26, Feb. 2016	Lady Doak College	National	Convener
Business Analytics & Block Chain	28 th Dec.,2017	UGC	International	Organising Secretary
Banking & Insurance: A Catalyst Towards India's Vision 2022	31 st August, 2018	UGC	National	Organising Secretary
Women and Environment	1 st March, 2019	UGC	State Level Seminar	Organising Member

Seminars, Workshop and Conferences Attended

Title of the Seminar/Conference/Workshop and Date	Topic	Sponsoring Agency	National/State/International	Organization in which attended
Companies Act & Latest Trend in Commodity Market And GST Act 6 th , Oct.2018	Companies Act & Latest Trend in Commodity Market And GST Act	The Institute of Companies Secretaries of India	National	ICSI, Madurai Chapter
Banking & Insurance: A Catalyst towards India's Vision 2022 31 st August,2018	SWOT Analysis on e-Banking in India	UGC	National	The Madura College, Madurai
Workshop on Equity Research 7 th July, 2018	Workshop on Equity Research	NSE Academy	National	The Madura College, Madurai
Companies Act & Insolvency Code 1 st Jan. 2018	Companies Act & Insolvency Code	The Institute of Companies Secretaries of India	National	ICSI, Madurai Chapter
Business Analytics & Block Chain 28 th December, 2017	New GST Era and its Impact on Small Business Entrepreneurs	UGC	Interantional	The Madura College, Madurai
India 2030 1 st & 2 nd September 2017	An Empirical Study on States & Sector-wise Distribution of FDI in Indian Scenario		International	Manomaniam Sundarnar University
GST Act, 22 nd June 2017		The Institute of Company Secretaries of India, New Delhi	National	The Institute of Company Secretaries of India, Madurai
Recent Trend in Digital Marketing in the Global Business, 24,February,2017	Recent Trends of Digitalisation in Banking Sector		International Conference	Department of Commerce, Sourashtra College, Madurai
Impact of Demonetisation in	Impact of Demonetisation in		National Seminar	Department of Commerce,

India, 15, February, 2017	Banking Sector			Rev. Jacob Memorial Christian College, Dindigul
Impact of Demonetization on Small & Medium Scale Industries, 27 th Jan. 2017	The Strategy of Demonetization on Financial Inclusion in India – An Introspection		International Seminar	Department of Commerce, S. Vellaichamy Nadar College, Madurai.
Demonetisation in India- Prospects & Challenges, 06, January, 2017	Impact of Demonetization in Financial Inclusion in India	UGC	National Seminar	Department of Commerce, The Madura college, Madurai
Demonetisation in India- Prospects & Challenges, 06, January, 2017	Demonetization Impact on the Stock Market	UGC	National Seminar	Department of Commerce, The Madura college, Madurai
Demonetisation in India- Prospects & Challenges, 06, January, 2017	Impact of Demonetization on Gold and Agriculture Industry	UGC	National Seminar	Department of Commerce, The Madura college, Madurai
Business Innovation & Sustainable Development, 4 th October, 2016	An Overview of IND AS 7- Statement of Cash Flows		International Conference	Department of Management Studies, Nehru Institute of Technology, Coimbatore
Sustainability for Business: Initiatives, Ideas and Challenges, Sep. 2016	Impact of Corporate Social Responsibility for Sustainable Development of Corporate Sector- An Empirical Analysis with Special Reference to Madurai District		International	Mother Teresa Women's University, Kodaikanal.
Big Data in Mining, Feb. 2016	Impact of Corporate Entrepreneurship in Influencing Women Empowerment Indices (An Empirical Study with Special Reference to Madurai)		National	Department of Computer Science, Arulanandar College, Madurai.
Global Economic Revival: A Changing Scenario, Aug. 2014	An Overview of Service Tax Generated from Service Sector Towards the Progress of Indian		International	Business Administration & PG Dept. of Commerce(SF)

	Economy			Jamal Mohamed College, Tiruchirappalli
Corporate Sustenance – Through People, Profit and Planet Management, July, 2014	Emerging Role of Whistle Blowing in Corporate Governance		National	PG & Research Dept of Corporate Secretaryship Bharathidasan Govt. College for Women, Pondicherry
Service Tax-Issues & Trends on 15 th Mar. 2014	--		National	Madurai Chapter Of Cost Accountants The Institute of Cost Accountants of India
Growth of Indian Economy, Feb. 2014	Conflicts in the Texas Tax Classification System of Computer Software- An Empirical Study		National Conference	Dept of Commerce Periyar University College of Arts And Science, Salem
Emerging Paradigms in Management Research, Feb. 2014	Sustaining Growth in Developing Economics Through Improved Taxpayer Compliance		International Conference	Faculty of Management Vivekandha Group of Institutions , Tiruchengode And Mother Teresa Women's University, Kodaikanal
Human Rights Duties Education, Feb. 2014	Redressal Machinery for Service Tax Assesseees in India- A Review		UGC Sponsored Two day National conference	Dept of Corporate Secretaryship Alagappa University, Karaikudi
Different Perspectives of Companies Act 2013, Feb. 2014	Role of Audit Committee As A Whistle Blower Under Companies Act, 2013		State Level Seminar	Dept of Business Administration & PG Department of Commerce Jamal Mohamed College, Tiruchirappalli
Management Excellence Triumphs Ahead- Sep. 2013	Employee Excellence- Triumphs Ahead		International Conference	Departments of Commerce, Commerce with Computer Applications and Business Administration Sri Sarada Niketan College For Women, Karaikudi.
Social Exclusion and Inclusion of Women, Aug. 2013	Corporate India towards Women Empowerment		International Conference	Centre for Women's Studies, Alagappa University, Karaikudi & Mother Teresa

				Women's University, Kodaikanal
Issues and Challenges of Women in Indian Society, Apr. 2013	A Study on Business and family life of women entrepreneurs in Madurai District of Tamilnadu		National Seminar	Department of Women Studies Bharathidasan University, Tiruchirappalli.
The Role of Management in Global Business, Mar. 2013	International Marketing – Opportunities & Challenges		International Conference	Dept. Of Management Studies Pavendar Barathidasan College of Engineering And Technology, Trichy
			National level	
Health Economics & Management, Dec. 2012	Service Tax on Intellectual Property: A Comprehensive Policy and Law in India		International Conference	PG & Research Dept. Of Economics Rajah Serfoji Government College, Thanjavur
Innovative Management Practices and Business Excellence, Oct. 2012	Effective Compliance of Service Tax Provisions by Market Research Agency Service Providers		National Conference	Dept. Of Management Studies M.I.E.T Engineering College, Tiruchirappalli
Business Innovations in the Globalisation Era, Sep. 2012	Role of Green India Consortium for Sustainable Development		International Conference	PG & Research Dept. Of Commerce A.V.V.M Sri Puspham College, Poondi
Corporate Social Responsibility – The Indian Perspective, Sep. 2012	Government Initiatives Towards Corporate Social Responsibility Practices		International Conference	PG Dept. Of Corporate Secretaryship, Vellalar College for women, Erode
Corporate Social Responsibility – The Indian Perspective, Sep. 2012	An Analysis on Consumer Perception of Corporate Social Responsibility with Special Reference to Karaikudi		International Conference	PG Dept. Of Corporate Secretaryship, Vellalar College for Women, Erode
Gender Mainstreaming: Towards Gender Equality, Equity & Sustainable Human Development, Sep. 2012	Gender Difference in Occupational Stress and Coping Strategies Among Middle Level Managers in Private Sector Organisations in Madurai District		National Conference	Dept. Of Women Studies, Alagappa University, Karaikudi

Impact of Global Crisis in Indian Business, Sep. 2012	Global Economic Recession and Prospects 2012		International National Conference	Dept. Of Management Studies, Annai Mathammal Sheela Engineering College, Nammakal
New Paradigms and Perspectives for business excellence, Aug. 2012	Indian Taxation System- Present Scenario		National Conference	Dept. Of Studies and Research in Business Administration, Tumkur University, Tumkur
Emerging Trends in Management Practices, Mar. 2011	A Study on Cyber Customer Behaviour in Madurai District		National seminar	Dept. Of Business Administration S. Vellaichamy Nadar College, Madurai
Leveraging Intellectual Property-IP Challenges on 19 Mar. 2011			National	Indo-American Chamber of Commerce, Chennai Madurai District Tiny & Small Scale Industries Association
Financial Derivatives, Dec. 2010	A Study on Benefits and Risk Analysis of Futures and Options in Madurai		Inter National Conference	Dept. Of Commerce Pondicherry University, Pondicherry
Corporate Ethics, Feb 2009			National Conference	Dept. of Corporate Secretaryship, Alagappa University, Karaikudi
Investment Opportunities, July 2008		SEBI		Dept. of Commerce, Vivekananda College.
Teaching Women Studies 3 rd Feb. 2010		UGC	National	Centre For Women 's Studies Lady Doak College, Madurai
Opportunities and Challenges for Women in Business, Jan. 2010	A Study on Business and family life of women entrepreneur in Madurai District		National Conference	Dept. Of Commerce Fatima College, Madurai
Business Recession in Wake of Terrorism Crisis in India, Sep. 2009	Impact of Economic Slowdown on FMCG Sector in India	UGC	National Conference	Dept. of Commerce, Lady Doak College,
Indian Commodity Market Derivatives and Risk Management- The Road Ahead, Sep. 2009	A Descriptive Study on Commodity and Customer Awareness in Madurai District of Tamilnadu	UGC – SAP-DRS- I	National Conference	Dept. of Commerce, Pondicherry University
Recent Trends in Capital Market, March	Investors Grievance and Education		National Conference	Dept. of Commerce with Computer Application, Fatima

				College
Pedagogy of Women's Studies		UGC	National	Centre For Women 's Studies Lady Doak College, Madurai
Being An Effective Teacher			National	Lady Doak College, Madurai

Reviewer/Editor of a journal

Journal	ISSN No.	Impact Factor	Year of Publishing	National/International	Reviewer/Editor
Roots International Journal of Multidisciplinary Researches A Peer Reviewed, Refereed & Quarterly Journal	ISSN No.2349-8684 UGC Approved Journal No.48991 Vol.4 Special Issue 2	3.487	September 2017	International	Editor member
Roots International Journal of Multidisciplinary Researches A Peer Reviewed, Refereed & Quarterly Journal	2349-8684 UGC Approved Journal No.48991 Vol.4 Special Issue 10	3.487	March 2018	International	Editor member
Bodhi International Journal of Research in Humanities, Arts And Science An Online Peer Reviewed – Refereed And Quarterly Journal	EISSN No.2456-5571 Vol:3 Special Issue:1	2.135	January 2019	International	Special Issue Editor

Research Publications:

Title of the Journal	Title of the Research Article	ISSN/ISBN, Volume No. & Page No. if any	Year	International/National/State
Bodhi International Journal of Research in Humanities, Arts & Science	Swot Analysis on e-Banking in India	EISSN 2456-5571 Vol:3 Special Issue:1 Pg.1 Impact Factor 2.135	January 2019	International
Roots International Journal of MultiDisciplinary Researches A Peer Reviewed, Refereed & Quarterly	New GST ERA and its Impact on Small Businesses Entrepreneurs	ISSN 2349-8684 Vol:4 Special Issue 10 Pg.38 Impact Factor 3.487	March 2018	International

Journal				
Roots International Journal of MultiDisciplinary Researches A Peer Reviewed, Refereed & Quarterly Journal	Impact of Demonetization in Financial Inclusion in	ISSN 2349-8684 Vol:4 Special Issue 2 Pg.38 Impact Factor 3.487	September 2017	International
Roots International Journal of MultiDisciplinary Researches A Peer Reviewed, Refereed & Quarterly Journal	Demonetization Impact on the Stock Market	ISSN 2349-8684 Vol:4 Special Issue 2 Pg.38 Impact Factor 3.487	September 2017	International
Roots International Journal of MultiDisciplinary Researches A Peer Reviewed, Refereed & Quarterly Journal	Impact of Demonetization on Gold and Agriculture Industry	ISSN 2349-8684 Vol:4 Special Issue 2 Pg.38 Impact Factor 3.487	September 2017	International
Nehru Journal of Management and Research (NJMR)	An Overview of IND AS 7- Statement of Cashflows	ISSN 2230-7974, Vol.1, Issue- 14	Nov, 2016	International
Sustainability for Business:Initiatives, Ideas and Challenges- Edited Proceedings	Impact of Corporate Social Responsibility for Sustainable Development of Corporate Sector- An Empirical Analysis with Special Reference to Madurai District	ISBN-8186520-27-9	Sep.,2016	International
Roots, International Journal of Multidisciplinary Researches A Peer Reviewed, Refereed & Quarterly Journal	Impact of Corporate Entrepreneurship in Influencing Women Empowerment Indices (An Empirical Study with Special Reference to Madurai)	ISSN- 2349-8684 Special Issue, Vol- 2, Impact Factor:3.487	Feb. 2016	International
International Journal of Trade and Global	Model Development for	Vol. 4, No. 1, pp.1562-1568,	Jan-Mar, 2015	International

Business Perspectives, A Refereed Quarterly Journal (Pezzottate Journals),	key enablers in enhancement of effective compliance of service tax provisions	ISSN: 2319-9059, Impact Factor: 5.017		
Interdisciplinary Journal of Jamal Academic Research Journal	An Overview of Service Tax Generated from Service Sector Towards the Progress of Indian Economy	Special issue, pp.624-628, pp 306-311 ISSN: 0973-0303	16 th Aug. 2014	International
Emerging Role of Whistle Blowing in Corporate Governance, ebehavior by the PG & Research Department of Corporate Secretaryship, Bharathidasan Govt. College for Women, Pondicherry,	Corporate Sustenance – Through People, Profit and Planet Management	First edition, pp256-259, ISBN978-93-81992-45-6	Jul.2014	International
Different Perspectives of Companies Act 2013- Towards Corporate Excellence, ebehavior by the Department of Business Administration & PG Department of Commerce, Jamal Mohamed College, Tiruchirappalli,	Role of Audit Committee As a Whistle Blower under Companies Act, 2013	ISBN 978-81-909104-2-2.	Feb. 2014	International
Emerging Paradigms in Management Research, ebehavior by the Faculty of Management, Vivekandha Group of Institutions, Tiruchengode and Mother Teresa Women's University, Kodaikanal,	Sustaining Growth in Developing Economics Through Improved Taxpayer Compliance	Volume III, pp25-31, ISBN 978-93-80686-96-7	Feb. 2014	International
Impact of Information Communication Technology on consumerism, organized by the Dept. of Commerce, V.H.N.Senthikumara Nadar College, Virudhunagar	Redressal Mechanism of Securities Exchange Board Of India With Reference to Online Business	, First Edition, , pp184-186, ISBN 9789381723197.	Dec. 2013	National

International Journal of Trade and Global Business Perspectives. A Refereed Quarterly Journal (Pezzottate Journals)	A Study on Revenue Generation of TNVAT	, Vol. 2, No. 4, pp.624-628, ISSN: 2319-9067.	Oct.-Dec. 2013	International
International Journal of Advanced Research in Management and Social Sciences.	A Study on Cyber Consumer ehavior in Madurai city	Vol.2, No.11, pp 51-59, ISSN: 2278-6236.	Nov. 2013	International
International Journal of Business Management And Social Science Research.	Changed Role of Service Sector and Enhanced Service tax Revenue – An Introspection	Vol. 2, No. 9, ISSN: 2319-5614.	Sep. 2013	International
International Research Journal Research Explorer	A Study on Family and Business Life of Women Entrepreneurs in Madurai District of Tamil Nadu	(A Referred Bi-Annual International Research Journal on Multidisciplinary), ISSN:2250-1940	Apr. 2013	International
Journal Blossoms of Management	Service Tax-A Potential Tool for Revenue Mobilization	ISBN 978-93-81723-11-1	Mar. 2013	National
International Journal South Asian Journal of Marketing & Management Research (SAJMMR).	Compliance of Service Tax Provisions by Advertising Agencies	Vol: 3, Issue: 2, ISSN: 2249-877X.	Feb. 2013	International
Journal of Management and Social Sciences research (IJMSSR).	An Analysis Of Consumers Perceptions Of Corporate Social Responsibility With Special Reference To Karaikudi District	Volume.2, No. 1, ,ISSN: 2319 – 4421.	Jan. 2013	International
International Journal of Applied & Management Research.	Service Tax on Intellectual Property: A Comprehensive Policy and Law in India	ISSN: 0974 -8709.	Dec.2012	International
National Conference, Global Publications.	Role of Green India Consortium for Sustainable Development	ISBN 81-907155.	Sep. 2012	National
New Paradigms and Perspectives for business excellence, Dept. of Studies and Research in Business	Indian Taxation System- Present Scenario	ISBN 978-81-924393-6-5.	Aug. 2012	National

Administration, Tumkur University,				
International Journal of Research in Commerce & Management (IJRCM).	A Study on Benefits and Risk Analysis of Futures and Options in Madurai	Volume No.2,(2011), Issue NO.4 , ISSN 0976-2183.	Apr. 2011	International
New Paradigms and Perspectives for business excellence, Dept. Of Business Administration, N.M.S.Vellaisamy Nadar College. Madurai.	A Study on Cyber Consumer ehavior in Madurai city- An Emerging Scenario	ISBN 978-93- 80530-33-8.	Mar. 2011	International

Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,	2		
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level
Alagappa University, Karaikudi	21.03.2018		Presentation Skills	MBA students	--
Lady Doak College, Madurai	19.03.2018		Chairperson for Life Frontier Engagement Viva Voce Examination	UG Students	--
Institute of Cost Accountants of India, Madurai Chapter	07.10.2017	Institute of Cost Accountants of India	Presentation skills	CMA Intermediate Students	State
Lady Doak College, Madurai	06.03.2017		Chairperson for Life Frontier Engagement Viva Voce Examination	UG Students	--
Alagappa University, Karaikudi	24.04.2017		GST-The Road Traversed	MBA students	--

Alagappa University, Karaikudi	31. March 2016		Overview of Service Tax	MBA students	--
Lady Doak College, Madurai	2015, 2016		Coaching classes for NET and SET	Faculties	--

Academic council/Board of Studies Member

Institution	Academic Council/ Board Member	Dept.
J.J.College of Arts and Science(Autonomous), Pudukkottai	Doctoral Committee Member	Department of Management

Honours Achieved

Agency	Recognition IN/National/ State	Cash award if any(Amount)	For the service of
The Institute of Companies Secretaries of India Madurai Chapter	State	--	As Co-ordinator, of CS Foundation Course, Department of Commerce, The Madura College Received The Best MoU Partner Award

Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)

Whether NSS/NCC/AEEP/YRC	Period
NSS Programming Officer (Lady Doak College)	2008-2011
Social Forum	2017-2019

Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration	
		from	to
Outcome Based Pedagogic Principles for Effective Teaching	Online NPTEL-AICTE Faculty Development Programme	01.08.2018	01.09.2018
UGC Sponsored	UGC-Human Resource	18.05.2018	14.06.2018

103 rd Orientation Programme	Development Centre Bharsthidasan University Tiruchirappali		
Faculty Recharge Programme, 14, December, 2016	The Madura College (Autonomous), Madurai	14.12.2016	14.12.2016
Research Methodology Course Social and Business Sciences on 5- 15 June 2013	Department of International Business and Commerce Indian Council of Social Science Research & Alagappa University	5.06.2013	15.06.2013
Statistical Analysis and Interpretation using SPSS and AMOS on 8 & 9 March 2013	Department of Management Studies Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar	8.03.13	9.03.13
Publishing Research Articles in Business Management on 3 & 4 Nov. 2012	Dept. Of Commerce & Financial Studies Bharathidasan University, Tiruchirappalli	3.11.12	4.11.12
Methodological Metrics in Business Research on 23- 27 Apr. 2012	Dept. Of International Business & Commerce Alagappa University, Karaikudi	23.04.12	27.04.12

Any other Information

- Successfully completed 4 weeks NPTEL Online Certification Course on ***“Outcome Based Pedagogic Principles for Effective Teaching”*** at Indian Institute of Technology, Kharagpur, December 2018
- Coordinator for CS Foundation & Intermediate Course in Department of Commerce from the Academic Year 2016-2019
- Co-ordinator of Entrepreneurship Development Institute of India(EDI) Cell, Department of Commerce for the Academic Year 2018-19
- Convenor of Social Forum from the Academic Year 2017-19
- Anti Sexual Harassment Committee Member for the Academic Year 2017-18
- Grievance Appeal Committee Member for the Academic Year 2017-18
- Website Maintenance Committee Member for the Academic Year 2017-18
- Cultural Academy Member from the Academic Year 2017-19
- IQAC Member for the Academic Year 2018-19
- Women’s Cell Member for the Academic Year 2018-19

- NIRF Committee Member for the Academic Year 2018-19
- Student's Innovation Committee Member for the Academic Year 2018-19
- Student's Assessment Committee Member for the Academic Year 2018-19
- Magazine committee Member for the Academic Year 2018-19