

Profile

Name : K. Vanitheeswari
 Date of Birth : 07-05-1980
 Address (Residential) : D/O R.KANNAN 22/1 Ponnambalam New Street Kulalarpalayam Bodinayakanur.
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 Mobile No. : 9788247742
 Designation : Assistant Professor
 Department : Commerce
 Area of Specialization : FINANCIAL ACCOUNTING, ADVANCED BUSINESS STATISTICS

**Academic details:**

S.No.	Degree	University/ College	Branch	Month & year of Completion	CGPA/ Percentage/ Class
1	Ph.D	C.P.A.College, Bodinayakanur	COMMERCE	July-2014	
2	M.Phil	C.P.A College	COMMERCE	June 2008	74
3	M.Com	C.P.A College, Madurai Kamaraj University	COMMERCE	june 2007	65
4	B.Com	C.P.A College, Madurai Kamaraj University	COMMERCE	june- 2001	52

Experience:

S.No.	College	From	To	Duration
1	CPA College	19-02-2009	Till	15 Years 7 Months

Details of the Orientation and Refresher Courses attended:

S.No.	Course	Academic Staff College	Period
1	Refresher Course	RAMANUJAN COLLEGE , UNIVERSITY OF DELHI.	13 -27 July 2022
2	Orientation Course	RAMANUJAN COLLEGE , UNIVERSITY OF DELHI.	May 18-17 June
3	Online Refresher Course	ANAND INSTITUTE OF HIGHER TECHNOLOGY	29-30 APRIL

Award:

S.No.	Date	Award name	Sponsor Organization
1	28-04-2023	SPECIAL CASH AWARD	CARDAMOM PLANTERS' ASSOCIATION COLLEGE
2	08-05-2021	Special Cash Award	C.P.A College
3	04-06-2018	Special Cash Award	Cardamom Planters' Association College
4	06-04-2018	Special cash award	C.P.A.College
5	13-04-2017	Special Cash Award	C.P.A College Management Committee
6	13-04-2017	Special Cash Award	C.P.A College Management Committee

List of Publications:

1. K. Vanitheeswari and Dr.S. Balamurugan,, ""PROBLEMS FACED BY MICRO ENTREPRENEURS IN MICRO ENTERPRISES â€“ SPECIAL REFERENCE TO BODINAYAKANUR TALUK IN THENI DISTRICT"", Rabindra bharti journal of philosophy, Vol. : XXIV, No:09, 2023 , 0973-0087, page no. 132-136..
2. K. Vanitheeswari and Dr.S.Balamurugan, " Customer Attitude On Privacy Issues In The E- Banking Websites - A Study With Reference To Commercial Banks In Theni District", Elementary Education Online (EEO), Year: 2022, Volume: 21, Issue: 2, 1305-3515, page no. 122-131.
3. Dr. S. Balamurugan and Dr.K. Vanitheeswari, " Factors Influence On Satisfaction Of E - Banking Users - A Study With Reference To Commercial Banks In Theni District", Elementary Education Online (EEO), Year: 2022, Volume: 21, Issue: 2, 1305-3515, page no. pp. 110-12.
4. K. Vanitheeswari, " Investment Pattern of people in Rural Areas of Theni District with special reference to Gold ", COMMRES-DAGBOKâ€™18, C.P.A.College, 9789387102767, page no. 96.
5. K. Vanitheeswari and M.Nandhini, " A study of Problem faced by Micro Entrepreneurs in Micro Enterprises in Theni District", COMMRES-DAGBOKâ€™18, C.P.A.College, 9789387102767, page no. 63.
6. K. Vanitheeswari and K.Mathan Kumar, "Thiruvalluvarin MelanmaiSinthanaigal", Ilakkiyathil Kallamdhuram Vanigam, C.P.A.College, January 5, 2018, 9789387102484,
7. Dr.S.Balamurugan, K. Vanitheeswari and K.Mathankumar, " A Study on Micro Enterprises in Theni District - With Special Reference to Entrepreneurship Development", Research Inspiration An International Multidisciplinary e journal, vol2, issue IV, 2455443x,
8. K. Vanitheeswari and K. Mathankumar, " A Study of Financial Status of Bodinayakanur Municipality", International Journal of Business and Administration Research Review, Vol.2, Issue 19, , 2348-0653, page no. 88-95.
9. K. Vanitheeswari and K.Mathan Kumar, "A Study of Factors Motivating the Respondents to Venture in to Micro Enterprises", International Journal of Business and Research Review, Val3,Issue18, 2348 - 0653,
10. K. Vanitheeswari, S.Nagaligam and K.Mathankumar, " A Study of Passenger Services in Indian Railways- A Study with Special Reference to Madurai City", Research Ambition An International Multidisciplinary , Vol.1, issue-iv, e-journal ISSN 2456-0146, page no. 1-17.
11. K. Vanitheeswari and M.Nandhini, " A study on Micro Enterprises in Theni District â€“ With Special Reference to Entrepreneurship Development ", COMMRES-DAGBOKâ€™17, C.P.A.College, 9789387102767, page no. 5-16.
12. K. Vanitheeswari and J.Pandeeswari, " Production of Banana Cultivation in Tehni District â€“ A study", COMMRES-DAGBOKâ€™17, C.P.A.College, 9789387102767, page no. 17-27.
13. K. Vanitheeswari, S.Nagaligam, S.Nagapriya and K. Mathankumar, " Factors Influencing the Passenger Train Travel in Indian Railways with Special Reference to Madurai City", International Journal of Management and Social Science Research Review., Vol.1, Issue 31, ISSN 2349 â€“ 6738, page no. 66-70.
14. Dr.N.Makesh, K. Vanitheeswari and K.Mathankumar, " A Study of Financial Preference of Bodinayakanur Municipality.", International Journal of Management and Social Science Research Review., Vol.1, issue 25, ISSN 2349 â€“ 6738, page no. 262-269.
15. K. Vanitheeswari and K. Mathankumar, " Customer Perception towards E-Banking Services Provided by Selected Banks in Madurai", International Journal of Multidiciplinary Research Research , Vol. 1, issue.16., ISSN 2395 â€“ 1877, page no. 37-42.
16. K. Vanitheeswari and K. Mathankumar, " An Analysis of Resource Use Efficiency and Return to Scale in Lemon Cultivation in Tamil Nadu", International Journal of Management and Social Science Research Review , Vol.1, Issue 5., ISSN 2349 â€“ 6738 , page no. 1-7.
17. K. Vanitheeswari and K. Mathankumar, " Level of Satisfaction towards Tourism Facilites and Services in Maduri City", International Journal of Management and Social Science Research Review, Vol.1, Issue 4, ISSN 2349 â€“ 6738 , page no. 2002-207.
18. K. Vanitheeswari and K. Mathankumar, " The Opinion of Members on the Services Rendered by Milk Co-operative Society-A Critical Analysis", International Journal of Business and Administration Research Review, vel:3,issue:1, ISSN 2348-0653, page no. 120-124.
19. K. Vanitheeswari and Dr.Balamurugan, " Seasonal Price Variation and trend of Lemon in Dindigul Market", International Journal of Business and Administration Research , ISSN 2348-0653 , Vol.1, Issue 2,,
20. K. Vanitheeswari and J.Pandeeswari, " Problem of Production of Banana Cultivation in Theni District â€“ A Study", COMMRES-DAGBOKâ€™18, C.P.A.College, 9789387102767, page no. 14-22.
21. K. Vanitheeswari and K. Mathankumar, "Economical Viability of Lemon Cultivation in Dindigul District. ", International Journal of Multidiciplinary Research Review. , Vol. 1, issue. 4, , ISSN 2395 â€“ 1877, page no. 148-153.

22. K.MATHENKUMAR, DR.S.BALAMURUGAN and K. Vanitheeswari, " A Study on Investment opinion and Awareness of post office Deposits Schemes in Bodinayakanur", PARISHODH JOURNAL, IX,ISSUE 1, 2347-6648, page no. 3211.
23. K. Vanitheeswari, " A Study on Job Satisfaction of the Scavenges of Bodinayakanur municipality", Studies in Indian Place Names, Vol:40,Issue:60, 2394-3114,
24. Dr.S.Balamurugan and K. Vanitheeswari, " A Study of Women Consumers Brand Preference Towards Face Creams in Bodinayakanur Taluk", Studies in Indian Place Names, Vol:40,Issue:50, 2394-3114, page no. 3240.
25. K.MATHENKUMAR, DR.S.BALAMURUGAN and K. Vanitheeswari, " A Study of Factor Influence the Satisfaction of the Salaried Tax Payer About the Income Tax System in Theni District", Studies in Indian Place Names, Vol:40,Issue:50, 2394-3114, page no. 3211.

Participation:

1. National level Faculty Development Programme on " RESEARCH METHODOLOGY AND DATA ANALYSIS ", August 9-18, 2023, SESHADRIPURAM ACADEMY OF BUSINESS STUDIES, BENGALURU.
2. State level Faculty Development Programme on " UPSKILL YOUR RESOURCE ", July 7-13, 2023, AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI.
3. State level Seminar on "HOLISTIC AND MULTIDISCIPLINARY APPROACH TOWARDS NATIONAL HIGHER EDUCATION QUALITY FRAMEWORK ", July 5-6, 2023, CAUVERY COLLEGE FOR WOMEN, TRICHY.
4. State level Webinar on ""INTELLECTUAL PROPERTY RIGHTS" ", February 27, 2023, CARDAMOM PLANTERS' ASSOCIATION COLLEGE, BODINAYAKANUR.
5. National level Faculty Development Programme on " SHORT TERM FACULTY DEVELOPMENT PROGRAM on "ETHICS IN ACADEMIC RESEARCH WRITING" ", 30/01/2023 - 05/02/2023, HUMAN RESOURCE DEVELOPMENT CENTRE, Chennai.
6. National level Awareness and training program on "NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION ", November 10, 2022, INTELLECTUALPROPERTY OFFICE.INDIA, CARDAMOM PLANTERS' ASSOCIATION COLLEGE .
7. National level Webinar on " EDUCATIONAL FRAMEWORK FOR GLOBAL CITIZENSHIP ", June 27, 2022, HUMAN RESOURCE DEVELOPMENT CENTRE, Chennai.
8. Guest Lecture on " STUDENTS INDUCTION PROGRAMME ", September 15-18, 2021, Cardamom planter's Association College, Bodinayakanur.
9. State level Webinar on " MOOCs DEVELOPMENT & DELIVERY ", August 26, 2021, HUMAN RESOURCE DEVELOPMENT CENTRE, TIRUCHIRAPPALLI.
10. State level Webinar on " PERSPECTION AND PROSPECTS ", August 18, 2021, HUMAN RESOURCE DEVELOPMENT CENTRE, TIRUCHIRAPPALLI.
11. National level Faculty Development Programme on " PEDAGAGY AND RESEARCH METHODS ", 24/05/2021 - 06/06/2021, HUMAN RESOURCE DEVELOPMENT PROGRAMME, Chennai.
12. National level Faculty Development Programme on " TRANSITION TO IFRS ", February 10-16, 2021, St.Josephs college of commerce, BENGALURU.
13. National level Workshop on " RESEARCH METHODS ", August 11-14, 2020, KANCHI MAMUNIVAR GOVT.INSTITUTE, PUDUCHERRY.
14. National level Faculty Development Programme on " INNOVATIVE ENTREPRENEURSHIP ", July 13-19, 2020, ANAND INSTITUTE OF HIGHERTechnology, Chennai.
15. National level E-Quizzes on " Online Quiz on Digital Learning Resources ", May 3, 2020, Matrix School of Management Studies, Maharashtra.
16. State level E-Quizzes on " MARGINAL COSTING ", March 5, 2020, SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE, COIMBATORE.
17. International level Seminar on " New and Innovative Library and Information Services ", February 20, 2018, C.P.A.College , Bodinayakanur.
18. State level Seminar on " Risk and Return in Stock Market " , , VIVEKANANDA COLLEGE, MADURAI.
19. State level Seminar on " Risk and Return in Stock Market ", November 30, -0001, VIVEKANANDA COLLEGE, MADURAI.

Presentation:

1. National level Seminar on " GEO FINANCIAL CRISIS AND INDIA:A PROSPECT AND RETROSPECT ANALYSIS ", January 31, 2014, ARIGNAR ANNA GOVERNMENT ARTS COLLEGE, MUSIRI., presented title as "â€œCost and Returns Analysis in Cultivation of Lemon â€œ Global Crisisâ€œ ".
2. International level Workshop on " â€œImparting Entrepreneurial Traits Among College Studentsâ€œ (ICSSR-Sponsored Workshop) ", March 28, 2017, C.P.A College, bodinayakanur., presented title as " â€œImparting Entrepreneurial Traits Among College Studentsâ€œ (ICSSR-Sponsored Workshop)".
3. National level Seminar on " UGC SPONSORED NATIONAL SEMINOR ON - GLOBAL FINANCIAL CRISIS AND IT'S IMPACT ON INDIAN ECONOMY ", January 1-1, 1970, Holy Cross College,, Nagarcoil., presented title as " â€œA Study of Lemon Production and Productivity in Indiaâ€œ ".
4. National level Seminar on " RECENT TRENDS IN THE APPLICATION OF MATHEMATICAL MODELING IN INFORMATION TECHNOLOGY AND BUSINESS ", January 1-1, 1970, Khadir Mohideen College, Thanjavur District., presented title as " â€œA Study of the Functional Analysis of Lemon in Dindigul Districtâ€œ ".
5. National level Seminar on " RUSA Sponsored National Level Seminar of â€œGender Equity Through Women Empowerment " , March 24, 2017, BHARATHIDASAN GOVERNMENT COLLEGE FOR WOMEN, PUDUCHERRY., presented title as "INNOVATIOS IN WOMEN EMPOWERMENT".
6. National level Conference on "DIGITAL INDIA - CHALLENGES AHEAD ", March 1, 2017, HAJEE KARUTHA ROWTHER HOWDIA COLLEGE, UTHAMAPALAYAM., presented title as " â€œDigital Payment Methods for Cashless Paymentsâ€œ (UGC Sponsored One Day National Level Conference on Digital India- Challenges ahea)".

Resourse Person:

1. Guest Lecture on " Concept and Application of Accounting Basics in Tally to B.A (Economics) ", July 30, 2017, C.P.A COLLEGE, BODINAYAKANAUR.
2. Guest Lecture on " Project Preparation of Small Scale Industries to C.W.E.D ", February 24, 2017, C.P.A COLLEGE, BODINAYAKANAUR.
3. Guest Lecture on " Women Entrepreneurism - Issues and Challenges to B.B.A Students ", January 18, 2017, C.P.A COLLEGE, BODINAYAKANAUR.
4. Guest Lecture on " Entrepreneurship Development in C.W.E.D ", August 17, 2016, C.P.A COLLEGE, BODINAYAKANAUR.
5. Guest Lecture on "Emerging Trends in Stress Management to B.B.A Studnents ", January 7, 2016, C.P.A COLLEGE, BODINAYAKANAUR.
6. Guest Lecture on " Micro credit to Self - Help Group to C.W.E.D ", July 30, 2015, C.P.A COLLEGE, BODINAYAKANAUR.
7. Guest Lecture on " Professional Ethics in Entrepreneurial Competencies to B.B.A Studuents ", July 23, 2015, C.P.A COLLEGE, BODINAYAKANAUR.

Programmes Organized:

S.No.	Position	Programme	Date	Name	Institution	Place
1	Coordinator	Seminar	April 4, 2022	DEMOCRACY AND HUMAN RIGHTS	CARDAMOM PLANTERS ASSOCIATION COLLEGE	BODINAYAKANUR
2	Secretary	Webinar	April 20, 2021	Recent Trends in Company Administration	C.P.A College	Bodinayakanur
3	Secretary	Webinar	April 16, 2021	â€œOffice Accounting Automationâ€œ	C.P.A College,	Bodinayakanur
4	Member	Workshop	February 15, 2017	â€œApplication of Statistical Tolls in Social Science Researchâ€œ	C.P.A.College	Bodinayakanur

Research Guidance:

M.Phil.

1. **M.Nanthini (B6810128)**, Commerce , C.P.A.College , " A Study on Micro Enterprises in Theni District â€“ With Special Reference to Entrepreneurship Development " (2016-2017), **Status: Completed** .
2. **S. Pandieswari (B6810129)**, Commerce, C.P.A College , " Cost and Return analysis of Banana Cultivation â€“ A Study in Theni District. " (2016-2017), **Status: Completed** .
3. **K.Mathan Kumar (B4810005)**, Commerce C.P.A College, " A Study of Financial Status of Bodinayakanur Municipality " (2014-2015), **Status: Completed** .
4. **E.Pappulakshmi**, Commerce, C.P.A.College, " A Study of Customer Satisfaction towards LPG Gas with Special Reference to Bodinayakanur Taluk " (2014-2015), **Status: Completed** .