




PROFILE

Name		Ms. K.MANGAIARKARASI	
Department	Business Administration		
Designation	Assistant Professor		
Email	mangayarkarasi@aactni.edu.in		
Teaching Experience	UG: 5 Years	PG: 2 years	



Recognised Educational Qualifications

S. N O.	QUALIFICATION	INSTITUTION	BOARD/UNIVERSITY	YEAR OF PASSING
1	BBA	Fatima college	Madurai Kamaraj University	2001
2	MBA	The American College	Madurai Kamaraj University	2003
3	M.Phil	VHNSN College	Madurai Kamaraj University	2015
4	Phd		Madurai Kamaraj University	Submitted waiting for VIVA
5.	Principles of Human resource Management	NPTEL online certification course	IIT Kharagpur	Feb-Mar 2018

6.	Sales and Distribution Management	NPTEL online certification course	IIT kharagpur	Feb-Apr 2019
7.	Creating a happy and meaning full career	SWAYAM Online certification course	IIM Bangalore	2019

Work Experience

S.No	Name of the Institution/Organisation	Designation	Nature of Work	Period	AOI (Any Other Information)
1.	Mangayarkarasi college of arts and science for women	Assistant Professor	Lecturer	2 Years	
2.	NPR Arts and Science college	Assistant Professor	Lecturer	1 year	
3.	VHNSN college	Assistant Professor	Lecturer	2 year	PG
4.	Arul Anandar College	Assistant Professor	Lecturer	2 year	

Publications (Contributions in Journals/Edited Books/Proceedings)

Title of the Paper	Name of the Journal/Book/Proceedings	Whether Journal/Book/Proceedings	Volume and No	Page Nos	ISSN/ISBN No	Publisher and Place
Rebranding: A Case Study Of Hutch To Vodafone	Nehru Journal Of Management And Research	Journal	Issue 12 May 2014	42	ISSN 2330-7974	Nehru Institute of management coimbatore
A Study On Frontier In	Shanlax International Journal Of	Journal	Vol 2	56	ISSN: 2321-	Madurai

Green Marketing	Management				4643	
Women Empowerment And Its Future Perspective	National Seminar In Women Studies Center,	Book		89	ISBN 9789380499994	Madurai Kamaraj University
A Study On Usage Of Mobile Phones Services For Online Banking Shopping In Madurai City	Journal For Bloomers Of Research	Journal	Issue 4	47	Issn: 0974-6838	Madurai
Need For Green Marketing In The Present Scenario	ROOTS International Journal Of Multidisciplinary Researches	Journal	Issue 8	34	Issn:2349-8684	Madurai
The Role Of Ethics In Corporate In The New Millenium	International Journal Of Advance Research And Innovative Ideas In Education	Journal	Issue 1	67	Issn 2395-4396	Madurai
Conceptual framework towards Global Warming	Roots international journal of multidisciplinary researches	journal	With impact factor 3.096		ISSN: 2349-8684	Madurai Feb 2017
Women Empowerment in the present technological Era	Working women: Problems and prospects	book			ISBN: 978-93-81723-72-2, July 2017	VHNSN college July 2017
Green Marketing the leading edge at this moment	International conference on Global talent management in the digital era	Book		29	ISBN: 978-93-86537-95-9	Fatima college Madurai

A study on consumer preference and satisfaction towards choosing mobile network (SIM) in Madurai city	Innovative Practices in functional management	Book		56	ISBN: 978-93-81723-47-0.	VHNSN college
The ways and need for corporates to go Green	Managing disaster - A Strategic Perspective	Book		78	ISBN: 978-8-1930-234-26	Fatima college
Green marketing and its influence on buying behaviour of consumers in Madurai college city	Business management practices in emerging Indian economy	Book		44		VHNSN college
<i>Socio Economic Implications of Linking Aadhaar with Banks with special reference to Mdukt.</i>	Transformation of Business management economy in Digital Era	ISSN	Special Issue 2019	54	IAC ISSN 0973286 1	

Papers presented in Seminars/Conferences/Workshop

Title of the Paper	Title of the Seminar/conference /Workshop	Level of Seminar/Conference/Workshop	Organising Institution	Date
The employment outlook for youth Entrepreneurial ecosystem as a way forward	Youth entrepreneurship	Seminar	VVV college for women	22.8.2014

Women empowerment and future perspective	Women empowerment and globalization	National seminar	Madurai Kamaraj University	22.1.2015
A study on usage of mobile phones services for online banking and shopping in Madurai city	Strategies for sustainable growth of E-Commerce	International conference	VHNSN college	24th and 25 th .7.2015
Business Intelligence and knowledge Management- a Review	Integration of technology and organisational strategies	National conference	Fatima college	21.7.2015
The role of ethis in corporate in the new millennium	Innovative management Practices	International Conference	Sri Vidya College of Engineering and Technology	29.1.2016
Springing up Trends in Training and Development	Make in India- Initiatives , Ideas and challenges	International Conference	VHNSN College	19 th and 20 th August 2016
The need for corporate to go green	Changing urban scenario: Opportunities and Challenges	International Conference	Fatima Collge	17.2.2016
A Study on impact on children's attitude in family buying behaviour	Innovation needed in commerce economics and management. To meet the present crises and craze	National conference	Mangayarkarasi college of arts and science for women	24.9.2016
The ways and need for corporate to go green	Managing disaster- a strategic perspective	International conference	Fatima college	29th & 30 th Sep 2016
Success mantra for women entrepreneurs	Social entrepreneurship and Growing business	National conference	VHNSN college	23 rd and 24 th August 2017

	opportunities in India			
<i>Need for digital India in the Present Era</i>	Digital India: Challenges and Oppotunities	National Conference	Kalasalingam school of Business	15. 7.2017
<i>Women Empowerment in the present technological Era</i>	Working women: problem and prospects	National Conference	VHNSN college	19 th and 20 th July 2017
<i>Green Marketing – The leading edge at this moment</i>	Global talent management in the digital Era	International conference	Fatima college	13 sep 2017
<i>Green marketing-Need in the present scenario</i>	Commerece, economics and Management an Inter disciplinary perspective	International conference	Mangayarkarasi college of arts and science for women	26.2.2018
<i>Green marketing-strategies and Issues</i>	Business analytics – A roadmap to Innovative entrepreneurship	National conference	Fatima collge	6.9.2019
<i>Green marketing</i>	Trends and challenges in Mangaement	National conference	Arul Anandar college	6.9.2019
<i>Socio Economic Implications of Linking Aadhaar with Banks with specia reference to Mdudt.</i>	Transformation of Business management economy in Digital Era	International conference	Mangayarkarasi college of arts and science for women	19.10.2019

Seminars/conferences/Workshops Attended

Title of the Seminar/conference/Workshop	Level of Seminar/Confere nce/Workshop	Organising Institution	Date and Place
<i>International conference on Problems and Prospects of E-</i>	Conference	VHNSN college	25 th and 26 th July

<i>Commerce</i>			2014
<i>The role of communication in modern business</i>	Seminar	Pope's College	9 th and 10 th October 2014
<i>Successful stock trading</i>	Seminar	Sri Kaliswari Institute of Managemnt and Technology	21.9.2017
<i>Pedagogical Innovations and Best practices for skill based academic leadership</i>	AICTE-ISTE approved induction programme	KLN college of information Technology	7.5.2018 to 12.5.2018
<i>Faculty development program on Digital Marketing</i>		Synergy school of Business skills	20.9.2019
<i>Applications of statistics in social science research using SPSS</i>	FDP	VHNSN college	11.11.2019 to 15.11.2019
