

Sri G.V.G. Visalakshi College for Women, Udumalpet
(Autonomous)
Department of BBA (CA)

A. Personal Information

a. Name	Mrs.M.Mahalakshmi
b. Designation	Assistant Professor
c. Department	BBA (CA)
d. Date of Birth	15.01.1988
e. Residential Address	4/106, Malayandipattinam, Kuralkuttai (PO),Udumalpet (TK),Tirupur - 642154
f. Contact No.	6380285212,9688387718
g. Mail id	m.mahalakshmi@gvgvc.ac.in ,mahanithan@gmail.com
h. Area of Specialization	Marketing

B. Academic Qualifications

Exam Passed	Board / University	Subject	Year of passing	Division / Grade / Merit
B.Com	Bharathiar university	Bachelor of Commerce	2008	First class
M.Com	Bharathiar university	Master of Commerce	2010	First class with distinction
M.Phil	Bharathiar University	Master of Philosophy in commerce	2012	-
PGDCA	Bharathiar university	Post Graduate Diploma Computer Applications	2011	First class

C. Teaching Experience

Name of the Institution	Experience in years
Sri GVG Visalakshi College for Women, Udumalpet	8 Years

D. Club activities:

- 1.Placement Club member
- 2.Discipline Committee member
- 3 Exam Committee member
4. Women Studies club member
5. NSS club member
6. Magazine Committee member
7. Library Committee member

E. Research

a. Details about Webinar/Orientation Courses / Refresher courses / other Faculty Development Programs attended (2020 – 2021)

Date(s)	Name of the Program	Place
05.06.2021	Incubation Opportunities for Students and Faculties	Cauvery College for Women (Autonomous), Trichy
12.06.2021	Strategies for Managing Personal Finance Including Mutual Funds	Department of Management Studies, University of Madras
05.07.2021 – 9.7.2021	Digital Teaching Techniques	ICT Academy –Online portal
15.06.2021- 21.06.2021	International FDP on Decisions-from Disaster to Development	Swami Sahajanand College of Commerce & Management
25.09.2021	Impact Lecture Series Session I	M.A.M.School of Engineering.Trichy
25.5.2022- 31.5. 2022.	International Short Term Training Programme on “Developing Personal Improvement through Soft Skills”	Research Culture Society &Scientific Research Association
12.6.2023 – 16.6.2023	Five Day Online Faculty Development Programme on “Business Analytics”	Madanapalle Institute of Technology and Science
30.3.2023- 31.3.2023	International Conference on “Sustainable Developmental goals and business”	Hindustan College of Engineering and Technology

b.Publications (2013 – 2018)

Title	Name of the Journal	Authors (as in the Journal)	Page No	Volume	ISBN No	Impact factor
Review of Literature on Factors Influencing Green Marketing.	Mukt Shabd Journal	Mrs.M.Mahalakshmi	Page No : 116 – 123)	(Volume XI, Issue IV,	APRIL/2022 ISSN NO : 2347-3150	4.6

c. Details about Orientation Courses / Refresher courses / other Faculty Development Programs attended (2013 – 2021)

Date(s)	Name of the Program	Place
1.2.2023- 8.2.2023	UGC Sponsored 7 days National Level short term course on <i>e- teaching for e-era</i>	Avinashilingam Deemed University
17.07.2023- 21.07.2023	Five day online Faculty development program on Machine Learning for Data science .	Sri GVG Visalakshi College for Women, Udumalpet