

Dr.M.DHANALAKSHMI

Assistant Professor
School of Commerce

Qualification : M.Com.,M.Phil.,Ph.D.,

Experience : **Teaching** : 5 Years **Industry** : 1 Year **Research** : 5 Years

Research Areas: Behavioural Finance

☎ 0422 2635678

✉ dhanalakshmi.m@kprcas.ac.in

🌐 <http://kprcas.ac.in/academics/school-of-commerce/>



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Bharathiar University	2019
M.Phil.	Commerce	Bharathiar University	2014
M.Com	Commerce	Sree Saraswathi Thygaraja College of Arts and Science Pollachi	2011
B.Com	Commerce	Government Arts College Udumalpet	2009

Online Certifications

Certification Details	Area of Specialization	Institution / University / Agency Name	Year
Online Certifications	Social English Language Skills	Alison Online Learning Platform	2021
	Introduction to Bing SEO		
	Introduction to financial management for managers		



Academic Positions @ KPRCAS

- Assistant Professor– School of Commerce
- Finance Club Co coordinator

Participation in Seminars

National level seminar on Marketing Audit Conducted by SNR College of Arts & Science,

- National Level Seminar on Consumerism Conducted by Hindustan College of Arts and Science
- National Level Seminar on Demonetisation Conducted by STC
- Conducted by Hindustan College of Arts and Science
- National Level Seminar on "Evaluation Reforms for Quality Education in Higher Education Institutions" Conducted by RVS College of Arts and Science.

Participation in Faculty Development Programme

- One week FDP on "Foregrounding the Spectrum of Character Building in Modern Human Life" Organised by Department of Humanities and Sciences Balaji Institute of Technology and Science.

One day FDP on Capital market conducted by NSE on 16 th July 2021.

Conference / Seminar / Workshop Organized

- Organized an International Workshop on IND-AS 21.01.2021.
- Organised a Webinar on PERSONAL FINANCE MANAGEMENT DURING PANDEMIC on 14.6.2021
- Organized a webinar on Financial crisis during pandemic on 17.8.2020
- Organised a Webinar on Start-up: Need of an Entrepreneurial Skill for a new business model on 20.10.2020
- Organised a poster presentation on the topic Financial Literacy on 25.3.2021



Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Young Researcher Award	IJMTST	December 2020



Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Indian Academic Researcher Association	Lifetime	-
Internet Marketing Association	Lifetime	

Significant Publications

International Journals

- Dr.M.Dhanalakshmi ,Dr.S.Nirmala **Success Level of Women Entrepreneur in Coimbatore District** **International Journal of Latest Engineering and Management Research (IJLEMR)** Vol 3, Issue 5 May 2018
- Dr.M.Dhanalakshmi , Dr.S.Nirmala, **PROBLEMS FACED BY WOMEN ENTREPRENEUR WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT** **INTERCONTINENTAL JOURNAL OF HUMAN RESOURCE MANAGEMENT**, Vol-03,Issue-01, January 2016, (Indexed Journal).
- Dr.M.Dhanalakshmi , Dr.S.Nirmala, **Out shopping Behaviour Of Rural Masses Towards Apparel Showrooms In Coimbatore** **Think India Journal** November 2019, (Indexed Journal).
- Dr.M.Dhanalakshmi , Dr.A.K Vageetha **Promotional Strategies of the selected Pharmaceutical companies** **Think India Journal** November 2019, (Indexed Journal).
- Dr.M.Dhanalakshmi , Ms.N.Saranya, Ms.M.Indra priya **Patients Observation and gratification towards services provided by healthcare industry in Coimbatore district** Vol 12 June 2020 **IJMR**
- Dr.M.Dhanalakshmi , Ms.N.Saranya, Ms.M.Indra priya **Problems Faced By Daily Wages Workers During Covid**



Teaching: Subjects Taught

- Financial Accountancy, Cost Accounting, Direct Taxation, Marketing, Commercial Law, Tally,GST,Financial Management, Management Accounting.



Academic Networks



<https://scholar.google.com/citations?user=w0-GBIMAAAJ&hl=en>