

NIVETHA.T

Assistant Professor
Department of Commerce,
School of Commerce.

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

Experience : **Teaching** : 3 **Industry** : 2 Year **Research** :2

Research Areas : Finance Analytics.

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Academic Qualifications

Qualification	Institute Name	Board/University	Percentage	Year
PhD	Chikkanna government arts college, Tirupur	Bharathiar University, Coimbatore	Pursuing	2019 Registered.
M.phil	Chikkanna government arts college, Tirupur	Bharathiar University, Coimbatore.	67%	2016-2017
M.com	Chikkanna government arts college, Tirupur	Bharathiar University, Coimbatore.	75%	2014-16
B.com	Chikkanna government arts college, Tirupur	Bharathiar University, Coimbatore.	65%	2011-14
Higher Secondary	Jaivabai MPL Tirupur	State Board	67%	2009-2011
Secondary	Jaivabai MPL Tirupur	State Board	60%	2009

Work Experience in part time

Name of the Institution	Nature of Job	Experience (Yrs)
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Vetrivel finance ,Tirupur	Accounts Junior Assistant	Two and half Years- (as on 05.3.2013)
Gugan Dyes and chemicals Tirupur	Bill and stock maintance	One year (as on 23.4.2014)
Worked in auditor office in tirupur	Maintained particular accounts of firm and personal accounts.	One and half years (as on 16.12.2015)
Working in GRD Academy of Management	Assistant Professor	Still working

Research Work

- Study was done on the topic **A study on financial performance of EID parry sugar.**
 - ✓ To study the financial methods and initiatives used by the EID parry.
 - ✓ To analyze the financial performance of the industry.
 - ✓ To study the overall performance of the industry in year wise.
 - ✓ To study the marketing trend of the industry.
- Study was done on the topic **An Empirical Analysis of capital structure and long term solvency position of selected steel industries in India.**
 - ✓ To analyze the capital structure pattern of steel industries in India, JSW, JINDAL and Bhushan steel.
 - ✓ To evaluate the long term solvency and strengths of companies.
 - ✓ To ascertain the rationalization of the capital structure.

Courses Handled in teaching assistant

- ✓ Business application software I and II in the year 2016-17.
- ✓ Agricultural economy of India and environmental studies 2016-17
- ✓ Principals of management in the year 2016-17.

Courses Handled in teaching

- ✓ Principal of Business organization and office Management 2018-19
- ✓ Entrepreneurial Business Environment 2019-2020

- ✓ Product Management in the year 2019-2020
- ✓ Project Management in the year 2019-2020
- ✓ Financial and Management Accounting in the year 2019.
- ✓ Financial services in the year 2019.
- ✓ Cost management in current year 2020.
- ✓ Computer Application in Management in current year 2020.

Conference and Seminar

- Virtual Faculty Development Programme Structural Equation Modeling (SEM) using AMOS for Social Science Research held on 31st March 2021 in G.R. Damodaran Academy of Management.
- National Level Faculty Development Program On "Application of Tools & Techniques in Research Methodology & Accelerate to Publish Article in Scopus and Web of Science" held on 17th-24 December 2020 in **Hindustan** College of Arts and Science.
- Management Development Program on "Transitional Leadership" held on 30th July to 1st August 2020 in Sri Ramakrishna College of Arts and Science.
- Webinar on 3cs of Life held on 18th June in Rathinam College of Arts and Science.
- National Faculty Development Program on 28th May 2020 "Application of Statistics in Research", held on SNMV College of Arts and Science.
- E-conference on Micro Enterprises & Covid-19 held on 25th May 2020 in St. Teresa Arts and Science College for Women.
- Webinar on "Emerging Trends in Industrial IOT" held on 16th May 2020 in Christian college of Engineering & Technology.
- International Faculty Development Program on Economic and Meltdown poses threat to Financial Stability –Covid 19 held on 16th May 2020.
- Faculty Development Programme on "E-Content Preparation -Finding copyright free images and sounds" held on 13th May 2020 in Loyola College of Education.
- Faculty Development Program on "Tally with GST" held on 11th May 2020 in Rathinam College of Arts and Science.
- Webinar on "Life Skills Development" held on 11th May 2020 in Idhaya college for Women.

- National level conference on Big Data Analytics in Ecommerce held on 23rd January, 2020 in PSG College of Arts & Science.
- National level conference on “Education- Management and Social Sciences” held on 8th March 2019 in Sankara Institute of Management Science.
- “Faculty Development Programme” on the “Advances in Qualitative and Quantitative Research” held on 25th March,2019 in G.R. Damodaran Academy of Management.
- “Faculty Development Programme” on the Managing the Climate Change held on 29th June, 2019 in G.R. Damodaran College of Science.
- National Level Seminar on the “Recent HR Trends in the Automobile Industry” held on 24th January, 2019 in G.R. Damodaran Academy of Management.
- National Level Seminar on Impact of Demonetization on Indian Financial Sector held on 28th August, 2018 Sasurie College of Arts and Science.
- National Level Seminar on A Study on new Dynamic in Digital Payment System- with Special Reference to Paytm and Pay U money held on 28th September,2018.

Computer Skills

- Have knowledge in MS-Office, Visual Basic.
- WINDOWS Operating Software with excellent working knowledge in internet.
- Tally with basic knowledge and various course attend in the college.
- Knowledge in the SPSS software.

Merit Achievements

- Business application software and marketing of health services with first class with distinction.
- Computer application software with outstanding.
- Income tax law and practice, Management accounting Entrepreneurial development, International business, Principles of marketing of services with distinction.
- Cost accounting, financial management, Marketing for health services and investment management with first class.

Individual activities

- Control of examination duty for internal and model exam for all scholars during the research period.
- Class representative for UG in 2011-14 and PG in 2014 -15.

Languages Known

- Can communicate well in ENGLISH and TAMIL.

Academic Achievements

- Won second place on proficiency in commerce at Chikkanna Govt Arts College.
- Completed course on Computer –cum – Internet Literacy Programme conducted by Directorate of collegiate Education, Department of Higher Education, Government of Tamilnadu at Chikkanna Govt arts college.
- National service scheme special camp participation in the year 06.01.2012.
- Tirupur district secondary, higher secondary and athletic association volley ball team winner in the year 2010-11.
- Sports development of authority of Tamilnadu block level competitions in the year 2009.
- Certificate of merit in the sports meet winners in volley ball in the year 2009-10
- Tirupur district secondary, higher secondary and athletic association volley ball team winner in the year 2009-10.
- Zonal tournament and sports certificate of merit in the year 2008-09.
- Tirupur sports and educational trust event of 14th knit city volley ball tournament for school girls placed 4th place in the volley ball tournament in the year 2007-08.
- Athletic association zonal tournament for volley ball runner in the year 2007-08.
- Annual day sports meet certificate of merit in volley ball winner in the year 2007-08.
- Republic day and bharathiyar day zonal tournaments runner in volley ball in the year 2006-07.
- Certificate of merit runners in volley ball in the year 2006-07.
- District sports development meet winner in volley ball in the year 2006.

