

**G. KALPANA**

# 44A, F3, Kalyani enclave,  
Srinivasa 1<sup>st</sup> cross st, Balaiya Garden,  
Madipakkam, Chennai - 600 091,  
Tamil Nadu, India.

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➤ **Education**

Degree	Branch	Year of study	College / University	%
Ph.D	Corporate Secretaryship – Commerce	2012 – 2019	Dhanraj Baid Jain College, Madras University, Chennai.	Awarded on July 2021
M.Com	Co-Operative Management	2020-2022	Annamalai University	65.7
M.Phil	Commerce	2008 – 2009	Dhanraj Baid Jain College, Madras University, Chennai	70
M.Com	Corporate Secretaryship	2006– 2008	Dhanraj Baid Jain College Madras University, Chennai,	70.80
B.Com	Corporate Secretaryship	2003 – 2006	Dhanraj Baid Jain College, Madras University, Chennai	64

➤ **Awards & Recognition**

- ❖ BEST ACADEMICIAN (STUDENT) AWARD – Received at Dhanraj Baid Jain College, Chennai for the year 2007-2008.

➤ **Work Experience**

- April 2010 to Till Date (12 Years and 11 Months) DHANRAJ BAID JAIN COLLEGE, Chennai
  - Holding the position of Department In-Charge (HOD) for Department of Corporate Secretaryship (B.com(c.s)- Shift II) from June 2013 to November 2018.
  - Served as a Core Committee Member for the activities viz., NAAC, Alumni, Autonomous and Examination. Organized various Skill Development Programmes for the development of the Students and Institutions.
  - Subjects are Organizational Behaviour, Business Communication, Business Statistics, Human Resources Management, and Principles of Management. More than 95% result was secured in the subjects handled in all the years.
  - Project Guide for final year students.
  - Arranged Field Trips to various companies and Guest Faculty Lecturers by eminent personalities.
  - Actively conducted Department Association Functions.

- August 2008 – March 2010 (1 Years and 7 Months) DHANRAJ BAID JAIN COLLEGE, Chennai (Guest Lecturer, Department of Corporate Secretaryship) .
  - Subjects handled: Business Statistics, Company law and Secretarial practice, Commercial Law and Business Management.
  - More than 90% result was secured in the subjects handled in all the years

➤ **Projects**

**Ph.D Research Area**

**Name: Women Perception on impact of Advertisement towards Personality**

- The aim of the research is to assess the impact of advertisement on women perception towards their personality
- Study was undertaken to find out the Impact, Causes, & Effects of internationalization of physical appearance factors can only be mitigated through education and awareness
- Suggested measure to women ,youth and society need to be aware of the power of the media and learn how to view media with a critical eye

**M.Phil Research Paper**

**Name: A Study on Human Resource Development climate in burn standard company Limited, Salem**

- Study was undertaken to find out the integrated use of training, organization, and career development efforts to improve individual, group, and organizational effectiveness
- Detailed study relating to individuals in organizations to perform current and future jobs through planned learning activities

**U.G Main Project**

**Name: A General Study on the Financial Performance at TNPL Limited**

- Detailed study was made about the Industry profile and the Financial Performance
- Detailed study was undergone for each & every department's functions
- Divided companies into three groups of financial performance based on the industry ratios

➤ **Workshops / FDP**

<b>S.No</b>	<b>Date</b>	<b>Title</b>	<b>Organized by</b>
1	3 <sup>rd</sup> to 7 <sup>th</sup> Jan 2022	Innovative Techniques in SPSS and Data Anlysis	Sathyabama Institute of Science and Technology
2	11 <sup>th</sup> Aug 2021	“Cognitive Analysis in Financial Services”	S.A. COLLEGE OF ARTS & SCIENCE
3	13 <sup>th</sup> to 16 <sup>th</sup> Sep 2021	“RECENT TRENDS INCOMMERCE”	Chennai National Arts and Science College
4	13 <sup>th</sup> to 19 <sup>th</sup> Jul 2020	“Power Packed Training on Transforming As Leaders Improve Your USP (Upgrading Skills for Position)”	S.A. COLLEGE OF ARTS & SCIENCE
5	27 <sup>th</sup> Jun to 3 <sup>rd</sup> 2020	International Faculty Development Programme on Digital Education	Bishop Appasamy College OF ARTS & SCIENCE,coimbatore
6	22 <sup>nd</sup> to 29 <sup>th</sup> May 2020	DAYS-INTERNATIONAL LEVEL FACULTY DEVELOPMENT PROGRAM ON “NEW PARADIGMS OF TEACHING”	Nallamuthu Gounder Mahalingam College
7	8 <sup>th</sup> to 14 <sup>th</sup> Jun 2020	Faculty Development Programme on Institutional Benchmarking of Best Practices	Shree Mallikarjun& Shri Chetan Manju Desai College ,Canacona
8	6 <sup>th</sup> to 12 <sup>th</sup> July 2020	“Leadership Development Programme”	S.A. COLLEGE OF ARTS & SCIENCE
9	26 <sup>th</sup> Jun to 2 <sup>nd</sup> Jul 2020	Emerging Trend In Business Society	Kalasalingam Business School
10	1 <sup>st</sup> Jun 2020	GST using Tally Release6.6	Tally Education Pvt.Ltd
11	13 <sup>th</sup> to 15 <sup>th</sup> Jul 2020	National level Virtual Training on ICT Competency For Higher Education Teachers	DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

12	19 <sup>th</sup> to 23 <sup>rd</sup> May 2020	"Effective Use Of Digital Technology to Enhance Teaching-Learning"	Avinashilingam Institution For Home and Higher Education for Women
13	27 <sup>th</sup> & 28 <sup>th</sup> May 2020	"ART OF WRITING & PUBLISHING RESEARCH PAPER AND	AURORA'S DEGREE & PG COLLEGE
		APPLICATION OF STATISTICAL TOOLS"	
14	2 <sup>nd</sup> Jun 2020	Modern Teaching ,Evaluation and Research Methods	Vinayakrao Patil Mahavidyalaya, Vajapur
15	12 <sup>th</sup> to 16 <sup>th</sup> May 2020	Education For Sustainable Development	Sathyabama Institute of Science and Technology
16	4 <sup>th</sup> May 2020	Moodle Learning Management System	Annamalai University
17	20 <sup>th</sup> & 21 <sup>st</sup> Apr 2020	workshop on Self Development	SRI SARADA NIKETAN COLLEGE OF SCIENCE FOR WOMEN
18	18 <sup>th</sup> to 24 <sup>th</sup> Jun 2020	"Research Methodology: Tools and Techniques",	M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN
19	1 <sup>st</sup> to 7 <sup>th</sup> Jun 2020	Transforming Education -The Google Classroom way	Achi Institute of Management & Entrepreneurial Development
20	28 <sup>th</sup> May 2020	Online Teaching -Learning and Online assessment	InPodaEd-tech
21	29 <sup>th</sup> Apr 2020	Outcome -Based Education	InPodaEd-tech
22	8 <sup>th</sup> May 2020	Faculty to Administrator	Cauvery College For Women
23	22 <sup>nd</sup> Jun 2020	E-Pathshala :A Platform for Online Learning	Prince Shri Venkateshwara Arts and Science College
24	5 <sup>th</sup> Mar 2019	Demonetization-Impact on Domestic &International Business	Dhanraj Baid Jain College

25	21 <sup>st</sup> Oct 2019	Global Research Dimensions and How to Publish Quality Research Articles	Dhanraj Baid Jain College
26	5 <sup>th</sup> to 6 <sup>th</sup> Jan 2018	Curriculum Design and Development for Quality in Higher Education	Queen Mary's College, Chennai
27	14 <sup>th</sup> to 15 <sup>th</sup> Sep 2018	Writing Scholastic Research	Dr.M.G.R Educational and Research Institute
28	20 <sup>th</sup> Dec 2018	Teaching Methodology in Management at United States	Dhanraj Baid Jain College
29	30 <sup>th</sup> Jan 2016	Quality in Higher Education : Challenges and Opportunities	Dhanraj Baid Jain College
30	20 <sup>th</sup> Mar 2010	Data Analysis using SPSS	Dhanraj Baid Jain College.
31	26 <sup>th</sup> Feb 2010	Updates On Corporate Law	Dhanraj Baid Jain College.

➤ **Seminars / Conferences**

S.No	Date	Title	Organized by
1	31 <sup>st</sup> Dec 2018	Women Perception and Attitude towards the Visual Elements in Social Campaign Advertisement	National Seminar Government Arts College for Women
2	24 <sup>th</sup> Feb 2018	A Study On Impact Of Social Media Advertisement on Young women in Chennai city	National Business Conference ,D.B.Jain College
3	25 <sup>th</sup> and 26 <sup>th</sup> Feb 2017	Reforming Teacher Education	NAAC Sponsored National Seminar, D.B.Jain College
4	27 <sup>th</sup> Feb 2017	Women Preception on impact of Advertisement towards Personality- with special ref to Chennai city	National Seminar, Mass College of Arts and Science
5	28 <sup>th</sup> Jul 2017	A study on Consumer perception to select shopping Malls in Chennai city	ICSSR-Sponsored National Seminar, D.B.Jain College
6	25 <sup>th</sup> Oct 2017	Factors influencing th perception of Women 's Personal Appearance	International Conference, D.G Vaishnav College
7	4 <sup>th</sup> Jan 2014	An analysis of Social Media Marketing	National Seminar, D.B.Jain College
8	29 <sup>th</sup> Mar 2014	Analysis of Social Media and its effects on job satisfaction and employee's behaviour in work place	UGC Sponsored National Seminar, D.B.Jain College
9	11 <sup>th</sup> Dec 2010	Women Empowerment Through self Help Group	UGC Sponsored National Seminar, D.B.Jain College

➤ **Journal Publications**

S.NO	Date	Title	Published by
1	Mar 2020	Factors Influencing the Advertisement Pressure of Women Through Media	Studies in Indian Place Names (UGC Care Journal)
2	Oct-Dec 2018	Women Perception and Attitude towards the Visual Elements in Social Campaign Advertisement	An International Multidisciplinary Research Journal (UGC Listed Journal)
3	Oct 2017	Factors Influencing the Perception of Women's Personal Appearance	Journal of Management (UGC Listed Journal)
4	Jun 2017	A Study on Impact of Advertisements on Personal Appearance of Women in Chennai	International Journal of Business Intelligence & Innovations (ISSN)

➤ **Personal Profile**

Date of Birth : 02.05.1986  
Father's Name : Mr. Govindarajan. K  
Mother's Name : Mrs. Dhanam Govindarajan  
Marital Status : Married  
Spouse's Name : Mr. R. Senthil Nathan  
Nationality : Indian  
Languages Known : Tamil, English

**References**

Dr. M.Rajesh, Ph.D., Assistant Professor, Department of Commerce D.G Vaishnav College, Chennai Mobile: +91-944-437390 eMail: <a href="mailto:brainsraj@gmail.com">brainsraj@gmail.com</a>	Dr. S. Ganapathy, Ph.D., Assistant professor, & HOD, Department of Corporate Secretaryship S.A College of Arts & Acience, Chennai Mobile: +91-900-3193397 eMail: <a href="mailto:drprofganapathy@gmail.com">drprofganapathy@gmail.com</a>
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**DECLARATION**

I declare that the information and facts stated herein above are true and correct to the best of my knowledge and belief.

Place: Chennai – 600 091

Date:

**(G.KALPANA)**