

Dr. P. Iswaryalakshmi

Assistant Professor

Department of Commerce

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I. Academic Qualifications:

Doctoral Research - Ph.D

- **University** : Madurai Kamaraj University, Madurai, India
- **Title** : Impact of Financial Inclusion on Entrepreneurial Development in Madurai District: A Study
- **Year** : 2022

Master of Philosophy

- **University** : Madurai Kamaraj University, Madurai, India
- **Title** : A Study on Socio-Economic Condition of Construction workers in Madurai City
- **Year** : 2007

Post-Graduation

- **College** : Lady Doak College, Madurai
- **Degree** : Master of Commerce with Computer Applications
- **Year** : 2006

Post-Graduation

- **University** : Madurai Kamaraj University, Madurai, India
- **Degree** : Master of Business Administration
- **Year** : 2012

Under Graduation:

- **College** : Sermathai Vasan College for Women, Madurai
- **Year** : 2004
- **Degree** : Bachelor of Commerce with Computer Applications

II. Teaching Experience:

- Under-Graduate : 12 years

- Post Graduate : 5 years
- 2006-2012 worked as Lecturer in Sermathai Vasan College for Women, Madurai District.
- 2018-2020 worked as Lecturer in Sourashtra College , Madurai District.
- From 2020 has been Working as an Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.

Area of Specialization

- Financial Management
- Income Tax
- Cost Accounting
- Banking

III Other Educational Qualification:

Diploma Courses	Name of the Institution/University	Year of Study	% of Marks/Class/Rank
Certificate in Gandhian Thoughts(CGT)	Sermathai Vasan college for Women	2002	Second class

IV Research Papers in Journals

Sl. No	Author	Title of the Articles	Name of the Journal	Volume, Issue &PageNo	Year of Publication	ISSN No/Impact Factor
1	Dr.P.Iswaryalakshmi	Future Banking Industry-A Bird's-Eye View	Challenges and Innovations in Commerce	Volume I Pg No:107-115	Aug 2018	ISBN:978-81-933998-7-3
2	Dr.P.Iswaryalakshmi	Untapped Rural Entrepreneurs	Entrepreneurship in India: Opportunities and Challenges	Volume I Pg No:73-77	Jan-2018	ISBN:978-93-87102-7-3

3	Dr.P.Iswaryalakshmi	Make in India- WINWIN Concept with Special Reference to Financial Inclusion and Entrepreneurship Development	International Conference on Make in India- Vision into Reality	Volume I Pg No.78-81	March -2018	ISBN:978-93-87865-01-3
4	Dr.P.Iswaryalakshmi	Emerging technologies in Financial Inclusion and Entrepreneurship Development	Emerging Trends in Entrepreneurship Development	Volume I Pg No.93-96	Sep-2018	ISBN:978-93-87871-79-3
5	Dr.P.Iswaryalakshmi	Digital Financial Inclusion	International Journal of Research and Analytical Reviews	Pg No.207-210	Jan 2019	EISSNNO:2348-1269
6	Dr.P.Iswaryalakshmi	Startup India Scheme for Entrepreneurs -Outcomes	The International Journal of Analytical and Experimental Modal analysis (AnUGC-CARE Approved Group-A Journal)	Volume XI, Issue VIII P.g.No.1693-1700	Aug 2019	ISSN NO : 0886-9367
7	Dr.P.Iswaryalakshmi	Smart Tech Entrepreneurs	Parishodh journal (UGCC ARE List- Group-A)	Volume IX, Issue VIII	March 2020	ISSN NO : 2347-6648
8	Dr.P.Iswaryalakshmi	Role of Mudra Yojana in Promotion of financial Inclusion.	Wesleyan Journal of Research	Vol.14 No1 (XX) P P.g.No.157-160	Feb 2021	ISSN NO : 0975-1386
8	Dr.P.Iswaryalakshmi	Financial Inclusion Under PMMY	International Research Journal of Commerce, Arts and Science (Approved UGC)	Volume 13, Issue 2 p.g.No.43-48	Feb 2022	ISSN 2319-9202 Impact Factor:6.893

9.	Dr.P.Iswaryalakshmi	Emerging Trends inIntellectual PropertyRight and Sustainable Development	Kanpur Philosophers (ApprovedUGC,Group I)	Volume IX,Issue 1,No.11	Jan,2022	ISSN 2348-8301
10.	Dr.P.Iswaryalakshmi	A study on the Roleof Mudra Bank in Promoting Entrepreneurs in India	Rabindra Bharati Journalof Philosophy (UGC CARE)	Volume XXIV,No.6,2023	Feb,2023	ISSN 0973-0087
11.	Dr.P.Iswaryalakshmi	A study on Perfomance issues inBlockchain Technology for Banking Sectors	Humanities andSocial Science Studies	Volume 12 Issue(1),No 8	June 2023	ISSN 2319-829X
12	Dr.P.Iswaryalakshmi	A Study on Role of Green Supply Chain management in Businesses	Indian Journal of Psychology	Book No.5	2023	ISSN NO 0019-5553
13.	Dr.P.Iswaryalakshmi	Appilication of Cloud computing in E-commerce - Emerging Trend	Journal of Management science and Humanities	Vol .10	Dec 2023	ISSN NO2395-0625
14.	Dr.P.Iswaryalakshmi	A study on the evolution of skill-based Entrepreneurship	International Journal of Cultural studies and social sciences	20 & 1	Jan-June 2024	2347-4777
15.	Dr.P.Iswaryalakshmi	Consumer Consumption of Eco-Friendly Products of Consumer in Madurai district: A study of Professional Approaches.	New Horizons in Commerce Management & Technology	Volume 4	Sep 2024	ISBN 978-93 92649-86-8

V Research Papers in Web of Science

Sl. No	Author(s)	Title of the Articles	Name of the Journal	Volume, Issue&PageNo	Year of Publication	DOI
1	Dr.P.Iswaryalakshmi	A Study on Progressand Challenges of Green Finance in Madurai District	Journal of Pharmaceutica l Negative Result	Vol.13.Special Issue 08	Sep 2022	http://doi.org/10.47750/pnr.2022.13.08.132

VI E-Book

Sl. No	Author(s)	Title of the Articles	Name of the E-Book	Volume, Issue & Page No	Year of Publication	ISBN
1	Dr.P.Iswaryalakshmi	A study on Local and Location Based E-commerce Marketing	Contemporary Research in Commerce and Management	Vol.13.Special Issue 08	Mar 2023	ISBN:978-93-94901-71-1

VII Papers Presented in CONFERENCES/SEMINAR-INTERNATIONAL

Sl. No.	Name of the Event	Place/Dates	Title of paper presented
1.	International Conference on Make in India-Vision into Reality	Vivekananda College of Arts and Science, Tiruvedagam, Madurai 16 th March 2018	Make in India-WINWIN Concept with Special Referenceto Financial Inclusion and Entrepreneurship Development
2.	International Conference on Emerging Trends in Entrepreneurship Development	Vivekananda College of Arts and Science, Tiruvedagam, Madurai 12 th Sep 2018	Emerging technologies in Financial Inclusion and Entrepreneurship Development
3.	International Conference on Contemporary Issues, Challenges and Recommendations on Digitalization CICRD-2K19	Mannar Thirumalai Naicker College, Madurai. 4 th Jan 2019	Digital Financial Inclusion
4	International Seminar on Startup India -Challenges and Opportunities	E.M.G Yadava Women's College 31 st Aug 2019	Startup India Schemefor Entrepreneurs - outcomes
5	One day International Conference on "Emerging Business Trends in the 21 st Century"	National College, Tiruchirappalli	Role of Mudra Yojana in Promotion of financialInclusion.
6	Two Day National Seminar on Women Empowerment Through Employability and Entrepreneurship Skill	Saiva Bhanu Kshatriya College, Aruppukottai-23,24-02-2023	A Study Women empowerment through Self help group in Madurai District

7	International Conference on Pratisandhi-Sustainable Organization in Technology Driven Era	SVIMS College 01-04- 2023	The Impact of Guerrilla Marketing Strategies on Consumers Buying Behavior.
8	International Conference on Business Resilience :Revolution to Re-Evolution – BRRR 2023	Loyola College, Chennai 1&2 March 2023	A study on Performance issues in Block chain Technology for Banking Sectors
9	One day International Conference on Recent Developments and Techniques in Education, Finance and Entrepreneurship	Sourashtra College 14 th March 2023	A study on Adoption of New IFRS in India: Disclosure level and Benefits
10	Two days International Conference on “Exploring the Significance of commerce in Today’s world”	Nadar Saraswathi College of Arts & Science, Theni	Application of Cloud computing in E-commerce - Emerging Trend
11	Two days International Conference on Consumer Psychology Global Scenario 2023	Sourashtra College 21 st and 22 sep 2023	Consumption Pattern Eco-Friendly Products of Consumer in Madurai district: A study of Professional Approaches.

VIII Papers Presented in CONFERENCES/SEMINAR–NATIONAL

Sl. No.	Name of the Event	Place/dates	Title of paper presented
1	National Conference on “Entrepreneurship in India: Opportunities & Challenges”	Vivekananda College of Arts and Science, Tiruvudagam, Madurai 4 th January 2018	Untapped Rural Entrepreneurs
2	A Digital Transformation- Entrepreneur & Infopreneur 2K20	Mannar Thirumalai Naicker College, Madurai. 24 th Jan 2020	Smart Tech Entrepreneurs
3	Contemporary and Upcoming Issues in the field of Intellectual Property Rights	Mannar Thirumalai Naicker College, Madurai.	Emerging Trends in Intellectual Property Right and Sustainable Development
4	A National Level Seminar on “Entrepreneurship in Industry 4.0: A Glimpse”	Mannar Thirumalai Naicker College, Madurai. 16 Dec 2022	A study on Role of Mudra Bank in Promoting Entrepreneurs in India

5	Two day National Seminar on Women empowerment through Employability and Entrepreneurship Skill	Saiva Bhanu Kshatriya College, Aruppukottai on 23.02.2023 and 24.02.2023	A study on women Empowerment through selfhelp group in Madurai
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IX Participation in Faculty Development programme

SNO	TITLE OF THE PROGRAM	NAME OF INSTITUTION/UNIVERSITY	MONTH & YEAR
1	E-Content Development and Digital Tools Usage	Mannar Thirumalai Naicker College, Madurai	29.02.2020
2	Promotion of API Score and Career Advancement Scheme	Mannar Thirumalai Naicker College, Madurai.	03.03.2020
3	21 st Century Skills	Mannar Thirumalai Naicker College, Madurai.	05.03.2020
4	Quality Assurance and Sustenance in Higher Education	Mannar Thirumalai Naicker College, Madurai.	11.03.2020
5	Innovation/Incubation Entrepreneurship	Mannar Thirumalai Naicker College, Madurai.	05.06.2020
6	Online National Faculty Enrichment Program	Mannar Thirumalai Naicker College, Madurai.	19.05.2020
7	Online International Faculty Development Program On Digital Education.	Bishop Appasamy College Of Art and Science, Coimbatore –India.	27.06.2020 to 03.07.2020
8	International Level Faculty Development Programme On “Gate way To Innovation”	Shrimanchandul Sheth College Of Commerce, Khed –Ratnagiri.	22.06.2020 to 26.06.2020
9	Effective – Report Writing	Hajee Karutha Rowther Howdia College	25.06.2020
10	Quality Management in Higher Education	The Standard Fireworks Rajaratnam College for Women (Autonomous) Sivakasi	20.09.2021
11	Quality Assurance in Higher Education	The Standard Fireworks Rajaratnam College for Women (Autonomous) Sivakasi	27.09.2021
12	Entrepreneurial Eco system in Educational Institutions	The Standard Fireworks Rajaratnam College for Women (Autonomous) Sivakasi	28.09.2021
13	Research Analysis and Methodology Skills	Invertis University, Bareilly	2.3.2022 To 8.3.2022
14	Teaching Pedagogy and ICT Tools for Social Sciences	Bhavan's Vivekananda College of Science, Humanities and Commerce,	4.4.2022 To 8.4.2022

		Saninikpuri, Secunderabad	2
15	Enhancing Quality by unearthing Innovative practice-EQUIP 2022	MannarThirumalaiNaicker College,Madurai.	18.4.2022 To 23.4.2022
16	Education 4.0 for Sustainable EconmicDevelopment	MannarThirumalaiNaicker College,Madurai.	27.4.2022
17	Innovative Approaches in ManagementTeaching for Excellence	Sree Saraswathi Thyagaraja College,Pollachi.	11.07.2022 To 16.07.2022
18	Dynamic of Research Publications	Mannar Thirumalai Naicker College,Madurai.	15.09.2022 & 16.09.2022
19	Ethics in Research & ResearchMethodology	K.G.College of Arts and Science, Coimbatore.	19.12.2022 To 26.12.2022
20	Ethics in Academic Research Writing	AMET University	30.01.2023 To 04.02.2023
21	Consultancy and Corporate Training	Mannar Thirumalai Naicker College,Madurai.	17.03.2023
22	Emerging Trends & Challenges in Commerce & Management Education	Hindusthan College of Art & Science,Coimbatore	19.09.2023 to 26.09.2023
23	5 days Online Workshop on SPSS in Research	Star International Foundation of Research and Education	26.12.2023 to 30.12.2023

X Participation in Workshops

S.No	Theme	Place	Year
1.	Curriculum Designing For Peace Education	Centre for Religionand Inter-Faith Relations Lady Doak College Madurai	14.3.2011 & 15.3.2011
2.	One day Workshop on Goods &Services Tax	Sourashtra College Madurai	28.08.2018
3.	One day International Workshop on Conceptualization of Business Analytics	Sri Ramakrishna College of Arts andScience	24.09.2021
4.	Fundamentals of Share Trading inSecurities Market	Mannar Thirumalai Naicker College, Madurai.	16.03.2022

5.	International Seminar on Multidisciplinary approach towards Science and Education	Raj Rishi Govt. Autonomous College ,Alwar, Rajasthan	13.04.2022
6.	One Day National Level Workshop on Cloud Computing Technologies in Banking Application	V.H.N.Senthikumara Nadar College, Virudhunagar	15.09.2023

XI Participation in Webinar:

Sno	International /national/ State level	Title of the webinar	Name of the institution /university	Dd/mm/y
1	State level	Trends in commerce Study through online learning.	G.T.N Arts college, Dindigul.	18.05.2020
2	International	Approaches online teaching and its Assessment methods.	Patrician College of Arts & Science, Chennai.	04.07.2020
3	International	Fin tech revolution in pandemic period	Periyure.V.P.college & Indian Accounting Association ,Thiruchirapalli.	04.07.2020
4	International	Future Perspective	Nehru Institute of Information Technology and Management.	10.06.2020 to 2.0.2020
5	State level	Web Designing	Shasun Jain College for women.	18.05.2020
6	State level	Leadership Development program on covid-19 pandemic transformation through heartful leadership"	RV institute of management.	23.05.2020
7	National level	Enrichment Programme on franchising the way forward.	Mannar Thirumalai Naicker ,College.	28.05.2020
8	International	Covid-19 and continuing Relevance.	The American college, Madurai.	23.05.2020
9	State level	Data analysis using SPSS.	Parvathy's Arts & science college.	30.05.2020
10	State level	Digital Marketing.	Kovaikalai Magal college of Arts & Science	16.05.2020

11	International level	Impact on changes and challenges towards global marketing in post covid-19	Fatima College.	03.06.2020
12	International level	Outcome based Education & its impact in teaching assessment and evaluation	Mannar thirumalai Naicker College, Madurai.	10.06.2020
13	National level	Current trends in research.	Shripatraokadammah avidhyalaya shriwal, tal, khandaladist .	16.06.2020
14	International level	“Biodiversity and climate change” An Intimate dynamic relationship.	V.O.Chidambaram College.	24.06.2020
15	State level	Art of writing research paper.	Mannar Thirumalai Naicker college, Madurai.	08.07.2020
16	National level	Glimpses of National Education Policy 2020	V.H.N.Senthikumara College, Viruthunagar	10.02.2021
17	National level	Financial Empowerment through Wealth Creation	Dogra Group of Colleges, Baribrahman, Dist.Samba(J&K)	24.01.2022
18	National level	Omni –Channel Marketing	Islamiah Collge Vaniyambadi	10.03.2022
19	National level	Gender Equality and Sustainable Development Goals	Hindu Collge, Amritsar (punj)	16.03.2022
20	International level	Leadership and Good Governance	Sri S.Ramasamy Naidu Memorial College, Sattur.	23.05.2022

XII Details of E-contents / Modules Developed :

S.No	Name of the teacher / teachers	Name of the module developed	Platform on which module is developed	Date of launching e content	Provide link to videos
1	Dr.P.Iswaryalakshmi	Cost Accounting	Ms-word	30.07.2020	https://bit.ly/3ua16UT
2	Dr.P.Iswarya lakshmi	Services Marketing	Ms-PowerPiont	21.10.2021	https://bit.ly/3NQieBl

3	Dr.P.Iswaryalakshmi	Retail management and Distribution	Ms-word	23.10.2021	https://docs.google.com/document/d/1j0cIp-6KyMgKcOJDz1Uysd-EFnY57Fna/edit?usp=sharing&oid=106844138755705071278&rtpof=true&sd=true
4	Dr.P.Iswaryalakshmi	Written Communication Skills	Ms-word	23.10.2021	https://docs.google.com/document/d/12TXD9iLcZ85WUfs11qo-ET4f3M3-bo/edit?usp=sharing&oid=106844138755705071278&rtpof=true&sd=true

XIII Other information:

- ✓ Rank holder in M.com(CA)
- ✓ Organizer IIT Spoken Tutorial from 2022 to till date.
- ✓ Question paper setter for various Autonomous colleges.
- ✓ External Examiner for B.Com.CA and M.Com.CA practical examinations conducted by various autonomous colleges.
- ✓ E-content Developed by various Subjects.
- ✓ Attended online Two-week **Refresher course** in “Advanced Research Methodology” from 23 Feb to 09 March 2023 and Obtained Grade **A** organised by Teaching Learning Centre, Ramanujan College, University of Delhi.