

## PROFILE OF M. PARVATHY

**Name** : **MRS.M.PARVATHY**

**Qualification** : M.Com. M.Phil.,B.Ed

**Designation** : Assistant Professor  
PG & Research Dept. of Commerce

**Years of Experience** : **UG:** 8 yrs 6 months

**Email Id** : parvathysen2000@gmail.com

**Areas of Specialization** : Corporate Accounting, entrepreneurial development

### **Publications**

- 1) **Mrs.M.Parvathy**,“ Managing HR in modern business world:Issues,challenges and opportunities”, International Journal of Scientific Research and Review (Impact factor-6.1), VolumeVII, August, Pg no.8-10, **ISSN No:2279-543X**, 2018

### **Presentations**

1. Presented a paper titled”communication effectiveness mediating the relationship between Stress management and job satisfaction on emotional intelligence “the National conference on”success through synergy’18’ on feb2nd &3<sup>rd</sup>,2018 organised by BHAKTAVATSALAM MEMORIAL COLLEGE FOR WOMEN,korattur Chennai.
2. Presented a paper titled Role of emotional intelligence with reference to stress management, communication effectiveness and job satisfaction in the National conference on “Managing HR in modern business world:Issues,challenges and opportunities” held on 24<sup>th</sup> August 2018 by K.S.R COLLEGE OF ARTSAND SCIENCE FOR WOMEN
3. Presented a paper titled “Effects of Leadership styles on Employee performance in International conference on contemporary practices in commerce, business and management organised by PG& RESEARCH DEPARTMENT OCOMMERECE held on 10<sup>th</sup> and 11<sup>th</sup> August 2017

4. Presented a paper titled “The importance of Aided and unaided brand awareness on consumer’s buying decision-making process an International conference on Native Economy commerce and trade(iconnect) organised by PG&RESEARCH DEPARTMENT OF COMMERCE held on march 3<sup>rd</sup> and 4<sup>th</sup>2016.

**Conferences/Workshops/Seminar/Webinars Participated**

- 1) Participated in Workshop on “Hypothesis framing in Research” on 22<sup>nd</sup> May, 2021 conducted by SSS Jain College.
- 2) Participated in National Webminar on “?Effective Online Teaching “on 04<sup>th</sup> August 2020 by Govt.Arts College,Ariyalur.
- 3) Participated in a National webinar on “Research Methodology” on 11<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 4) Participated in an International webinar on “Strategic approach to overcome Covid-19 in Marketing environment” on 13<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 5) Participated in a National webinar on “Future prospects in Stock market” on 16<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 6) Participated in a National webinar on “An entrepreneur after Covid-19- An opportunity” on 17<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 7) Participated in a National webinar on “Impact of TDS due to Covid-19” on 20<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 8) Participated in a Faculty Development Programme on “Pedagogy and personal Effectiveness” on 30<sup>th</sup> March, 2019 organized by Bhaktavatsalam Memorial College for Women.
- 9) Participated in a Two Days National Level workshop on “Emerging Trends in Research and Developing Excellence” on 26<sup>th</sup> and 27<sup>th</sup> September 2019 organized by Bhaktavatsalam Memorial College for Women.
- 10) Participated in a Two Days National Level workshop on “Capital Market Operations & Online Trading” on 15<sup>th</sup> February 2019 organized by Bhaktavatsalam Memorial College for Women & MCUBE Academy along with NSE Academy

- 11) Participated in a Two Days National Level workshop on “Stock Market- Real Time Trading” on 11<sup>th</sup> February 2019 organized by Bhaktavatsalam Memorial College for Women & MCUBE Academy
- 12) Participated in a One Day Basic training programme on “Human Rights for Women and Children” on 7<sup>th</sup> April 2018 organized by Bhaktavatsalam Memorial College for Women, sponsored by NHRC, New Delhi.