

PROFILE

Name : **Dr. K. Mangayarkarasi**
Address : No.12/5, East Last Street,
Anna Nagar, Madurai
Phone/Mobile : 9884777001
Email Id : getdanymangai@Gmail.Com
Date of Birth : 24.05.1980



Languages Proficiency

Read : Tamil & English
Write : Tamil & English
Speak : Tamil & English

1. Qualification

S. No.	Degree / Diploma Certificate	Discipline	Name of the Institution	Year of Passing	Position
1.	UG	Business Administration (BBA)	Fatima College, Madurai	2001	First class with Distinction
2.	PG	Management	The American College, Madurai	2003	First Class
4.	M.Phil.	Management	VHNSN College (Autonomous)	2015	First Class
5.	SET	Management	-	2017	Qualified
6.	Ph.D.	Management	Madurai Kamaraj University, Madurai	March 2021	Viva Voce Completed on 10.02.2021
7.	Principles of Human Resource Management	NPTEL	IIT Kharagpur		
8.	Sales and Distribution Management	NPTEL	IIT Kharagpur		
9.	Creating a happy and meaningful Career	Swayam	IIM Bangalore		

2. Teaching Experience

S. No.	Institution	Period
1.	Assistant Professor, Arul Anandar College (Autonomous), Madurai	2018 - 2024
2.	Assistant Professor, VHNSN College (Autonomous)	2016 - 2018 (PG)
3.	NPR Arts and Science College	2015 - 2016
4.	Mangayarkarasi College of Arts and Science for women, Madurai	2004 - 2006

3. Position Held

S. No.	Name of the Position
1.	Career Guidance and Placement Cell Member
2.	IQAC - Criterion II Committee Member
3.	Media Centre & Media Club – Programme Organiser
4.	Mentor Care - Member
5.	Trainer - Soft skill

4. Position Held Outside

S. No.	Name of the Position	Name of the Institution
1.	Question setter	SVN College
2.	Question setter	The American College
3.	Question setter	Kalasalingam University, Krishnankoil
4.	External Examiner	Fatima College, Madurai

5. Areas of Specialization

- Human Resource Management, Marketing.

6. Books Authored

S. No.	Book Name	Year	Publisher	ISBN
1.	Business Glossary the terms you should know (Authored)	2023	Arul Anandar College	978-81-930234-9-5
2.	Bridge course in English (Co-Editor)	2022	Arul Anandar College for all First Year UG students	

7. Publications (Contributions in Journals/Edited Books/Proceedings)

S. No	Title of the Paper	Name of the Journal/Book/ Proceedings	Whether Journal/Book/ Proceedings	Volume and No	Page No	ISSN/ ISBN No	Publisher and Place
1.	Rebranding: A Case Study of Hutch to Vodafone	Nehru Journal of Management and Research	Journal	Issue 12 May2014	42	ISSN 2330-7974	Nehru Institute of Management Coimbatore
2.	A Study on Frontier in Green Marketing	Shanlax International Journal of Management	Journal	Vol 2	56	ISSN 2321-4643	Madurai
3.	Women Empowerment and Its future Perspective	National Seminar In Women Studies Center,	Book		89	ISBN 9789380499994	Madurai Kamaraj University
4.	A Study on Usage of Mobile Phones Services for Online Banking Shopping in Madurai City	Journal For Bloomers Of Research	Journal	Issue4	47	ISSN: 0974-6838	Madurai
5.	Need for Green Marketing In The Present Scenario	ROOTS International Journal Of Multidisciplinary Researches	Journal	Issue8	34	ISSN:2349-8684	Madurai
6.	The Role of Ethics In Corporate In The New Millennium	International Journal Of Advance Research And Innovative Ideas In Education	Journal	Issue1	67	ISSN 2395-4396	Madurai
7.	Conceptual Framework Towards Global Warming	Roots international journal of multidisciplinary researches	Journal	With Impact factor 3.096		ISSN: 2349-8684	Madurai

8.	Women Empowerment in the present technological Era	Workingwomen: Problems and prospects	Book			ISBN: 978-93-81723-72-2, July2017	VHNSN College
9.	Green Marketing the leading edge at this moment	International conference on Global talent management in the digital era	Book		29	ISBN: 978-93-86537-95-9	Fatima College Madurai
10.	A study on consumer preference and satisfaction towards choosing mobile network (SIM)in Madurai city	Innovative Practices in functional Management	Book		56	ISBN: 978-93-81723-47-0.	VHNSN College
11.	The ways and need for corporate to go Green	Managing disaster-A Strategic Perspective	Book		78	ISBN: 978-8-1930-234-26	Fatima College
12	Green marketing and its influence on buying behaviour of consumers in Madurai city	Business management practices in emerging Indian economy	Book		44		VHNSN College
13	Socio Economic Implications of Linking Aadhaar with Banks with special reference to Madurai Dt.	Transformation of Business management economy in Digital Era	ISSN	Special Issue2019	54	ISSN 09732861	
14	An Empirical investigation into the determinants of Entrepreneurial willingness among college students	International Journal of Cultural studies and social sciences	ISSN	Special Issue 2024		ISSN 2347-4777	
15.	A study on Customer Preference Towards E-Banking services in Madurai City	Journal of Asiatic Society of Mumbai	ISSN	Vol.98:2022		ISSN : 0972-0766	Fatima College

8. Papers presented in Seminars/Conferences/Workshop

S.No	Title of the Paper	Title of the Seminar/Conference /Workshop	Level of Seminar/ Conference/Workshop	Organising Institution
1.	The employment outlook for youth entrepreneurial ecosystem as a way Forward	Youth entrepreneurship	Seminar	VVV College for women
2.	Women empowerment and future perspective	Women empowerment and globalization	National seminar	Madurai Kamaraj University
3.	A study on usage of mobile phones services for online banking and shopping in Madurai city	Strategies for sustainable growth of E-Commerce	International conference	VHNSN College
4.	Business Intelligence and knowledge Management- a Review	Integration of technology and organizational strategies	National conference	Fatima College
5.	The role of ethics in corporate in the new millennium	Innovative management Practices	International Conference	Sri Vidya College of Engineering and Technology
6.	Springing up Trends in Training and Development	Make in India- Initiatives , Ideas and challenges	International Conference	VHNSN College
7.	The need for corporate to go green	Changing urban scenario: Opportunities and Challenges	International Conference	Fatima College
8.	A Study on impact on children's attitude in family buying behaviour	Innovation needed in commerce. economics and management. To meet the present crises and craze	National conference	Mangayarkaras i College of Arts and Science for Women
9.	The ways and need for corporate to go green	Managing disaster-a strategic perspective	International conference	Fatima College
10.	Success mantra for women entrepreneurs	Social entrepreneurship and Growing business	National conference	VHNSN College

9. Workshops/FDP/Training Programme Attended

S.No	Title of the Seminar / Conference/Workshop	Level of Seminar / Conference/Workshop	Organising Institution
1,	International conference on Problems and Prospects of E-	Conference	VHNSN College
2.	Pedagogical Innovations and Best practices for skill based academic leadership	AICTE-ISTE approved induction programme	KLN College of Information Technology
3.	Faculty development program on Digital Marketing		Synergy School of Business skills
4.	Applications of statistics in social science research using SPSS	FDP	VHNSN College
5.	OBE pattern question setting	FDP	SFR College Sivakasi
6.	Benchmarking Quality Enhancement initiatives through innovative practices in Affiliated colleges	FDP	Mangayarkarasi College of Arts and Science for Women

10.Resource Person

S.No.	Resource person	Topic	Name of the Institution
1.	Chair Person	Paper Presentation	ST.Antony's College of Arts and Science for Women
2.	Resource Person	Innovation needed in Commerce, Economics and management to meet the present crises and craze	Mangayarkarasi College of Arts & Science, Madurai