

PROFILE OF KOUSALYA N

Name : **Mrs. N.KOUSALYA**
Qualification : M.Com., M.Phil., M.B.A., Ph.D.(Pursuing)
Designation : Assistant Professor
PG & Research Dept. of Commerce
Years of Experience : **UG** : 8 yrs 6 months **PG** : Nil
Email Id : kousalyavijay1@ gmail.com
Areas of Specialization: Cost Accounting & Management Accounting

Publications

- 1) **Mrs. N. Kousalya**, “A study on Green HRM practices in information technology sector in Chennai city”, UGC CARE GROUP-1 Parishodh Journal, Vol-IX, Issue-II, pg.273-284, ISSN No: 2347- 6648, February 2020.
- 2) **Mrs. N. Kousalya**, “A study on Problem faced by women employees in IT/ITES sector” Studies in Indian Place names (SIPN), Vol-4, Issue- 6, ISSN No: 2394- 3114 , March 2020.
- 3) **Mrs. N. Kousalya**, “A study on customer perception towards Green banking practices in Ambattur Chennai city” Journal for Advanced Research in Applied Sciences- (JARAS) , Impact factor- 5.8, Vol-6, Issue-9, pg.35-44 , ISSN No: 2394- 8442 , September 2019.
- 4) **Mrs. N. Kousalya**, "An overview of Contemporary Entrepreneurial practices acquainted by unorganised entrepreneurial sector" National Conference on Success Through Synergy' 18, ISBN No: 978-81-936440-6-5, Feb 2018.

Presentations

- 1) Presented a paper “A study on Green HRM practices in information technology sector in Chennai city” in International Conference on Innovations and Issues in Commerce and Management on 25th February, 2020 organized by Quide- Milath College for Men, Medavakkam, Chennai.
- 2) Presented a paper, “A study on customer perception towards Green banking practices” on 2nd February, 2019 organized by Annai Violet College of arts and science, Chennai.
- 3) Presented a paper, “An overview of Contemporary Entrepreneurial practices acquainted by unorganised entrepreneurial sector” in National Conference on Success Through

Synergy'18 on 2nd & 3rd February, 2018 organized by Bhaktavatsalam Memorial College for Women, Korattur, Chennai.

Conferences/Workshops/Seminar/Webinars Participated

- 1) Participated in a National webinar on “Research Methodology” on 11th Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 2) Participated in an International webinar on “Strategic approach to overcome Covid-19 in Marketing environment” on 13th Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 3) Participated in a National webinar on “Future prospects in Stock market” on 16th Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 4) Participated in a National webinar on “An entrepreneur after Covid-19- An opportunity” on 17th Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 5) Participated in a National webinar on “Impact of TDS due to Covid-19” on 20th Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 6) Participated in a workshop on “Academic Integrity – Reportwriting without Plagiarizing” on 12th Oct, 2019 in ShriKrishnaswamy College for Women, Anna nagar, Chennai.
- 7) Participated in a Faculty Development Programme on “Pedagogy and personal Effectiveness” on 30th March, 2019 organized by Bhaktavatsalam Memorial College for Women.
- 8) Participated in a Two Days National Level workshop on “Emerging Trends in Research and Developing Excellence” on 26th and 27th September 2019 organized by Bhaktavatsalam Memorial College for Women.
- 9) Participated in a Two Days National Level workshop on “Capital Market Operations & Online Trading” on 15th February 2019 organized by Bhaktavatsalam Memorial College for Women & MCUBE Academy along with NSE Academy
- 10) Participated in a Two Days National Level workshop on “Stock Market- Real Time Trading” on 11th February 2019 organized by Bhaktavatsalam Memorial College for Women & MCUBE Academy
- 11) Participated in a One Day Basic training programme on “Human Rights for Women and Children” on 7th April 2018 organized by Bhaktavatsalam Memorial College for Women, sponsored by NHRC, New Delhi.

Books/Chapters Published

- 1) Asia Book of records, chapter “Lock down Impacts” on January 2021 published in ESN publication.
- 2) A Poem published in Universal Achievers Book of records on 28th April 2019 published in Biggest Poem Book created a World record, by Kavimalargal Phainthamizh Sangam.

Awards / Recognition

- 1) Certificate of achievement in Asia Book of Records, January 2021
- 2) Has awarded a title ‘Kavimalar’ for publishing a poem in a Universal Achievers, Book of Records & Future Kalam’s Book of Records - April 2019.