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| **NAVARASAM ARTS AND SCIENCE COLLEGE FOR WOMEN**  ARACHALUR, ERODE-638101  STAFF PROFILE | | | |
| **Name** | Mrs.G.ESTHER VIJAYAKALA | | |
| **Designation** | HEAD AND ASSISTANT PROFESSOR | | |
| **Qualification** | M.COM.,(PH.D) | | |
| **Department** | COMMERCE | | |
| **Phone No.** | **Office** |  | |
| **Mobile** | 8248734329,9488376229 | |
| **Email** | **1.estherrajasekar@gmail.com**  **2.** | | |
| **Areas of Interest/**  **Specialization** | **FINANCE AND MARKETING** | | |
| **Subjects Taught** | **UG: PG**  1.COST ACCOUNTING 1.COST ACCOUNTING  2.EXCUTIVE BUSINESS COMMUNICATION 2.HUMAN RESOURCE MANAGEMENT  3.PRINCIPLES OF MANAGEMENT 3.FINANCIAL MANAGEMENT  4. BUSINESS FINANCE 4.INVERSTMENT MANAGEMENT  5. PRINCIPLES OF MARKETING 5.MARKETING MANAGEMENT  6.MANAGEMENT ACCOUNTING 6.BUSINESS ENVIRONMENT  7.BUSINESS ORGANIZATION AND 7.ORGANISATIONAL BEHAVIOR  OFFICE MANAGEMENT 8.MANAGEMENT ACCOUNTING  8.CORPORATE ACCOUNTING | | |
| **Date of Joining in our Institution** | 15.06.2001 | | |
| **Experience (in Years)** | **Industry** | | NIL |
| **Teaching** | | 24 |
| **Research** | | NIL |
| **Total** | | 24 |
| **Research Publications in Journals** | **10** | | |
| **Papers Published in Conference Proceedings** | **05** | | |
| **Books / Chapters**  **Published** | **NIL** | | |
| **Patent Published** | **NIL** | | |

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| **Research Projects**  **Major/ Minor** | **Completed** | | MINOR PROJECT | | |
| **Undergoing** | | NIL | | |
| **Research Guidance** | **Awarded** | | **Undergoing** | | |
| **NIL** | | **NIL** | | |
| **Conferences** | **Attended** | **Presented** | | | **Organized** |
| **National** | **14** | **10** | | | **8** |
| **International** | **04** | **02** | | | **02** |
| **Workshops** | **Attended** | | | **Organized** | |
| **05** | | | **05** | |
| **FDP** | **Attended** | | | **Organized** | |
| **08** | | | **04** | |
| **Seminar / Webinar** | **Attended** | | | **Organized** | |
| **10** | | | **01** | |
| **Membership** | **BHARATHIAR UNIVERSITY SENATE MEMBER** | | | | |
| **Acted as Resource Person** | **02** | | | | |
| **Awards** | **02** | | | | |
| **Online Courses** | **Completed** | | | **Enrolled** | |
| **NIL** | | | **NIL** | |
| **Extension Activities (NSS/YRC) / Club In charge** | * **WOMEN COUNSELING CELL CO-ORDINATOR** * **GRIEVANCE REDRESSAL CELL CO-ORDINATOR** * **STAFF COUNSELING CO-ORDINATOR** * **STUDENTS COUNSELING CO-ORDINATOR** * **RAGGING COMMITTEE MEMBER** | | | | |
| **Administrative Assignments Handled** | **NIL** | | | | |
| **Association with Professional Bodies** | **BOARD OF STUDY MEMBER IN BHARATHIAR UNIVERSITY** | | | | |
| **Anyother Achievements** | **CHAIRMEN OF PG CENTRAL VALUATION** | | | | |
| **Orchid / Google Scholar/**  **Research ID** |  | | | | |