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| **NAVARASAM ARTS AND SCIENCE COLLEGE FOR WOMEN**ARACHALUR, ERODE-638101STAFF PROFILE |
| **Name** | Mrs.K.BRINDHA  |
| **Designation** | Assistant Professor  |
| **Qualification** | M.COM.,M.PHIL.,(PH.D)  |
| **Department** | COMMERCE |
| **Phone No.** | **Office** |  |
| **Mobile** | 9578622405 |
| **Email** | **1.brindhagold92@gmail.com****2.sivagetto@hotmail.com** |
| **Areas of Interest/****Specialization** | **Marketing,Finance** |
| **Subjects Taught** | **UG:**  PG: 1.Principles of Accountancy 1.Internet and E-Commerce2. Computer Application in Business 2.Cost Accounting3.Banking Theory4.Entrepreneurial Development5.Income tax Law and Practice6.Principles of Auditing7.Management Accounting8.Higher Financial Accounting9.Business Accounting10.Business Application Software  |
| **Date of Joining in our Institution** | 01.08.2022 |
| **Experience (in Years)** | **Industry** | - |
| **Teaching** |  4 |
| **Research** | - |
| **Total** | 4 |
| **Research Publications in Journals** | **3** |
| **Papers Published in Conference Proceedings** |  **-** |
| **Books / Chapters** **Published** | **-** |
| **Patent Published** | **-** |

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| **Research Projects****Major/ Minor** | **Completed** | - |
| **Undergoing** | - |
| **Research Guidance** | **Awarded** | **Undergoing** |
|  **-** | **-** |
| **Conferences** | **Attended** | **Presented** | **Organized** |
| **National** | **-** | **-** | **-** |
| **International** | **1.Generative Artificial Intelligence in Analytical ERA****2.Digital Marketing** | **-** | **-** |
| **Workshops** | **Attended** | **Organized** |
| **-** | **-** |
| **FDP** | **Attended** | **Organized** |
| **1.Value Education****2.Naan Mudhalvan-Office Fundamentals****3. Naan Mudhalvan-Oracle Supply Chain Management****4.Teaching Pedagogy: Cognitive Challenges, Strategies and Concerns** | **-** |
| **Seminar / Webinar** | **Attended** | **Organized** |
| **1.The Impact of AI in Financial Service****2.Security Market** | **-** |
| **Membership** | **-** |
| **Acted as Resource Person** | **-** |
| **Awards** | **-** |
| **Online Courses** | **Completed** | **Enrolled** |
| **-** | **-** |
| **Extension Activities (NSS/YRC) / Club In charge** | **-** |
| **Administrative Assignments Handled** | **-** |
| **Association with Professional Bodies** | **-** |
| **Anyother Achievements** | **-** |
| **Orchid / Google Scholar/****Research ID** | **-** |