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| **NAVARASAM ARTS AND SCIENCE COLLEGE FOR WOMEN**  ARACHALUR, ERODE-638101  STAFF 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-Commerce  2. Computer Application in Business 2.Cost Accounting  3.Banking Theory  4.Entrepreneurial Development  5.Income tax Law and Practice  6.Principles of Auditing  7.Management Accounting  8.Higher Financial Accounting  9.Business Accounting  10.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** | **-** | | | | |