

BIO - DATA OF Dr.K.KARKUZHALI.

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**Academic Qualification:****Educational Qualifications**

| <i>Name of Degree</i> | <i>Name of the University</i> | <i>Year of Passing</i> | <i>% of marks</i> | <i>Main Discipline</i> |
|-----------------------|-------------------------------|------------------------|-------------------|------------------------|
| Master's | Periyar University | 2002 | 61 % | MBA |
| M.phil | Alagappa University | 2010 | 63 | Management |
| Ph. D. | Periyar University | 2020 | - | Management |

Work Experience

| S.No. | Nature of Experience | Experience in Years From (18.02.2022) | | |
|-------|--|---------------------------------------|-----------|-----------|
| | | Year | Month | Days |
| 1 | Academic experience (As on 01.09.2021) | 03 | 01 | 06 |
| | Total Experience (As on 01.09.2021) | 03 | 01 | 06 |

1. Working as **Assistant Professor in the Department of Business Administration (BBA), K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode, Namakkal** from 01st September 2021 to till date.

Area of Interest

Marketing and Human Resource Management

Book Chapter/Book Published

Cloud Security for E- Commerce: Navigating Risks and Implementing Solutions - IGI Global – ISBN: 9798369365571 - August, 2024.

Details of Research Papers

| <i>S. No.</i> | <i>Title of the Article</i> | <i>Name of the Journal, Place of Publication and Frequency</i> | <i>Month, Year and Volume of Publication with Page Nos.</i> | <i>Is the Journal Indexed</i> |
|---------------|--|--|---|-------------------------------|
| 1 | Retailers of Brick And Mortar Impact Towards Online Shopping at Erode District | Journal of Management and Entrepreneurship | Volume 17, No.2, April-Jun 2023 Page No:90 (ISSN NO: 2229-5348) | UGC |
| 2. | Growth of Online Shopping and Its Impact on the Brick and Mortar Retailers in Erode District. | Kala Sarovar | Volume-23, No.02(I), Oct-Dec/2020 Page No:31-35 (ISSN:0975-4520) | UGC |
| 3. | Impact of Online Shopping on Offline Retail Outlets in Namakkal District | Sambodhi | Volume-43, No.04(IX), Oct-Dec/2020 Page No:ISSN:2249-6661 | UGC |
| 4. | Affect Of Online Shopping On The Brick And Mortar Retailers In Erode District | Journal of Interdisciplinary Cycle Research | Volume XI, Issue XII, December/2019 Page No:90 (ISSN NO: 0022-1945) | UGC |
| 5. | A Study on Customer Perception Towards the Role of Online Marketing in Service Industry at Namakkal District. | The International Journal of Analytical and Experimental Modal Analysis | Volume-XI, Issue X, Oct-2019 Page No:2621-2633 (ISSN NO: 0886-9367) | UGC |
| 6. | A Study on Online Shopping Vs Offline Shopping | International Journal of Business and Administration Research Review (JBARR) | Volume I, Issue 20, Oct-Dec/2017 Page No:96-98 (ISSNp:2348-0653 ISSNo:2347-856X) | UGC |
| 7. | Driving forces of consumer attitude towards online shopping-A study in Namakkal district. | International Journal Of Innovative Research in Management Studies | Volume I, Issue 12, Oct-Dec/2017 Page No: 19-26 (2455-7188) | UGC |
| 8. | A Study on Conceptual Framework on Corporate Social Responsibility Planning and Strategy | Journal for Studies in Management and Planning | Page No:127-134 (e-ISSN: 2395-0463) | UGC |

Paper Presentation And Participation In National And International Level Seminar, Conference And Workshop

| SL.NO | PROGRAME TITLE | PAPER TITLE | DATE | ORGANISED BY |
|--------------|--|---|--------------------------|---|
| 1 | (NS) Professionalizing Unorganised Sector –A Corporate view | Women Entrepreneurship in unorganized sector | 24.08.2016 | Dr.N.G.P. Arts and Science College |
| 2 | (N WS) International Financial Reporting standards (ICSSR) | | 19.03.2016 | K.S.Rangasamy college of Arts and Science |
| | (IS) Accelerating Global Economic Growth Through Knowledge And Innovation. | - | 27.08.2016 | K.S.Rangasamy College of Arts & Science (Autonomous) |
| 4 | (WS) Strategies To Glaze The Employability Skill | - | 01.08.2016 | K.S.Rangasamy College of Arts & Science (Autonomous) |
| 5 | (IS) Contemporary Issues on Modern Research. | - | 07.09.2016 | Nandha Arts and Science college |
| 6 | (NS) Rural women entrepreneurship skill development in India (ICSSR) | (PRESENTED) Successful women entrepreneurs in India | 22.10.2016 23.10.2016 | P.K.R Arts College for women |
| 7 | One day Workshop on “Dimensions of Preparing Effective Research Papers for International Journals” | - | 05.11.2016 | Sri Vasavi College |
| 8 | (IS) Management education and entrepreneurship in the globalized business environment | (PRESENTED) A Challenge for Retailing entrepreneurs | 11.01.2017 | Sengunthar Arts and Science College |
| 9 | (NS) Impact of global turbulence of Indian economy (ICSSR) | (PRESENTED) A study on challenges and opportunities for retailing in India | 30.01.2017 31.01.2017 | Periyar University |

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|----|--|--|--|--|
| 10 | (NS) Novelty in digital marketing NDM – ‘17 | (PRESENTED) Advertisement effectiveness in digital marketing | 24.02.2017 | Sengunthar Arts and Science College |
| 11 | (WS) Tips to prepare project report and data analysis using | | 07. 03.2017 | K.S.Rangasamy college of Arts and Science |
| 12 | (WS) “Research and Data Analysis Using SPSS & Open Source Software | | 16-03-2017 17-03-2017 | K.S.Rangasamy college of Arts and Science |
| 13 | (WS) “GST and Indian Commerce & Economy : An Eye Opener” | | 08-08-2017 | K.S.Rangasamy college of Arts and Science |
| 14 | (FDP) Faculty Development Programme | “Economic Development through Digital Transformation” (AICTE) | 11.09.2017 to 24.09.2017 | K.S.R. School of Management. K.S.Rangasamy College of Technology. Tiruchengode |
| 15 | Regional level SYMPOSIUM | Role of Higher education in social change: prospects and challenge | 28.03 2018 | Periyar University |
| 16 | (WS) SPSS & ITS APPLICATIONS | | 02.08.2018 | GRD Institute of Management Dr.G.R.Damodaran College of Science |
| 17 | (WS) (ICSSR) Advanced Research Methodology in Social Science for Ph.D Scholars | | 27.08.2018 28.08.2018 29.08.2018 | Vivekanandha College of Arts and Sciences for Women |
| 18 | (IS) International Seminar on Research Intelligence and Database (RID-2018) | | 14.12.2018 | Periyar University |
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|----|--|---|--------------------------|--|
| 19 | (FDP) Research Analytics & Research Proposals | | 21.12.2018 22.12.2018 | Manakulla Vinayagar Institute of Technology |
| 20 | (WS) (ICSSR) Rejuvenation of Emerging Economies Through Rural Skill Development and Juvenile Entrepreneurship | | 04.01.2019 05.01.2019 | Kongu Arts and Science College |
| 21 | (IC) Transfiguration OF INDIA : VISION -2030 | (PRESENTED) E-Recruitment Rejuvenation in hiring | 24.01.2019 | Vivekanandha College of Arts and Sciences for Women |
| 22 | (WS) (ICSSR) Fallacies in Social Science Research | | 07.02.2019 | Government Arts and Science College (Kangeyam) |

Place: Tiruchengode

Signature

Date: