

## STAFF PROFILE

**Name** : **Dr. K. HEMA MALINI**

**Designation** : **Assistant Professor**

**Date of Entry into Service** : **16-06-2016**

**E-mail** : **hemamalini@maduracollege.edu.in**

**Mobile (Optional)** : **90034 23213**

**Education** : **M.Com., M.C.S., M.Phil., PGDCA., Ph.D.**

**Areas of specialization** : **Capital Market Laws, Financial Accounts, Corporate Accounts, Business Communication, Business Management.**



### **Seminars Organized**

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Co-ordinator/Convener
Commerce Graduate Preparedness Towards Corporate Employment	26, Feb. 2016	Lady Doak College	National	Convener

### **Seminars, Workshop and Conferences Attended**

Title of the Seminar/Conference/Workshop and Date	Topic	Sponsoring Agency	National/State/International	Organization in which attended
Impact of Demonetization on Small & Medium Scale Industries, 27 <sup>th</sup> Jan. 2017	The Strategy of Demonetization on Financial Inclusion in India – An Introspection		International Seminar	Department of Commerce, S. Vellaichamy Nadar College, Madurai.
Business Innovation & Sustainable Development, 4 <sup>th</sup> October, 2016	An Overview of IND AS 7- Statement of Cash Flows		International Conference	Department of Management Studies, Nehru

				Institute of Technology, Coimbatore
Sustainability for Business: Initiatives, Ideas and Challenges, Sep. 2016	Impact of Corporate Social Responsibility for Sustainable Development of Corporate Sector- An Empirical Analysis with Special Reference to Madurai District		International	Mother Teresa Women's University, Kodaikanal.
Big Data in Mining, Feb. 2016	Impact of Corporate Entrepreneurship in Influencing Women Empowerment Indices (An Empirical Study with Special Reference to Madurai)		National	Department of Computer Science, Arulanandar College, Madurai.
Global Economic Revival: A Changing Scenario, Aug. 2014	An Overview of Service Tax Generated from Service Sector Towards the Progress of Indian Economy		International	Business Administration & PG Dept. of Commerce(SF) Jamal Mohamed College, Tiruchirappalli
Corporate Sustenance – Through People, Profit and Planet Management, July, 2014	Emerging Role of Whistle Blowing in Corporate Governance		National	PG & Research Dept of Corporate Secretaryship Bharathidasan Govt. College for Women, Pondicherry
Service Tax-Issues & Trends on 15 <sup>th</sup> Mar. 2014	--		National	Madurai Chapter Of Cost Accountants The Institute of Cost Accountants of India
Growth of Indian Economy, Feb. 2014	Conflicts in the Texas Tax Classification System of Computer Software- An Empirical Study		National Conference	Dept of Commerce Periyar University College of Arts And Science,Salem
Emerging Paradigms in Management Research, Feb. 2014	Sustaining Growth in Developing Economics Through Improved Taxpayer Compliance		International Conference	Faculty of Management Vivekandha Group of Institutions , Tiruchengode And Mother Teresa Women's University,

				Kodaikanal
Human Rights Duties Education, Feb. 2014	Redressal Machinery for Service Tax Assesseees in India- A Review		UGC Sponsored Two day National conference	Dept of Corporate Secretaryship Alagappa University, Karaikudi
Different Perspectives of Companies Act 2013, Feb. 2014	Role of Audit Committee As A Whistle Blower Under Companies Act, 2013		State Level Seminar	Dept of Business Administration & PG Department of Commerce Jamal Mohamed College, Tiruchirappalli
Management Excellence Triumphs Ahead- Sep. 2013	Employee Excellence- Triumphs Ahead		International Conference	Departments of Commerce, Commerce with Computer Applications and Business Administration Sri Sarada Niketan College For Women, Karaikudi.
Social Exclusion and Inclusion of Women, Aug. 2013	Corporate India towards Women Empowerment		International Conference	Centre for Women's Studies, Alagappa University, Karaikudi & Mother Teresa Women's University, Kodaikanal
Research Methodology Course Social and Business Sciences on 5- 15 June 2013		ICSSR Sponsored 10 Day Research Methodology Course	International Workshop	Department of International Business and Commerce Indian Council of Social Science Research & Alagappa University
Issues and Challenges of Women in Indian Society, Apr. 2013	A Study on Business and family life of women entrepreneurs in Madurai District of Tamilnadu		National Seminar	Department of Women Studies Bharathidasan University, Tiruchirappalli.
The Role of Management in Global Business, Mar. 2013	International Marketing – Opportunities & Challenges		International Conference	Dept. Of Management Studies Pavendar Barathidasan College of Engineering And Technology, Trichy

Statistical Analysis and Interpretation using SPSS and AMOS on 8 & 9 March 2013			National level	Department of Management Studies Virudhunagar Hidu Nadars' Senthikumara Nadar College, Virudhunagar
Health Economics & Management, Dec. 2012	Service Tax on Intellectual Property: A Comprehensive Policy and Law in India		International Conference	PG & Research Dept. Of Economics Rajah Serfoji Government College, Thanjavur
Publishing Research Articles in Business Management on 3 & 4 Nov. 2012		UGC	National	Dept. Of Commerce & Financial Studies Bharathidasan University, Tiruchirappalli
Innovative Management Practices and Business Excellence, Oct. 2012	Effective Compliance of Service Tax Provisions by Market Research Agency Service Providers		National Conference	Dept. Of Management Studies M.I.E.T Engineering College, Tiruchirappalli
Business Innovations in the Globalisation Era, Sep. 2012	Role of Green India Consortium for Sustainable Development		International Conference	PG & Research Dept. Of Commerce A.V.V.M Sri Puspam College, Poondi
Corporate Social Responsibility – The Indian Perspective, Sep. 2012	Government Initiatives Towards Corporate Social Responsibility Practices		International Conference	PG Dept. Of Corporate Secretaryship, Vellalar College for women, Erode
Corporate Social Responsibility – The Indian Perspective, Sep. 2012	An Analysis on Consumer Perception of Corporate Social Responsibility with Special Reference to Karaikudi		International Conference	PG Dept. Of Corporate Secretaryship, Vellalar College for Women, Erode
Gender Mainstreaming: Towards Gender Equality, Equity & Sustainable Human Development, Sep. 2012	Gender Difference in Occupational Stress and Coping Strategies Among Middle Level Managers in Private Sector Organisations in Madurai District		National Conference	Dept. Of Women Studies, Alagappa University, Karaikudi
Impact of Global Crisis in Indian Business, Sep. 2012	Global Economic Recession and Prospects 2012		International National Conference	Dept. Of Management Studies, Annai Mathammal Sheela

				Engineering College, Nammakal
New Paradigms and Perspectives for business excellence, Aug. 2012	Indian Taxation System- Present Scenario		National Conference	Dept. Of Studies and Research in Business Administration, Tumkur University, Tumkur
Methodological Metrics in Business Research on 23-27 Apr. 2012		UGC	National	Dept. Of International Business & Commerce Alagappa University, Karaikudi
Emerging Trends in Management Practices, Mar. 2011	A Study on Cyber Customer Behaviour in Madurai District		National seminar	Dept. Of Business Administration S. Vellaichamy Nadar College, Madurai
Leveraging Intellectual Property-IP Challenges on 19 Mar. 2011			National	Indo-American Chamber of Commerce, Chennai Madurai District Tiny & Small Scale Industries Association
Financial Derivatives, Dec. 2010	A Study on Benefits and Risk Analysis of Futures and Options in Madurai		Inter National Conference	Dept. Of Commerce Pondicherry University, Pondicherry
Corporate Ethics, Feb 2009			National Conference	Dept. of Corporate Secretaryship, Alagappa University, Karaikudi
Investment Opportunities, July 2008		SEBI		Dept. of Commerce, Vivekananda College.
Teaching Women Studies 3 <sup>rd</sup> Feb. 2010		UGC	National	Centre For Women 's Studies Lady Doak College, Madurai
Opportunities and Challenges for Women in Business, Jan. 2010	A Study on Business and family life of women entrepreneur in Madurai District		National Conference	Dept. O f Commerce Fatima College, Madurai
Business Recession in Wake of Terrorism Crisis in India, Sep. 2009	Impact of Economic Slowdown on FMCG Sector in India	UGC	National Conference	Dept. of Commerce, Lady Doak College,
Indian Commodity Market Derivatives and Risk Management- The Road Ahead, Sep. 2009	A Descriptive Study on Commodity and Customer Awareness in Madurai District of	UGC – SAP- DRS- I	National Conference	Dept. of Commerce, Pondicherry University

	Tamilnadu			
Recent Trends in Capital Market, March	Investors Grievance and Education		National Conference	Dept. of Commerce with Computer Application, Fatima College
Pedagogy of Women's Studies		UGC	National	Centre For Women 's Studies Lady Doak College, Madurai
Being An Effective Teacher			National	Lady Doak College, Madurai

### Books Published:

Title of the Book Published	ISBN No.	Publisher if any	Year of Publishing	Authored/Edited

### Research Publications:

Title of the Journal	Title of the Research Article	ISSN/ISBN, Volume No. & Page No. if any	Year	International/National/State
Nehru Journal of Management and Research (NJMR)	An Overview of IND AS 7- Statement of Cashflows	ISSN 2230-7974, Vol.1, Issue- 14	Nov, 2016	International
Roots, International Journal of Multidisciplinary Researches-	Impact of Corporate Entrepreneurship in Influencing Women Empowerment Indices (An Empirical Study with Special Reference to Madurai)	ISSN- 2349-8684 Special Issue, Vol- 2,	Feb. 2016	International
International Journal of Trade and Global Business Perspectives, A Refereed Quarterly Journal (Pezzottate Journals),	Model Development for key enablers in enhancement of effective compliance of service tax provisions	Vol. 4, No. 1, pp.1562-1568, ISSN: 2319-9059, Impact Factor: 5.017	Jan-Mar, 2015	International
Interdisciplinary Journal of Jamal Academic Research Journal	An Overview of Service Tax Generated from Service Sector Towards the Progress	Special issue, pp.624-628, ,pp 306-311 ISSN: 0973-0303	16 <sup>th</sup> Aug. 2014	International

	of Indian Economy			
Emerging Role of Whistle Blowing in Corporate Governance, organised by the PG & Research Department of Corporate Secretaryship, Bharathidasan Govt. College for Women, Pondicherry,	Corporate Sustenance –Through People, Profit and Planet Management	First edition, ,pp256-259,ISBN978-93-81992-45-6	Jul.2014	International
Different Perspectives of Companies Act 2013- Towards Corporate Excellence, organised by the Department of Business Administration & PG Department of Commerce, Jamal Mohamed College, Tiruchirappalli,	Role of Audit Committee As a Whistle Blower under Companies Act, 2013	ISBN 978-81-909104-2-2.	Feb. 2014	International
Emerging Paradigms in Management Research, organised by the Faculty of Management, Vivekandha Group of Institutions, Tiruchengode and Mother Teresa Women's University, Kodaikanal,	Sustaining Growth in Developing Economics Through Improved Taxpayer Compliance	Volume III, pp25-31, ISBN 978-93-80686-96-7	Feb. 2014	International
Impact of Information Communication Technology on consumerism, organized by the Dept. of Commerce, V.H.N.Senthikumara Nadar College, Virudhunagar	Redressal Mechanism of Securities Exchange Board Of India With Reference to Online Business	, First Edition, , pp184-186, ISBN 9789381723197.	Dec. 2013	National
International Journal of Trade and Global Business Perspectives.	A Study on Revenue Generation of TNVAT	A Refereed Quarterly Journal (Pezzottate Journals), Vol. 2, No. 4, pp.624-628, ISSN: 2319-9067.	Oct.-Dec. 2013	International
International Journal of Advanced Research in Management and Social Sciences.	A Study on Cyber Consumer behaviour in Madurai city	Vol.2, No.11, pp 51-59, ISSN: 2278-6236.	Nov. 2013	International
International Journal of Business Management	Changed Role of Service Sector and	Vol. 2, No. 9, ISSN: 2319-5614.	Sep. 2013	International

And Social Science Research.	Enhanced Service tax Revenue - An Introspection			
International Research Journal Research Explorer	A Study on Family and Business Life of Women Entrepreneurs in Madurai District of Tamil Nadu	(A Referred Bi-Annual International Research Journal on Multidisciplinary), ISSN:2250-1940	Apr. 2013	International
Journal Blossoms of Management	Service Tax-A Potential Tool for Revenue Mobilization	ISBN 978-93-81723-11-1	Mar. 2013	National
International Journal South Asian Journal of Marketing & Management Research (SAJMMR).	Compliance of Service Tax Provisions by Advertising Agencies	Vol: 3, Issue: 2, ISSN: 2249-877X.	Feb. 2013	International
Journal of Management and Social Sciences research (IJMSSR).	An Analysis Of Consumers Perceptions Of Corporate Social Responsibility With Special Reference To Karaikudi District	Volume.2, No. 1, ,ISSN: 2319 – 4421.	Jan. 2013	International
International Journal of Applied & Management Research.	Service Tax on Intellectual Property: A Comprehensive Policy and Law in India	ISSN: 0974 -8709.	Dec.2012	International
National Conference, Global Publications.	Role of Green India Consortium for Sustainable Development	ISBN 81-907155.	Sep. 2012	National
New Paradigms and Perspectives for business excellence, Dept. of Studies and Research in Business Administration, Tumkur University,	Indian Taxation System- Present Scenario	ISBN 978-81-924393-6-5.	Aug. 2012	National
International Journal of Research in Commerce & Management (IJRCM).	A Study on Benefits and Risk Analysis of Futures and Options in Madurai	Volume No.2,(2011), Issue N0.4 , ISSN 0976-2183.	Apr. 2011	International
New Paradigms and Perspectives for business excellence, Dept. Of Business Administration, N.M.S.Vellaisamy Nadar College. Madurai.	A Study on Cyber Consumer behaviour in Madurai city- An Emerging Scenario	ISBN 978-93-80530-33-8.	Mar. 2011	International



**Research Activities**

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,			
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

**Details of Invited Lecture / Resource Person**

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level
Alakappa University, Karaikudi	31. March 2016		Overview of Service Tax	MBA students	National
Lady Doak College, Madurai	2015, 2016		Coaching classes for NET and SET	Faculties	

**Academic council/Board of Studies Member**

Institution	For a period of	Dept.

**Honours Achieved**

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

**Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)**

Whether NSS/NCC/AEEP/YRC	Period
NSS Programming Officer (Lady Doak College)	2008-2011

**Reviewer/editor of a journal**

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h-index

**Details of Orientation and Refresher attended**

Orientation/Refresher	University/College/Institute at which attended	Duration	
		from	to

**Any Other Information :**