

**Name** : Dr.D.Sreemathi  
**Designation** : Assistant Professor

**Department** : B.Com(AM) & (FS)

**Qualification** : M.Com(CA),MBA.,M.Phil.,P.h.D.,

**Experience** : Teaching -8 Years

**Research** : 5 Years

**AreaofSpecialization(s)** : Finance, Financial Services,Marketing

**Email(OfficialID)** :sreemathi @psgrkcw.ac.in



#### AcademicQualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Commerce	Sri Ramakrishna college of Arts and Science	2022
M.Phil.	Commerce	Hindusthan College of Arts and Science	2013
MBA	Finance	Bharathiar University, Coimbatore in School of Distance Education	2012
M.Com (CA)	Commerce	Hindusthan College of Arts and Science	2012
B.Com(CA)	Commerce	Hindusthan College of Arts and Science	2010

#### AdditionalQualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Certification	Coursera	Covid-19 Contact Tracing (IBM)	2021
Certification	Coursera	Financial Accounting (Johns Hopkins University)	2021

**Research Publications (Indexed)****International**

Published 3 research papers in peer-reviewed international journals.

Published 8 research papers in peer-reviewed UGC care listed journals

S.no	Title of PaPer	Name of Journal	Vol no. Month Year & Page No	International /National	ISSN/ISBN
1	A Study on Investment Performance of Mutual Funds In India	South India Journal of Social Sciences	Vol. XXI, No.15,January 2023	International	0972-8945
2	A Study on Consumer Satisfaction Towards E-Banking	South India Journal of Social Sciences	Vol. XXI, No.15,January 2023	International	0972-8945

**Paper Presentations in Conference**

- Presented 07 papers in national and 05 international conferences.

**International**

S.no	Institution	Level	Title	Date
1	S.N.R Sons College	International Conference	Foriegn Exchange Risk Management	8 <sup>th</sup> April 2013
2	Hindustan College of Arts and Science	International Conference	Foreign Exchange Markets	6 <sup>th</sup> Feb 2015
3	International Journal of Multidisciplinary Research and Modern Education	International (Impact Factor: 7.315, ISSN (Online): 2454-6119	A study of Financial Position of SBI after merger of Associate Banks	Volume 4, Issue 2, 2018
4	Journal of Information and Computational Science	International (ISSN 1548-7741	A study on risk management with reference to union bank based on merger with Punjab national bank and canara bank	Volume 9 , Issue 10, October 2019

## National

S.no	Institution	Level	Title	Date
1	Erode Arts and Science College	UGC Sponsored National Level	Organic food	4 <sup>th</sup> and 5 <sup>th</sup> Jan 2013
2	Kaamadhenu Arts and Science College	National Level	Impact of rural economic development-interest banking	10 <sup>th</sup> and 11 <sup>th</sup> Jan 2013
3	Dr.N.G.P Arts and Science College	National Level	Structural changes in corporate sustainability	8 <sup>th</sup> Feb 2013
4	P.S.G.R Krishnammal College for women	National Level	Women's Environment	20 <sup>th</sup> Feb 2013
5	S.N.R Sons College	National Level	Impact of Internal Auditing	22 <sup>nd</sup> Feb 2013
6	Ayyar Nadar Janaki Ammal College, Sivakasi	UGC Sponsored National Level	Impact of Financial inclusion and urban area	15 <sup>th</sup> and 16 <sup>th</sup> March 2013
7	Sri Ramakrishna College of Arts & Science	National Level	Fintech & Digital Transformation of Financial Services	10.03.2023

## Participation in Workshop

1. Attended One Day **“Workshop on Intellectual Property Rights”** in Pioneer college of Arts and Science on 9<sup>th</sup> February 2019
2. Attended One Day **“Quality Research and UGC-CARE Journals”** Organized by Directorate of Research And Development and Internal Quality Assurance Cell in Avinashilingam University
3. Attended Two Day **“ International Virtual Workshop on Research Methodology& Manuscript Writing”** in Lavender Literary club And MIRHA on 09.09.2022 to 11.09.2022.
4. Attended one Day **“National webinar on Wealth Creation Through Financial Planning ”** in Department of Financial Studies, IIS, Jaipur on 12.09.2022.
5. Attended One Day **“Case Studies in Artificial Intelligence and machine Learning “** in PSGR Krishnammal College for Women on 17.11.2022.
6. Attended Two Day **“International Confernce on Enterprise Management and Business Intelligence”** in Dr.N.G.P. Institute of Technology on 8.10.2022 & 9.10.2022.
7. Attended One Day **“Global challenges for women's participation in STEM education”** in PSGR Krishnammal College for Women on 11.02.2023.

**Total No. of. Workshop Attended: 8**

### **Participation in Faculty Development Programme**

- FDP on Unlocking insights; advanced research methodology and data analytics  
By consortium of higher educational institutions for research and development on 27/01/2025-29/01/2025

**Total No. of. FDP Attended: 15**

### **Conference/Seminar/WorkshopOrganized**

#### **WORKSHOPS ORGANIZED:**

1. Organized a workshop on Web Series on .Net Programming at Département of Commerce with Computer Applications, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore from 8.10.2020 to 31.10.2020.
2. Organized a workshop on Web designing with HTML & CSS at Département of Commerce with Computer Applications, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore from 24..2.2022 to 25.2.2022

**Total No. of. Workshop Attended: 3**

#### **GUEST LECTURES ORGANIZED:**


1. Organized a guest lecture on Implication of Tax Deductions and Exemption in Income tax at Département of Commerce with Computer Applications, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on 9.2.2022.
2. Organized a guest lecture on Youth Power & Smart India at Département of Commerce with Computer Applications, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on 10.2.2022.
3. Organized a guest lecture on An Overview of Valuation of Shares and Goodwill in Business Entity at Département of Commerce with Computer Applications, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on 21.2.2022.
4. Organized a guest lecture on Awareness of Cyber Law at Département of Commerce with Computer Applications, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on 22.2.2022
5. Organized a guest lecture on Social Media Networking at Département of Commerce with Computer Applications, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on 04.3.2022

**Total Guest Lecture No. of. Attended: 9**

## Contribution

- ♦ Acting as a Department Coordinator for Criteria I since 2022 onwards

### Contact Details:

Vidwan-ID	312639
 <u>Orcid Id</u>	<u>0000-0001-5973-4357</u>
Google Scholar Id	<u>76g5CnkAAAAJ</u>
IRINS ID	<a href="https://psgrkcw.irins.org/">https://psgrkcw.irins.org/</a>