

STAFF PROFILE

Name : Dr.S.Subalakshmi

Designation : Assistant Professor

Department : Department of B.Com (A&F) and (BA)

Qualification : M.Com, Ph.D

Experience :Teaching -1 Years 1 Month

Research: 6 years

Area of Specialization(s) : Finance

Email (Official ID) : subalakshmi@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Commerce	Erode Arts and Science College, Erode	2024
M. Com.	Commerce	PSGR Krishnammal College for Women, Coimbatore	2019
B.Com.	Commerce	Vellalar College for Women, Erode	2017

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Certification	Coursera	Business Analysis & Process Management	2024
International Certification	Coursera	Investment Risk Management	2024
Certification	Coursera	Organic Marketing: Facebook Groups for Small Businesses	2024
Certification	Coursera	Financial Accounting: Advanced Topics	2024

Research Publications (Indexed)

1. Evaluation of Operational Efficiency of Selected Public and Private Life Insurers in India, "*International Journal of Novel Research and Development (IJNRD)*", 8(8):846-854. August 2023.
2. Financial Performance of Life Insurance Companies in India, "*Humanities and Social Science Studies*", 12(2): 134-141, July-December 2023. **UGC Approved Group I.**
3. Evaluation on Financial Soundness of Life Insurance Companies in India Using Caramel Model, "*Journal of Philanthropy and Marketing*", 3(1):746-757, 2023. **Scopus.**
4. Comparative Analysis of Life Insurance Companies in India, "*Journal of Indian School of Political Economy*", 35(09): 134-144, July–December 2023. **UGC Approved Group I.**
5. An Emprical Study on Factors Determining the Profitability of Selected Public and Private Life Insurance Companies in India, "Waiting for Publication" in Journal of Management & Entrepreneurship. **UGC Approved Group I.**

Paper Presentations in Conference

International

1. **Presented a paper as First Author** titled “*Big Data Analytics: Foundations, Techniques And Applications*” at the **International Conference on Recent Trends in Multi-Disciplinary Research and Innovation (ICRTMRI’24)** held at **A.V.P. College of Arts and Science, Tirupur, Tamil Nadu**, on **September 2024** (Offline) and published in ISBN.
2. **Presented a paper as Second Author** titled “*The Future of Intelligent Systems: Integrating AI, ML and Cloud Computing*” at the **International Conference on Computational Intelligence and Communication Technologies (ICCICT-2K25)**, hosted at **Dr. N.G.P Arts and Science College, Coimbatore**, on **January 2025** and published in ISBN.(Offline).
3. **Presented a paper as Fourth Author** titled “*A Critical Analysis of AI Tools in Enhancing Teaching Methods and Faculty Performance in Higher Education*” at the **International Conference on The Future of Business Resurgence: Embracing AI and Automation**, held at **Kristu Jayanti College (Autonomous), Bengaluru**, **January 2025** and published in Scopus. (Offline).

National

1. Participated in National level case study Analysis (CAP 18) titled International Law held at Hindusthan College of Arts and Science College, Coimbatore. (2018)
2. **Presented a paper as First Author** titled “*The IOT Revolution in Industry 5.0: Driving Automation and Innovation*” at the **National Conference on Emerging Issues & Challenges in Commerce and Information Technology**, conducted by kongunadu Arts and Science College, on **September 2024** and published in ISBN Proceedings. (Offline).
3. **Presented a paper as First Author** titled “*Artificial Intelligence in HRM: Enhancing Recruitment, Decision-Making and Candidate Experience*” at the **National Conference on Artificial Intelligence in Global Business**, organized by kongunadu Arts and Science College, on **January 2025** and published in ISBN Proceedings (Offline).
4. **Presented a paper as First Author** titled “*Machine Learning for Health Care*” at the **One-Day National Conference on Quantum Innovations using AI & IOT for Business Intelligence**, organized by PSG College of Arts and Science, on **February 2025** (Offline).

Presentations in Seminar

National

1. Participated in National Level Seminar on Research Methodology held at Erode Arts and Science College, Erode. (2023)
2. Presented a paper on Economic Trends: Pre and Post Demonetisation at National Level Seminar on Cash vs Cashless Trade: Challenges and Opportunities held at Nandha Arts and Science College, Erode. (2018)
3. Participated in National Symposium on Demonetisation: A transition on Cashless Economy held at Vellalar College for Women, Erode. (2017)
4. **Presented a paper as First Author** titled “*The Future of Insurance: Blockchain-Powered Transparency and Trust*” at the **National Seminar on Innovation and**

Digitalization of Insurance Industry in India: A New Era, held at **Rathinam College of Arts and Science**, on **December 2024** and Published in ISBN Proceedings (Offline).

Participation in Seminars

1. Participated in National Level Seminar on Research Methodology held at Erode Arts and Science College, Erode. (2023)

Participation in Workshop

1. **Attended a Three-Day International Workshop** on “*Research Methodology*” held online from **05th to 07th October 2024**.
2. **Participated in a One-Day National Workshop** on “*AI and Google Tools in Education*” conducted virtually on **29th September 2024**.
3. **Participated in a One-Day National Workshop** on “*Leveraging Artificial Intelligence for Effective Educational Work*” conducted online on **19th October 2024**.

Participation in Faculty Development Programme

National

1. **Attended a one week Professional Development Programme** on “*Harnessing AI and SPSS Integration for Advanced Research Writing*”, organized in online mode by SRM Institute of science and Technology, Vadapalani, from **09th to 17th September 2024**.
2. **Completed a one week Faculty Development Programme (FDP)** on “*Innovative Pedagogical Strategies Using AI & Digital Platform*”, organized virtually by Kristu Jayanthi college, Bangalore from **04th to 11th November 2024**.
3. **Completed a Five-Day National FDP** on “*Enhancing Research Skills and Methodologies in Academia*” organized by Gobi Arts & Science College from **18th to 22nd November 2024** in online mode.
4. **Participated in a one Week National FDP** on “*AI in Academics and Research*” organized by Kristu Jayanti College (Autonomous), Bengaluru from **11th to 17th December 2024** through online mode.
5. **Completed a Five days National FDP** on “*Empowering Educators: Core Skills for 21st Century Teachers*” conducted by Gobi Arts and Science College from **23rd to 28th December 2024** in online mode.
6. **Participated in a one week FDP** titled “*ITC Tools for Smart Teaching and Blended Learning*”, conducted virtually by venkateshwara Arts and Science College, Gobi from **31st January to 06th February 2025**.
7. Participated in a one day FDP titled “**Fusion of Knowledge: Connecting Industry with Academia**”, organized by the Department of B.Com (A&F) and B.Com (BA), PSGR Krishnammal College for Women, Coimbatore, held on 07th March 2025.
8. Participated in a one week **National Level Faculty Development Programme** on “**Financial Analytics using Spreadsheets**”, organized by the School of

Management, Kristu Jayanti College (Autonomous), Bengaluru, conducted from 28th March to 04th April 2025.

9. Participated in a **One Week National Faculty Development Programme on “Funding Opportunities and Project Proposal Writing”**, organized by the Faculty of Management, SRM Institute of Science and Technology, Ramapuram, Chennai, held from 21st April to 28th April 2025.

International

1. **Attended a one week International FDP** on “*Empowering Educators with AI: From Research Tools to Generative Tools*”, held online by Madanapalle Institute of technology and Science from **30th December 2024 to 04th January 2025**.
2. **Completed a Five-Day International FDP** on “*Holistic Development and Innovation for Sustainable Success*” held online by Hindusthan College of Arts and Science from **26th March to 02nd April 2025**.
3. **Participated in a one week International FDP** titled “*Empowering Educators: Leveraging Advanced Methodologies and Analytical Tools for Academic Research*”, conducted online by kristu Jayanthi College, Bangalore from **29th July to 05th August 2024**.

ONLINE COURSES

1. **Completed an online certification** on “*Business Analysis & Process Management*” authorized by Coursera Project Network and offered through Coursera. **Duration: 8 hours** (1-week project-based course).
2. **Completed an online certification** on “*Investment Risk Management*” authorized by Coursera Project Network and offered through Coursera. **Duration: 8 hours** (1-week project-based course).
3. **Completed an online certification** on “*Organic Marketing: Facebook Groups for Small Businesses*” authorized by Coursera Project Network and offered through Coursera. **Duration: 2 hours** (short guided project).
4. **Completed an online certification** on “*Financial Accounting: Advanced Topics*” authorized by the **University of Illinois at Urbana-Champaign** and offered through Coursera. **Duration: 4 weeks**.

Indexing and Citations

1. <https://www.researchgate.net/profile/Subalakshmi-Sathappan>

1 h-index **10** Citations