

PPG COLLEGE OF ARTS and SCIENCE, COIMBATORE

Department of Commerce

STAFF PROFILE

1	Name of the Staff	Mrs.S.Kalaiselvi
2	Designation	Assistant Professor
3	Date of Birth	11.11.1980
4	Mobile Phone Number	9790687015
5	Email ID	kalaiselvis.cas@ppg.edu.in
6	Educational Qualification	MSC.,M.Phil.,B.Ed.,MBA.,
7	Specialization	Computer Science, Networking
8	Experience (As on 31.08.2022)	7 Years
9	Research Guidance Details	(i) M.Phil.: Guided: 1 Guiding:N i l
		(ii) Ph.D.: Guided:Nil Guiding:N i l
10	Research Projects Details	Virtual Routing in Network
11	Publications in Journals	(i) International level: 4
		(ii) National level: nil
12	Publications in Conference(s)	(i) International level: nil
		(ii) National level: nil
13	Publications - Book(s)/Chapter(s)	Book -1,Edited Book-1
14	Workshop / Conference / Seminar - Organized	Workshop: nil Conference : nil Seminar : 1
15	Workshop / Conference / Seminar - Attended	(i) International level: nil
		(ii) National level:5
16	Others	

II: PROFESSION – RELATED CONTRIBUTION

1. Additional Responsibilities

S. No.	Nature of Role	Description
1		

2. Memberships / Following Societies / Professional Bodies :

S. No.	Organization	Life / Annual Membership
1		

3. Workshops/FDPs/Conferences Attended as a Participant :

S. No.	Workshop/FDP/Conference Name & Organizer	Sponsored by	No. of days	Date(s)
1	Microsoft Power BI Data Analyst Associate	Kumaraguru College of Technology	5	05.12.2022 to 09.12.2022
2	Data Mining & Warehousing	Kongunadu CAS	-	-
3	Internet Banking	SVCAS	-	-
4	Networking	Kongunadu CAS	-	-
5	Knowledge Management	GRD CAS	-	-
6	E-Commerce	SRSCAS	-	-
7	Indian Economy Business & Trade Policy	Shankara CAS	-	-
8	Personal Selling Sales Management	Sri Ganesh CAS	-	-
9	Corporate Social Responsibility Issues & Challenges in India	Jamal Mohammed CAS	1	29.01.2014
10	Green Marketing	Dr.SNS.Rajalakshmi CAS	1	30.08.2013
11	Research & Teaching	Dr.SNS.Rajalakshmi CAS	2	4.6.2012 & 5.6.2012
12	Information Technology and Social development	IJSRM	1	2012
13	A Gateway to Pedagogical & Curricular Structural Changes for 21 st century's Education,	Sankara CAS	2	05.08.2022-06.08.2022
14	Contemporary Issues in Research and Innovation,	SNR CAS	2	13.10.2022 & 14.10.2022
15	The Role of Technologies in Enhnce E-Commerce,	KMEA College	1	23.11.2022

4. Workshops/FDPs/Conferences participated as a Resource person

S. No.	Workshop/FDP/Conference Name & Organizer	Sponsored by	No. of days	Date(s)
1				
2				

4. Workshops/FDPs/Conferences/Seminars Organized as Coordinator / Convener:

S. No.	Workshop/FDP/Conference Name & Organizer	Sponsored by	No. of days	Date(s)
1	Guest Lecture	PPG CAS	1	
2	7 days FDP	PPG CAS	7	

III. RESEARCH AND RELATED CONTRIBUTIONS

6. Publication of Book / Edited Book

S. No.	Publication Details (in IEEE format)	Type
1	Strategies framework in marketing and Artificial Interlligence-Recent Trends inTechnology, Social Sciences & Literature-ISBN: 978-93-5620-064-7 November2022	Edited Book Volume
2	Identification and Classification of Phishing Website or blog in Social media Sites	Patent
3	Cyber Security Issues and Challenges ISBN 9789395422480 Shanlax Publications	Book

7. Publication of Research Article and Journal Author/Reviewer:

S. No.	Publication Details (in IEEE format)	First / Second author	Type
1	Cloud Computing – A birds Eye View	Second	UGC
2	An Overview of Data Mining Techniques & Applications	Second	UGC
3	Business Growth & Social Development	First	UGC
4	Recenting Advance Report in TCP Congestion Control Using Aimd	Second	UGC
5	Information Technolgy and Social development	First	IJSRM
6	Challenge in Cancer Classifications	Third	IJESRT

8. Publication of patent

S. No.	Publication Details	Type
1	Identification and Classification of Phising Website of blog in Social Media Sites	Patent

IV. ACADEMIC DEVELOPMENT

9. Additional Qualification Obtained by the Faculty

S. No.	Name of Degree	Duration	University
1	B.Ed	2008	Bharathiar
2	MBA	2008-2010	Bharathiar

Signature of the Faculty

Signature of HOD