



KG COLLEGE OF ARTS AND SCIENCE

affiliated to Bharathiar University and Accredited by NAAC

An ISO 9001 : 2015 Certified Institution

Research and Development Cell

Faculty Researcher Profile



R & D CELL - KGCAS
co-Kreating Genius

Name	Dr.M.Lavanya	Degrees	B.Com., M.Com(IB)., MBA (HR)., M.Phil., Ph.D., (PGDCA)
Image for home page	https://drive.google.com/file/d/1cZ_KVU0EM61fyVnoMKdgb6sYc-Jmstqd/view?usp=sharing		
Faculty Profile	<p>Working as Assistant Professor and having an teaching experience of 6 years.</p> <p>Having ability to handle Accountancy papers, Finance papers, and Management papers.</p> <p>Participated more than 20 National and international seminars and conferences and presented papers and also organized national and international seminars.</p> <p>Attended many FDPs and also organized 3 FDPs under different heads.</p> <p>Organized FDP on Design Thinking Curriculum and presented on the topic “Activity Based Curriculum” on 13.2.2020 at Dr. SNS Rajalakshmi College of Arts and Science, (Autonomous), Coimbatore.</p> <p>One Chapter Contributor in the book :Micro Enterprises and Sustainable Business Development published by Mittal Publications.</p>		
Keywords	Commerce, Management		
RESEARCH PROJECTS / FOCUS AREAS			
Title and description of research projects and Ph.D Research / focus areas	<p>Consumers’ Perception, Satisfaction and Brand Loyalty towards Milk and Milk Products in Coimbatore District – Marketing</p> <p>Done my Ph.D research in Marketing area and in dairy industry and studied the consumers’ perception pattern, Satisfaction in their favorite brands of milk and milk products and their loyalty towards the favorite brand.</p>		
Images link related to the research work may be provided with description.	<ol style="list-style-type: none"> 1. A study on Consumer’s preference towards Cadbury products in Coimbatore City https://drive.google.com/file/d/1HB_tYg8hsIvOYyh8DK-Zrna4VPnq8XOT/view?usp=sharing 2. A study on consumers' awareness and consumption pattern of ghee brands in coimbatore district https://drive.google.com/file/d/0B0KCpMsLknd2M0M4S19jQ1Nick1DTENidzFt 		

	<p>VIBtN2xxVndB/view?usp=sharing</p> <p>3. A Study on Consumers Awareness and Consumption Pattern of Milk Brands in Coimbatore City</p> <p>https://drive.google.com/file/d/0B0KCpMsLknd2TzZEakNMZW5MZms1NTNTOUV0TU9XMjRjV0p3/view?usp=sharing</p>
<p>Google Scholar ID</p> <p>Research Gate ID</p> <p>Orchid ID</p>	<p>https://scholar.google.com/citations?hl=en</p> <p>Dr.M.Lavanya</p> <p>-</p> <p>-</p> <p>https://orchid.org/0000-0001-7245-4341</p>

FACULTY MEMBER CONTACT SECTION

Email	lavanya.m@kcas.com
Office Address	Assistant Professor, Department of Commerce, KG College of Arts and Science, Saravanampatti, Coimbatore-35.
Phone No & E-Mail ID.	Mobile No. 9698222457 lavanya3.m@gmail.com , lavanya.m@kcas.com