



Mrs. K.MALARVIZHIREKA

GUEST LECTURER

CONTACT

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Academic Oualification : M.com., M.phil., (Ph.D).

Teaching experience : 06 years

- Working as a Guest lecturer in Department of commerce Govt arts and science college Thiruvadanai from 2014 to till date.

Area of research

Marketing and finance

Events participated

SEMINAR

- ❖ Presented a paper on “Recent trends in service marketing” held in Ananda college.
- ❖ Presented a paper on “Information technologies in business” held in Ananda college.
- ❖ Presented a paper on “Financial performance of selected information technology companies in India – with special reference to profitability.

WORKSHOP

- Attended workshop on “GST” held in Thiyagarajar Arts and science college, Madurai.