

BE YOU, BE BOLD, BE INSPIRED.

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INSPIRE

E-MAGAZINE

THE NEXT GENERATION LEADS

MS.K.S.KEERTHIGA
ASSISTANT PROFESSOR,
PG DEPARTMENT OF COMMERCE,
WITH COMPUTER APPLICATIONS,
MANNAR THIRUMALAI NAICKER COLLEGE,
MADURAI

BEHIND THE DREAM

Empowering students
with knowledge, skills and
values for a meaningful
and successful future

STYLE WITH ROOTS

Celebrating
tradition in
modern ways



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MS.K.S.KEERTHIGA



INSPIRING EXCELLENCE THROUGH KNOWLEDGE, INNOVATION AND RESEARCH

PROFESSIONAL PROFILE

K.S. Keerthiga is an Assistant Professor in the Department of Commerce with Computer Applications at Mannar Thirumalai Naicker College, Madurai. She has been serving in the Self-Financing Stream since 16 June 2025. Her academic and professional journey reflects a combination of Commerce education, Financial Management, teaching, accounting practice, digital skills and research in Social Media.

TEACHING & PROFESSIONAL EXPERIENCE

Her teaching career includes serving as an Assistant Professor of Commerce as a Guest Lecturer at The Madura College, Madurai, from July 2022 to December 2024. Since June 2025, she has been serving as an Assistant Professor in the Department of Commerce with Computer Applications at Mannar Thirumalai Naicker College. Before entering teaching, she gained professional experience as an Accounting Assistant at TAAX Shelter and VGS Consultancy in Madurai.

ACADEMIC JOURNEY

Keerthiga has built her academic foundation through progressive qualifications in Commerce and Management. She completed her B.Com from The Madura College (Autonomous) in 2020 with 70%, followed by M.Com from the same institution in 2022 with 80.55%. She completed her MBA in Financial Management from Alagappa University, Madurai, in 2025 with 78.55%. She is also registered for a Ph.D. in Social Media at Madurai Kamaraj University in 2024. Her earlier academic achievements include 93.33% in HSC Commerce and 88% in SSLC.

TEACHING CONTRIBUTIONS

As part of her academic responsibilities, she has handled the Goods and Services Tax Certificate Course and the Entrepreneurship Development Certificate Course. These academic responsibilities have provided opportunities to engage students with practical and contemporary areas of Commerce and business education.



ACADEMIC & INSTITUTIONAL RESPONSIBILITIES

Academic Programme & Event Coordination:
Actively served as a Programme Coordinator and Organizing Committee Member for various Workshops, Seminars, Guest Lectures, Commemoration Days, Awareness Programmes, Faculty Development Programmes and other academic events.

RESOURCE PERSON:

Served as a Resource Person for a Hands-on Tally Workshop organized for III B.Com (CA) students at Manikam Ramaswami College of Arts & Science, Madurai, providing practical training in Tally and computerized accounting.



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INTERNATIONAL CONFERENCE

Served as an Organizing Committee Member for an online International Conference associated with Thailand and contributed to its planning and coordination.

EDITORIAL CONTRIBUTION

Served as an Online Sub-Editor, contributing to academic content editing, coordination, and online publication activities.





RESEARCH PROFILE

Research is an important component of her academic journey. She is pursuing Ph.D. research in Social Media, registered at Madurai Kamaraj University in 2024. Her research and academic interests are reflected in her published articles dealing with digital platforms, social empowerment and Artificial Intelligence in business operations.

PUBLICATIONS & SCHOLARLY CONTRIBUTIONS

Her published articles include Digital Platforms for Social Empowerment, published through MTNC College in March 2025, and Impact of AI on Business Operations, published through MRCAS College in March 2025. Her Resume also records 50 paper publications in national and international conferences and 10 paper presentations in national and international conferences.





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BOOKS & EDITORIAL CONTRIBUTIONS

Her published books are Entrepreneurship Development & Start UPS, Business Law, Financial Accounting Software, and Big Data Analytics for Commerce.

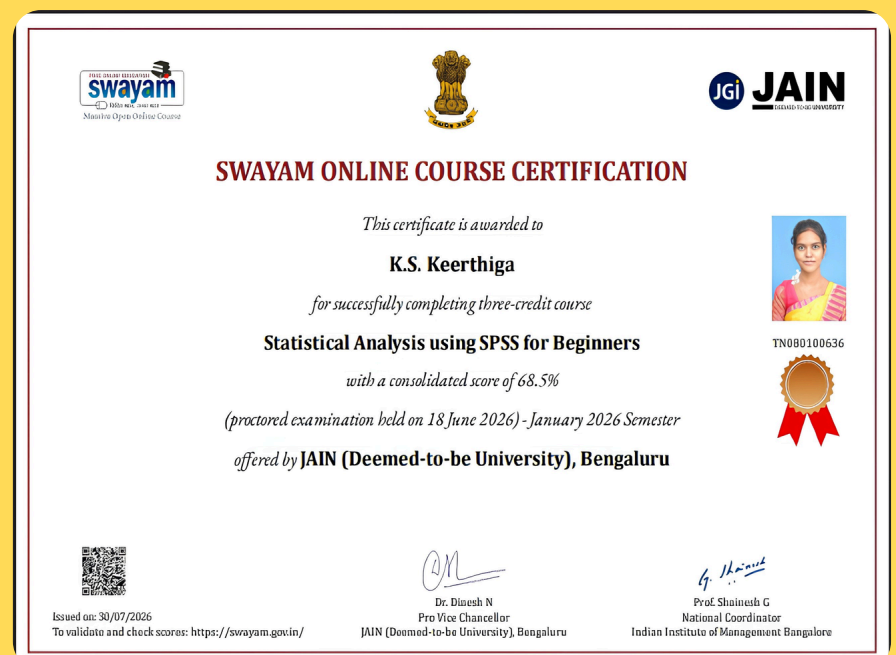
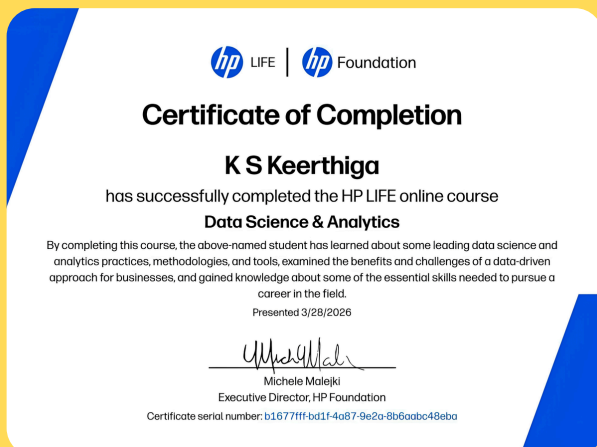


WORKSHOPS, FDPS & TRAINING PROGRAMMES

Her commitment to continuous professional development is reflected in her participation in Faculty Development Programmes, conferences, seminars and training programmes. These include programmes on pedagogy, Andragogy and Heutagogy, AI tools for research, ChatGPT, Generative AI in Education, Industry 5.0, Digital Marketing, Corporate Updates, Banking and Finance, Insolvency Awareness and Consumer Preference.

CERTIFICATIONS & DIGITAL SKILLS

Her professional certifications include Web Designing with JavaScript, CSS and HTML, Tally Prime and GST, Microsoft Office and Advanced Excel, Artificial Intelligence and Typewriting in Tamil and English with Distinction. Her Resume records 35 FDP certifications, 12 short-term course certifications, 20 workshop/seminar/webinar certifications and 2 SWAYAM certifications.



Certificate of Completion

THIS CERTIFICATE IS TO ACKNOWLEDGE

K.S. KEERTHIGA

Has Successfully Completed Practical Training On EXCEL



Conducted by
K. Sreedhar
TAAX SHELTER
CAPTIVATING ENLIGHTENMENT

AWARDS & RECOGNITIONS

Her professional achievements include the Community Service Award, Teaching Excellence Award and Young Researcher Award. These recognitions form part of her academic and professional profile alongside her contributions to teaching, research, publications and academic activities.

ACADEMIC PROJECT & INTERNSHIP

As part of her academic exposure, she completed the project titled Study on Employees Performance Appraisal with Bargave Rubber Pvt. Ltd. She has also completed an internship at AVN Ayurveda Formulation Pvt. Ltd.





AREAS OF EXPERTISE

Her academic and professional areas include Commerce, Financial Management, GST, Accounting Software, Entrepreneurship Development, Digital Marketing, Social Media, Artificial Intelligence, Big Data Analytics for Commerce, Web Designing, Microsoft Office and Advanced Excel. These areas represent the combination of commerce knowledge and digital competencies reflected in her academic and professional profile.

VISION & MISSION

Her academic journey reflects a commitment to continuous learning, teaching and research. As an educator in Commerce with Computer Applications, her vision is to encourage students to develop knowledge, practical skills and digital competencies while remaining open to emerging areas of learning and research.

