

Name	Dr.N.Bagyalakshmi
Designation	Head and Associate Professor
Education Qualification	M.Com.,M.Phil.,PGDCA.,Ph.d.(SET)
DOB	03.06.1973
E.mail	bagyangmc@gmail.com
Teaching Experience	21 years
Area of Interest	Finance
Research Guidance –M.Phil	Five
Seminar, Workshop, Conference Attended	20
Faculty Development Program Attended	8
Resource Person in seminar/FDP/Conference/ Workshop	2
Paper Presented	19
Paper Published in Journals	5
Paper published in conference /Proceeding	7
Books Published	1

PARTICIPATION IN SEMINARS , WORKSHOPS , CONFERENCES

1. Participated in National Level Seminar on “**Emerging Issues in Indian Banking Industry**”, on 13th and 14th December 2002, organized by Department of Commerce NGM College, Pollachi.

2. Participated in National Seminar on “**PURA**” organized by Department of Economics, NGM College, Pollachi on 25th and 26th August 2005.

3. Participated in the Workshop on “**Legal Awareness Camp**” held from 16.08.2005 to 25.08.2005 jointly organized by Pollachi Taluk Legal Services Committee, Pollachi Bar Association and NGM College, Pollachi.

4. Participated in National Level Seminar on “**Business Strategies for Rural Markets in India**” organized by the Department of Management studies, Karpagam College of Engineering, Coimbatore on 2nd Sep 2005.

5. Participated in the Workshop on “**LATEX**”- the Document Preparation System organized by Department of Mathematics and Physics held on 25th Oct 2005 at NGM College, Pollachi

6. Participated in the one day Seminar on **‘Practical Guidelines for M.Phil Dissertation’** jointly organized by the Pollachi Study Centre of Alagappa University-Directorate of Distance Education, Karaikudi and Post Graduate and Research Department of Commerce, NGM College, Pollachi on 4th Feb 2007 at NGM College, Pollachi

7.Participated in the National Level Symposium on **“Recent Trends in Commerce and Information Technology”** organized by the Department of Commerce with Computer Applications, NGM College, Pollachi on 14th Mar 2008.

8.Participated in the Regional Level Colloquium on **“Capital Market and Future Trends”** conducted by ICFAI National College in association with Bombay Stock Exchange on 29th Jan 2009.

9.Participated in the Workshop on **“Research Methodology and SPSS”** held on 27th and 28th Feb 2009, organized by Department of Commerce, Karpagam University, Coimbatore.

10.Participated in the National Seminar on **“Global Financial Crisis and its Impact on Indian Economy”** held at N.G.M. College, Pollachi on 25th and 26th Aug 2009.

11.Participated in the **International Workshop** on **“Identification of Research problem and Application of Statistical tools in Social Science Research”** held at NGM College, Pollachi on 27th Jan 2010.

12.Participated in the Seminar on **“Business Intelligence Techniques in Retail Sector”** Organized by Sardar Vallabhai Patel International School of Textiles and Management, Coimbatore on 15 the September 2011.

13.Participated in **“Comprehensive Serial Research Work shop on Marketing\Finance\ Human Resource Development”** Conducted by the School of Commerce and Research and Development Centre, Bharathiyar University, Coimbatore, held on 1st March to 3rd March 2013.

14. Participated in the National seminar on **“Empowering the Youth to Enrich Mankind”** held on 29th January 2016 organized by Human excellence Department, NGM College, Pollachi.

15.Participated in the State Level Symposium 2017 on **“Overseas Trade”** organized by the PG Department of Commerce with International Business, NGM College, Pollachi on 3rd Jan 2017

16.Participated in the Symposium entitled **“Indian Economy and Demonetization of Indian Currency”** organized by Department of Commerce, Pollachi College of Arts and Science, Poosaripatti, Pollachi on 7th January 2017.

17. Participated in One day National Conference on **“Impact of Demonetisation(2016) on Indian Economy”** organized by Department of Economics, NGM College, Pollachi on 28th July 2017.

18. Participated in State Level Workshop on **“GST- EXIM Perspectives 2k18”** organized by the PG Department of Commerce with International Business, NGM College, Pollachi and GST Academy of Excellence, Erode. on 22nd January 2018.

19. Participated in Two-Day Workshop on **“Research Methods and Data Anaysis using SPSS”** organized by the Post Graduate and Research Department of Commerce on 24th and 25th July 2018 at NGM College, Pollachi.

20. Participated in the SEBI Sponsored a One day workshop on **“Financial Education for Executives”** conducted by Bharathiar University Arts and Science College, Pollachi on 31st July 2018.

SHORT TERM TRAINING COURSES

1. Participated and Completed **“Tally Financial Accounting Program”** Volume 1 – 1V at Systech, Tirupur.

2. Participated and Completed Training on **“GST Practitioner”** on 21st, 22nd, 28th and 29th July 2018 at Coimbatore conducted by MSME-Technology Development Centre. Ministry of Micro, Small and Medium Enterprises, Government Organisation, Agra.

FACULTY DEVELOPMENT PROGRAM

1. Participated in the FDP on **“Training in Computer Applications for commerce Teachers”** held from 19.7.2002 to 25.7.2002 organized by Department of Commerce, Bharathiar University, Coimbatore and V.L.B. Janakiammal College of Arts and Science, Coimbatore.

2. Participated in the Faculty Development programme **“Towards Better Teaching”** jointly organized by Department of Commerce with Computer Applications, N.G.M College, Pollachi and UGC Academic Staff College, Bharathiar University Coimbatore on 30th Sep 2006 at N.G.M College, Pollachi.

3. Participated in the Two-day Faculty workshop on **“NCCMP- NSE Certified Capital Market Professional Course”**, jointly organized by Bharathiyar University and NSE of India Ltd Chennai on 30th and 31st August 2010 at Bharathiyar University, Coimbatore.

4. Participated in the Faculty Development Programme on **“Application and Use of SPSS for Business Decision Management”** on 30th June 2011 at Sakthi Institute of Information and Management studies, Pollachi.

5. Participated in National level Faculty Development Programme on **“Innovative Strategies to Enhance Teaching Learning Process”** organized by IQAC conducted on 10.9.2016 at Sree Ramu College of Arts and Science, N.M Sungam, Pollachi.

6. Participated in the Faculty Development Programme on **“ Business Analytics using R”** organized by Centre for Faculty Development, Sakthi Institute of Information and Management Studies, Pollachi, held on 26th Dec 2016.

7. Participated in the one day National Level FDP on **“ Quality Teaching Strategies for outcome based education”** organized by Faculty Development cell, Bharathiar University Arts and Science College, Pollachi on 28th Dec 2018.

8. Participated in **“FDP on Tally with GST”** organized by Department of Commerce in association with Tally Education Pvt Ltd, Bangalore held at Rathinam College of Arts and Science, Coimbatore on 9th Feb 2019.

PAPER PRESENTED IN INTERNATIONAL / NATIONAL / STATE LEVEL CONFERENCE / SEMINARS

INTERNATIONAL LEVEL PAPER PRESENTATIONS

1. Participated and presented a paper entitled **“Role of MSME’s in the Emerging Indian Economy”** in the **International Conference on Globalization is Irreversible: Need for Branding India Inc. and Making MSMEs Competitive** on 2nd and 3rd Mar 2012 organized by Department of Commerce and International Business, Sree Saraswathi Thyagaraja College, Pollachi.
2. Participated and presented a paper entitled **“Electronic Payment and Settlement System in India”** in the **International Conference on The Impact of E-Commerce in Modern Business** on 12th August 2015 organized by School of Commerce, Rathinam College of Arts and Science, Eachanari, Coimbatore.

NATIONAL LEVEL PAPER PRESENTATIONS

1. Participated and presented a paper entitled **“Information Technology in Banking”** in the One day **National Level Seminar on “Emerging Trends in Banking and Finance”** organized by the Department of Commerce, Providence College for Women, Coonoor, held on 13th Jan 2004.

2. Participated and presented a paper entitled “ **The Impact of Globalization on Insurance Industry**” in the **National Level** Seminar on “The Impact of Globalization on Service Sector and Capital Market” organized by the Post-Graduate and Research Department of Commerce, Erode Arts College, Erode on 13th Feb 2004.
3. Participated and presented a paper entitled “**Recent Developments in Indian Agriculture**” in the **National Level** Seminar on “**Institutional Policy Options for Sustainable Agriculture and Rural Development**” organized by Rural Development Cell, Department of Economics, NGM College, Pollachi on 22nd Sep 2004.
4. Participated and presented a Paper entitled “**Micro Finance in Rural Development**” in the **National Level** Seminar on “**Institutional Policy options for Sustainable Agriculture and Rural Development**” organized by Rural Development Cell – Department of Economics, NGM College, Pollachi on 22nd Sep 2004.
5. Participated and presented a paper entitled “**Ethical Issues in Human Resources Management**” in One day UGC Sponsored **National Level** Seminar on “Corporate Culture and Ethical Climate” organized by Department of Commerce, Sri GVG Visalakshi College for Women, Udumalpet on 29th Sep 2004.
6. Participated and presented a paper entitled “**Ethical Issues in Small business**” in One day UGC Sponsored **National Level** Seminar on “**Corporate Culture and Ethical Climate**” organized by Department of Commerce, Sri GVG Visalakshi College for Women, Udumalpet on 29th Sep 2004.
7. Participated and presented a paper entitled “**Web-Advertisting**” in the One day **National Level** Seminar on “**New Horizons in Marketing and Management**” organized by the Department of Commerce, Tiruppur Kumaran College for Women, Tiruppur on 30th Sep 2004.

8. Participated and presented a paper entitled “**Indian Traditional Management in Modern Business**” in the One day **National Level Seminar on “New Horizons in Marketing and Management”** organized by the Department of Commerce, Tiruppur Kumaran College for Women, Tiruppur on 30th Sep 2004.
9. Participated and presented a paper entitled ‘**VAT in India – An overview**’ in the UGC sponsored **National Level Conference on “Introduction of Value Added Tax In India – Emerging Issues and Challenges”** organized by the Post-Graduate and Research Department of Commerce, Erode Arts College, Erode on September 2nd and 3rd 2005.
10. Participated and presented a paper entitled ‘**Job Satisfaction – A Key to Sustain Quality in Health Care Industry**’ in the **National level Seminar on ‘Opportunities and Challenges in Service Industry’** organized by the Department of Management, Hindustan College Of Arts and science, Coimbatore on 30th September 2005.
11. Participated and presented a paper entitled “**Products and Services offered by Commercial Banks**” in the **National Level Seminar on “Reforms in Banking and Financial Sector”** held on 15th Feb 2008 Organized by Department of Commerce and Management, Karpagam Arts and Science College, Coimbatore.
12. Participated and presented a paper in the **National level conference on Indian Economy and Investment Decisions-NIDHNIRNAYA’12** held at Karpagam College of Engineering Coimbatore on 22nd Feb 2012.
13. Participated and presented a paper entitled “**Equity Share Trading – Intermediaries Role and Responsibilities**” in the UGC Sponsored **National Seminar on “Investor Protection – Rights and Duties”** on 5th and 6th March 2015 Organized by Research Department of Commerce, Arumugam Pillai Seethai Ammal College in Collaboration with Chamber of Commerce, Thiruppattur.

14. Participated and presented a paper entitled **“Goods and Services Tax”** in the one day UGC **National level** seminar on **“Goods and Services Tax”** on 3rd September 2015 Organized by St. Joseph’s College of Commerce, Bangalore recognized by the UGC as “College with Potential for Excellence”
15. Participated and presented a paper entitled **“A Study on Customer Perception towards E-Banking Services”** in the Two-Day **National Level** Conference on **“Changing Paradigms in Indian Business”** organized by School of Commerce and Management, NGM College, Pollachi during 24th and 25th Mar 2017.

STATE LEVEL SEMINAR PAPER PRESENTATIONS

1. Participated and presented a paper entitled **“Impact of Bank Securitization Act”** in One Day **State Level** Seminar on “Impact of Bank Securitization Act organized by the Department of Commerce and Management, Karpagam Arts and Science College, Coimbatore on 20th March 2004.
2. Participated and presented a paper entitled **“Banks- Solutions for your Requirements”** in One Day **State Level** Seminar on **“Service Marketing”**, held on 21st Sep 2004 organized by Department of Commerce, PSGR Krishnammal College for Women, Coimbatore

TALKS IN SEMINARS – RESOURCE PERSONS

STATE LEVEL

- i) Served as the Chair person for the Technical Sessions **State Level** Students Seminar on **“Micro Finance”** held on 25th Feb 2009 organized by Department of Commerce, Karpagam University, Coimbatore.
- ii) Acted Rapporteur in **State Level** Symposium 2017 on **“Overseas Trade”** organized by PG Department of Commerce with International Business , NGM College, Pollach on 03.01.2017.

- iii) Acted as Guest of Honour in Inauguration of **“Co Jag Candy – New Product Launch”** organized by M.Com – IB Department, NGM College, Pollachi on 14th Sep 2018.

NATIONAL LEVEL

Acted as Chairperson for the technical session of **“Academic Excellence through Quality Sustenance and Enhancement”** of NAAC sponsored National Level Seminar on **“Total Quality Management”** at NGM College, Pollachi during 17th and 18th Aug 2012.

RESEARCH, PUBLICATIONS AND ACADEMIC CONTRIBUTION

PUBLICATIONS IN EDITED BOOKS

INTERNATIONAL CONFERENCE

INDIVIDUAL AUTHOR

1. Published a paper entitled **“Role of MSME’s in the Emerging Indian Economy”** in the proceedings of **International Conference on “Globalization is Irreversible: Need for Branding India Inc. and Making MSMEs Competitive”** on 2nd and 3rd Mar 2012 Organized by Department of Commerce and International Business, Sree Saraswathi Thyagaraja College, Pollachi. ISBN – 978 – 81 – 910472 – 9 – 5 (Page.No: 158 – 160).

CO-AUTHORS – FIRST AUTHOR

1. **Dr.N.Bagyalakshmi and K.Vani** Published a paper entitled **“Electronic Payment and Settlement System in India”** in the proceedings of the **International Conference on “The Impact of E-Commerce in Modern Business”** on 12th August 2015 Organized by School of Commerce, Rathinam College of Arts and Science, Eachanari, Coimbatore. ISBN 978 – 93- 82570 – 67 – 7. (Page No: 77 -79)

NATIONAL CONFERENCE

INDIVIDUAL AUTHOR

1. Published a paper entitled **“Equity Share Trading – Intermediaries Role and Responsibilities”** in the proceedings of the **UGC Sponsored National Seminar on “Investor**

Protection – Rights and Duties” on 5th and 6th March 2015 Organized by Research Department of Commerce, Arumugam Pillai Seethai Ammal College in Collaboration with Chamber of Commerce, Karaikudi , ISBN (978 – 81 -928690 – 6 -3) edited book (Page.No: 74 – 79).

2. Published a paper entitled **“Impact of GST on various Sectors and Challenges for GST Implementation”** in the proceedings of one day **UGC National Level Seminar** on **“Goods and Services Tax”** on 3rd September 2015 organized by St. Joseph’s College of Commerce, recognized by the UGC as “College with Potential for Excellence” Bangalore. ISBN : 978 – 81 – 924180 – 4 – 9 (Page.No 53 – 59).

3. Published a research paper entitled **“A Study on Customer Perception towards E-Banking Services”** published in the two day **National Level Conference** on **“Changing Paradigms in Indian Business”** organized by School of Commerce and Management, NGM College, Pollachi during 24th and 25th Mar 2017. ISBN 978-81-933882-0-4 Copy right @ 2017(Page No 38 -48)

CO-AUTHORS – SECOND AUTHOR

1. **Dr.S.Benjamin Christopher and N.Bagyalakshmi** Published a paper entitled **“Nurse’s Job Satisfaction and Its Correlates”** in the proceedings of the **Eighty Eighth Session of The Indian Science Congress, New Delhi, 2000.** (Section of Psychology and Educational Sciences – Prof. Arun K.Sen,) – The Indian Science Congress Association.(Page.No: 10-11)

2. **D.AHILA AND DR. N.BAGYALAKSHMI** Published a research paper entitled **“Challenges and Opportunities of Digital India”** in the proceedings of the **International Conference** on **“New Digital Economy in India Challenges and Opportunities”**organized by Department of Commerce, Rathinam college of Arts and Science, Coimbatore on 18th Aug 2017. (ISBN:978-93-84-234-45-4) (Page No:14-20)

PUBLICATIONS IN REFERRED JOURNALS/ OTHER REPUTED JOURNALS AS NOTIFIED BY THE UGC

INDIVIDUAL AUTHOR

1. Published a research article titled **“Customer Satisfaction in Indian Overseas Bank”** In **Inter Continental Journal of Marketing Management**, ISSN: 2350 – 0891, Vol. 1 Issue -2, Oct-Dec 2014, (P.No 81-94) **(Impact Factor 0.45)**
2. Published a research paper entitled **“Rural Consumer Satisfaction towards Online Shopping”** in **International Journal of Research in Computer Application and Management”** Volume No 7(2017), Issue No 9, September, ISSN 2231-1009, Page No: 46 -51**(Impact Factor: 5.09)**

CO-AUTHOR -FIRST AUTHOR

1. **Dr.N.Bagyalakshmi and Dr.S.Benjamin Christopher** Published a research paper entitled **“Trading Method of Individual Equity Investors”** in **International Journal of Advance Research in Computer Science and Management Studies**, Volume 4, Issue 7, July 2016, ISSN– 2321- 7782, (online) ISSN– 2347 – 1778 (Print) (www.ijarcsms.com) Page No : 103 -112 **(Impact Factor: 6.047)**

2. **Dr.N.Bagyalakshmi and T.Lavanya** published a research paper entitled **“A Study on Customer Satisfaction and Problems faced towards Credit Cards by Credit Card Users”** in **Journal of Emerging Technologies and Innovative Research – An International Open Access Journal** (www.jetir.org), ISSN UGC Approved, Volume 5, Issue 5, May 2018,(ISSN – 2349-5162), Page No: 266-275) **(Impact Factor: 5.87)**

CO-AUTHOR -SECOND AUTHOR

1. **K.Vani and Dr. N.Bagyalakshmi** Published a research paper entitled **“Brand Choice of Mobile Phones among College Students”** in **International Journal of Advance Research in Computer Science and Management Studies**, Volume 4, Issue 5, May 2016 - ISSN :2321-7782 (Online) ISSN: 2347-1778 (Print) Page No: 155-160 (**Impact Factor 6.047**)

RESEARCH GUIDANCE – M.PHIL

S.NO.	NUMBER ENROLLED WITH NAME	THESIS SUBMITTED	DEGREE AWARDED
1.	2012 R1141 R.BHUVANESWARI	Customer Satisfaction in Indian Overseas Bank	2014
2.	2013 R 1095 C.SABITHA	Customer Satisfaction on E-Banking Services	2015
3.	2014 R 1188 K.VANI	Brand Choice of Mobile Phones among College Students	2016
4.	2015 R 1251 M.KOWSALYA	Rural Consumer Satisfaction towards Online Shopping	2017
5.	2016 R 1177 T.LAVANYA	Customer Satisfaction towards Credit Cards	2018

BOOKS PUBLISHED

1. Changing Paradigms in Indian Business – ISBN 978-81-933882-0-4

Authors: Dr. S.Benjamin Christopher, Dr.P.Bruntha and Dr.N.Bagyalakshmi

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