

Name : Dr. T. Snekalatha
Designation : Associate Professor
Department : Commerce (Accounting and Taxation)
Qualification : M. Com., M. B. A., M. Phil., Ph. D.

Experience:

Teaching: 14 Years Industry: 1Year Research: Nil

Area of Specialization(s) : HR Management, Financial management

Email (Official ID) : snekalatha@drngpasc.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Government Arts College, Salem,	2017
M. Phil.	Commerce	Vinayaga Mission (Deemed University)	2009
M. B. A.	Commerce	Madurai Kamaraj University	2001
M. Com.	Commerce	St. Xavier's College, Palayamkottai	1996
B. Com.	Commerce	Sri Saradha College for Women, Tirunelveli	1994

Research Publications (Indexed)

International

- 1) Dr. T. Snekalatha, Dr. M. Prakash, **Impact of GST on E-Commerce - Overview**, International Journal of Science Research and Review, Vol. 7, Issue 11, pp.249-252, September 2018, ISSN: 2279-543X, (UGC Recognized Journal).
- 2) Dr. T. Snekalatha, Dr. A. Lakshmi Priya, **A Study on Citizens Perception towards E-Governance in Coimbatore District**, Shanlax International Journal of Arts, Science and Humanities, Vol. 5, Special Issue 1, pp. 126-129, February 2018, ISSN: 2321-788X, (UGC Recognized Journal).
- 3) Dr. T. Snekalatha, **GST and its Impact on Economic Growth of India**, Journal of Management and Science, Special Issue 1, pp. 232- 234, September 2017, ISSN: 2250-1819, (UGC Recognized Journal).
- 4) Dr. T. Snekalatha, **A Study on Customers Awareness and Satisfaction about Agricultural Credit Provided by State Bank of India (With Special Reference to Tirupur District)**, International

Journal of Applied Research, Vol. 3(6), Issue, pp. 1014-1016, May 2017, ISSN: 2394-5869, (UGC Recognized Journal).

- 5) T. Snekalatha, **A Research on Factors Affecting Customer Satisfaction in Retail Banking**, International Journal of Applied Research, Vol. 2, Issue 8, pp.675-676, August 2016, ISSN: 2394-5869, (UGC Recognized Journal).
- 6) T. Snekalatha, K. Priya, **Consumer Attitude Towards Packaged Drinking Water with Special Reference to Coimbatore District**, Online International Interdisciplinary Research Journal, (Bi-Monthly), Vol. 5, pp. 163-167, September 2015. ISSN: 2249-9598, (UGC Recognized Journal).
- 7) T. Snekalatha, **A Study on Job Stress Among Employees Working in Private Limited, Andipalayam**, Online International Interdisciplinary Research Journal, Vol. 4, Special issue, pp.66-71, November 2014, ISSN: 2249-9598, (UGC Recognized Journal).
- 8) T. Snekalatha, Dr. M. S. Ranjith Kumar, Dr. S. Namasivayam, **A Study on Arts College Students Satisfaction about Online Programs: With Special Reference to Coimbatore**, Indian Journal of Applied Research, Vol. 4, Issue 8, pp. 61-63, August 2014, ISSN: 2249-555X, (UGC Recognized Journal).
- 9) T. Snekalatha, Dr. M. S. Ranjith Kumar, **A Study on Customer's Brand Loyalty and Satisfaction of Maruti Car at Erode District**, Paripex Indian Journal of Research, Vol.2, Issue 10, pp.17-19, October, 2013. ISSN: 2250-1991, (UGC Recognized Journal).

Other Publications: International / National Journals

- 1) T. Snekalatha, **A Study on Level of Environmental Awareness among College Students in Coimbatore District**, SELP Journal of Social Science, Vol.5, Issue 19, pp 20-22, March 2014, ISSN: 0975-9999.

Presentations in Conference

- 1) **Impact of GST on E-Commerce, National Conference on Impact of GST on Indian Economy**, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16-Mar-17.
- 2) **A Study on Role of Rural Retail Banking in India**, International Conference on Advances in Commerce and Management, Pioneer College of Arts and Science, Coimbatore, 18- Feb- 17.

- 3) **Quality Assurance in Higher Education** , National Conference on Emerging Education Models for 21st Century Learner under the Association of Principles of Colleges and UGC, Human Resource Development Centre, Bharathiyar University, Coimbatore, 1-Aug-15.
- 4) **Role of Media in Consumer Protection**, National Conference on Consumer Protection (NCCP-2014), Kaamadhenu Arts and Science College, Sathyamangalam, Erode, 22-Feb-14.
- 5) **Issues and Threats of Ambiguous Terminologies in Deceptive Advertising - An Overview**, Vivekananda Institute of Information and Management Studies, Institute of Engineering and Technology for Women, College of Engineering for Women (Autonomous) and Mother Teresa Women's University, Elayampalayam, 27 & 28-Feb-14.
- 6) **Corporate Social Responsibility and its Ethics**, National Conference on Emerging trends in Business Opportunities, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, 20-Feb-13.
- 7) **Accounting Standard 15 Employee Benefits**, UGC Sponsored National Seminar on Recent Trends in Auditing, Thiruvallur Government Arts College, Rasipuram, 30 & 31-Jan-13.
- 8) **Global Crisis in Indian Business**, International Conference on Impact of Global Crisis in Indian Business, Annai Mathammal Sheela Engineering College, Namakkal, 14-Sep-12.

Participation in Conference

International

- 1) Rejuvenation of Technical Education, Vivekanandha Educational Institution for Women, 15-Apr-18.
- 2) Career Development and Career Guidance, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, 28-Dec-16.
- 3) Business Challenges Under Globalisation, Bharathidasan College of Arts and Science, Erode, 7-Sep-16.

Participation in Workshop

- 1) **Data Analysis using Softwares**, Vellalar College of Engineering and Technology, Erode, 24 & 25-Jul-12.

Participation in Faculty Development Programme

- 1) **Quality Measures in Higher Education**, Dr. N. G. P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.

Conference / Seminar / Workshop Organized

- 1) Committee Member, National Level Seminar on Opportunities, Challenges of business in the digitalized era (COCBD-2018), Dr. N. G. P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- 2) Committee Member, National Level Seminar on Impact of GST, Dr. N. G. P. Arts and Science College, Coimbatore, 6-Sep-17.
- 3) Committee Member, National Level Seminar on Financial inclusion, Dr. N. G. P. Arts and Science College, Coimbatore, 6-Sep-13.