

Name : Dr. N. Kodhai Nayaki
Designation : Assistant Professor
Department : Commerce (BPS)
Qualification : M. Com., M. Phil., M.B.A., PGDCA, Ph. D.
Experience : Teaching: 18 Years
Area of Specialization(s) : Marketing, HR Management
Email (Official ID) : kodhainayaki@drngpasc.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Chikkana Government Arts College, Tirupur	2018
MBA	Management	Bharathiar University	2009
M. Phil.	Commerce	Gobi Arts and Science College	2001
M. Com.	Commerce	Gobi Arts and Science College	1998
B. Com.	Commerce	Gobi Arts and Science College	1996

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University	2004

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M. Phil.	1	-

Research Publications (Indexed)

International

- 1) Dr. A C. Deepa, Dr. N. Kodhai Nayaki, Dr .N. Renuga Devi, **Impact of Air Pollution**, International Journal of Research and Analytical Reviews (IJRAR), Vol. 5 Issue. 4, pp.482-485, December 2018, e-ISSN: 2348-1269 p-ISSN: 2349 5138, (Indexed in UGC).

- 2) Dr. S. Namasivayam, P. Sri Padma Abirami, Dr. N. Kodhai Nayaki, **Digital Transmission: Issues and Challenges**, International Journal of Scientific Research and Review (ISSN: 2279-543X), Issue No.11, Vol. 8, pp. 161-163. September 2018, (Peer Reviewed, Indexed with impact factor 6.1).

National

- 1) Dr. A. C. Deepa, Dr. N. Kodhai Nayaki, **Role of Women in Society with Special Reference to Coimbatore District of Tamilnadu State**, Journal of Applied Science and Computations, Volume VI, Issue II, , pp.449-456, February 2019, ISSN NO: 1076-5131. (UGC approved Journal).
- 2) Dr. A. C. Deepa, Dr. N. Kodhai Nayaki, Dr. N. Renuga Devi , **A Study on How CBD will be a Potential Channel in bridging the Geographical Barrier in Insurance Sale for ICICI Prudential with Reference to Coimbatore District**, Review of Research, Vol.8, Issue. 3, pp.1-5, December 2018, Impact Factor: 5.7631(UIF). (UGC approved Journal No.48514).
- 3) Dr. A. C. Deepa, Dr. N. Kodhai Nayaki, Mrs. G. Ilakiya and Dr. N. Renuga Devi, **Measuring Customer Perceived Service Quality in Online Shopping: An Empirical Study**, Journal of Emerging Technologies and Innovative Research, Vol. 5, Issue. 10, pp.90-96, October 2018, Impact Factor: 5.87. UGC approved

Other Publications: International / National Journals

- 1) Dr. A. C. Deepa, Dr. N. Kodhai Nayaki, **Impact of Goods and Service Tax (GST) on Indian Economy**, Journal of Management and Science, Special Issue.No.1, pp.269 – 271, September 2017, ISSN: 2249-1260, E-ISSN: 2250-1819.
- 2) N. Kodhai Nayaki, **Impact of Celebrity Endorsed Advertisements on Consumers buying Behaviour**, Bonfring International Journal of Industrial Engineering and Management Science, Vol.6 pp.107-109, ISSN: 2250-1096, Peer reviewed with Impact Factor 0.541, December 2016.
- 3) N. Kodhai Nayaki, Dr. R. Jayachandran , **A Study on Impact of Endorsement of Celebrity on Purchase of Beauty Care Products**, International Journal of Multidisciplinary Research and Development, Vol. 3 pp. 197-19. ISSN: 2349-5979, Peer reviewed with Impact Factor 5.72, October 2016.
- 4) N. Kodhai Nayaki, **Developing Employability Skills for Job Market**, Bonfring International Journal of Industrial Engineering and Management Science Vol.6 pp.18-20, Peer reviewed, February 2016.

- 5) N. Kodhai Nayaki, **Social Entrepreneurship - An Overview Issues and Challenges**, International Journal of Business Innovations, Vol.3 pp. 112-115. ISSN: 2321-5615, Peer reviewed with Impact Factor 1.53, February 2015.
- 6) N. Kodhai Nayaki, Dr. R. Jayachandran, **Impact of Celebrity Endorsed Television Advertisements on Purchase of Personal Care Products in Coimbatore**, International Journal of management, social science research review, Vol.1 pp: 39-41. ISSN: 2349-6738-Peer reviewed 2015.
- 7) N. Kodhai Nayaki, **Emerging Trends in Recruitment Scenario in Various Industries**, Emerging Dimensions in Management – Finance, HR &General, pp.199-200, (ISBN 978-93-82338-38-3).
- 8) N. Kodhai Nayaki, **Emerging Trends in Social Marketing in India**, Emerging Dimensions in Management - Marketing, pp.159-160, (ISBN 978-93-82338-33-8).
- 9) N. Kodhai Nayaki, **Retail Sector in India: Issues, Challenges**, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, pp.169-173, (ISBN 978-93-84743-40-6).
- 10) N. Kodhai Nayaki, **Problems and Prospects on Green Marketing in India**, Green Marketing – Problem and Prospects, pp.270-272, (ISBN 978-93-80622-04-0).
- 11) N. Kodhai Nayaki, **Knowledge Management Issues and Challenges**, Contemporary Issues in Global Business Management, Vol.2, pp.361-363, (ISBN 978-93-80426-69-3).

Presentations in Conference

- 1) **Emerging Trends in HR Accounting in India**, International Seminar on Emerging Trends in Global Accounting, Finance and Taxation, Dr. R.V arts and Science College, Karamadi, 31-Aug-18.
- 2) **Reforms in Banking Sector and Economic Growth**, ICSSR Sponsored One day National Seminar on Financial inclusion for Sustainable Economic Growth Strategies and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- 3) **Customer Experience Management in Retailing**, International Conference on Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem, 19-Feb-16.
- 4) **Foreign Direct Investment in India**, International Conference on Responsibility India – Emerging Dimensions, S.N.R Sons College, Coimbatore, 16-Feb-16.

- 5) **Capital Structure Analysis of Selected Indian Automobile Industry**, International Conference on Responsibility India – Emerging Dimensions, S.N.R Sons College, Coimbatore, 16-Feb-16.
- 6) **Problems and Prospects on Green Marketing**, National Level Conference on Green Marketing – Emerging Opportunities and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb-16.
- 7) **Currency Risk**, National level seminar on Risk Management, Karpagam University, Coimbatore, 8-Oct-16.
- 8) **Problems and Prospects of Indian Rural Markets**, National Level Seminar on Opportunities and Challenges in Rural Marketing and its Impact on Rural Development, Dr. N. G. P. Arts and Science College, Coimbatore, 30-Sep-15.
- 9) **Rural Markets in India Opportunities Prospects and Challenges**, National Level Seminar on Opportunities and Challenges in Rural Marketing and its Impact on Rural Development, Dr. N. G. P. Arts and Science College, Coimbatore, 30-Sep-15.
- 10) **Social Entrepreneurship: A Growing Trend in Indian Economy**, UGC Sponsored National Seminar on Social Entrepreneurship – A Drive for Sustainability, Dr. N. G. P. Arts and Science College, Coimbatore, 27-Feb-15.
- 11) **A Comparative Analysis of Dividend Payout Trend of Indian Pharmaceutical and Cement Industries**, UGC Sponsored National Level Seminar on Corporate Governance and Dividend Policy in India, Dr. N. G. P. Arts and Science College, Coimbatore, 25-Sep-15 to 26-Sep-15.
- 12) **Lean Revolution and Human Resource Aspects**, National Conference on Concurrent Issues and Challenges in Lean Management, Dr. N.G.P. Arts and Science College, Coimbatore, 12-Feb-15.
- 13) **Employees Prospective of Knowledge Management in Banks**, International Conference on Contemporary Issues and Challenges, Sri Ganesh College of Arts and Science, Salem 13-Feb-15.
- 14) **Retail Sector in India**, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, SNR Sons College, Coimbatore, 20-Feb-15.
- 15) **Big Challenging Road Ahead**, ICSSR Sponsored National Seminar on Problems and Prospects of Rural Banking and Its Impact on Empowerment of Rural Households, Dr. N. G. P. Arts and Science College, Coimbatore, 18-Dec-14.

- 16) **Opportunities and Challenges in Corporate Finance**, National Conference on Indian Corporate Sector Challenges and Opportunities, Karpagam University, Coimbatore, 28-Feb-14.
- 17) **Emerging Trends in Recruitment Scenario in Various Industries**, National Conference on Emerging Dimensions in Management, V.L.B. Janakiammal College of Arts, Science, Coimbatore, 1-Feb-13.
- 18) **Emerging Trends in Social Marketing in India**, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.
- 19) **Indian Banking Industry in a Globalised Era**, National Seminar on Impact of Globalization on Service Sector, V. L. B. Janakiammal College of Arts and Science, Coimbatore, 21-Feb-03.

Participation in Workshop

- 1) **E – Commerce Business Opportunities and Challenges**, Kamadhenu Arts and Science College, Sathyamangalam, 7-Feb-19.
- 2) **Tally ERP-9**, Karpagam Academy of Higher Education, Coimbatore, 10-Feb-16.
- 3) **Indirect Taxation/GST**, Viveka Jothi Tax Consultancy Coimbatore, 5-May-15.

Participation in Faculty Development Programme

- 1) **Managing Business Process –II**, Tata Consultancy Services, Krishna Adithaya Arts and Science College, Coimbatore, 2 to 4-Jan-19.
- 2) **Quality Measures in Higher Education**, Dr. N. G. P Arts and Science College, Coimbatore, 3 to 9-Dec-18.
- 3) **Managing Business Process – I**, Dr. N.G.P. Arts and Science College, Coimbatore in association with Tata Consultancy Services, 11-July-18 to 13-July-18.
- 4) **E - Taxation**, Karpagam Academy of Higher Education, Coimbatore, 30-Jan-16.
- 5) **Web Tools and E-Content for Digital Learning**, Karpagam Academy of Higher Education, Coimbatore, 22 & 23-Jan-16.
- 6) **Global Communicate English**, Karpagam University, Coimbatore, 2 to 23-May-16.

- 7) **Thirteen days Faculty Development Programme**, Academic Staff College, Karpagam University, Coimbatore, 12 to 27-Jun-14.
- 8) **Faculty Development Programme**, Department of Commerce and Management Studies and Research, Karpagam University, Coimbatore, 17-Aug-13.

Conference / Seminar / Workshop Organized

- 1) Organizing Secretary, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.

Member in BoS

- 1) Board of Studies and academic counseling in Commerce and management, Karpagam University, Coimbatore, since 2006.
- 2) Board of Studies in Commerce Studies. Sri Ramakrishna College of Arts and Science Coimbatore, since 2018.

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
10 years completion of commendable service	Karpagam University	2015