

Name : Dr. D. Parasakthi
Designation : Professor & Head
Department : Commerce – Corporate Secretaryship
Qualification : M.Com., M.Phil., P.G.D.C.A., M.C.A., LL.B., Ph.D.
Experience : Teaching: 17.5 Years
Area of Specialization(s) : Marketing, Finance and Law
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Bharathiar University, Coimbatore	2013
LL.B	Law	Karnataka State Law University	2012
MCA	Computer Application	Bharathidasan University	2007
M.Phil	Commerce	Alagappa University	2006
PGDCA	Computer Application	Alagappa University	2004
M.Com	Commerce	Annamalai University	2004
B.Com	Commerce	Bharathiar University	1998

Additional Qualifications

Diploma/Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
AIBE	Law	All India Bar Examination Board	2012
Online Certificate	Leadership	NPTEL	2019

Grants Received

Event Title	Agency	Amount	Date
National Level Seminar on Remonetising India – Problems and Prospects (moving towards cashless economy)	ICSSR, New Delhi	Rs. 1,00,000	20-Sep-17

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	1
M. Phil.	3	-

Awards /Honors received

	Awards / Honors	Agency / Institute	Year of Award
1	Best Department for the Academic Year 2018-19	Dr.N.G.P. Arts and Science College	Apr 2019
2	Best Paper Award	Transtellor Journal publications, International Journal of Economics, Commerce and Research, ISSN print 2250 0006	June 2013

Research Publications (Indexed)

International

- Dr. D. Parasakthi and P. Vimalkumar., **A Study on impact of celebrity endorsement among consumers buying multi brand products in Coimbatore District**, International Journal of Research in commerce and Management , Vol. No.12,(2021),Issue No.03 March , Pg. 06-11, ISSN: 0976-2183 (UGC care Approved)
- Dr. D. Parasakthi and S. Kalaiselvi., **A Study on the factors influencing to purchase of green FMCG products in Coimbatore City**, Wesleyan Journal of Research, Vol. 14, No(XVI) 2021, Pg. 166-173, ISSN: 0975-1386 (UGC care Approved)

- Dr. D. Parasakthi and S. Kalaiselvi., **A Study on Consumers Satisfaction towards Green FMCG products in Coimbatore City**, Sambodhi, Vol. 44, No.01(IV): 2021,Pp37-41, ISSN: 2249-6661 (UGC care Approved)
- Dr. D. Parasakthi and S. Kalaiselvi., **A Study on the problems faced by the consumers towards green FMCG products in Coimbatore City**, International Journal of Advanced Research Ideas and Innovations in Technology, Vol. 6, Issue 2, Mar-Apr-20, Pg. 78-81, ISSN: 2454-132X (Indexed in Google Scholar/Cosmos/DOAJ/DRJI/CSIR India).
- Dr. D. Parasakthi , Shobana. G and Dr. S. Jagatheeswari., **Women Empowerment and Financial Inclusion**, Our Heritage, Vol. 68, Issue 2, Jan-20, Pg. 583-590, ISSN: 0479-9030 (Indexed in UGC Care Journal).
- Dr.D.Parasakthi, M.Karthiga and Dr. S.Jagatheeswari., **A Study on Employees stress on organization special reference to Textile Limited**, South Asian Journal of Marketing & Management Research, Vol. 9, Issue 10-11, Oct–Nov-19, Pg. 9-17, ISSN: 2249-877X, (Indexed in Google Scholar/Indian Citation Index/Proquest/EBSCO).
- Dr.D.Parasakthi and S. Kavitha., **HR Audit: Auditing HR Practices of public and private companies in BSNL and Reliance communication.**, International Journal of Scientific Research, Vol. 5, Issue 10, Oct-16, Pg. 416-418, ISSN: 2277 8179., (Indexed in Google scholar /Research Gate/Indian Citation Index/ UGC Care).
- Dr.D.Parasakthi and P.Dhanalakshmi., **Problem faced by Gem & Jewellery exports with special reference to Coimbatore city.**, International Journal of Emerging Research in Management and Technology, Vol. 4, Issue 7, Jul-15, Pg. 251-254, ISSN: 2278-9359 (Indexed in Google scholar / Cabell’s Directory of Publishing opportunities, U.S.A/ Scribd).
- Dr.D.Parasakthi and Dr. P.B.Banudevi., **A study on customer Awareness and Brand Preferences towards small cars in Coimbatore District**, Indian Journal of Applied

Research, Vol. 4, Issue 9, Sep-14, Pg. 73-75, ISSN - 2249-555X, (Indexed in Google scholar /Research Gate/Indian Citation Index/ UGC Care).

- Dr. P.B. Banudevi and Dr. D.Parasakthi, **A study on consumer perception towards service quality attributes(SQA) between public sector and private sector banks in Coimbatore** AARF-GE-International Journal of Management Research, Vol. 2, Issue 10, Sep-14, Pg. 242-246., ISSN: 2321-1709 (Indexed in Google scholar/Cabell's Directory of Publishing opportunities, U.S.A /Scribd/Prizm share).
- D.Parasakthi and Manjili Jismi Jose, **Factors affecting attrition in nursing staff and its impact on organizational work flow; A study in tertiary care hospitals in Coimbatore, South India**, Eduved, International Journal of Inter disciplinary Research, Vol. 1, Issue 3, Pg. 1-10, Jun-14, ISSN No. 2348:6775, (Indexed in Copernicus journals master list/ Cabell's Directory of Publishing opportunities, U.S.A/E-International Scientific research Journal Consortium, Philliphines / Economic journals on the web).
- D. Parasakthi, **Problems of Coimbatore District Women Homepreneurs - A District in Tamil Nadu, State of India**, Transtellor Journal publications, International Journal of Economics, Commerce and Research, Vol. 3, Issue 2, Pg. 11-22, Jul-13, ISSN No. 2319 4472 (Indexed in Scopus / Google Scholar / UGC / EI / EBSCO/UGC Care).
- D. Parasakthi, **Motivational Factors influencing Women Homepreneurs of Coimbatore District - A District in Tamil Nadu State of India.**, Global Indian Journal of Applied Research on the Topic, Vol. 3, Issue- 7, Jul-13, ISSN No. 2249-555X.

Other Publications: International / National Journals

- Parasakthi D., **Customer Preference towards Baby Cosmetics: A Research conducted in Coimbatore a District in Tamilnadu State in India**, Aditya International Journal of Modern-day Practices, Vol. - 1, Issue 5, Pg. 66-74, ISSN 2277-730X.

Consultancy

Nature of Consultancy	Client	Amount	Completion Status
Implementation of Tally	Auto Tex	Rs. 7,000	Completed
Product pre launching survey	Sabols Foods Private Ltd.	Rs. 5,000	Completed

Presentations in Conference

International

- **SIP**, International Conference on Finance and Banking, Sengunthur Arts and Science College, 1-Feb-18.
- **Corporate Social Responsibility**, International Conference on Emerging Trends and Innovative Strategies in Social Media Marketing – Issues and Challenges, Sankara College of Science and Commerce, 11-Oct-17.
- **Talent Management in succession Planning**, International Conference on Competency Building Strategies in Business and Technologies for Sustainable Development, Sri Ganesh School of Business Management, 19-Feb-16.
- **Innovative Thoughts in Learning**, Two-Day International Conference on Quality changes through Research - Experiences, Expectations And Enhancement, Dr. N.G.P College of Education & Dr. N.G.P. Arts and Science College, 12-Feb-15
- **Dimensions of organizational culture in higher education Institutions**, Two-Day International Conference on Human Resource Management in Higher Education, St. Josephs College of Commerce, 13-Mar-14.

National

- **Corporate Bonds**, National conference on Corporate bonds, ICSI Coimbatore Chapter, Radisson Blue, 9-Aug-18.
- **Challenges of Agriculture and Rural Development in India**, Global Issues Innovations and Future Challenges in Business Economics, IT and Management, KG College of Arts and Science, 18-Feb-17.
- **Financial Inclusion in Rural Development**, Financial Inclusion for Sustainable economic Growth – Strategies and Challenges, Dr. N.G.P. Arts and Science College, 8-Sep-16.
- **ECT E-learning – Open Sources**, National Conference on Emerging Education Models for 21st Century Learner, Association of Principals of colleges of Bharathiar University and UGC HRDC, 1-Aug-15.
- **Ethical issues in ICT**, National conference on Information and communication Technology in education- Perception & Professional Practices, 14-Mar-15.
- **Consumerism and its Effect on Globalization**, National Conference on Consumer Protection, Civil Supplies and Consumer Protection Department, Kamadhenu Arts and Science College, 14-Feb-15.
- **Money Market - An Overview**, UGC Sponsored International Conference on Financial Markets: Issues and Challenges, Bharathidasan University, Tiruchirappalli, 10-Jan-15 to 11-Jan-15.
- **Branding of Indian Textiles**, National Conference on Emerging Trends in Brand Management, SNR Institute of Management Science, 15-Mar-14.

- **HR Practices in Insurance Company – A Case study of Coimbatore**, National Conference on Indian Insurance Industry, Sustainability in the Era of Globalization, Dr. G.R.D. College of Science, 13-Mar-14.
- **Motivational Factors Influencing Coimbatore Women Homepreneurs**, National Conference on New Era-issues & Challenges, Dr. G.R. Damodharan College of Science, 14-Feb-13.
- **Higher Education and its Impact of Moral Value Education**, National Conference on Higher Education in India Changes and Challenges, Association of Principals of Colleges of Bharathiar University, 9-Feb-13.
- **Homepreneurs - A specialized group of Entrepreneurs**, State Conference - Fostering Entrepreneurship Training - A Path to Success, SNR Sons College, Coimbatore, 28-Sep-12.
- **Academic Excellence**, State level conference on Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC), Dr. N.G.P. Arts and Science College, Coimbatore., 9-Dec-11 to 10-Dec-11.
- **ECGC to Exporters Assistance**, National Conference on Financial Inclusions, Sri Krishna Arts and Science College, 4-Feb-11 to 5-Feb-11.
- **Issues in Higher Education**, National Conference on Higher Education, Association of Principals of Colleges of Bharathiar University and UGC, 29-Oct-10.
- **The Global Financial Crisis and its Impact on India**, National Level Conference on The Global Financial Crisis and its Impact on India, Maharaja Arts and Science College, 25-Sep-09.

- **Rights & Awareness of Investors**, National Conference on Recent Trends in Indian Capital Market, Pavendar College of Arts and Science, Mathur, Pudukottai, 18-Feb-08 & 19-Feb-08.

Participation in Seminars

- National Level webinar, Latest Amendments in Company law, Erode Arts and Science College, Erode, 17-May-2021
- National Level Seminar, Innovation and Entrepreneurship in Logistic Management, Navarasam Arts and Science College for Women, 14-Aug-19.
- National Level Seminar, Demonitization and GST on Indian Economy, VLB Jankiammal college of Arts and Science, 20-Aug-18.
- National Level Seminar, Quality Enhancement in Higher Education, Sankara College of Science and Commerce, 7-Jan-17.
- National Level Seminar, Economic Empowerment of Women through Entrepreneurship – Problems and Prospects, Dr. N.G.P. Arts and Science College, 16-Aug-16.
- National Level Seminar, Opportunities and Challenges in Rural Marketing and its Impact on Rural Development, Dr. N.G.P. Arts and Science College, 30-Sep-15.
- National Level Seminar, Role of Agri Business in Sustainable Rural Entrepreneurship Development, Dr. N.G.P. Arts and Science College, 20-Aug-15.
- National Level Seminar, Strategic innovation in logistics & Supply Chain Management, GRD School of Commerce and International Business, 16-Feb-15 .

- Inter National Level Seminar, Financial Market Issues and Challenges, Bharathidasan University, 11-Jan-15.
- National Level Seminar, Methodological Issues in Commerce Research, Sree Narayana Guru College, Coimbatore, 6-Jan-15.
- National Level Seminar, Consumerism - Challenges and Prospects, Hindusthan College of Arts and Science, Coimbatore, 1-Feb-13.
- Inter National Level Seminar, Social Network and Communication, Vellalar College for Women, Erode, 7-Aug-12 & 8-Aug-12.
- National Level Seminar, Higher education a learner centric, MOB Vaishnav College for Women, 30-Mar-12 to 31-Mar-12.
- National Level Seminar, Role of Banking Sector in Rural Economic Development, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- National Level Seminar, Technological Innovation in Banking sector, PSGR Krishnammal College for women, 9-Feb-11.
- National Level Seminar, India - An Emerging power - Issues and Challenges, Navarasam Arts and Science College, Erode, 30-Dec-10.
- National Level Seminar, Facets of Commerce, Sree Narayana Guru College, KG Chavadi, Coimbatore, 20-Feb-10.
- National Level Seminar, Financial Reengineering Strategies and Regulations, Dr. N.G.P Arts and Science College, 28-Jan-10.

- National Level Seminar, The Global Financial Crisis and its impact on India, Navarasam Arts and Science College, Arachalur, Erode, 7-Feb-09.
- Inter National Level Seminar, Recent Trends in Global Business order-Impact in Asia, Vivekananda Institute of Information and management studies, 30-Jan-09 & 31-Jan-09.
- National Level Seminar, E-Environment, Vellalar College for women (Autonomous), Erode, 29-Feb-08.
- National Level Seminar, Global Business Strategies, Navarasam Arts and Science College, Arachalur, Erode, 26-Dec-04 & 27-Dec-04.
- National Level Seminar, Living with WTO Regime & Excellence in Quality, Sree Radhaa Krishna Educational trust, 28-Mar-04.

Participation in Workshop

- Prestige Institute of Management Diwas one week Workshop on Online Research Methodology from 24th - 29th May 2021
- Inclusive Higher Education in Changing National Priorities, PSG Institute of Management, 29-Jan-18.
- Corporate Etiquette, SNS College of Technology, 21-Sep-15.
- Excellence in Youth Leadership, Kongunadu Arts and Science College, Coimbatore, 31-Dec-14.
- Ethics and Corporate Social Responsibility, PG and Research Department of Commerce and Department of e-Commerce, Kongunadu Arts and Science College, Coimbatore, 7-Sep-11.

Participation in Orientation Programme / Short Term Courses

- Women's right, Department of Women studies of Bharathiar University, 25-Aug-11.
- Oracle 10g program conducted by Oracle University at Pune, Dec-11.

Participation in Faculty Development Programme

- Advanced Excel for Educators from 12th May 2021 till 14th May 2021, 3 days by Hindustan College of Arts and Science, Coimbatore
- **Firefox**, offered by Spoken Tutorial Project, IIT Bombay, Jan-20.
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology**, Seven days FDP, Dr. N.G.P. Arts and Science College, 27-May-19 to 2-Jun-19.
- **Quality Measures in Higher Education**, Dr. N.G.P. Arts & Science College, Kalapatti, Coimbatore, 03-Dec-18 to 9-Dec-18.
- **Emotional Intelligence**, ICT Academy, Sri Ramakrishna College of Arts and Science, Coimbatore, 10-Sep-18 to 11-Sep-18.
- **Empowering Teachers to prepare Professional of Tomorrow**, ICSI Vision 2022, ICSI Coimbatore, 29-Jul-18.
- **GST Role out – an Academic Perspective**, Sri Ramakrishna College of Arts and Science for Women, 30-Jun-17.
- **Finance and Accounts for BPS**, TCS, 15-Jun-15 to 19-Jun-15.

- **HR Challenges in the VUCA world - HR Conclave**, Sankara Institute of Management Science, Saravanampatty, Coimbatore, 7-Oct-15.
- **Excellence in Research and Publication**, Kathir College of Engineering, 23-Mar-13.
- **Finance Modeling using Excel**, PSG IM, Coimbatore, 24-Oct-13 to 25-Oct-13.
- **Spices in Teaching**, Dr. N.G.P. Arts and Science College, 6-Feb-09.

Conference / Seminar / Workshop Organized

- Coordinator for the One week Virtual FDP from 20.04.2021 to 25.04.2021
- Convenor, National Level Conference, Impact of Trade war on Indian Economy, Department of Commerce with Corporate Secretaryship CA, Department of International Business, Department of Banking and Insurance, Department of Accounting and Taxation, Dr. N.G.P. Arts and Science College, Coimbatore, 25-Feb-20.
- Convenor, ICSSR Sponsored National Level Seminar, Remonetising India – Problems and Prospects (Moving towards cashless economy), Department of Commerce with Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Sep-17.
- Convenor, Round Table Conference on the Impact of GST, Department of Commerce with Corporate Secretaryship CA, Dr. N.G.P. Arts and Science College, Coimbatore, 13-Feb-17.
- Convenor, National Level Seminar, Professionalizing Unorganized Sector: A Corporate View, Department of Commerce with Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.

- Committee Member, National Level Seminar, Role of banking sector in rural economic development, Department of Commerce CA., Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.

Invited Speaker / Session Chair - Conference / Seminar / Workshop

- Guest speaker, FINTECH, Ramalinga Sowdambikai College of Arts and Science, Coimbatore, 12-Feb-20.
- Keynote Speaker, Child Rights, Vivekanandha College of Arts and Science, Namakkal, 07-Jan-20.
- Guest speaker, Workshop on “FINTECH”, Erode Arts and Science College, Erode, 09-Jan-20.
- Guest speaker, Motivational talk, SSB Matriculation School, Nehru Nagar, 11-Feb-18.
- Resource person, Association Valedictory, GST, Navarasam Arts and Science College, Erode, 18-Jan-18.
- Delegate in the All India Principals Association meet, Industrial Interaction in Higher education, Sri Krishna Arts and Science College, 4-Feb-17 to 6-Feb-17.
- Resource person., Women Forum, Women Today, Sree Narayana Guru College, 2-Sep-16.
- Delegate, DST Inspire Internship Science Camp, Dr. N.G.P. Arts and Science College, 21-Jul-14 to 25-Jul-14.
- Delegate, DST Inspire Internship Science Camp, Dr. N.G.P. Arts and Science College, 18-Nov-13 to 22-Nov-13.

Member in BoS

- Board of E-Commerce, Vellalar College for Women, Erode, Since 19.
- Board of Commerce, Karunya University, Coimbatore, Since 19.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
CMA	1 year	2017-18
National Institute for Technical Training & Skill Development	NITTSD/PROFESSOR/13276	2021
All India Council For Technical Skill Development	AICTSD/PROFESSOR/59770	2021

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Paper Award	Transtellar International Journal of Commerce	2013