



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamil Nadu & Accredited by NAAC with A++ Grade (3rd Cycle – 3.64 CGPA)

Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.

Website: www.drngpasc.ac.in | Email: info@drngpasc.ac.in | Phone: +91-422-2369100

Department of Commerce in Business Process Sourcing

ODD & EVEN Semester 2024-25

Department Activities:

1. Guest Lecture/Invited Lecture

S. No.	Date	Name and Designation of the Resource Person	Topic	Venue	Beneficiary
1	18-Mar-25	Mr. S. Thilak, Senior Operations Manager, Patra Corp, Coimbatore	Sponsored Technical Symposium- “BIZ-WIZ 2025”Inter Collegiate Meet	Seminar Hall I, II, III & IV	142 External participants and BPS students
2	04-Mar-25	Dr.Mohan HOD BBA CA -Judge	Talent Hunt	D1- 302	All BPS students
3	07.10.2024	Mr.Dinesh Kumar K Sr Business Development Head, Imarticus Learning RS Puram, Coimbatore.	Guest Lecture- BPS Domain -Industry Expert -Investement Banking	Kambar Arangam	All BPS students
4	11.09.2024	Mr. Stephen Dinakaran	TCS- Orientation & TCS- Pre-Placement Talk	Seminar Hall 2	All BPS students

		Academic Relationship Manager – Pan India Academic Interface Program (Aip) Human Resources, Tata Consultancy Services Ltd			
5	04.09.2024	Mrs. KIRUTHIKA ADHAVARAJ Joint Director-Go, Vacations & Director -Junier Jaycees, JCM Marutham, Coimbatore	GL 2: Placement Enhancement Activity- Behavioral Changes for Future Career Enhancement	Seminar Hall 4	All BPS students
6	26.07.2024	Ms. R. VINISHA Process Executive - PATRA INDIA BPO SERVICES Pvt. Ltd, Navaindia, Coimbatore	Alumini Interaction: Career Opportunities in Tcs- Bps an Overview	Seminar Hall 3	All BPS students
7	10.07.2024	Mr.IMRAN AHMED Founder and Director-INFINITE EDGE	Guest Lecture 1 Entrepreneurial & Career Succession Plan for Professional Success (Stock Market Investments)	Kambar Arangam	Interested students from faculty of commerce

2. Seminar /Workshop Conferences organized

S. No	Date	Nature of the Event (Conference/ Seminar/Workshop)	Number of External Participants	Title of the Event	Name & Designation of the Speakers	Name & Affiliation on Chair & Co-chair	Funding Agency	Total Funding
-------	------	---	---------------------------------	--------------------	------------------------------------	--	----------------	---------------

1	21-Jan-25	CAREER ADVANCEMENT TRAINING - WORKSHOP	III B.COM BPS	Placement Enhancement	Dr. R. Indhumathy, Associate Prof & HR forum student executive members			-
2	30.08.24 Venue: LAB XIV	Workshop: Entrepreneurship- (IPR Activity)	-	E FSSAI REGISTRATI ON & LICENSING - (IPR ACTIVITY	J. MOHANADOSS, M.Sc.,MBA.,MA.,PGDSI., Food Safety Officer,Coimbatore Corporation -557 TN Food Safety & Drug Admin Dept., Coimbatore Dt	-	-	-

3. Extension Activities

S.No	Date	Name of the Activity	place	Beneficiaries
1	22-Jan-25	Volunteer – Led Literacy Enhancement Program	Sarkar Samakulam	30

Department Achievements

4.Awards and Prizes of Students

S.No	Date	Name of the Student	Name of the Award	Awarded by
1	14-Dec-24	Madhumithan D, Makeshwaran R Mukilan T II B.COM BPS	Special Prize in IPL Auction	A National Level Symposium JUBILANT FIESTA-PRO 2025 -, Kongunadu Arts & Science College
2	19-Feb-25	A. Chanadh Prassana Guru Baaran Jayan V III B.COM BPS	National Level Inter-collegiate Meet - MIRARI 2025- Second Prize in IPL Auction	National Level Inter-collegiate Meet Dr. SNS Rajalakshmi College of Arts & Science

3	19-Feb-25	Madhimitha S Deepika S Tilaka S Varshini R Srimadhan S Naveen S III B.COM BPS	National Level Inter-collegiate Meet - MIRARI 2025-Second prize in Business Plan Championship	National Level Inter-collegiate Meet Dr. SNS Rajalakshmi College of Arts & Science
4	24-Jan-25	Narmada S II B.COM BPS	One Day National Seminar on " Vision Viksit Bharat 2047: Education 4.0 Enhancing India's workplace for the AI- powered Future" - Best Paper Award	Nallamuthu Gounder Mahalingam College
5	09.09.2024	Akhil N,Mohammed Naseem K, Aathisha S, Aruna M,Sri Thamayanthi , Tincy & Bharath SM II B. Com BPS	II Place-Quiz and Product launch	Professional Hunt organized by Dept Commerce PA
6	18.08.2024	Sureshkumar V Ramar M I B. Com BPS	Ist Price in Kabadi	Bharathi Sports Academy

5.Staff Recognitions

S. No.	Date	Name of the Staff	Nature of Recognition	Organization / Institution
1	24-Jan-25	Dr. S. Namasivayam	Best Paper Award	NGM College, Pollachi
2	28-Mar-25	Dr.J.Nithya	Excellence in Research and Publication Award	Dr.SNS Institutions
3	Sep 2024	Dr.S.Namasivayam	Appreciation Award - for Being Great Teacher	Lions International – District 324 C

4	Sep 2024	Dr.J.Nithya	Earned a Course completion Certificate- Getting started with GEMINI	GREAT ELARNING
5	July 2024	Dr.Ketiramamlingam	Promoted as Professor	Dr.N.G.P Arts & Science College
6	July 2024	Dr D.Sujini	Promoted as Associate Professor	Dr.N.G.P Arts & Science College

6. Staff patents

S.No.	Faculty	Application Date	Filing Date	Title	Application Number	Status
1	Dr.J.Nithya	14.05.2025	30.05.2025	The Market Dynamics of Collective Ignorance and Spiraling Risk	202541046567	Published
2	Dr.J.Nithya	17.04.2025	02.05.2025	Title: Blockchain-Integrated Supply Chain System for Sustainable Manufacturing	202511037037	Published
2	Dr. S. Namasivayam	23.03.2025	23.03.2025	Device for Supply Chain and Logistics Management	452591-001	Published
3	Dr.D.Sujini	03-Jan-24	06-Dec-24	Harnessing AI and Machine Learning for Advanced Portfolio Management Framework Model in the Investment Sector	202441094892 A	Published

7. Staff Consultancy

S. No .	Date	Name of the Faculty	Title of the Event	Nature of Consultancy undertaken	Funding Agency	Total Funding
1	October 2024	Dr.J.Nithya	Survey conducted and Report submitted to Mr.Mohanadoss, TN Food Safety & Drug Administration Department. TN Food Safety & Drug Administration Department.	21days Expert Consultant- survey	Mr.Mohanadoss, TN Food Safety & Drug Administration Department. TN Food Safety & Drug Administration Department.	Rs.3000
2	21.09.24	Dr.J.Nithya	Sponsored E FSSAI CAMP in association with TN Food Safety & Drug Admin Dept ,cbe.	Expert Consultant At Goverenment portal of TN Food Safety & Drug Administration Department.	TN Food Safety & Drug Admin Dept, cbe.	Rs 4500

8.Staff Presentation

S. No.	Date	Name of the Faculty	Name of the Workshop/Seminar/FDP/Training Programme	College
1	04-Oct-24	Dr.J.Nithya	National Conference- Digital Transformation for Sustainable Development	PG and Research Dept of Commerce, Shree Venkateshwara Arts and Science College, Trichy in collaboration with IARA

2	20-Dec-24	Dr. S. Namasivayam Dr.J.Nithya and Ms.R Janani	One Day National Level Seminar on "Inhibitions of Trans Entrepreneurs with special reference to Coimbatore District	Sri Krishna Arts and Science College, Coimbatore
3	24-Jan-25	Dr. S. Namasivayam	One Day National Seminar on " Vision Viksit Bharat 2047: Education 4.0 Enhancing India's workforce for the AI- powered Future"	Department of Commerce with Business Process Services, NGM College, Pollachi
4	13-Mar-25	Dr.J.Nithya	2 day International Conference in association with MADESH UNIVERSITY, Nepal -Integrating Monte Carlo Simulation with Sentiment Analysis of Recent News: Predicting It Stock Performances	MADESH UNIVERSITY, Nepal and Artificial Intelligence Medical and Engineering Research society, Vijayawada along with center for Creativity, Research and Development of
5	19.09.2024	Dr.J.Nithya	"AI Enhanced Decision making process- A study on Collaborative Business Development"	International conference along with DIC organized by KSR College of Arts and Science
6	27.09.2024	Dr.J.Nithya	"Global Competitiveness via Artificial Intelligence- The strategies of MSME's Business Development"	International Conference Industry 5.0 with MSME Technology Development Centre organized by KSR College of Arts and Science
7	29.08.2024	Dr.S.Namasivayam	Economic Growth and Financial Innovation	International Seminar Department of Commerce CMA, Sri Ramakrishna College of Arts & Science, Coimbatore

8	18.07.2024	Dr.S.Namasivayam, Dr.J.Nithya, Dr.Kettiramamlingam , Dr.D.Sujini & Ms.R.Janani	Cyber threats - New Challenges for Insurance	One day national level seminar at Sri Ramakrishna college of Arts and Insurance Institute of India
9	04.07.24- 05.07.2024	Dr.D.Sujini	Integration of Traditional Indian Knowledge System into modern higher education NEP perspective	National Seminar -PSGR Krishnammal College

9. Staff Participation

S. No.	Date	Name of the Faculty	Name of the Workshop/FDP/Training Programme	College
1	25-Oct-24	Dr.J.Nithya	Workshop-SPSS FOR BEGINEERS	Dept of Commerce,VET Institute of Arts and Science
2	22-Dec-24	Mrs.R.Janani	FDP-Multivariate Analysis using structural Equation Modeling	Happy Valley Business School
3	24-Jan-25	Dr. S. Namasivayam	Five Days International FDP- Reshaping Curriculum for Industry 4.0 and Beyond	AIMAN College of Arts and Science for Women, Tiruchirapalli
4	25-Jan-25	Dr. S. Namasivayam	One week online FDP- AI-Powered Learning: Shaping the future of Education	Vivekanandha Arts and Science College for Women, Sangagir
5	31-Jan-25	Dr. D. Sujini	Management Development Programme	School of Management Studies University of Hyderabad in collaboration with Merit One Inc., USA

6	03-Feb-25	Dr.J.Nithya	One Day National Webinar- Financial Education- A Life Skill Under Nep 2020	Imperial Colege of Business and Science ICBS , Patna , Bihar in Association of Mutual Funds in India AMFI
7	06-Feb-25	Dr.J.Nithya	One day National Webinar in collaboration with Association of Mutual Funds in India (AMFI)- Wealth creation through Financial Planning	Dept of Management Studies, Tellakula Jellaya Posisetty Somasundaram College,Guntur, Teluganna, AP- Association of Mutual Fuds in India AMFI
8	28.09.2024	Dr.AY Kettiramamlingam	What is Branding A Live Webminar	Public Relations Society of India
9	28.8.24- 30.8.24	Dr.J.Nithya,Dr.Kettirama mlingam & Dr.D.Sujini	TCS FDP For the subject Accounting for BPS	TCS e FDP
10	7.08.2024- 14.8.2024	Dr.S.Namasivayam, Dr.J.Nithya,Dr.Kettirama mlingam, Dr.D.Sujini & Ms.R.Janani	7 days FDP on Future ready Educators: Transforming teaching and learning in the present scenario	Department of Commerce CA. IT & BI, Hindustan College of Arts and Science, Coimbatore
11	06.06.2024	Dr.Kettiramamlingam	Empowering Change: Sustainable Practices for Green Future	Government Degree College For women, Jagtial, Telangana

10.Students Participation/Presentation

S.no	Date	Name of the student	Name of the event	Name of the title	College
1	20-Dec-24	Sri Thamayanthi Sampath Kumar V Makeswaran R Dinesh R Mukilan T Bharath R Geetha Varshini M Kiruthiga M Narmada A Athis S Anushree B Nandhitha R Akhil N	One day - National level Seminar on	Inhibitions of trans Entrepreneurs with special reference to Coimbatore District"	Sri Krishna Arts & Science College
2	31-Dec-24	Athi S Akhil N Dinesh R Vishal S Achuthan G Manoj P Suriyakumar U Snehakumar U Ganesh Pandhi S Shewtha P Dharshini S Kishore P Surendar M Bharath S M Vigneshwaran G Easwar G M Srija S Vijay Balaji J	National Level Intercollegiate BPS Fest	"Blizzard 2k25" - Master Mind	PSG College of Arts & Science

		Sri Thamayanthi B Aruna M Tulsi M.V Bharath R Afnan Haya Z Bowsana M Varsha Y Niranajni S Aruna M Sri Thamayanthi B Vijay Balaji J Srija S Easvar G M Vigneshwaran G Surendar M Naseem K Lohith G Bharath S.M Kiruthiga M Geetha Varshini M Rupasari R Maheswari K R Oviya S Aswini K Dhanabhakiyam S Raja sri .S			
--	--	--	--	--	--

11.Staff Publication

S. N o.	Name of the Faculty	Title	Journal Name	ISSN / ISBN No. Date of publishing Vol. No.	Impact Factor	SCI/WoS/ UGC/SSC I/Scopus

1	Dr. S. Namasivayam	CONSUMER TRUST AND ETHICAL ISSUES IN FOOD VLOGGING: THE DOWNSIDE OF INFLUENCER MARKETING	International Journal of Research in Commerce and Management Studies	2582-2292 Volume 6, Issue 06 , pp. 311-316	5.07	
2	Dr.J.Nithya	INDUSTRIAL DEVELOPMENT AND GLOBAL COMPETITIVENESS VIA ARTIFICIAL INTELLIGENCE	Shanlax International Journal of Arts, Science and Humanities	P-ISSN: 2321-788X E-ISSN: 2582-0397 vol. 12, no. 3, 2025, pp. 18-21.		
3	Dr.J.Nithya	THE SYNERGY OF DIGITAL FINANCIAL SERVICES ALONG WITH AI: A STUDY ON TRANSFORMATION	Juni Khyat journal (UGC CARE Group I Listed Journal)	ISSN: 2278-4632 Vol-15, Issue-01, No.04, January: 2025		UGC Care Group I
4	Dr.J.Nithya	INTEGRATING MONTE CARLO SIMULATION WITH SENTIMENT ANALYSIS OF RECENT NEWS: PREDICTING IT STOCK PERFORMANCES	IJIRT-UGC Approved	ISSN: 2349-6002-pp1781-1785 Volume 11 Issue 10	8.12	
5	Dr. A.Y.Kettiramalingam	A STUDY ON FACTORS INFLUENCING THE BUYING BEHAVIOUR OF ONLINE SHARE	Library Progress International	P-ISSN: 2321-788X vol. 12, no.		

		TRADERS IN COIMBATORE		3, 2025, pp. 18-21		
6	Dr. D. Sujini	PLATFORMS HIGHLIGHTING THEIR STRENGTHS AND WEAKNESS TO KNOW WHY CONSUMER CONCERNS ONE TO ANOTHER	Juni Khyat journal	Vol.No:14, Issue 12, Page NO55 -57		UGC care
7	Dr. D. Sujini	THE INFLUENCING FACTORS ON ONLINE FOOD ORDERING - A STUDY IN COIMBATORE DISTRICT	Rabindra Bharati University Journal of Economics	Vol. : XXIX, No:02, 2025, PP - 9 -12 ISSN :0975-802X	6.986	
8	Dr. D. Sujini	TO ASSESS THE ROLE OF TECH ADVANCEMENTS IN SHAPING CONSUMER SATISFACTION AND PREFERENCE TOWARDS TOWARDS SELECTED OTT PLATFORMS	Juni Khyat journal	Vol.No:14, Issue 12, Page NO51 -54		
9	Dr.J.Nithya	Corporate Governance Practices on Financial Performance And Shareholder Value Creation	JuniKhyat (जूनीषात) (UGC Care Group I Listed Journal)	Vol-14, Issue-7, No.02,pp 61-65, ISSN: 2278-4632		UGC Care

10	Dr.J.Nithya	Integration of Digital Financial Services in E-Commerce-A Transformational Study	International Journal of Innovative Research In Technology-IJIRT Solaris Publication Ahmedabad, Gujarat, India, Pincode 380007"	Volume 11 Issue 1 pp:2158-2162 ISSN: 2349-6002	Impact Factor 8.017	
11	Dr.S.Namasivayam	Green finance and its emerging trends- Envisioning 2047: Role of Digital Currencies in Achieving Viksit Bharat.		Proceedings		

12.Book /Book Chapter publications

S.No	Date	Name of the Staff	Name of the Book	Name of the Publisher	Year of publication	ISBN
1	Jan 2025	Dr. S. Namasivayam	Product Development and Brand Management	Anichsam Publication		978-81-982969-8-6
2	Jan 2025	Dr. S. Namasivayam	Financial Management	Anichsam Publication		978-81-982969-0-0
3	Jan 2025	Dr. A. Y. Kettiramalingam	Behavoioral Finance	Surya Publication	2025	ISBN : 978-81-980223-1-8
4	June 2024	Dr.J.Nithya	Book- Chief Editor	IIP Edited Book Series Team Iterative International Publishers (IIP) https://www.iipseries.org/view-pub-book.php?bookid=231&bookname=futur	2024	Volume 3, Book 9 e - ISBN: 978-93-6252-924-4 IIP Series,

			FUTURISTIC TRENDS IN ARTIFICIAL INTELLIGENCE	istic-trends-in-artificial-intelligence-volume-3-book-9		
5	June 2024	Dr.J.Nithya	Book chapter: AI-POWERED HEALTHCARE TECHNOLOGY: A POST PANDEMIC CRITICAL REVIEW	IIP Edited Book Series Team Iterative International Publishers (IIP),	2024	e - ISBN: 978-93-6252-924-4 IIP Series, Volume 3, Book 9, Part 1, Chapter 1, PP 1-8

13.MOOC course students

S.No	Date	Name of the Students	Course Name	Duration in Hours
1	July - Oct 2024	Aathisha S Geetha Varshini M Maheshwari K R Mohammed Naseem K Nandhitha R Oviya S Poornima P S Rajasri S Sangami A Surendar M Tincy Vigneshwaran G	Product & Brand Management	12 weeks

2	July - Oct 2024	Akhil N Sandhiya S	Digital Marketing Strategy	12 weeks
---	-----------------	--------------------	----------------------------	----------

14. Staff as Resource Person

S.No	Date	Name of the faculty	Name of the event	Institutions	Position
1	29-Jan-25	Dr. S. Namasivayam	International Conference	Department of Commerce with Computer Applications, PSG College of Arts and Science, Coimbatore	Session Chair
2	06-Feb-25	Dr. S. Namasivayam	Guest Lecture	Department of Commerce with Computer Applications, VET Institute of Arts and Science, Erode	Guest Speaker
3	15-Mar-25	Dr. S. Namasivayam	Board of Studies -	Department of Commerce with Banking and Insurance, Gobi Arts and Science, Gobichettipalayam	University Nominee
4	09.10.2024	Dr. S. Namasivayam	Board of Studies Meeting	Sri Ramakrishna College of Arts and Science. Coimbatore	Subject Expert
5	27.09.2024	Dr. S. Namasivayam	International Conference	Dr. N.G.P. Arts and Science College, Coimbatore	Chair person
6	27.09.2024	Dr.J.Nithya	CDC -Meeting	Dr.SNS college of Arts and Science	Subject Expert
7	20.06.2024	Dr. S. Namasivayam	BOS	Nandha Arts	Subject Expert