

Name : **Dr. A.Y. KETTIRAMALINGAM**
 Designation : Associate Professor
 Department : Commerce in Business Process Services
 Qualification : M.Com., MFC., MBA., M. Phil., Ph. D.
 Experience : Teaching: 18 Years; Research: 16 Years
 Area of Specialization(s) : Accounting and Taxation
 Email (Official ID) : kettiramalingam@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Finance	Bharathiar University Arts and Science College, Valparai	2015
MBA	Finance	Periyar University – Distance Education	2010
M.Phil	Finance	Bharathiar University	2007
M.Com	Commerce	RVS College of Arts and Science - Bharathiar University	2005
MFC	Finance & Control	Alagappa University Distance Education	2005
B.Com	Commerce	SJSV College of Arts and Science - Bharathiar University	2003

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Junior Accounts	Accountancy	Department of Technical Education, Government of Tamil Nadu	1999
NPTL	Service Marketing	A Practical Approach course	2019

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	4
M. Phil.	3	-

Research Publications (Indexed)

International

1. Dr. A.Y. KETTIRAMALINGAM, **Green Banking Acceptance Among Bank Customers With Special Reference To Tiruppur City**, IJSART - Volume 9 Issue 9 – SEPTEMBER 2023 ISSN [ONLINE]: 2395-1052.
2. Dr. A.Y. KETTIRAMALINGAM, **A Comparative Study On Corporate Social Responsibility- How It Changes The Backward Class in YMER**, VOLUME 22 : ISSUE 08 (AUGUST) – 2023, ISSN : 0044-0477
3. Dr. A.Y. KETTIRAMALINGAM, **Impact Of Union Budget On National Stock Exchange**, EPRA International Journal of Environmental Economics, Commerce and Educational Management Journal DOI: 10.36713/epra0414 | ISI I.F Value: 0.815|SJIF Impact Factor (2023): 8.153 ISSN: 2348 – 814X Volume: 10 | Issue: 8| August 2023.
4. Dr. A.Y. KETTIRAMALINGAM, **Futuristic view in the Insurance Sector**, International Journal for Modern Trends in Science and Technology Volume 9, Issue 08, pages 116-121 ISSN: 2455-3778 online, Received: 28 July 2023; Accepted: 21 August 2023; Published: 28 August 2023.
5. Dr. A.Y. KETTIRAMALINGAM, **Financial Literacy and Personal Financial Planning of Working Professionals in Tiruppur District** in Journal of Management & Entrepreneurship, volume 16- issue- 2(vii), page no 407-419, April – June 2022 ISSN NO : 2229-5348.
6. Dr. A.Y. KETTIRAMALINGAM, **Monetary Recital of Prominent IT Companies in India** in Journal of Management & Entrepreneurship, volume 16- issue- 2(x), page no 153-158, April – June 2022 ISSN NO :2229-5348.
7. Dr. A.Y. KETTIRAMALINGAM, **Opinion Of The Investors While Preferring The Investment Avenues (With Special Reference To Tiruppur District)**, ANVESAK ISSN: 0378 – 4568 UGC Care Group 1 Journal Vol. 51, No.1 (IX) January – June 2021, Pg no. 26-29.
8. Dr. A.Y. KETTIRAMALINGAM, **Fiscal Recital Scrutiny Of Dazzling Health Care Companies In India** in GIS Science Journal, volume 8- issue- 5, page no 407-419, May 2021 ISSN NO : 1869-9391.
9. Dr. A.Y. KETTIRAMALINGAM, **Fiscal Recital Scrutiny of Outstanding Paint Companies in India**
10. in Think India Journal, Vol-22-Issue-10-page no 6056 -6069, November-2019, ISSN: 0971-1260.
11. Dr. A. Y. KETTIRAMALINGAM, **Online Advertisements In Modern Fashion** in Vol Shanlax International Journal Vol:5 Special Issue 1 February 2018 ISSN: 2321-788X. (PP 39-44).
12. Dr. A. Y. KETTIRAMALINGAM, **A Study on Customer Satisfaction Online Shopping towards**

Special reference to Coimbatore City, Intercontinental Journal of Marketing Research Review, Vol.No:2, Issue8 Aug-14, ISSN: 2321-0346 / Page No: 9-11.

13. Dr. A.Y. KETTIRAMALINGAM, **Monetary Routine Investigation of Select Pharmaceutical Industrialized**, Intercontinental Journal Of Finance Research Review, ISSN: 2321-0354 - Online ISSN: 2347-1654 - Print - Impact Factor:5.414, Volume 6, Issue 2, February 2018, PP 1-13.
14. Dr. KETTI RAMALINGAM A Y, **Financial Performance Analysis Of Select Cement Companies**, Intercontinental Journal of Finance Research Review, ISSN: 2321-0354 - Online ISSN: 2347-1654 - Print - Impact Factor: 4.236, Volume 5, Issue 4, April 2017. (PP 15-27).
15. Dr. KETTIRAMALINGAM A.Y, **A Patron Favorite On Postal Services (With Special Reference To Coimbatore City)**, International Journal of Human Resource & Industrial Research, ISSN: 2349 -3593 (online), ISSN: 2349 -4816 (print), Vol.4, (Issue17, Jan-2017), pp01–pp18.
16. KETTI RAMALINGAM A Y, **A Logical Cram on Escalation of Fabric Industries in India**, International Journal of Multidisciplinary Educational Research, Feb-15 ISSN : 2277-7881 / Vol. No: 4 /Page No: 175.
17. KETTIRAMALINGAM A.Y, **A Study On Dynamic Authority Patron Predilection Towards Shopping Mall In Coimbatore Conurbation**, Intercontinental Journal Of Marketing Research Review ISSN: 2321-0346 - ONLINE ISSN:2347-1670 - Print -Impact Factor :0.882 Volume 3, Issue 1, January 2015, pp 112-131.
18. KETTI RAMALINGAM A Y, **Client Happiness Towards E banking of chosen public private sector banks with special reference to Coimbatore city** Intercontinental Journal of Marketing Research review Jan- 15 ISSN: 2321-0346 / Vol. No: 3 / Page No: 6
19. KETTI RAMALINGAM A Y, **A Study on Consumer Predilection support of food and beverage market of Cadbury products with special reference to Coimbatore city** Intercontinental Journal of Marketing Research review Jan-15 ISSN: 2321-0346 / Vol. No: 3 / Page No: 12.
20. KETTI RAMALINGAM A Y, **A Study on Customer Relationship Management in State Bank of India with Special Reference to Coimbatore** International Journal of Marketing & Financial Management Jan-15 ISSN: 2321-0374. / Vol. No: 3 / Page No: 73-93.
21. KETTI RAMALINGAM A Y, **A Performance Appraisal on Orientation Plants Equipments PVT Ltd**, Human Resource Research review Oct-13 ISSN: 2320-9704 / Vol. No: 1 / Page No: 13.
22. KETTIRAMALINGAM A.Y., **A performance appraisal on oriental plants & equipments pvt ltd., (with special reference to Coimbatore city)**, Intercontinental Journal of Human Resource Research Review Peer Review Journal of Inter-Continental Management Research Consortium Volume 1,

Issue 8 (October, 2013).

23. **KETTI RAMALINGAM A Y, A Study on Customer Attitude towards Investment Pattern with Special Reference to Coimbatore City**” Intercontinental Journal of Finance Research Review, Vol. No:1 Page No: 12-17, 3 Aug-13, ISSN: 2321-0354.

Presentations in Conference

1. **Central Bank digital currency**, ICSSR Sponsored International conference on Fintech: Digital Transformation of Financial Services, Bharathiar University on 14.09.2023
2. **Holistic And Multidisciplinary Approach Towards National Higher Education Quality Framework**” A Two Day NAAC Collaborated National Virtual Seminar conducted by Cauvery College For Women(Autonomous) on 05.07.2023 & 06.07.2023.
3. **Skill Development & rural Youth Development**”, ICSSR Sponsored One Day National Seminar on Rural Women Empowerment Through Skill Development, Nallamuthu Gounder Mahalingam College on 02.08.2023.
4. **Social media - the media giant and its impact in learning landscape**”, International Conference on “Digital Drift in MFM – 3.0”, Department of Commerce of Puratchi Thalaivi Amma Government Arts & Science College, Palladam on 30.08.2023.
5. **Online Advertisements In Modern Fashion, 6th International Conference on Information and Communication Technology for Business Turnaround: Sustainability, Growth and Innovation**, Vivekanandha college of arts and science for women (Autonomous) Tiruchengode – 637 205, Namakkal dt., Tamil Nadu, India Dhaka International University Dhaka, Bangladesh, MTC Global, Bangalore Department of Commerce Avinashilingam Institute for home science & higher education for women Coimbatore on 1st & 2nd February 2018.
6. **Rural Infrastructure and new opportunities, two-day international conference of Commerce and Business management on Sustainable development and economic growth on Global Perspective** organized by Department of Commerce, Commerce (CA) and Business Administration held on 15th & 16th September 2016.
7. **Innovative HR Practices in Corporate World**, International Conference, Department of Management, Rathinam College of arts & Science College, Coimbatore on 19th August 2015.
8. Emerging Trends in Human Resource Practices in India, SNR Institute of Management

Sciences, on 10-April 2013.

9. **Corp Corona 2012 on corporate social responsibility the Indian perspective**, International conference, PG Department of Corporate secretaryship, Vellalar College for women (Autonomous) on 18th September 2012.
10. **Convergence in Financial reporting standards**, National conference, Department of Commerce, Sri Krishna Arts & Science college Department of Commerce on 3rd & 4th February 22
11. **Total Quality Management in Higher Education Institutions - Challenges and Perspectives**, NAAC sponsored National Level Seminar, Rathnavel Subramanian college of arts & science, Sulur Coimbatore on 27th & 28th January 2012.
12. **Quality Consciousness in Global Marketing**, National Level Seminar, Department of Commerce & Management, Angappa College of arts & science on 7th September 2011.
13. **Micro Finance - A Tool to Eradicate Poverty**, UGC Sponsored National level Seminar, Department of Economics, Nadar Mahajana Sangam S. Vellaichamy Nadar College, Nagamalai, Madurai on 28th & 29th July 2011.
14. **India – An emerging power issues and challenges**, National level seminar, Department of Commerce, Navarasam Arts & Science College for Women, Erode on 30th December 2010.
15. **Risk management in Finance Sector**, National level seminar, School of Commerce and Management, Karpagam University, Coimbatore on 8th October 2010.
16. **The Role of Green Banks in India**, National Conference, Maharaja Arts & Science College, Coimbatore. Department of Commerce & Commerce CA on held on 24th September 2010.

Participation in Conference

1. **National Intellectual Property Awareness Mission**, organized by Intellectual Property office and MoE's Innovation Cell, India on 10th February 2023.
2. **One day National webinar on “Quality Resurgence in Research”** Organized by IQAC, School of Arts and Science, Paiyanoor on 07th December 2022.
3. **International webinar on “emerging Trends in Business Innovation and Promotional Strategies”** organized by Department of Commerce with Business Process Services, PSG College of

Arts & Science, Coimbatore on 17th August 2022.

4. **Breaking New Ground towards Digital era in Commerce**, Hindusthan College of Arts and Science, on 21st September 2016.
5. **Emerging Trends in Global and Indian Financial Markets**, PG and Research department of Commerce Hindusthan College of Arts & Science on 6th February 2015.
6. **Evaluation Reforms for Quality Education in Higher Education Institutions**, NAAC Sponsored National level seminar on Organized by the Rathnavel Subramaniam College of Arts & Science College on 2nd & 3rd February 2017.
7. **Contemporary Issues in Global Business Management**, Department of Commerce and Management, National Conference, Karpagam University, Eachanari, Coimbatore on 3rd February 2012.
8. **Indian Economy in 21st Century Reviews prospects and issues**, Post Graduate & Research Department Commerce, Erode Arts College, Erode on 17th & 18th July 2009.
9. **Investment Decision and Tax Planning**, PG Department of Commerce, Kongunadu Arts & Science College, Coimbatore on 29th January 2008.
10. **Finishing School**, Coimbatore Institute of Management and Technology, Coimbatore organized by the Department of Extension, Career Guidance and students welfare, Bharathiar University on 14th to 16th May 2008.
11. **Recent trends in services marketing in India**, Department of Commerce, Rev. Jacob Memorial Christian College, Santhipuram Ambilikai 7th February 2008.
12. **Recent trends in Financial services**, Wing DDE Annamalai university, Chidambaram 12th October 2007.

Participation in Workshop

1. **A New Alternative Education**, Shiksha Sanskriti Utthan Nyas (SSUN) and Rathnavel Subramaniam College of Arts & Science, Coimbatore, 31.10.2018.
2. **Financial Markets & Financial Statement Analysis**, RVS institute of Management Studies & Research, Coimbatore, 3&4.07.2018.
3. **Advanced Excel for Techno Professors**, RVS institute of Management Studies & Research, Coimbatore, 06.04.2017.
4. **Train With Accelerated Learning**, Rathinam College of Arts and Science, Coimbatore 13.10.2015.

5. **Personality Development**, RVS College of Nursing, RVS institute of Health Science Sulur, Coimbatore, 20.10.2010.

Participation in Faculty Development Programme

1. **Designing lectures for Active learning MBA**, RVS College of Arts and Science, 22/04/2015.
2. **Effective use of EBSCO Resources**, RVS Institute of Management Studies and Research 11/11/2014.
3. **Writing Effective Research Papers in Humanities**, RVS College of Arts and Science, Sulur Coimbatore, 10/10/2014.
4. **Development of Entrepreneurial Culture**, Gnanamani Educational Institutions, 11/04/2014.
5. **Quality Management System- Practices and Improvements in Educational Institutions**, RVS College of Arts & science, Sulur 1st April 2011.
6. **Enhancing Communicative Skills**, IQAC of Rathnavel Subramaniam College of Arts & Science College on 09/07/2011.

Participation in Virtual Faculty Development Programme

1. **Innovation Pedagogies for Effective Teaching: Enhancing Learning Outcomes in the Classroom** National Level Five Day Virtual Faculty Development Programme organised by the Department of Management Studies, KG College of Arts and Science from 03.07.2023 to 07.07.2023.
2. **Up skill Your Resources-** One Week Faculty Development Programme organized by the Department of Business Administration (SF), Ayya Nadar Janaki Ammal College, (Autonomous), Sivakasi from 07.07.2023 to 13.07.2023.
3. **Upskilling Research & its applications**, Five Day international Virtual PDP, Sri Kanyaka Parameswari Arts & Science College, Chennai-600001, 24.07.23-28.07.2023.
4. **Technology & Digital Transformation -Its Impact on Business**, International Management Development Programme (MDP), Department of MBA, Sri Ramakrishna College of Arts and Science, 24.07.2023 to 26.07.2023.
5. **Five days International Faculty Development Programme on “Teaching Pedagogy and Life Skill Management”** organized by Department of Commerce, Hindusthan College of Arts and Science from 27th March 2023 – 31st March 2023.

6. **Seven Days Virtual Faculty Development Program on "ECG Framework for Business"** organized by PG & Research Department of Commerce, V.O. Chidambaram College from 27th October 2022 to 03rd November 2022.
7. **National Level E-Workshop on "Research Methodology"** organized by PG and Research Department of Commerce and Department of Economics, St. Joseph's College of Arts and Science (Autonomous), Cuddalore from 29.07.2021 to 31.07.2021.
8. **One-week Online FDP on "Emerging Trends in Industry"** Organized by Department of Instrumentation & Control Engineering and Internal Quality Assurance Cell of MVPS's K.B.T. College of Engineering, Nashik (Maharashtra) from 18th May 2021 to 22nd May 2021.
9. **Seven Days National Level Faculty Development Program on "Application of tools & techniques in research methodology & Accelerate to publish article in Scopus and web of science"** Organized by Department of B.com Professional Accounting and Accounting & Finance, Hindusthan College of Arts and Science from 17th - 24th December 2020.
10. **Six Days National Level Faculty Development Program on "Teaching Learning Practices in 2020"** Organized by PG and Research Department of B.Com Computer Application, Hindusthan College of Arts and Science from 16th – 21st November 2020.
11. **IIC Online Sessions** conducted by Institution's Innovation Council (IIC) of MHRD's Innovation Cell, New Delhi to promote Innovation, IPR, Entrepreneurship, and Start-ups among HEIs from 28th April to 22nd May 2020 during COVID-19 nationwide lockdown.
12. **Three Days Faculty Development Program on "Institutions & Entrepreneurial Ecosystems"** Organized by Ayya Nadar Janaki Ammal College, Sivakasi from 22.09.2021 – 24.09.2021.
13. **Six days National Level Faculty Development Programme entitled "Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Era"** organised by Department of Business Administration (CA), Hindusthan College of Arts and Science, Coimbatore from 22.09.2021 to 28.09.2021.
14. **One week Faculty Development Programme on "Institutional Values, Vision and Leadership"** under Paramarsh scheme of UGC organized by IQAC of MDSD Girls College, Ambala City held from September 24 to September 30, 2021.

15. **Three Days Faculty Development Programme on “PREPARATION FOR NAAC”** organized by the Department of Commerce (Professional Accounting) in association with the IQAC under UGC - PARAMARSH Scheme., Ayya Nadar Janaki Ammal College, Sivakasi from 21.09.2021 to 23.09.2021.
16. **Seven days Faculty Development Programme on “Outcome Based Education”** Organized by Department of Management, Karpagam Academy of Higher Education, Coimbatore from 26.07.2021 to 01.08.2021.
17. **Seven Days International Faculty Development Programme on “Application of Tools & Techniques in Research Methodology”** organized by Anjuman Arts, Science, Commerce College & P.G. Studies Dharwad, Karnataka held from 2nd August to 8th August 2021.
18. **Three days FDP on “Communicate with Confidence”** organized by The Institute of Chartered Accountants of India Southern India Regional Council on 4th , 5th & 6th of August 2021.
19. **Five days International Webinar on “Covid Turn: Global Trends in Business Resilience – CTGTBRS 2021”** organized by PG Department of Commerce, EMEA College of Arts and Science, Kondotty from 1st July 2021 to 5th July 2021.
20. **Seven Day International Professional Development Programme (PDP) on “SPSS”** Organized by PG & Research Department of Commerce (Shift-I) Patrician College of Arts & Science from 21.06.2021 to 27.06.2021.
21. **International FDP Hands-on “MOODLE”** organized by Alumni Association - Anubandha, SJR College for Women, Rajajinagar, Bangalore from 7th - 9th June 2021.
22. **Three days FDP on “COVID-19 Creating a paradigm shift in Rural Teaching & Learning Practices”** organized by IQAC, Caussanel College of Arts And Science, Muthupettai, Ramanathapuram from 12th July-14th July 2021.
23. **One-week FDP Programme on “Front Accounting”**, organized by Center for Virtual Learning, Dr.N.G.P. Arts and Science College, Coimbatore, Tamil Nadu and spoken tutorial, IIT bombay national mission on education through ICT MHRD, Govt. of. India through Online from May 04 - 10, 2020.
24. **Five days International webinar on “Effective approach to the essentials on Research”**

organized by the Research cell of KSG College of Arts and Science from 17th November to 21st November 2020.

25. International E-Conference on “**Strategies & Challenges in Higher Education during COVID-19 Lockdown Period in India with reference to the World**” organized by Government Vidarbha Institute of Science & Humanities, Amravati, India on 15th - 17th May, 2020.
26. Three days Webinar on “**COVID-19 & AFTERMATH IN WORLD ECONOMY**” organised by Department of Commerce with Professional Accounting, PSG College of Arts & Science on 6th, 7th & 8th May 2020.
27. Three days FDP on “**Recent Trends in Artificial Intelligence and Impact on Teaching Professionals**” organised by School of Management, RVS College of Arts and Science, from 22.04.2020 to 24.04.2020.
28. Seven Days online FDP on research Methodology and Pedagogy for tertiary Education Organized by IQAC & Center for Faculty Development Dr. N. G. P. Arts and Science College, Coimbatore, 15th June to 21st June 2021.
29. **Three-Day Online Faculty Development Programme on Emotional Intelligence** organized by KG College Of Arts & Science, Coimbatore on 28th, 30th April and 2nd May 2020

Conference / Seminar / Workshop Organized

1. Coordinator Member, Two- day International Conference on **Pandemic and Business Sustainability (PBS-2021)**, Dr. N. G. P. Arts and Science College, Coimbatore, 21st & 22nd – October-2021.
2. Committee Member, National Level Conference on **Impact of Trade War on Indian Economy (ITIE- 2020)**, Dr. N. G. P. Arts and Science College, Coimbatore, 25- Feb-2020.
3. Committee Member, Endowment Lecture on **Outline of Revenue Levy in Existing Trends**, Dr. N. G. P. Arts and Science College, Coimbatore, 25- Feb-2020

Patent

1. Implementation Of Six Sigma Methodologies to Automate and Ease The Process Of Recruitment By Human Resource Department” on 19-Nov-2022.

2. The effect of Remuneration on the Performance of Employees on the Private Sector” on 21-Mar-2022

MOOC

1. MOOC Short-Term Course on Guidance And Counselling, ISS College of Teacher Education Perinthalmanna, Kerala on 20.06.20230 – 27-Jun-2023

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Coimbatore Management Association	Member	2008-2013
Indian Accounting Association	Member	2020
Global Professors welfare Association Forums	Member	2021
International Peer Reviewed Research Journal & BookPublication	Member	2021
National Institute for Technical Training & Skill Development.	Member	2022, 2023
International Journal of Creative Research Thoughts.	Member	2022
Journal of Emerging Technology and Innovation Research	Member	2022
World Economic Association	Member	2022
Academic & Research Conclave	Member	2023

Book Chapters

Title of the Chapter	Publication	ISBN No
Technological Intervention In Banking - After Globalization	Shanlax Publications, Vasantha Nagar, Madurai, Tamil Nadu, India	ISBN: 978-81-19337-00-2
Social Media- The Media Giant And Its Impact In Learning Landscape	Department of Commerce, Puratchi Thalaivi Amma Government Arts and Science College, Palladam	ISBN: 978-81-963865-9-7
Digital Transformation In Financial Sector	Shanlax Publications, Vasantha Nagar, Madurai, Tamil Nadu, India	ISBN: 978-81-19337-00-2
Linking leadership to Employees performance: The meaning role of HRM	Advances in Interdisciplinary Research and Innovation	ISBN: 978-3-96492-466-7
Role of E—CRM in Banks	Advanced Research in data science and E-Commerce technologies	ISBN:978-81-959579-7
Online Education	Advanced Research in data science and E-Commerce technologies	ISBN:978-81-959579-7

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Faculty Excellence Award	RVS College of Arts and Science – Sullur	2009 – 2010
Best Faculty Excellence Award	RVS College of Arts and Science – Sullur	2010-2011
Best Faculty Excellence Award	RVS College of Arts and Science – Sullur	2011 – 2012
Best Faculty Excellence Award	RVS College of Arts and Science – Sullur	2013 – 2014
Best Mentor Award	Dr. N.G.P. Arts and Science College, Coimbatore	2020-2021

Member in BoS & DC

1. School of Commerce (UG & PG), Rathnavel Subramaniam College of Arts and Science College, Sullur, Coimbatore.
2. DC Member in Rathnavel Subramaniam College of Arts and Science College, Sullur, Coimbatore.