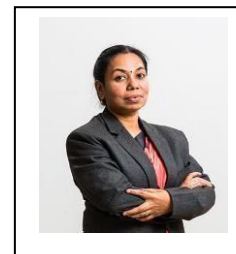


Name : Dr.T.Snekalatha
Designation : Professor and Head
Department : Commerce Accounting and Taxation
Qualification : M.Com.,M.B.A.,M.Phil.,Ph.D.
Experience : Teaching:20 Years 1Month Industry: 1 Year



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

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

AcademicQualifications

Degree	Branch	Institution/UniversityName	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 Guidance

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

Research Publications(Indexed)

National & International

- Dr. T. Snekalatha, **Effect of Mobile Marketing on the Customers Behaviour in Banking Sector**, European Chemical Bulletin, ISSN: 2063-5346, Vol.12, Special issue (5) 2023(Scopus)
- Dr. T. Snekalatha, **Paradigm Shift Towards Mobile Marketing: A Study on Consumer's Perspective**, Journal of The Asiatic Society of Mumbai, ISSN: 0972-0766, Vol. XCV, No.33, 2022 (UGC Recognized Journal).
- Dr. T. Snekalatha, **Parallel Segments of Workplace Comfort and Job Satisfaction among Private Bank Employees in Coimbatore District**, Science ,Technology and Development Journal, Vol 7. Issue 12, December 2019(UGC Approved Journal).
- Dr. T. Snekalatha, **A Study on People's Satisfaction towards Free Medical Services Provided by Hospitals in Selected Taluks of Coimbatore District**, International Journal of Analytical and Experimental Modal Analysis, Vol.11, Issue 12, December 2019. (An UGC Care Approved Group-A

Journal)

- Dr.T. Snekalatha, **A Study on Job Satisfaction of Bank Employees in Erode District**, Indian Journal of Applied Research, Vol.9, Issue-4, April 2019, ISSN 2249-555X
- 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).
- 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 Issue1, pp.126-129, February 2018, ISSN: 2321-788X, (UGC Recognized Journal).
- Dr. T. Snekalatha, **GST and its Impact on Economic Growth of India**, Journal of Management and Science , Special Issue1, pp.232-234, September 2017, ISSN:2250-1819, (UGC Recognized Journal).
- 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).
- 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:2394-869, (UGC Recognized Journal).
- 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).
- 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).
- 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).
- 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).

Chapters

- Dr.T.Snekalatha, **Global Issues in Multidisciplinary Academic Research (GIMAR), Smartphone Use and Psychological Well-Being among College Students**, Rubicon Publications, England, ISBN: 978-1-80433-924-4, 2024.
- Dr.T.Snekalatha, **Green Entrepreneurship Startups**, Title : **Unlocking Economic Empowerment: A Pathway to Prosperity**, Coimbatore Institute of Information Technology, Coimbatore, ISBN 978-93-6126-266-1, 2024.

- Dr.T.Snekalatha, **Advances in Interdisciplinary Research and Innovation, Title: Stress faced by Women Entrepreneurs- A Critical Review**, Weser Books Publication, Germany, ISBN: 978-3-96492-466-7. February 2023
- Dr.T.Snekalatha, **A Study on Perception of Women Entrepreneurs on Business Qualities in Bangalore City of Karnataka, Title: Emerging Innovation in Social Sciences**, Weser Books Publication, Germany, ISBN: 978-3-96492-398-1, July 2022
- Dr.T.Snekalatha, **Mapping Perception on Employability Skills with Reference to Higher Education Students, Title: Competency Mapping**, MTC Global Research and Publication, Bangalore, ISBN:978-93-5578-597-8, Dec. 2021.

Books

- **Human Resource Development**, Good writers Publishing, New Delhi, ISBN: 978-93-5756-006-1, 2023
- **Cost Accounting**, Multi Spectrum Publications, ISBN: 978-93-5756-006-1, 2023

Patent

- Dr.T.Snekalatha, Title of Invention: Transgender People and Healthcare Barriers, on 2023 under Intellectual Property India. Application No. 202321017750.
- Dr.T.Snekalatha, Title of Invention: Product Marketing Strategy, on 3-12-2021 under Intellectual Property India. Application No. 202141053263.

Other Publications: In Conference and Others

- T.Snekalatha, **Artificial Intelligence in Financial Services: Transforming the Landscape of Finance**, One Day International Conference “Global Business Perspectives in the Era of Artificial Intelligence”, KSR College of Arts and Science jointly organize with DIC, 19th September, 2024.ISBN 978-93-341-1826-1.
- T.Snekalatha, **Digital Marketing and its impact on Business Returns- An Entrepreneur Perceptions-Study in Coimbatore city**, One Day National Conference “Digital Transformation in Business: Opportunities and Challenges (DTBOC-23)”, Dr.N.G.P. Arts and Science College, Coimbatore, 5th September, 2023. ISBN 978-81-964455-4-6
- 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

- **Design of AI and its work**, One Day International Conference on Journey of AI in Business, Kovai Kalaimagal College of Arts and Science, Coimbatore, 20th September 2024.
- **Unlocking Economic Empowerment: A Pathway to Prosperity**, One Day National Seminar on Green Entrepreneurship Startups sponsored by ICSSR, Sri Ramakrishna College of Arts and Science, Coimbatore, 6th September 2024
- **Vedic Mathematics in Accounting and Finance**, Two Days National Seminar organized by IQAC OF Dr.N.G.P. Arts and Science College sponsored by ICSSR, Coimbatore, 4th and 5th July 2024.
- **G 20 in Retail**, One Day National Conference on “Retail Cogitate 24”, PSG College of Arts and Science, Coimbatore, 11th March 2024.
- **Sustainable Finance and Green Banking**, One Day International Conference on “Role of Modern and Innovative Banking Technologies towards the Global Economic Growth”, KPR College of Arts, Science and Research, Coimbatore, 7th March 2024.
- **Women Entrepreneurship: Issues and Challenges**, one day National Seminar on ‘Rural Women Empowerment Through Skill Development’, Nallamuthu Gounder Mahalingam College, Pollachi, 2nd August 2023.
- **Mobile Marketing a Creativity and Innovation Tool to Enhance Business Growth – Study in Coimbatore District**, International Conference on G-20 Moving towards Sustainable and Inclusive Growth, Vivekanandha College of Arts and Sciences for Women on 5-6th April 2023
- **Impact of Mobile Marketing in Banking Services, International Conference on Creativity and Innovation Enhance Business Growth and Success**, Sri Vasavi College, 23 -24th February 2023.
- **Impact of Trade on Economic Development, International Conference on India- SAARC: Trade,Cultural & Economic Development**, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, on 10 & 11 February –2020.
- **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.
- **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.
- **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.
- **Role of Media in Consumer Protection**, National Conference on Consumer Protection(NCCP-2014), Kamadhenu Arts and Science College, Sathyamangalam, Erode, 22-Feb-14.
- **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.

- **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.
- **Accounting Standard 15 Employee Benefits**, UGC Sponsored National Seminar on Recent Trends in Auditing, Thirivalluar Government Arts College, Rasipuram, 30&31-Jan-13.
- **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

- New Education Policy: The Opportunity to Integrate Values in Curriculum Designing, St. Francis College for Women, 26- Feb-2022.
- International Conclave on “Tools and Strategies for Emerging Business” KPR College of Arts and Science, Coimbatore, 18- Aug-2021.
- Harmonizing People, Planet and Profits – Sustainable Strategies and Ethical Conditions in the 21st Century, department of Commerce, CHRIST (Deemed to be University) in collaboration with IMA(Institute of Management Accounts), USA on 20 and 21 January, 2020.
- Rejuvenation of Technical Education, Vivekanandha Educational Institution for Women, 15-Apr-2018.
- Career Development and Career Guidance, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, 28-Dec-2016.
- Business Challenges Under Globalisation, Bharathidasan College of Arts and Science, Erode, 7-Sep-2016.

Participation in Workshop

- **Future of Education and Resetting a Continuum of Migration**, CHRIST (Deemed to be University) Bangalore, 4th and 5th October 2024.
- **Basic Statistical Analysis in Interpretation using SPSS**, 24th to 26th August 2023.
- **GST Skill Acquisition**, GST Centre, Cochin, 19th October to 12th September 2022.(Online)
- **Writing and Publishing Research Articles in Scopus and Web of Science**, Gomsguru Academy, Bangalore, 10th October to 12th October 2022.(Online)
- **Blooms Taxonomy Based Question Paper Design for Outcome based Education**, Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi, 27th March 2021.
- **Methodology**, PG and research Department of Economics, St. Joseph’s College of Arts and Science (Autonomous), Cuddalore, 29.07.21–31.7.21.
- **Disaster Vulnerability and Preparedness with Special reference to Women, Children and Elders**, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, 11 & 12th March, 2019.
- **Data Analysis using Softwares**, Vellalar College of Engineering and Technology, Erode, 24 & 25-Jul-12.

Participation in Orientation Programme/ Training Program /Short Term Courses

- **NEP 2020 ORIENTATION & SENSITIZATION PROGRAMME** under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by Malaviya Mission Teacher Training Centre (MMTTC), Central University of Kerala, from 14-10-2024 to 22-10-2024.
- **Certification in GST Skills**, GST Centre, Cochin, 3.8.2023- 19.9.2023(35 Hours)
- **Principles of Human Resource Management NPTEL- AICTE**, Funded by Ministry of HRD, Govt. of India, Feb-Mar 2018.
- **Corporate Social Responsibility NPTEL-AICTE**, Funded by Ministry of HRD, Govt. of India, Jul-Sep 2019.

Participation in Faculty Development Programme

- **Artificial Intelligence as a copilot in bridging the gap between Academia and Industry** under **ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (ATAL)** at SURANA COLLEGE AUTONOMOUS from 25-Nov-2024 to 30-Nov-2024.
- **Incorporating sustainable development goals in Bringing out Industry Ready Professionals** under **ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (ATAL)** at DR. SNS RAJALSKHMI COLLEGE OF ARTS & SCIENCE from 09-Dec-2024 to 14-Dec-2024.
- **“Integrating Interdisciplinary Research for Innovation and Sustainable Development”** jointly organized by Karunya School of Management (NAAC A++ Accredited), Coimbatore and CMAOI Association from August 19, 2024 to August 23, 2024.
- **Future Scope of AI in Higher Education**, VLB Janaki Ammal College of Arts and Science, Coimbatore, 19.02.2024 – 23.02.2024.
- **Constitutionalism, Legal Lab of Governance**, 13.12.2023 to 17.12.2023
- **Empowering Education for Innovation**, Dr.N.G.P. Arts and Science College, Coimbatore, 30.06.2023 to 04.07.2023.
- **Outcome Based Education**, Dr.N.G.P. Arts and Science College, 04.03.2023.
- **International Faculty Development Program**, SRM, Ramapuram, 10.10.2022 to 17.10.2022
- **Higher Education- Changes and Challenges**, Gurunanak College ,Chennai, 1.4. 2022.
- **Research Methodology**, Department of Business Administration (SF), Ayya Nadar Janaki Ammal College, Sivakasi, 21-9-21 to 23-09-21.
- **Preparation for NAAC**, Department of (Professional Accounting), Ayya Nadar Janaki Ammal College, Sivakasi, 21-9-21 to 23-09-21.
- **Outcome Based Education**, Department of Management, Karpagam Academy of Higher Education, Coimbatore, 26-7-2021 to 1-08-2021.
- **Emerging Trends in Industry**, MVPS's K.B.T. College of Engineering, Nashik, 18-05-2021 to 22-

05-2021.

- **Corporate Social Responsibility (one week)**, NPTEL-AICTE, Funded by Ministry of HRD, Govt. of India, 2019.
- **NAAC Revised Accreditation Framework and OBE assessment Methodology**, Dr. N. G. P. Arts and Science College, Coimbatore, 27-May 2019 to 02-June-2019.
- **Quality Measures in Higher Education**, Dr.N.G.P. Arts and Science College,Coimbatore,3-Dec-2018 to 9-Dec-2018.

Conference/Seminar/Workshop Organized

- **Convener, One Day ICSSR Sponsored National Workshop on “Dissemination of Findings on Digital Transformation of Health Services”**, Goel Institute of Technology and Management, Lucknow, UP, India, 22nd February, 2024.
- **Convener, One Day National Conference “Digital Transformation in Business: Opportunities and Challenges (DTBOC-23)”**, Dr.N.G.P. Arts and Science College, Coimbatore, 5th September, 2023.
- **Convener, One Day National Conference “Rebuilding Global Business Environment”** Dr.N.G.P. Arts and Science College, Coimbatore,15th February, 2023.
- **Organizing Secretary, Chanakya Endowment Lecture 2 on “Rebuilding Taxation Policies”**, Dr.N.G.P. Arts and Science College, Coimbatore,15th February, 2023.
- **Organizer, Functional FDP “Introduction to Mutual Fund”**, Dr.N.G.P. Arts and Science College, Coimbatore, 27-12-2021.
- **Convener, Two Days Virtual International Conference, Pandemic and Business Sustainability (PBS – 2021)**, Dr.N.G.P. Arts and Science College, Coimbatore, 21st – 22nd October 2021.
- **Organizing Secretary, 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.
- **Organizing Secretary, Chanakya Endowment Lecture on Outline of Revenue Levy in Existing Trends**, Dr.N.G.P. Arts and Science College, Coimbatore, 25-Feb-2020.
- **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.
- **Committee Member, National Level Seminar on Impact of GST**, Dr.N.G.P. Arts and Science College, Coimbatore, 6-Sep-17.
- **Committee Member, National Level Seminar on Financial inclusion**, Dr.N.G.P.Arts and Science College, Coimbatore, 6-Sep-13.

Invited Speaker/Session Chair-Conference/Seminar/Workshop

- External Auditor for Academic audit, Rathinam College of Arts and Science, Coimbatore, 12-Feb-2025 & 24-Feb-2025
- Resource Person for a Guest Lecture on “Security Analysis and Portfolio Management” in KSR College of Arts and Science on 19-Dec-2024.
- Chair person, two days National Seminar on Integration of Traditional Indian Knowledge system into Modern Higher Education : NEP Perspective, organized by IQAC OF Dr.N.G.P. Arts and Science College sponsored by ICSSR, Coimbatore, 4th and 5th July 2024.
- Resource Person, “Current Trends in Auditing”, KG College of Arts and Science, Coimbatore, 14.03.2024.
- Resource Person, Seminar on “Business Success and Mindset of Entrepreneurs”, Vellalar College for Women, Erode, 29.09.2023
- Resource Person, Webinar- Communal Harmony and National Integrity, Nirmala College for Women, 21.11.22.
- Resource Person, Skill Development Programme in PPG College on 14-05-2021.

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
Ramakrishna Mission Vidyalaya, Coimbatore	VC Nominee in BoS of Commerce Professional Accounting	2025-2027
All India Council for Technical Skill Development	Annual	1 Year (2024)
National Institute for Technical Training and Skill Development	Annual	1 Year (2024)
Sri Vasavi College, Erode	VC Nominee, Doctoral Committee	2024
Erode Arts and Science College	VC Nominee, Doctoral Committee	2023
Vivekanandha College of Arts and Science, Tiruchengode	VC Nominee in BoS of Commerce Professional Accounting	2 Years (2021-2022)
Indian Accounting Association	Annual	1 year
International Peer Reviewed Research Journal & Book Publications	Annual	1 year
Global Professors Welfare Association Forums	Annual	1 year

Awards and Recognitions

Best Reviewer Award	MAT Journals	04-02.2025
Editorial Board Member	1. Research and Review: Human Resource and Labour Management	03.01.2025
	2. Journal of Women Entrepreneurship & Business Management	17.05.2023
	3. International Journal of Economics, Finance and Management Sciences	10.10. 2022
Women Educationalist Excellence Award	4. International Journal of Management Sciences for Women	05-03-2021

Mentor	NPTEL, Ministry of HRD, Govt. of India	2022
	NPTEL, Ministry of HRD, Govt. of India	2018

Fund from ICSSR

- Received fund Rs. 8,00,000 from ICSSR for the project title “**Digital Transformation of Health Services- A Comprehensive study of Bhopal and Lucknow**” as one of the Project Director on September 2023.