

**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: 17 Years 8 Months Industry: 1 Year  
**Area of Specialization(s)** : HR Management, Financial Management  
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### Academic Qualifications

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.ofScholars	
	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, , **Financial Technology and Business in the Era of Industry 4.0 , Title: Digital Marketing and E-Commerce Customer Utility Towards Online Payments ,** Mayas Publication, ISBN: New Delhi, 978-93-95214-17-9. July 2023.
- 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.

## **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:**

- 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

- **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 5-6<sup>th</sup> April 2023
- **Impact of Mobile Marketing in Banking Services, International Conference on Creativity and Innovation Enhance Business Growth and Success**, Sri Vasavi College, 23 -24<sup>th</sup> 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), Kaamadhenu 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, Thiruvallur 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 21<sup>st</sup> 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**

- **GST Skill Acquisition**, GST Centre, Cochin, 19<sup>th</sup> October to 12<sup>th</sup> September 2022.(Online)
- **Writing and Publishing Research Articles in Scopus and Web of Science**, Gomsguru Academy, Bangalore, 10<sup>th</sup> October to 12<sup>th</sup> October 2022.(Online)
- **Blooms Taxonomy Based Question Paper Design for Outcome based Education**, Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi, 27<sup>th</sup> 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 & 12<sup>th</sup> March, 2019.
- **Data Analysis using Softwares**, Vellalar College of Engineering and Technology, Erode, 24 & 25-Jul-2012.

### **Participation in Orientation Programme/ Short Term Courses**

- 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**

- **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, 26-7-2021to1-08-2021.
- **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 to02-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 National Conference “Rebuilding Global Business Environment”** , Dr.N.G.P. Arts and Science College, Coimbatore,15<sup>th</sup> February, 2023.
- **Organizing Secretary, Chanakya Endowment Lecture 2 on “Rebuilding Taxation Policies”** , Dr.N.G.P. Arts and Science College, Coimbatore,15<sup>th</sup> 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, 21<sup>st</sup> – 22<sup>nd</sup> 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**

- 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**

<b>Name of the Professional Body</b>	<b>Nature of Membership</b>	<b>Duration</b>
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	1year
Global Professors Welfare Association Forums	Annual	1year

#### **Recognition National /International**

<b>Nature of Recognition</b>	<b>Organization/Institution</b>	<b>Year</b>
Mentor	NPTEL, Ministry of HRD, Govt. of India	2022
Mentor	NPTEL, Ministry of HRD, Govt. of India	2018

#### **Awards and Recognitions**

Editorial Board Member	International Journal of Economics, Finance and Management Sciences	17.05.2023
Editorial Board Member	International Journal of Management	10.10. 2022