

Name : Dr.V.P.AMUTHANAYAKI
Designation : Associate Professor
Department : Commerce BPS
Qualification : M.Com., M.Phil., PGDCA., Ph.D., M.Com. (CA)
Experience : Teaching: 8 Years 7 Months
Area of Specialization(s) : Marketing and Taxation
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Academic Qualifications

Degree	Branch	Institution/UniversityName	Yearof Graduation
M. Com.(CA)	Commerce	K.S.G College of Arts and Science	2021
Ph.D.	Commerce	CBMCollege	2019
M. Phil.	Commerce	HindusthanCollegeof ArtsandScienceCollege	2012
M.Com.	Commerce	BharathiarUniversity,Coimbatore	2008
B.Com.	Commerce	NirmalaCollege	2006

Additional Qualifications

Diploma /Vocational /Certification	AreaofSpecialization	Institution/University/Agency Name	Year
PGDCA	ComputerApplications	BharathiarUniversity,Coimbatore	2016
Tally and DCA	ComputerApplications	Spark Computers	2008

Research Publications(Indexed)

International:

- Dr. V.P. Amuthanayaki & Dr. S. Namasivayam, The Impact of Pandemic Crisis and Business Sustainability, International Journal of Scientific Research in Engineering and Management, ISSN 2582-3930, Vol 05 Issue 12 Dec 2021.
- Dr. V.P. Amuthanayaki & Dr. N. Kodhainayaki, Marketing Analysis towards Patanjali Ayurvedic Products- with reference to Coimbatore City, International Journal of All research and Scientific Methods, ISSN 2455-6211, Vol 9 Issue 9

Sep 2021, Impact Factor 7.4, UGC Care.

- Dr. V.P. Amuthanayaki & Dr. N. Kodhainayaki, Intelligence in Managing Stress Among IT Professionals in Coimbatore City, International Journal for Research in Applied Science & Engineering Technology, ISSN No 2321-9653 Vol 9, Issue IX, Sep 2021, Impact Factor 7.8, UGC Care.
- Dr. S. Namasivayam & Dr. V.P. Amuthanayaki, Effecton CustomerRelationshipManagement (CRM) Concept Adoption on Quality Services And Customer Satisfaction,The International Journal of Analytical and Experimental Modal Analysis, ISSN 0886-9367VolXII,IssueIIIMar2020, ImpactFactor6.3,UGCCare.
- Dr. V.P. Amuthanayaki & Dr. P. Sumitha, Promoting and Innovating in womenentrepreneurship with special reference to Coimbatore city, International JournalofResearch and AnalyticalReview, 2348-1269,ImpactFactor 5.75.
- Dr. K.Singaravelu& Mrs. V.P.Amuthanayaki,A Study on Passengers ExpectationandPerceptionTowardsAirlineServices,InternationalJournalofMultidisciplinary Research Review, Vol. 1 pp. 58-62, December 2016,ISSN:2395-1877,Impact factor:3.567.

National:

- Dr. V.P. Amuthanayaki & Dr. S. Namasivayam, A Study on stress management in Corporation sector-with reference to Coimbatore city, Journal of Interdisciplinary cycle Research, ISSN 0022-1945, Vol XIII Issue XI, November 2021 Pg 311 Impact Factor 6.2.
- Dr. V.P. Amuthanayaki & Dr. N. Kodhainayaki, A Study on effects of online Review towards Amazon Online shopping with reference to Coimbatore City, Journal of Advanced Research in Quality Control and Management, Vol 6, Issue 2, Pg.No 10-13 (Peer Reviewed).
- Dr. V.P. Amuthanayaki & Dr. N. Kodhainayaki, Challenges Faced By Learners Towards Online Classes During Covid-19 - An Empirical Study With Reference To Coimbatore City, Journal of Interdisciplinary Cycle Research, ISSN 0022-1945, Vol XIII Issue IX, Sep 2021, Impact Factor 6.2, UGC Care.
- Dr. V.P. Amuthanayaki & Dr. S. Namasivayam, A Study on impact of Celebrity advertisement in Electronic media – with special reference to Coimbatore city, Journal of Xidian University, ISSN NO: 1001-2400 VOLUME 14, ISSUE 7, 2020, Impact Factor 5.4, UGC Care.
- Dr. V.P. Amuthanayaki & Dr. S. Namasivayam,Growers' Agreeability And

Satisfaction Towards Trickle Irrigation, Journal of Shanghai Jiaotong University, ISSN:1007-1172 Volume 16, Issue7, July – 2020, Impact Factor 6.2, UGC.

- Dr. V.P. Amuthanayaki & Mrs. P. Suganya & Dr. P. Sumitha, An Empirical Study on Influence Level and Satisfaction of Customers While Using Mobile Commerce, Journal of Emerging Technologies and Innovative Research, ISSN 2349-5162 Jan 2020 Vol 6, Issue 6, Impact factor 5.87.
- Dr. S. Namasivayam & Dr. V.P. Amuthanayaki, A Study on Customer Satisfaction and Usage of Paytm With Special Reference to Cbe City, Journal of Interdisciplinary Cycle Research, ISSN 0022-1945 Vol XIII Issue III Mar 2020. Impact Factor 6.2, 3UGCCare.
- Dr. V.P. Amuthanayaki & Dr. R. Sakthi Prasath, The Challenges and Problems Faced By Researcher in Writing Research Projects and Proposals, Infokara Research, 1021-9056 Feb 2020, Vol 9 Issue 2, Impact Factor 5.3 UGCCare.
- Dr. R. Sakthi Prasath & Dr. V.P. Amuthanayaki, A Study on Customer Satisfaction towards Canara Bank on Basis of Demographic Factors in Coimbatore City, A Journal of Composition Theory, 0731-6755 / Jan 2020 Vol XIII Issue I, Impact Factor 5.7, UGCCare.
- Dr. V.P. Amuthanayaki & Dr. P. Sumitha, Entrepreneurship Development Programs for Women Entrepreneurs (With special reference to Coimbatore City), Journal on Emerging Technologies & Innovative Research, 2349-5162.
- Dr. K. Singaravelu & Mrs. V.P. Amuthanayaki, Air Passengers Preference and Utilization of Airline Services, Global Journal For Research Analysis, Vol. 21, November 2017, ISSN: 2277-8160, Impact factor: 4.547
- Dr. K. Singaravelu & Mrs. V.P. Amuthanayaki, A Study on Service Quality of Indian Airline Services, Journal of Commerce and Trade, Vol. 12 Issue-25, October 2017, ISSN (Print): 0973-4503, Impact factor: 3.860
- Dr. K. Singaravelu & Mrs. V.P. Amuthanayaki, A Study on Service Quality and Passengers Expectation of Indian Airline Services, Indian Journal of Applied Research, Vol. 7 Issue-4, pp. 35-37, April 2017, ISSN: 2249-555X, Impact factor 4.894.

Publication in Books

- Dr. V.P. Amuthanayaki, "Customer Relationship Management" Shanlax Publications, ISBN No. 978-93-93737-62-5 April 2022.

Publication in Edited Books

- Dr. V.P. Amuthanayaki, “Emerging Trends in Cyber crime and Safety” Shanlax Publications, Madurai ISBN No.978-93-91373-16-0 Dec 2021.
- Dr. V.P. Amuthanayaki, “Covid-19 Pandemic; Issues on Sustainable Development Goals, Shanlax Publications in Collaboration with Women’s Studies centre, Madurai Kamaraj University, Madurai ISBN No:978-93-91373-45-0 October 2021.
- Dr. V.P. Amuthanayaki, “Innovations in Insurance Industry” Sri Ramakrishna College of Arts and Science, Department of Commerce – BPS & RM, Coimbatore ISBN No:978-93-5566-099-2 October

Presentations in Conference

- **Business Opportunities and Challenges**, One day National Conference on Business Opportunities and Challenges, DR.N.G.P Arts and Science College, 27.02.2020.
- **Upliftment of Women Entrepreneurs**, National Conference on Impact of Mudra Scheme Medium and Small Enterprises, VET Institute of Arts and Science., 24.01.2020.
- International Entrepreneurship outside the service, International Conference on “**NEW GEN Entrepreneur – Travel towards Digital Revolution**”, Organized by School of Commerce, Rathinam College of Arts and Science, Coimbatore on 12th September 2019.
- **TALLY WITH GST**, Salem Sowdeswari College . 01.08.2019.
- **Social Impact of GST in India**, National Conference on Emerging Trends in Taxation, Angappa College of Arts & Science, Coimbatore,
- Transformation and Business Management, National Conference on “**Impact of Digital in India**”, Sri Ramalinga Sowdambigai College of Science and Commerce, 10th October 2018.
- Digitalization in Banking, National Conference on “**Enhancing Customer Experience through Innovation in banking**”. Sri Ramakrishna College of Arts and Science for Women.
- **E- Commerce Business Opportunities and Challenges**, National level Workshop on Kaamadhenu Arts and Science College

Participation in Conference/Seminars/Workshops

National:

- **Transforming Quality of teaching by Adopting and Innovating ICT Tools &**

Techniques – A key focus of NEP 2020”, Organized by Sri Ramakrishna College of Arts and Science College on 22. April.2022.

- **Future Entrepreneurship and Employment opportunities,** National Webinar Organized by Nehru Institute of Technology, Department of Management studies, Coimbatore from 13.05.2020 to 16.05.2020.
- **How to write a Research Paper,** organized by Vellore Institute of Technology (VIT), Chennai on 22.06.2021.
- **Management of Environment and its Resources,** Jointly organized by Nesamony Memorial Christian College, Marthandam and St. Xavier’s College (Autonomous) from 28.04.2020 to 11.05.2020.
- **Global Recession and Recovery** on CRM, Karpagam University.

Presentations in Seminars

- **Impact of Mudra Scheme on Micro, Small and Medium Enterprises,** Organized by VET Institute of Arts and Science, School of Commerce, Erode on 24.01.2020.
- **Emerging Trends and Issues in HR Accounting,** International Seminar on Emerging Trends In Global Accounting, Finance and Taxation, Dr. R.V. Arts and Science College, Karamadai, 31.08.2018.

Participation in Faculty Development Programme

- **Research Methodology and Pedagogy for Tertiary Education,** Organized by Dr. N.G.P Arts and Science College, IQAC Cell from 15.06.2021 to 21.06.2021.
- **Nurturing the Next Generation Educators,** organized by PPG College of Arts and Science, Coimbatore from 12.06.2021 to 18.06.2021.
- **Experimental Teaching – Corporate Cognizance,** Organized by Sri Ramakrishna College of Arts and Science, Coimbatore from 09.08.2021 to 13.08.2021.
- **Digital Teaching methods in Higher Education,** organized by Hindusthan College of Arts and Science from 23.08.2021 to 28.08.2021.
- **International faculty development program on Research Excellence and Academic Development,** organized by Sri Ramakrishna College of Arts and Science, Coimbatore from 01.09.2021 to 08.09.2021.
- **Insurance for Business Process Services,** Organized by TATA Consultancy Services, Chennai.

- **International faculty development program on online teaching tools for trainers**, organized by IAAC from 18.05.2020 to 24.05.2020.
- **Innovation to Academicians**, organized by National Science and Technology Entrepreneurship Development Board (NSTEDB), New Delhi from 11.05.2020 to 16.05.2020.
- **Covid-19 and Aftermath in World Economy**, organized by P.S.G College of Arts and Science, Department of Commerce with professional Accounting, Coimbatore from 06.05.2020 to 10.05.2020.
- **Teaching, Learning and Research in Higher Education**, Organized by P.K.R Arts College for Women, Department of Management, Erode from 04.05.2020 to 09.05.2020.
- **Spoken Tutorial, IIT Bombay Front Accounting** Organized by Center for Virtual learning, Dr. N.G.P Arts and Science College, Coimbatore from 04.05.2020 to 10.05.2020.
- **Current Research trends in Social Science**, Organized by PSGR Krishnammal College for Women, Coimbatore from 03.05.2020 to 07.05.2020.
- **Effective and Instructive Research**, Organized by Sona College of Technology from 04.05.2020 to 10.05.2020.
- **Effective Usage of ICT Tools for E-Content preparation**, organized by JayarajAnnapackiam College for Women, Tiruchirapalli from 27.04.2020 to 02.05.2020.
- **Finance and Accounting for BPS**, Organized by TATA Consultancy Services, Chennai at PSGR Krishnammal College for Women from 10.07.2019 to 12.07.2019.
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology** Organized by Dr. N. G. P. Arts and Science College, Coimbatore From May 27 to June 02, 2019.
- **Quality Measures In Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore from 3rd to 9th December 2018.
- **Capital Market in Business Process Services – I, Organized by** Tata Consultancy Services Ltd at Sri Ramakrishna Arts and Science College, Coimbatore from 05th July to 07^h July 2018.
- **Banking and Retail CPG and Market Research, Organized by TATA Consultancy Services at Sri Krishna College of Arts and Science**, Coimbatore from 10.05.2019.

Conference/ Seminar/WorkshopOrganized

- CommitteeMember,NationalConference,SriRamalingaSowdambigaiCollegeof Scienceand Commerce,05.02.2017.
- CommitteeMember,NationalLevelConference,Dr.N.G.P.ArtsandScienceCollege,Coimbatore, since Academic year 2018 and 2019.

MemberinBoS

- BoardStudiesof B.Com(BPS)inDepartmentof CommerceinBusinessProcessServices,Dr.N.G.P.ArtsandScienceCollege, Coimbatore,Since2018, 2019 & 2020.

Research Guidance

Programme	Completed
B. Com.(CA)	11
B. Com.(BPS)	32

Certificate Course Completed

- Banking for Business Process Services, TATA Consultancy Services.
- Introduction to Cyber law from Sri Krishna Aditya college of Arts and Science.
- Income tax for Beginners House Property Income from Sri Krishna Aditya college of Arts and Science.
- Income tax for Beginners Capital Gain from Sri Krishna Aditya college of Arts and Science.
- R Programming from IIT Bombay Spoken Tutorial.
- Digital Teaching Techniques from IIT Bombay Spoken Tutorial.

Editorial Board Member

- International Journal of Humanities and Social Science Research.

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
Indian Accounting Association	Annual	1 Year
National Institute For technical Training and skill Development.	Life time Member	12.09.2021 Onwards
Global Professors Welfare Association Forums	Life time Member	01.11.2021 Onwards