

Name : Dr. N. Kodhai Nayaki

Designation : Professor

Department : Commerce (BPS)

Qualification : M. Com., M. Phil., M.B.A., PGDCA., Ph. D.

Experience : Teaching: 18 Years 8 Months

Area of Specialization(s) : Finance & Marketing Management

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



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Chikkana Government Arts College, Tirupur	2018
MBA	Management	Bharathiar University	2009
M. Phil.	Commerce	Gobi Arts and Science College	2001
M. Com.	Commerce	Gobi Arts and Science College	1998
B. Com.	Commerce	Gobi Arts and Science College	1996

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University	2004

Grants Received

Event Title	Agency	Amount Rs.	Date
ICSSR - IMPRESS SCHEME IMPRESS/P3426/64/2018-19/ICSSR	Indian Council of Social Science Research (ICSSR)	4,90,000	11.03.2019

Research Guidance

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

Research Publications (Indexed)

International

- 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. A C. Deepa, Dr. N. Kodhai Nayaki, Dr .N. Renuga Devi, **Impact of Air Pollution**, International Journal of Research and Analytical Reviews (IJRAR), Vol. 5 Issue. 4, pp.482-485, December 2018, e-ISSN: 2348-1269 p-ISSN: 2349 5138, (Indexed in UGC).
- Dr. S. Namasivayam, P. Sri Padma Abirami, Dr. N. Kodhai Nayaki, **Digital Transmission: Issues and Challenges**, International Journal of Scientific Research and Review (ISSN: 2279-543X), Issue No.11, Vol. 8, pp. 161-163. September 2018, (Peer Reviewed, Indexed with impact factor 6.1).

National

- 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. N. Kodhainayaki, Dr. S. Renugadevi, **A Study on Customer perception towards Organic Food – An Empirical study with reference to Coimbatore City**, Infokara Research, Vol 9 Issue 3, Mar 2020, 1021-9056, Impact Factor: 5.7, U.G.C.
- Dr. N. Kodhainayaki, Dr. S. Renugadevi, Dr. S. Namasivayam, **A Study on Brand Preference towards Chocolates in Madurai**, A Journal of Composition Theory, Vol XIII Issue I Jan 2020, 0731-6755 / Impact Factor: 5.7, U.G.C
- Dr. A. C. Deepa, Dr. N. Kodhai Nayaki, **Role of Women in Society with Special Reference to Coimbatore District of Tamilnadu State**, Journal of Applied Science and Computations, Volume VI, Issue II, , pp.449-456, February 2019, ISSN NO: 1076-5131. (UGC approved Journal).
- Dr. A. C. Deepa, Dr. N. Kodhai Nayaki, Dr. N. Renuga Devi, **A Study on How CBD will be a Potential Channel in bridging the Geographical Barrier in Insurance Sale for ICICI Prudential**

with Reference to Coimbatore District, Review of Research, Vol.8, Issue. 3, pp.1-5, December 2018, Impact Factor: 5.7631(UIF). (UGC approved Journal No.48514).

- Dr. A. C. Deepa, Dr. N. Kodhai Nayaki, Mrs. G. Ilakiya and Dr. N. Renuga Devi, **Measuring Customer Perceived Service Quality in Online Shopping: An Empirical Study**, Journal of Emerging Technologies and Innovative Research, Vol. 5, Issue. 10, pp.90-96, October 2018, Impact Factor: 5.87. UGC approved

Publication in Edited Books

- Dr. N. Kodhainayaki, **“Artificial Intelligence”** Sri Ramakrishna College of Arts and Science, Coimbatore ISBN No: 29.October.2021.

Other Publications: International / National Journals

- 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, 2021, Pg.No 10-13 (Peer Reviewed).
- Dr. A. C. Deepa, Dr. N. Kodhai Nayaki, **Impact of Goods and Service Tax (GST) on Indian Economy**, Journal of Management and Science, Special Issue.No.1, pp.269 – 271, September 2017, ISSN: 2249-1260, E-ISSN: 2250-1819.
- N. Kodhai Nayaki, **Impact of Celebrity Endorsed Advertisements on Consumers buying Behaviour**, Bonfring International Journal of Industrial Engineering and Management Science, Vol.6 pp.107-109, ISSN: 2250-1096, Peer reviewed with Impact Factor 0.541, December 2016.
- N. Kodhai Nayaki, Dr. R. Jayachandran , **A Study on Impact of Endorsement of Celebrity on Purchase of Beauty Care Products**, International Journal of Multidisciplinary Research and Development, Vol. 3 pp. 197-19. ISSN: 2349-5979, Peer reviewed with Impact Factor 5.72, October 2016.
- N. Kodhai Nayaki, **Developing Employability Skills for Job Market**, Bonfring International Journal of Industrial Engineering and Management Science Vol.6 pp.18-20, Peer reviewed, February 2016.
- N. Kodhai Nayaki, **Social Entrepreneurship - An Overview Issues and Challenges**, International Journal of Business Innovations, Vol.3 pp. 112-115. ISSN: 2321-5615, Peer reviewed with Impact Factor 1.53, February 2015.
- N. Kodhai Nayaki, Dr. R. Jayachandran, **Impact of Celebrity Endorsed Television Advertisements on Purchase of Personal Care Products in Coimbatore**, International Journal of management, social science research review, Vol.1 pp: 39-41. ISSN: 2349-6738-Peer reviewed 2015.

- N. Kodhai Nayaki, **Emerging Trends in Recruitment Scenario in Various Industries**, Emerging Dimensions in Management – Finance, HR &General, pp.199-200, (ISBN 978-93-82338-38-3).
- N. Kodhai Nayaki, **Emerging Trends in Social Marketing in India**, Emerging Dimensions in Management - Marketing, pp.159-160, (ISBN 978-93-82338-33-8).
- N. Kodhai Nayaki, **Retail Sector in India: Issues, Challenges**, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, pp.169-173, (ISBN 978-93-84743-40-6).
- N. Kodhai Nayaki, **Problems and Prospects on Green Marketing in India**, Green Marketing – Problem and Prospects, pp.270-272, (ISBN 978-93-80622-04-0).
- N. Kodhai Nayaki, **Knowledge Management Issues and Challenges**, Contemporary Issues in Global Business Management, Vol.2, pp.361-363, (ISBN 978-93-80426-69-3).

Presentations in Conference

International:

- International Entrepreneurship, International Conference on “**NEWGEN Entrepreneur – Travel towards Digital Revolution**”, Rathinam College of Arts and Science, 12.09.2019.
- **Emerging Trends in HR Accounting in India**, International Seminar on Emerging Trends in Global Accounting, Finance and Taxation, Dr. R.V arts and Science College, Karamadi, 31-Aug-18.
- **Customer Experience Management in Retailing**, International Conference on Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem, 19-Feb-16.
- **Foreign Direct Investment in India**, International Conference on Responsibility India – Emerging Dimensions, S.N.R Sons College, Coimbatore, 16-Feb-16.
- **Capital Structure Analysis of Selected Indian Automobile Industry**, International Conference on Responsibility India – Emerging Dimensions, S.N.R Sons College, Coimbatore, 16-Feb-16
- **Employees Prospective of Knowledge Management in Banks**, International Conference on Contemporary Issues and Challenges, Sri Ganesh College of Arts and Science, Salem 13-Feb-15.
- **Retail Sector in India**, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, SNR Sons College, Coimbatore, 20-Feb-15.

National:

- **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.
- **Reforms in Banking Sector and Economic Growth**, ICSSR Sponsored One day National Seminar on Financial inclusion for Sustainable Economic Growth Strategies and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- **Problems and Prospects on Green Marketing**, National Level Conference on Green Marketing – Emerging Opportunities and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb-16.
- **Currency Risk**, National level seminar on Risk Management, Karpagam University, Coimbatore, 8-Oct-16.
- **Problems and Prospects of Indian Rural Markets**, National Level Seminar on Opportunities and Challenges in Rural Marketing and its Impact on Rural Development, Dr. N. G. P. Arts and Science College, Coimbatore, 30-Sep-15.
- **Rural Markets in India Opportunities Prospects and Challenges**, National Level Seminar on Opportunities and Challenges in Rural Marketing and its Impact on Rural Development, Dr. N. G. P. Arts and Science College, Coimbatore, 30-Sep-15.
- **Social Entrepreneurship: A Growing Trend in Indian Economy**, UGC Sponsored National Seminar on Social Entrepreneurship – A Drive for Sustainability, Dr. N. G. P. Arts and Science College, Coimbatore, 27-Feb-15.
- **A Comparative Analysis of Dividend Payout Trend of Indian Pharmaceutical and Cement Industries**, UGC Sponsored National Level Seminar on Corporate Governance and Dividend Policy in India, Dr. N. G. P. Arts and Science College, Coimbatore, 25-Sep-15 to 26-Sep-15.
- **Lean Revolution and Human Resource Aspects**, National Conference on Concurrent Issues and Challenges in Lean Management, Dr. N.G.P. Arts and Science College, Coimbatore, 12-Feb-15.
- **Big Challenging Road Ahead**, ICSSR Sponsored National Seminar on Problems and Prospects of Rural Banking and Its Impact on Empowerment of Rural Households, Dr. N. G. P. Arts and Science College, Coimbatore, 18-Dec-14.
- **Opportunities and Challenges in Corporate Finance**, National Conference on Indian Corporate Sector Challenges and Opportunities, Karpagam University, Coimbatore, 28-Feb-14.

- **Emerging Trends in Recruitment Scenario in Various Industries**, National Conference on Emerging Dimensions in Management, V.L.B. Janakiammal College of Arts, Science, Coimbatore, 1-Feb-13.
- **Emerging Trends in Social Marketing in India**, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.
- **Indian Banking Industry in a Globalised Era**, National Seminar on Impact of Globalization on Service Sector, V. L. B. Janakiammal College of Arts and Science, Coimbatore, 21-Feb-03.

Participation in Workshop

- **Workshop on Digital Teaching Techniques**, ICTACADEMY, 10th Aug to 15th Aug.20
- **Tally with GST**, Sowdeswari College. Salem, 01-Aug-2019
- **E – Commerce Business Opportunities and Challenges**, Kamadhenu Arts and Science College, Sathyamangalam, 7-Feb-19.
- **Tally ERP-9**, Karpagam Academy of Higher Education, Coimbatore, 10-Feb-16.
- **Indirect Taxation/GST**, Viveka Jothi Tax Consultancy Coimbatore, 5-May-15.

Participation in Faculty Development Programme

- One week International Faculty Development Programme, **Investors Education** organized by Rathinam College of Arts and Science, 17th Jan to 23 Jan 2022
- One week International Faculty Development Programme, **Research Excellence and Academic Development** organized by Sri Ramakrishna College of Arts and Science Coimbatore from 1st Sep to 8 Sep 2021
- **Outcome Based Education**, Karpagam Academy of Higher Education, Coimbatore 26th July to 01st July 2021
- **Research Methodology and Pedagogy for Tertiary Education**, Dr.N.G.P Arts and Science College, Coimbatore 15th June to 21th June 2021
- **Nurturing the next Generation Educators**, PPG College of Arts and Science , Coimbatore 12th June to 18th June 2021
- **Banking For BPS**, Tata Consultancy Services, (TCS-BPS), Chennai, 10-Feb-21 to 19-Feb-21.
- **Introduction to Industry 4.0**, conducted by Digital Career and Entrepreneurship Hub of Department of Computer Applications, MHRD BU RUSA Phase II BEICH, Bharathiar

University, 23rd December 2020 to 10th February 2021

- **Skill Development Programme on Digital Marketing**, Bharathiar University, Coimbatore, 2-Sep-20 to 12-Sep-20
- **GST Registration, Assessment and Filing of Returns Under GST Law**, Bharathiar university, Coimbatore, 17.-Aug-20 to 28-Aug-20
- **Recent Advances In Business Studies 2020**, Karpagam Academy of Higher Education, Coimbatore, 7-Aug- 20 to 13-Aug- 20
- **Skill Development Programme on Social Media Digital Marketing**, Bharathiar University, Coimbatore, 10- Aug-20 to 21- Aug-20
- **Business Resilience**, Jnana Jyothi degree college, Bengaluru, June 30 to July 04, 2020
- **Being A Super Teacher**, Bannari Amman Institute of Technology, Sathyamangalam, July 6 to July 12, 2020
- **Market Research and Retail CPG**, Tata Consultancy Services, (TCS-BPS), Chennai, 29-June-20 to 30-June-20
- **Moodle Learning Management System**, Hindusthan College of Arts and Science, Coimbatore, 10-June-20 to 16- June-20
- One week Faculty Development Programme. **Challenges in Higher Education during post Covid 19** , Organized by Kovai Kalaimagal College of Arts And Science , Coimbatore 15th May-23th May20
- **Innovative Teaching And Learning Practices**, Vivekananda Institute of Management Studies, Coimbatore, 13 May and 19 May 2020
- **Quality Initiatives in Higher Education**, Online in Google Meet Jointly organized by Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts and Science Coimbatore, Gobi Arts and Science College, Gobichettiapalayam & Vellalar College for Women, Erode held from 1^{3th} to 2^{0th} April 2020.
- Participated a Seven day **Faculty Development Programme on NAAC Revised Accreditation Framework and OBE Assessment Methodology** Conducted Dr. N.G.P. Arts and Science College, Coimbatore From May 27 to June 02, 2019
- **Managing Business Process –II**, Tata Consultancy Services, Krishna Adithaya Arts and Science College, Coimbatore, 2 to 4-Jan-19.
- **Quality Measures in Higher Education**, Dr. N. G. P Arts and Science College, Coimbatore, 3 to 9-Dec-18.
- **Managing Business Process – I**, Dr. N.G.P. Arts and Science College, Coimbatore in association

with Tata Consultancy Services, 11-July-18 to 13-July-18.

- **E - Taxation**, Karpagam Academy of Higher Education, Coimbatore, 30-Jan-16.
- **Web Tools and E-Content for Digital Learning**, Karpagam Academy of Higher Education, Coimbatore, 22 & 23-Jan-16.
- **Global Communicate English**, Karpagam University, Coimbatore, 2 to 23-May-16.
- **Thirteen days Faculty Development Programme**, Academic Staff College, Karpagam University, Coimbatore, 12 to 27-Jun-14.
- **Faculty Development Programme**, Department of Commerce and Management Studies and Research, Karpagam University, Coimbatore, 17-Aug-13.

Conference / Seminar / Workshop Organized

- Committee Member, National Conference on “**Modern Business - Opportunities and Challenges (CMBOC-2020)**”, Dr.N.G.P. Arts and Science College, Coimbatore on 27.02.2020
- Committee Member, National Conference on “**Opportunities and Challenges of Business in the Digitalized Era - (COCBD2018)**”, Dr.N.G.P. Arts and Science College, Coimbatore on 27th and 28th Sep 2018
- Organizing Secretary, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.

Member in BoS

- .Board of Commerce and management, Karpagam University, Coimbatore, 2006 - 2017
- Board of Commerce in Business Process Services, Dr.NGP Arts and Science College Coimbatore, 2018 Onwards.

Certificate Course Completed

- “Front Accounting” Spoken Tutorial IIT Bombay.
- “Introduction to Cyber Law” Sri Krishna Aditya college of Arts and Science, Coimbatore.
- “Financial Statement Analysis - Solvency & Profitability Ratio” Sri Krishna Aditya college of Arts and Science, Coimbatore.
- “Fundamentals of Banking” Sri Krishna Aditya college of Arts and Science, Coimbatore.
- “Banking Awareness” Sri Malolan College of Arts and Science, Madurantakam, Chengalpattu.
- “Basic Concepts of Derivatives” Sri Krishna Aditya college of Arts and Science. Coimbatore.
- Digital Teaching Techniques ICT Academy.

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
10 years completion of commendable service	Karpagam University	2015
Desathin Sirpi	Aram Anbin Adayalam Trust	2021