

**Name** : Dr. R.MAYILSAMY

**Designation** : Associate Professor

**Department** : Commerce with Professional Accounting

**Qualification** : M.Com., M. Phil., PGDCA., PGDIT., Ph. D.

**Experience** :Teaching: 13.9 Years Industry: - Research: -

**Area of Specialization(s)** : Marketing and Finance

**Email (Official ID)** :mayilsamy@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Marketing	Gobi Arts and Science College, Gobi	2020
M.Phil.	Marketing	PSG College of Arts and Science, Coimbatore	2010
M,Com	Commerce	CBM College, Coimbatore	2009
BBM	Business Management	Govt. Arts College, Coimbatore	2007

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University	2008
PGDIT	International Trade	CBM College	2009

### Research Publications (Indexed)

#### International

- R.Mayilsamy, “**AWARENESS OF COLLEGE STUDENTS ABOUT MASKED AADHAAR CARD WITH SPECIAL REFERENCE TO DR. NGP ARTS AND SCIENCE COLLEGE, COIMBATORE CITY**”, International Journal of Creative Research Thoughts, (Peer-Reviewed, Open Access, Fully Refereed International Journal), ISSN: 2320-2882, Vo. 10, Issue.10, Oct-24. Pp: b577-b583.
- R.Mayilsamy, “**LEVEL OF AWARENESS OF STAKEHOLDERS ABOUT WATER QUALITY CHECKING FOR CONSTRUCTION WITH SPECIAL REFERENCE TO COIMBATORE CITY**”, International Journal of Creative Research Thoughts, (Peer-

Reviewed, Open Access, Fully Refereed International Journal), ISSN: 2320-2882, Vo. 12, Issue.10, Oct-24, Pp: a11- a20.

- R.Mayilsamy, “**CONSUMER'S OPINION TOWARDS FOOD SERVICE IN SHANTHI SOCIAL SERVICES, COIMBATORE CITY**”, International Journal of Creative Research Thoughts, (Peer-Reviewed, Open Access, Fully Refereed International Journal), ISSN: 2320-2882, Vo. 12, Issue.9, Sep-24, Pp: f611-f619.
- R.Mayilsamy, “**ENABLED LEARNING METHODOLOGY - ADOPTION AND CHALLENGES AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**”, International Journal of Creative Research Thoughts, (Peer-Reviewed, Open Access, Fully Refereed International Journal), ISSN: 2349-6002, Vo. 12, Issue.9, Sep-24, Pp: e134-e138.
- R.Mayilsamy, “**IMPACT OF GST PAYMENT PATTERN AMONG INDIAN BUSINESS**”, International Journal of Innovative Research in Technology, (Peer-Reviewed, Open Access, Fully Refereed International Journal), ISSN: 2320-2882, Vo. 11, Issue.4, Sep-24. Pp: 1045-1050.
- R.Mayilsamy, “**PATIENTS AWARENESS ABOUT THE ONLINE PHARMACY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY**”, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), ISSN: 2582-5208, Vo. 6, Issue.4, Apr-24, Impact Factor: 7.868, Pp: 161-164.
- R.Mayilsamy, “**A SURVEY ON CONSUMERS' AWARENESS AND PREFERENCE TOWARDS ONLINE GROCERY DELIVERY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY**”, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), ISSN: 2582-5208, Vol. 6, Issue.4, Apr-24, Impact Factor: 7.868, Pp: 127-130.
- R.Mayilsamy, **A Study on impact of the promotional activities on consumer behaviour towards shopping mall with special reference to Coimbatore**, International Journal of Scientific Research in Engineering and Management, (Open Access scholarly journal), ISSN- : 2455-7838, Vol. 7, Issue. 7, Jul-23, Impact Factor: 8.574, Pp: 127-130.
- R.Mayilsamy, **A Study on finance performance of Bajaj Finserv Limited**, EPRA International Journal of Research and Development (IJRD), Vol. 8, Issue. 7, Jul-23.
- R.Mayilsamy, **A Study on consumers' behaviour towards online shopping with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 8, Issue. 7, Jul-23.
- R.Mayilsamy, **A Study on financial performance of Blue Dart Express Limited**,

International Journal of Scientific Research in Modern Science and Technology, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol. 2, Issue. 7, Jul-23.

- R.Mayilsamy, **A Study on finance performance of Larsen and Toubro (L&T)**, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol. 5, Issue. 4, Apr-23.
- R.Mayilsamy, **A Study on finance performance of HDFC Bank Ltd**, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol. 5, Issue. 4, Apr-23.
- R.Mayilsamy, **A Study on finance performance of LIC Housing Finance Ltd**, International Journal of Scientific Research in Engineering and Management, (Open Access scholarly journal), Vol. 5, Issue. 4, Apr-23.
- R.Mayilsamy, **A Study on perception of the bakery owners towards marketing problems and promotional strategies for their products**, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol. 5, Issue. 4, Apr-23.
- R.Mayilsamy, **A Study on financial performance of Bajaj Auto Ltd.**, International Journal of Scientific Research in Engineering and Management, (Open Access scholarly journal), Vol. 5, Issue. 4, Apr-23.
- R.Mayilsamy, **A Study on the problems faced by the power loom owners in annur area with special reference to Coimbatore city**, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol. 5, Issue. 4, Apr-23.
- R.Mayilsamy, **A Study on consumers' satisfaction towards LG products in Coimbatore City**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 8, Aug-21.
- R.Mayilsamy, **A Study on customers' satisfaction towards Amul Ice Cream with special reference to Coimbatore City**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Aug-21.
- R.Mayilsamy, **A Study on finance performance of Pricol Limited**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 8, Aug-21.
- R.Mayilsamy, **A Study on finance performance of ICICI Bank**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 8, Aug-21.
- R.Mayilsamy, **A Study on finance performance of ELGI Rubber Company Limited**,

EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 8, Aug-21.

- R.Mayilsamy, **A Study on customers' satisfaction towards Reliance Jio Network with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on Stress level Management of the employees in Export Textile Industry with special reference to Tirupur city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A comparative study on Users' satisfaction towards Google Pay and Paytm with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on finance performance of Ultra Tech Cement Ltd**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on finance performance of Bharat Petroleum Corporation Limited**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- .Mayilsamy, **A Study on consumers' satisfaction towards Aavin Milk with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on finance performance of Asian Paints Ltd**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on customers' satisfaction towards Honda Bikes with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **The perception and satisfaction of policy holders towards health insurance policies-A study in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on consumers' satisfaction towards home appliances with special reference to Led Television in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 12, Dec-20.
- R.Mayilsamy, **A Study on customers' satisfaction towards Harley Davidson in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 12, Dec-20.
- R.Mayilsamy, **A Study on consumers' preference towards Fast Food Service with**

**special reference to KFC in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 12, Dec-20.

- R.Mayilsamy, **A Study on consumers' satisfaction towards Amazon online shopping with special references to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A Study on customer satisfaction and usage towards the credit card services with special references to Coimbatore city**, International Journal of Research Publications and Reviews, Vol. 2, Issue. 1, Nov-20.
- R.Mayilsamy, **A study on customer's preference and satisfaction towards organic edible oil with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A study on customer satisfaction towards Uber Cab services in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A study on customer's perception towards digital payment system with special reference to Tiruppur city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A study on customer's satisfaction towards water purifier with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A Study on consumer buying behaviour of Retail Textile Shops with references to Tiruppur Region**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A Study on customers' awareness, preference and satisfaction towards home Ajo online Shopping App in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **Beneficiaries' satisfaction level in Direct Benefit Transfer Schemes under Financial Inclusion: A Study in Coimbatore District of Tamil Nadu**, Our Heritage Journal, Vol.68, Issue.1, pp.52-55, Jan-20, ISSN-0474-9030, (UGC Care listed).

## **National**

### **Other Publications: International / National Journals**

- R.Mayilsamy, **A Study on Beneficiaries' financial attitude in Mahatma Gandhi National**

**Rural Employment Guarantee Scheme (MGNREGS) of Direct Benefits Transfer Schemes with special reference to Coimbatore District, India**, International Journal of Commerce and Management Research, Vol.4, Issue.4, pp.52-55, Jul & Aug-18,Online-2455-1627.

- R.Mayilsamy, **A Study on Direct Benefits Transfer Schemes with special reference to LPG (PAHAL) scheme in Coimbatore District**, International Journal of Commerce and Management Research, Vol.4, Issue.1, pp. 44-47, Jan & Feb-18,Online-2455-1627.
- R.Mayilsamy, **Inclusive of Direct Benefits Transfer Schemes in Financial Inclusion in India**, International Journal of Multidisciplinary Research and Development, Vol.3, Issue.11, pp.56-59, Nov-16, Online- 2349-4182,Print-2349-5979.

### **Chapter Publications**

- R.Mayilsamy, **“A study on human resource management practices in organized retailing outlet with special reference to selected retailers in Coimbatore city”**, Gobi Arts and Science College, Gobichettipalayam, 25-Feb-23, ISBN: 978-81-951454-6-1.
- R.Mayilsamy, **A Study on Analysis of the Indian National Education Policy 2020**, NEP- Structural Changes on 21st Century Education, Sankara College of Science and Commerce, Saravanampatti, Coimbatore, Vol.1, pp.197-207, ISBN: 978-93-5680-107-3, on 05-Aug-22.
- R.Mayilsamy, **Students’ perception towards Education Technology with special reference to online classes – A study in Coimbatore city**, NEP- Structural Changes on 21st Century Education, Sankara College of Science and Commerce, Saravanampatti, Coimbatore, Vol.1, pp.131-134, ISBN: 978-93-5680-107-3, on 05-Aug-22.

### **Presentations in Conference**

- ICSSR (SRC) Sponsored National Seminar on Transformation of UPI in Digitalizing Micro Businesses-Pan India of Vision Viksit Bharat @ 2047, Department of Commerce, Sri Krishna Arts and Science College, 30 to 31-Jan-25.
- **M- Commerce**, National Level Seminar on Emerging Trends in Commerce, Economics and Management, Hindustan College of Arts and Science, Coimbatore,29-Jan-10.
- **E-Banking and Its impacts**, National Level Seminar on Role of IT in Commerce & Industry, Sankara College of Science and Commerce, Coimbatore,6-Jan-12.

## National

- National Conference on **Social Innovation and Business Sustainability (SIBS-23)**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 09-Feb-23.
- National Conference on **Higher Education in India: Changes and Challenges**, Association of Principals of Colleges of Bharathiar University, Coimbatore on 9-Feb-13.
- Student Volunteer in the 16<sup>th</sup> National Conference of Indian Colleges Forum on **Performing Higher Education in the Context of Globalization** held at PSGCAS, Coimbatore, from 5 to 7-Feb-10.

## Participation in Seminars

- Two days National Online Seminar on **Digital Financial Inclusion**, Department of Management, Suguna College of Arts and Science in association with ICSSR during 30-Aug-22 to 31-Aug-22.
- One day National Level Seminar on **“Competition Issues in India”**, Department of Commerce, Gobi Arts and Science College on 25-Sep-21.

## Participation in Workshop

- Six months workshop on **“Tally Essential Level-2”** Global IT Academy, Jun-24.
- One day workshop on **“ICSSR- NEP-2020 Opportunities and Challenges of HEIs in Achieving GER in creating Human Resources to the Paradigm industry requirements”** Dr.N.G.P Arts and Science College, 16-Feb-24.
- Five days online workshop on **“SPSS in Research”**, Star International Foundation for Research and Education on 26 to 30-Dec-23.
- Three days Workshop on **Advanced Research Methodologies and Analytical Tools (SPSS, AMOS, & R) for Social Science Researchers**, Dr.N.G.P Arts and Science College in association with IPSR solutions limited, 29 to 31-Mar-23.
- One day Workshop on **Outcome Based Education (OBE)**, Dr.N.G.P Arts and Science College in association with IPSR solutions limited, 04-Mar-23.
- One day training programme on **“Human Rights and Values-Promotion and Protection for students”**, Dr.N.G.P Arts and Science College, 22-Feb-23.
- One day Workshop on NPTEL E-Awareness, NPTEL on 06-Jan-22.
- Two days Workshop on **Intellectual Property Rights**, IPPO during 10 to 11-Apr-20.

- One day Workshop cum hands on training on ‘**Tally with GST (E-way Billing)**’, Salem Sowdeswari College, Salem on 01-Aug-19.
- **Supply Chain Management**, PSG Institute of Management, Coimbatore, 05-Aug-10.

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

- ‘**Orientation Programme**’ for NSS, Avinashilingam University conducted by Bharathiar University from 02 to 08-Dec-14.

#### **Participation in Faculty Development Programme**

- Six days AICTE Training and Learning (ATAL) Academy Faculty Development Program on “**Entrepreneurial Strategies for Success in the Emerging Blue Economy**”, Rathinam College of Arts and Science, 09 to 14- Dec-24.
- Eight days National Level Faculty Development Program on “**Ethics and Values for Teaching Professionals and Administrators**”, Rani Anna Government College for Women, Tirunelveli, 22 to 29- Nov-24.
- Seven days National Level Faculty Development Program on “**Future -Ready Educators: Transforming Teaching and Learning in the present scenario**”, Hindusthan College of Arts and Science, Coimbatore, Coimbatore, 07 to 14- Aug-24.
- Seven days National Level Faculty Development Program on “**Essential Skills for Professional Development in Higher Education**”, SIFRE, 01 to 07- Jul-24.
- Thirteen days Faculty Development Programme on “**Entrepreneurship**”, Amrita Vishwa Vidyapeetham, Coimbatore, 17 to 29-Jul-23.
- Five days National Level Faculty Development Program on “**Outcome Based Education**”, Dr.N.G.P. Arts and Science College, Coimbatore, 17 to 21- Jun-23.
- Five days International Faculty Development Programme on “**AI Applications and Its impact on Business Practices**”, Sri Ramakrishna College of Arts and Science, Coimbatore, 18 to 22-Apr-23.
- Five days International Faculty Development Programme on “**Teaching Pedagogy and Life Skill Management**”, Hindustan College of Arts and Science, Coimbatore, 27 to 31- Mar-23.
- Seven days Faculty Development Programme on “**ESG Framework for Business**”, V.O. Chidambaram College, Thoothukudi, 27 to 03-Nov-22.
- Two Days National Online Faculty Development Programme on “**Plagiarism in Academic Research and Author Identifiers**” Indian Institute of Management and



Commerce on 11 to 12-Apr-22.

- Six days National level Faculty Development Program on **“Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Era”**, Hindusthan College of Arts and Science, Coimbatore on 22 to 28-Sep-21.
- Six days National Level Faculty Development Program on **“Digital Teaching Methods in Higher Education”**, Hindusthan College of Arts and Science, Coimbatore on 23 to 28-Aug-21
- Three days National level Virtual Faculty Development Program on **“Securities Market”**, PSGR Krishnammal College for Women, Coimbatore on 27 to 30-Nov-21.
- One Day Online Functional Faculty Development Program on **“Financial Planning for Educators”**, Department of Commerce with CA, Center for Faculty Development, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore on 11-Sep-21.
- One Day Online Functional Faculty Development Program on **“Term Insurance Checklist”**, Department of Commerce B&I, Center for Faculty Development, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore on 30-Jul-21.
- Seven Days Faculty Development Program on **Research Methodology and Pedagogy for Tertiary Education”**, Center for Faculty Development & IQAC, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 15 to 21-June-21.
- One Day International Faculty Development Program on **how to write effective case study** organized by Atmiya University, Rajkot, Gujarat, India on 2-May-20.
- One Day International Faculty Development Programme on **Develop the ability to write Research Proposal**, Adarsh AIMIT, Adarsh Group of Institutions, Bengaluru on 24-Apr-20.
- Three days National level Online Faculty Development Program on **“Recent Trends in Artificial Intelligence and Impact on Teaching Professionals”**, RVS College of Arts and Science, Coimbatore on 22 to 24-Apr-20.
- Seven Days Faculty Development Program on **Quality Initiatives in Higher Education** organized by Consortium of Colleges, 13 to 20-Apr-20.
- Seven Days Faculty Development Program on **NAAC Revised Accreditation Frame Work and OBE Assessment Methodology** organised by the Faculty Development Cell & IQAC, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 27-May-19 to 2-Jun-19.

#### CONFERENCE / SEMINAR / WORKSHOP ORGANIZED

- Committee Member, Indian Council of Social Science Research (ICSSR) (SCD) - New Delhi sponsored Workshop on **“RECOGNITION & PRACTICE OF PRADHAN MANDRI**

**FASAL BIMA YOJANA AMONG THE FARMERS”** organized by Dr.N.G.P. Arts and Science College, Coimbatore on 19-Feb- 24.

- Committee Member, Indian Council of Social Science Research(ICSSR) – New Delhi sponsored National Conference on **“NATIONAL EDUCATION POLICY 2020 : CHALLENGES AND OPPORTUNITIES FOR HIGHER EDUCATION INSTITUTIONS IN INDIA”** organized by Department of Commerce with Professional Accounting and Management Studies, Dr.N.G.P. Arts and Science College, Coimbatore on 27-Dec- 23.
- Committee Member, Auditors’ Conclave on **“AUDITING IN NEW AGE” (ACANA-2023)** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore in association with The Coimbatore Branch of Southern India Regional Council of The Institute of Chartered Accountants of India on 21-Sep- 23.
- Committee Member, Indian Council of Social Science Research Southern Regional Centre (ICSSR-SRC) sponsored a Three Day National Workshop on **ADVANCED RESEARCH METHODOLOGIES AND ANALYTICAL TOOLS (SPSS, AMOS & R) FOR SOCIAL SCIENCE RESEARCHERS** organized by Research and Development Cell and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore during 29 to 31- Mar- 23.
- Committee Member, National Human Rights Commission, New Delhi Sponsored Training Programme on **“HUMAN RIGHTS AND VALUES–PROMOTION AND PROTECTION FOR STUDENTS”** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 22- Feb-23.
- Committee Member, National Conference on **SOCIAL INNOVATION AND BUSINESS SUSTAINABILITY** organized by Department of Commerce, Commerce with Professional Accounting, Commerce Finance and Commerce with Cost Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 09-Feb-23.
- Committee Member, Indian Council of Social Science Research (ICSSR- SRC) sponsored Three Day National Workshop on **ADVANCED RESEARCH METHODOLOGY AND STATISTICAL DATA ANALYSIS FOR RESEARCH SCHOLARS** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 11 to 13-Dec-19.

#### **Editorial / Review Board Member**

- Associate Editor, National Conference on Implications of Fintech in Indian Economy,

Abstract book published by Department of Commerce, Commerce with Professional Accounting and Commerce Finance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, on 4 Mar-20 with ISBN No:978-81-943062-5-2.