

**Name** : Dr. R.MAYILSAMY  
**Designation** : Associate Professor  
**Department** : Commerce with Professional Accounting  
**Qualification** : M.Com., M. Phil., PGDCA., PGDIT., Ph. D.  
**Experience** :Teaching: 12 Years Industry: -  
**Area of Specialization(s)** : Marketing and Finance  
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Research:

### AcademicQualifications

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

### AdditionalQualifications

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, **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,(UGCCarelisted).
- 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 customers' satisfaction towards LG products 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 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, **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 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.
- R.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, **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.

## National

### Other Publications: International / National Journals

- 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.
- 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, **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.

### Presentations in Conference

- **Urban Co- operatives in Financial System**, National level Conference on Proactive and Innovative Attitudes for Co- Operatives in the New Financial System, Department of Co- operation, TirupurKumaran College for Women, 22-Jan-10.
- **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

- 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.
- National level Conference on **Proactive and Innovative Attitudes for Co- Operatives in the New Financial System**, Department of Co- operation, Tirupur Kumaran College for women, 22 - Jan-10.

- National Conference on **Higher Education in India: Changes and Challenges**, Association of Principals of Colleges of Bharathiar University, Coimbatore on 9-Feb-13.

#### **Participation in Seminars**

- National Seminar on **Emerging Trends in Commerce**, Economics and Management - 2010, Department of Commerce and Management, Hindusthan College of Arts and Science, Coimbatore.

#### **Participation in Workshop**

- **Supply Chain Management**, PSG Institute of Management, Coimbatore, 5-Aug-10.
- One day Workshop cum hands on training on '**Tally with GST (E-way Billing)**', Salem Sowdeswari College, Salem on 1-Aug-19.
- Two days Workshop on **Intellectual Property Rights**, IPPO during 10-Apr-20 to 11-Apr-20.

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

- '**Orientation Programme**' for NSS, Avinashilingam University conducted by Bharathiar University from 2 to 8-Dec-14.

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

- Seven Days Faculty Development Program on **NAAC Revised Accreditation Framework 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-June-19.
- Seven Days Faculty Development Program on **Quality Initiatives in Higher Education** organized by Consortium of Colleges, 13-Apr-20 to 20-Apr-20.
- 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.
- One day Faculty Development Programme on **An Application of SPSS in Social Science Research**, RVS College of Arts and Science, Sulur on 21-Jan-21.
- Seven Days Virtual Faculty Development Program on "**ESG Framework for Business**", V.O. Chidambaram College, 27-Oct-22 to 03-Nov-22.

#### **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.