

Name : Dr. N. Kodhai Nayaki

Designation : Professor

Department : Commerce with Information Technology

Qualification : M.Com., M.Phil., MBA, PGDCA, Ph.D.

Experience : Teaching: 22.11 Years

Specialization: Finance & Marketing Management

Email : kodhainayaki@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph. D.	Commerce	Chikkana Government Arts College	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

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
Certificate	AI in Human Resource Management	NPTEL	2026
Certificate	Research Methodology	NPTEL	2025
Certificate	GST	GST Center, Cochin	2022
PGDCA	Computer Applications	Bharathiar university	2004

Grants Received

Event Title	Agency	Amount	Date
Seed Money	Dr. N. G. P Arts and Science College	Rs. 5,000	Six Months

Consultancy

Title of Consultancy	Client	Amount	Status
GST e filing	Manis Tradings, Tirupur	Rs. 10,000	Completed

Research Guidance

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

Research Publications

- 1) Dr. N. Kodhai Nayaki, **The Role of CRM Systems in Enhancing Customer Engagement and Retention in E-Commerce in Coimbatore City**, International Journal of Novel Trends and Innovation, Volume 4, Issue 3, Impact Factor 9.57, Mar-2026, ISSN: 2984-908X.
- 2) Dr. N. Kodhai Nayaki, **A Study on Consumer Awareness of Apple Inc.'S Eco-System and Its Impact on Purchase Decision in Coimbatore City**, International Journal of Versatile Research and Analysis (IJVRA), Volume 4, Issue 3, Impact Factor 9.12, Mar-2026, ISSN: 2984-8903.
- 3) Dr. N. Kodhai Nayaki, **A Study on Consumer Switching Behaviour from Kirana Stores to Quick Commerce Platforms in Coimbatore City**, International Journal of Research and Analytical Reviews (IJRAR), Volume 4, Issue 3, Impact Factor 7.17, Mar-2026, (E-ISSN 2348-1269, P- ISSN 2349-5138).
- 4) Dr. N. Kodhai Nayaki, **An Empirical Study on the Impact of chatgpt on the Academic Performance of College Students in Coimbatore City**, Int. Journal of Versatile Research and Analysis (IJVRA), Volume 4, Issue 3, Impact Factor 9.17, Mar-2026, ISSN: 2984-8903.
- 5) Dr. N. Kodhai Nayaki, **Working Capital Management and its Effect on the Retail Sector of Reliance Company Limited**, International Journal of Current Science (IJCS PUB), Volume 16, Issue 1, Impact Factor 8.17, Mar-2026 ISSN: 2250-1770.
- 6) Dr. N. Kodhai Nayaki, **HR Strategies for Reducing Workplace Stress among Young Employees at GKM Private Limited Company**, International Journal of Novel Trends and Innovation, Volume 7, Issue 3, Impact Factor 6.844, Mar-2026, ISSN: 2582-7421.
- 7) Dr. N. Kodhai Nayaki, **Navigating Uncertainty: Mitigating Cash Flow and Supply Chain Instabilities Through Advanced Risk Analytics**, International Journal of Research and Innovation in Social Science, Volume 10, Issue 3, Mar-2026 ISSN 2454–6186.
- 8) Dr. N. Kodhai Nayaki, **A Study on the Effects of Compensation and Benefits of Motivation**, International Journal of Creative Research Thoughts (IJCRT), Volume 13, Issue 3, Impact Factor 7.97, Mar-2025, ISSN 2320-2882.
- 9) Dr. N. Kodhai Nayaki, **A Study on Labour Welfare Measure Towards Knit Gallery Pvt Ltd, Tirupur**, International Journal of Research Publication and Reviews, Vol 6, Issue 3, Impact Factor 6.884, Mar-2025, ISSN 2582-7421.
- 10) Dr. N. Kodhai Nayaki, **A Study on Employee Turnover and Retention Strategies in Erproots Private Limited**, International Research Journal of Modernization in Engineering Technology and Science, Volume:07, Issue:03, Impact Factor 8.187, Mar-2025, ISSN 2582-5208.

- 11) Dr. N. Kodhai Nayaki , **The Lost Billions Tracing the Ripple Effect of Major Financial Scams in India**, International Journal of Research and Analytical Reviews (IJRAR), Volume 12, Issue 1, Impact Factor 7.17, Mar-2025, ISSN 2349-5138.
- 12) Dr. N. Kodhai Nayaki, **A Comparative Study on CSR Activities of Tata Group and Reliance Industries**, International Journal of Creative Research Thoughts (IJCRT), Volume 13, Issue 3, Impact Factor 7.97, Mar-2025, ISSN 2320-2882.
- 13) Dr. N. Kodhai Nayaki, **A Study on Surveillance in the Workplace: A Critical Examination of Its Impact on Employee Trust, Motivation and Productivity in Amazon**, International Journal of Research and Analytical Reviews (IJRAR), Volume 12, Issue 1, Impact Factor 7.17, Mar-2025, ISSN 2349-5138.
- 14) Dr. N. Kodhai Nayaki, **A Study on Effectiveness of 360-Degree Performance Appraisal in Bakgiyam Engineering Pvt. Ltd**, International Journal of Progressive Research in Engineering Management and Science (IJPREMS), Vol. 05, Issue 03, Impact Factor 7.001, Mar-2025, ISSN 2583-1062.
- 15) Dr. N. Kodhai Nayaki, **A Study on Gold Investment Behavior of Working Women in Coimbatore City**, Zeichen Journal, Volume 10, Issue 08, 2024, ISSN NO: 0932-4747 (UGC Care Group II).
- 16) Dr. N. Kodhai Nayaki, **A Study on Financial Statement Analysis of Steel Authority of India**, International Journal for Multidisciplinary Research (IJFMR), Volume 6, Issue 3, May-June 2024, E-ISSN: 2582-2160.
- 17) Dr. N. Kodhai Nayaki, **Passenger's Perception and Satisfaction Towards Airline Services A Study with Reference to Coimbatore City**, International Journal of Research and Analytical Reviews (IJRAR) Volume 10, Issue 3. Impact Factor 7.17) September 2023, (E-ISSN 2348-1269, P- ISSN 2349-5138) (Peer Reviewed, Referred Journal).
- 18) Dr. N. Kodhai Nayaki, **A Study on Impact of You Tube Advertisement Viewers Purchase Behaviour and Attitudes**, International Journal of Research and Analytical Reviews (IJRAR) -) Volume 10, Issue 3, Impact Factor 7.17, September 2023 (E-ISSN 2348-1269, P- ISSN 2349-5138 (Peer Reviewed, Referred Journal).
- 19) Dr. N. Kodhainayaki, **A Study on Consumer Satisfaction and Usage Towards Paytm with Special Reference to Coimbatore City**, International Journal of Creative Research Thoughts (IJCRT) Vol 11 Issue 1, Impact Factor 7.97, Jan 2023, ISSN 2320 - 2882 (UGC)
- 20) Dr. N. Kodhainayaki, **Marketing Analysis Towards Patanjali Ayurvedic Products- with Reference to Coimbatore City**, International Journal of All research and Scientific Methods, Vol 9 Issue 9, Impact Factor 7.4, Sep 2021, ISSN 2455-6211, (UGC Care)

- 21) Dr. N. Kodhainayaki, **Intelligence in Managing Stress Among IT Professionals in Coimbatore City**, International Journal for Research in Applied Science & Engineering Technology, Vol 9, Issue IX, Impact Factor 7.8, Sep 2021, ISSN No 2321-9653 (UGC Care)
- 22) Dr. N. Kodhai Nayaki, **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).
- 23) Dr. N. Kodhai Nayaki, **Digital Transmission: Issues and Challenges**, International Journal of Scientific Research and Review, Issue No.11, Vol. 8, pp. 161-163. Impact Factor 6.1, September 2018, (ISSN: 2279-543X) (Peer Reviewed Indexed).
- 24) Dr. N. Kodhai Nayaki, **A Study on the Export Import Procedure and Documentation of Aathava Garments India PVT. LTD., Coimbatore**, Journal of Emerging Trends and Novel Research, Volume 4, Issue 3, Impact Factor 9.87, Mar-2026 ISSN: 2984-9276.
- 25) Dr. N. Kodhai Nayaki, **A Study on the Effect of Digital Payment on Public Transport Usage in Coimbatore City**, Journal of Advance and Future Research, Volume 4, Issue 3, Impact Factor 9.87, Mar-2026, ISSN: 2984-889X.
- 26) Dr. N. Kodhai Nayaki, **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, Impact Factor 6.2, Sep 2021, (UGC Care)
- 27) Dr. N. Kodhainayaki, **A Study on Customer Perception Towards Organic Food – An Empirical Study with Reference to Coimbatore City**, Info Kara Research, Vol 9 Issue 3, Impact Factor: 5.7, Mar 2020, 1021-9056 (U.G.C).
- 28) Dr. N. Kodhainayaki, **A Study on Brand Preference towards Chocolates in Madurai**, A Journal of Composition Theory, V. XIII I. I, Impact Factor: 5.7 Jan 2020, 0731-6755 / (U.G.C)
- 29) 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).
- 30) Dr. N. Kodhai Nayaki, **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, Impact Factor: 5.7631, December 2018, (UIF). (UGC approved Journal No.48514).
- 31) Dr. N. Kodhai Nayaki, **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, Impact Factor: 5.87. October 2018, UGC approved.

- 32) Dr. N. Kodhai Nayaki, **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).
- 33) 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.
- 34) Dr. 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.
- 35) Dr. N. Kodhai Nayaki, **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.
- 36) Dr. 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.
- 37) Dr. 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.
- 38) Dr. N. Kodhai Nayaki, **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.

Book Publications

- 1) Dr. N. Kodhai Nayaki, **Principles of Management**, Charulatha publications, Chennai. ISBN 978-93-6260-375-3, Oct-24.
- 2) Dr. N. Kodhai Nayaki, **Indirect Tax**, Scientific International Publishing House, ISBN 976-93-5757-615-6, Dec 2023.
- 3) Dr. N. Kodhai Nayaki, **Marketing Management**, Charulatha publications, Chennai. ISBN 978-93-5577-721-8, Sep-23.
- 4) Dr. N. Kodhai Nayaki, **Entrepreneurial Development**, Book, Lambert Academic Publication, Europe, ISBN-978-620-6-15813-4, April 2023.

Book Chapters Publication

- 1) **Use of Artificial Intelligence in Regional Language Technical Communication**, Dr. N. Kothai Nayaki, The Wordsswizzle Publication, ISBN: 978-93-49882-81-2. 2025.
- 2) **Benefits of Smart City Initiatives on Real Estate in Coimbatore**, Dr. N. Kothai Nayaki, The Wordsswizzle Publication, ISBN: 978-93-49882-81-2. 2025.
- 3) **Renewable Energy and Environmental Sustainability, India – Malaysia Bilateral Relations in the 21st Century**, Dr. N. Kothai Nayaki, CiiT Publications ISBN- 978-93-6126-546-4, August, 2025.
- 4) **Benefits of using social media for Education**, Dr. N. Kothai Nayaki, Shanlax Publication, Madurai, Tamilnadu, ISBN- 978-93-6163-862-6, October, 2024.
- 5) **Sustainability Practices Ingrained in Indian Culture**, Dr. N. Kothai Nayaki, Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSRIKS2024) - Sponsored by ICSSR, ISBN- 978-8-19-710005-5, July, 2024, New Delhi.
- 6) **ECO Tourism Ventures**, Dr. N. Kothai Nayaki, Coimbatore Institute of Information Technology, ISBN 978-93-6126-266-1, Sep 2024.
- 7) **E- Commerce, Contemporary Issues and Trends in Digital Marketing**, Dr. N. Kothai Nayaki, Mayas Publication, ISBN-978-93-95214-27-8, Aug 2023.
- 8) **Women Empowerment in India and its Importance**, Dr. N. Kothai Nayaki, Shanlax Publication, Madurai, Tamil Nadu. ISBN-978-93-5786-052-9. 3rd Feb 2023.
- 9) **Outcome Based Education**, Dr. N. Kothai Nayaki, Shanlax Publication, Madurai, Tamil Nadu. ISBN-978-93-95422-57-4, Oct 2022.
- 10) **Artificial Intelligence**, Dr. N. Kothai Nayaki, Shanlax Publication, Madurai, Tamil Nadu. ISBN-978-93-95422-25-3, Oct2022.
- 11) **Artificial Intelligence**, Dr. N. Kothai Nayaki, Sri Ramakrishna College of Arts and Science, Coimbatore ISBN No: 29. October 2021.

Presentations in Conference/ Seminar

- 1) **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, 31-Aug-18.
- 2) **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.

- 3) **Foreign Direct Investment in India**, International Conference on Responsibility India – Emerging Dimensions, S.N.R Sons College, Coimbatore, 16-Feb-16.
- 4) **Capital Structure Analysis of Selected Indian Automobile Industry**, Int. Conference on Responsibility India – Emerging Dimensions, S.N.R Sons College, Coimbatore, 16-Feb-16
- 5) **Employees Prospective of Knowledge Management in Banks**, Int. Conf. on Contemporary Issues and Challenges, Sri Ganesh College of Arts and Science, Salem 13- Feb-15.
- 6) **Retail Sector in India**, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, SNR Sons College, Coimbatore, 20-Feb-15.
- 7) **Reforms in Banking Sector and Economic Growth**, ICSSR Sponsored National Seminar on Financial inclusion for Sustainable Economic Growth Strategies and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- 8) **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.
- 9) **Currency Risk**, National Level Seminar on Risk Management, Karpagam University, Coimbatore, 8-Oct-16.
- 10) **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.
- 11) **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.
- 12) **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.
- 13) **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 & 26-Sep-15.
- 14) **Lean Revolution and Human Resource Aspects**, National Conference on Concurrent Issues and Challenges in Lean Management, Dr. N.G.P. Arts and Science College, 12-Feb-15.
- 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.

- 16) **Opportunities and Challenges in Corporate Finance**, Nat. Conference on Indian Corporate Sector Challenges and Opportunities, Karpagam University, Coimbatore, 28-Feb-14.
- 17) **Emerging Trends in Recruitment Scenario in Various Industries**, National Conference on Emerging Dimensions in Management, V.L.B. Janakiammal College of Arts and Science, Coimbatore, 1-Feb-13.
- 18) **Emerging Trends in Social Marketing in India**, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.
- 19) **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.

Invited Speaker / Session Chair/ Reviewer

- 1) Reviewer, Journal of Sales, Service and Marketing Research, 2026.
- 2) Reviewer, Assessment of Political and Tribal Effects on Economic Development in South Sudan, 2025.
- 3) Reviewer, International Journal of Research in Engineering and Technology, 2025.
- 4) Reviewer, Journal of Sales, Service and Marketing Research, 2025.
- 5) Reviewer, Journal of Women Entrepreneurship and Business Management, 2025.
- 6) Reviewer, Journal of Sales, Service and Marketing Research, 2025.

Editorial / Reviewer Board Member

- 1) Editorial Advisory Board Member, Enhancing Business Revenue with Deep Learning-Powered AI, 2026
- 2) Editor-in-Chief, Journal of Sales, Service and Marketing Research, 2025
- 3) Editorial Board member, Journal of Sales, Service and Marketing Research, 2024
- 4) Editorial Board member, Journal of Women Entrepreneurship & Business Management, 2024

Member in BoS

- 1) Board of Commerce Accounting and Taxation, Dr. N.G.P. Arts and Science College Coimbatore, Since 2022.
- 2) Board of Commerce in Business Process Services, Dr. N.G.P. Arts and Science College Coimbatore, 2018 - 2018.

3) Board of Commerce and Management, Karpagam University, Coimbatore, 2006 - 2017

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
Innovative Teaching, Scientific Education & Research Association (ITSERA)	Life-Time	2026
International Journal of Creative Research Thoughts	Member	2023
TIJER - International Research Journal	Member	2023
National Institute for Technical Training and Skill Development	Member	2023
International Peer Reviewed Research Journal & Book Publication	Member	2021
Global Professors welfare Association Forums	Member	2021

Awards /Honors

Awards / Honors	Agency / Institute	Year
Kalam Award	Silampoli Foundation	2025
Women Icon	Silampoli Foundation	2025
Best Mentor	NPTEL Ministry of HRD, Govt. of India	2025
Best Professor	Silampoli Foundation	2024
Aasiriyar Rathna Viruthu 2021	Aram Anbin Adayalam Trust	2021
Best Faculty	Dr. N.G.P. Arts and Science College	2021
Best Mentor	Dr. N.G.P. Arts and Science College	2021
10 Years Completion of Commendable Service	Karpagam University	2015