

**Name** :Dr.J.Lilly  
**Designation** :Professor  
**Department** :Commerce with Information Technology  
**Qualification** :M.Com, M.Phil., Ph.D., SET.PGDCA. PGDIM., PGDHRM, MBA.  
**Experience** :Teaching: 15 Years Research: 15 years  
**Area of Specialization(s)** :Finance  
**Email (Official ID)** :lilly@drngpasc.ac.in



#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	PSG College of Arts & Science, Coimbatore	2016
MBA	Business Administration	IGNOU, New Delhi	2012
M. Phil	Commerce	Bharathiar University	2007
M.Com	Commerce	PSG College of Arts & Science, Coimbatore	2004
B.Com	Commerce	PSGR Krishnammal College for Women, Coimbatore	2002

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Commerce	Mother Teresa University	2018
Online Certificate	Business and Sustainable Development	NPTEL	2021
	Consumer Behavior	NPTEL	2019
PGDCA	Computer Application	IGNOU, New Delhi	2008
PGDIM	Management	IGNOU, New Delhi	2010
PGDHRM	Human Resource Management	IGNOU, New Delhi	2011

## Projects

### On-going

Project Title	Agency	Amount	Duration
Farmers' perception towards Organic Farming for Sustainable Livelihood in Coimbatore District	ICSSR	3,50,000	1 year

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M. Phil.	2	-
Ph.D	-	1

## Research Publications (Indexed)

### International

- J.Lilly, **Customers' Perception Towards Robotic Vacuum Cleaner In Coimbatore City**, Journal of Emerging Technologies and Innovative Research, Volume 9, Issue 10, October 2022 (Indexed in UGC CARE).
- J.Lilly, **Farmers' perception towards Organic Farming for Sustainable Livelihood in Coimbatore District**, International Journal of Agriculture Innovations Research (IJAIR), Volume 9, Issue 4, March 2021 (Indexed in UGC CARE).
- J.Lilly, **A study on measuring liquidity position of selected private sector banks**, Journal of Management Research and Analysis, Volume 7, Issue 1, March 2020. (Indexed in UGC CARE).

- J.Lilly, **Worldwide Consumption of Vegetable oils- An Analytical Study**, International Journal of Research in Economics and Social Sciences, Volume 8, Issue 2, Feb-19, (Indexed in Google Scholar, Research Gate, EBSCO, UGC (Upto 2018))
- J.Lilly, **Students Buying Behaviour Towards Branded Cricket Shoes**, Asia Pacific Journal of Marketing & Management Review, Volume 6, Issue 6, Page 1 to 5, Jun-17, ISSN 2319 2836, (Indexed in Open-J Gate)
- J.Lilly, **A Study On Viewer's Behavior – Best Time To Air Television Commercials**, International Journal of research in Physics & Social Sciences Volume 6, issue 5, Page 53 to 59, May-16, ISSN 2249-5894, (Indexed in Google, Scholar, Open J-Gate)
- J.Lilly, **A Study On Impressive Factors In Television Commercials**, International Journal of Research in Economics and Social Sciences, Volume 6, Issue 2, Page 93 to 96, Feb-16, ISSN: 2455-8834, (Indexed in Google Scholar, Open J-Gate etc)
- J.Lilly, **Impact Of Microfinance On Development Of Micro And Small Enterprises In India**, Intercontinental Journal Of Human Resource Research Review, Vol 3, Issue 1, Feb-15, ISSN:2321-0346(Online) ISSN:2347-1670(Print), (Indexed in Pro-Quest, Research Gate, Google Scholar etc)
- J.Lilly, **Problems Faced By The Employees With Total Quality Management**, International Journal Of Research In Management, Vol 1, Issue 5, Page 88 to 94, Jan-15, ISSN 2249-5908, (Indexed in Google Scholar)
- J.Lilly, **A Study Related To The Issues Of Total Quality Management**, International Journal Of Research In It And Management, Vol 4, Issue 11, Page 12 to 17, Nov-14, ISSN: 2231-4334, (Indexed in Google Scholar)
- J.Lilly, **A Study On Employee Satisfaction Towards TQM Practices**, International Journal Of Scientific Research, Vol 3, Issue 10, Page 116 to 118, Oct-14, ISSN No 2277 – 8179, (Indexed in Index Copernicus, Research Gate, Google Scholar etc)
- J.Lilly, **An Empirical Study Of Performance Evaluation Of Selected ELSS Mutual Fund Schemes**, International Journal Of Scientific Research, Vol 3, Issue 7, Page 67 to 69, Jul-14, ISSN No 2277 – 8179, (Indexed in Index Copernicus, Research Gate, Google Scholar etc)
- J.Lilly, **Purchase Decision Of The Consumers Towards Instant Food Products**, International Journal Of Business And Administration Research Review, Vol 2, Issue 5, Page 125 to 129, Apr-Jun-14, ISSN: 2348 – 0653 (Print) , ISSN: 2347 - 856X (Online), Indexed in Research Gate etc)
- J.Lilly, **A Study On Impact Of Advertisement On Healthcare Products With Reference To Sugar Free Natura**, International Journal Of Management Research And Review (IJMRR), Vol 4, Issue 3, Page 367 to 373, Mar-14. (Indexed in Google Scholar, Open J-Gate, Index Copernicus etc)

- J.Lilly, **Customer Perception And Preference Towards Branded Products (With Special Reference To Television Sets)**, Indian Journal Of Marketing, Vol 40, No 2, Feb-10.,ISSN 0973-8703, (Indexed in Scopus)
- J.Lilly, **The Effects Of Store Window Display On Customer's Perception And Attitude In Retail Clothing Outlets**, Journal Of Global Economy, Vol 6, No 1, Feb-10.

#### **National**

- J.Lilly, **Investor's Attitude Towards Secondary Market (With Special Reference To Equity Investments)**, Prabandhan- Indian Journal of Research, Volume 5, Issue 3, Page 45 to 46, Mar-16, ISSN : 2231-6655, (Indexed in Google Scholar, Research Gate etc)
- J.Lilly, **Employees Perspective On TQM Practices In Manufacturing Concern**, Indian Journal Of Applied Research, Vol 4, Issue 10, Page 325 to 327, Oct-14, ISSN 2249 - 555X (Indexed in Google Scholar, Research Gate etc)
- J.Lilly, **Mutual Funds And Its Performance**, Indian Journal Of Applied Research, Vol 4, Issue 6, Page 1 to 4, Jun-14, ISSN 2249 - 555X (Indexed in Google Scholar, Research Gate etc)
- J.Lilly, **Home Environment: Stress And Mess**, SCMS Journal Of Indian Management, Vol 6, No 2, Apr-June-09, ISSN0973 -3167.(Indexed in Scopus, ProQuest, Ebscoetc)
- J.Lilly, **A Study On CRM Practices In Banks (With Special Reference To Coimbatore District)**, Smart Journal Of Business Management, Vol.5, No.1, Jan-Jun-09, ISSN 0973-1598(Print) and ISSN 2321-2012(Online). (Indexed in UGC, Open J-Gate etc)

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

##### **International**

- J.Lilly , **Employees Perception Towards Improving Total Quality Management**, International Research Journal Of Business And Management, Vol 8, Issue 3, Page 123 to 126, Feb-15, ISSN 2322 083X

##### **National**

- J.Lilly, **A Study on Stumbling Block and Provocation of Women Entrepreneurs in Coimbatore City**, Women Empowerment through Financial Inclusion, Volume 1, ISBN: 978-93-5786-052-9, First Edition: 2023, Shanlax Pulications, Madurai, page 22-27
- J.Lilly, **A Study On Employee Welfare Measures In Knitting Garment Company**, Journal Of Commerce And Management Research, Vol 3 Issue 2, Page 96 to 106, Jun-13, ISSN : 2249-0442.

- J.Lilly, **Indian Jute Industry- An Eye View**, Textile Review, Vol 6, Issue 6, Jun-11, ISSN: 0040-5175
- J.Lilly, **Investor's Perception Towards Capital Market Investments- With Special Reference To Coimbatore District**, Journal Of Commerce And Management Research, Vol 1, Issue 1, Jun-11, ISSN : 2249-0442.
- J.Lilly, **Indian Textile Industry- An Overview**, Textile Review, Vol 4, Issue 3, Mar-09, ISSN: 0040-5175.
- J.Lilly, **Bankers Perception On Crm Practices (With Special Reference To Coimbatore District)**, PCTE Journal Of Business Management, Vol 5, No.2, Jul-Dec-08, ISSN 0973-4066.
- J.Lilly, **A Study On Brand Adoption Behaviour Of VCD Players**, Journal Of Development Research, Vol 1, No: 1, Jul-Sep-08.
- J.Lilly, **Customers Perception Towards CRM Practices Adopted In Banks**, Professional Banker, The Icfai University Press, Special edition, Oct-07.
- J.Lilly, **Role of ICT and E-Business In Insurance Sector**, Insurance sector reforms in India, Published by Osmania University, Hyderabad, pp128-140, Mar-07.
- J.Lilly, **Role Of E-Commerce In India**, RAJ Journal of Commerce, Issue 4, pp 17-22, Aug-07.

#### **Presentations in Conference**

- A Study on Stumbling Block and Provocation of Women Entrepreneurs in Coimbatore City, NGM College, Pollachi, Feb 3, 2023.
- Green Supplychain Management – Small Scale Industries Perspective, Sri Vasavi College, Erode, 23 & 24 Feb, 2023
- A Study on Issues and Challenges of Start-ups in India, SNMV College of Arts & Science, Feb 3, 2023.
- Role of NABARD in development of Agricultural Sectors in India, St. Joseph University, Nagaland, Jan 28 & 29, 2022.
- Virtual Banking, International Conference on Paradigm Shift towards Cloud Banking, Sankara College of Science and Commerce on 12-Oct-18.
- Digitalised Economy – A Boom Of Indian Economy, International Conference on Impact of Digital Economy in India, Bharathidasan College of Arts & Science on 12-Sep-18.

- Role In Finance With Tax Planning, National Conference on Role of Finance Professionals in Cost Management, Tax Planning, Corporate Governnace and Organisational Growth, SreeSarawathiThyagaraja College Pollachi on 24-Jan-18.
- Challenges In Digital India, International Conference on New Digital Economy in India-Challenges & Opportunities, Rathinam College of Arts & Science on 18-Aug-17.
- Overseas Trade, State level Symposium on Overseas Trade, NGM College, Pollachi on 03-Jan-17.
- Engineering Business Concepts And Rapid Changes In Worldwide Business Pattern, International Conference on Business Concepts, Rathinam College of Arts and Science College on 18-Aug-16.
- Contemporary Issue In Global Banking, International Conference on E-Banking, Kongunadu Arts & Science College, Coimbatore on 04-Aug-16.
- Economic Empowerment Of Women Through Entrepreneurship- Problems And Prospects, National Seminar on Women Entrepreneurship, Dr.NGP Arts & Science College, Coimbatore on 16-Aug-16.
- Cyber Crime – A Modern Way Of Hacking, National Conference On Innovations In Insurance Sector, GRD College Of Arts And Science on 13-Mar-14.
- Rural Marketing For Fmcg Company, National Seminar on Innovative Management Practice For Global Competitiveness, Sri Vasavi College, Erode on 21-Dec-12.
- Green Marketing, International Conference On India Towards Green Economy, P.K.R Arts College For Women on 17-Sep-12.
- Online Marketing And Its Impact In Business, National Seminar on Role of IT in Commerce and Industry, Sankara College of Science and Commerce on 06-Jan-12.
- Role Of Iqac In Achieving Institutional Excellence, National Seminar on Achieving Academic Excellence through IQAC, Dr.NGP College of Arts & Science on 09-Dec-11 & 10-Dec-11.
- Recent Development In Insurance Sector, National Seminar on Emerging Trends in Service Sector, Hindusthan College of Arts & Science on 27-Jan-11.
- Rural Marketing: Challenges, Opportunities and Strategies, National Seminar on Opportunities and Challenges in Rural Marketing, Dr.GRD College of Science on 7-Apr-10.
- Emerging Trends In Commerce-Internet Marketing, National Seminar on Emerging trends in commerce, Economics and Management 2010, Hindusthan College of Arts and Science on 29-Jan-10.
- India 2050: Vision & Strategy, International Seminar on India 2050: Vision & Strategy, Albertian Institute of Management on 29-Oct-09 & 30-Oct-09.
- Marketing Paradigm for Electronic Commerce, National Seminar on Innovations in Business Horizons, Karpagam University on 24-Sep-09 & 25-Sep-09.

- Inclusive Growth: Vision And Strategy In Eleventh Plan Period, International Seminar on Inclusive Growth: Role of Corporates, SMEs, Govts, NGOs and SHGs, Albertian Institute of Management on 30-Jan-2009 & 31-Jan-2009.
- WTO And Its Implications Of Agricultural Sector In India, International Seminar on WTO and its Implications for Indian Economy, Karpagam University on 07-Jan-09.
- In-Shop Display- The Buzz Word of Retail Saga, National Seminar on Retail Industry- Paradigms, Practices and Prospects, Nehru Institute of Engineering and Technology on 03-Oct-08 & 04-Oct-08.
- Global Challenges In Cyber Business, International Seminar on Global Challenges in Cyber Business, Nehru College of Arts and Science on 21-Aug-08.
- An Analysis of Loans Provided by Public Sector Banks to SSI, National Seminar on Recent trends in Banking, Tamilnadu College of Engineering on 02-Apr-08.
- Emerging Issues and Challenges of Co-Operative Banks, State level seminar on Coop Fest 2008, Tiruppur Kumaran College for Women on 01-Mar-08.
- Marketing At The Door Steps, National Seminar on Information Technology- Its Impact on Global Business, Vidyasagar College of Arts and Science on 01-Mar-08.
- Impact of Information Technology in the Insurance Sector, National seminar on Indian Insurance sector- Innovation, Sustainability and Social Impact, CMS College of Science and Commerce on 23-Feb-08.
- Mutual Funds- A Globally Proven Investment, National Conference on Reforms in Banking and Financial sector, Karpagam Arts and Science College on 15-Feb-08.

### **Participation in Workshop**

- One Day Workshop on Outcome Based Education, Dr.N.G.P. Arts and Science College, Coimbatore, March 4, 2023.
- Nptel E-Awareness Workshop, NPTEL, 6-Jan-2022
- Inclusive Higher Education in Changing National Priorities, PSG Institute of Management on 29-Jan-18.

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

- Research Methodology and Pedagogy for Tertiary Education, IQAC and Centre for Faculty Development, Dr.N.G.P. Arts and Science College, June 15 to June 21, 2021.

- Functional FDP on Term Insurance Checklist, Department of Commerce Banking & Insurance and Dr. N.G.P Arts and Science College, Coimbatore, July 30, 2021.
- National Level FDP on Teaching Learning Practices, Hindusthan College of Arts and Science, 16<sup>th</sup> Nov to 20<sup>th</sup> Nov 2021.
- Spoken Tutorial Free Open Source Software (FOSS), Dr. N.G.P Arts and Science College, Coimbatore, 4<sup>th</sup> May 2020 to 10<sup>th</sup> May 2020.
- COVID 19 and Aftermath in World Economy, PSG College of Arts and Science College, 6<sup>th</sup> May to 8<sup>th</sup> May 2020.
- NAAC Revised Accreditation Frame Work And OBE Assessment Methodology, conducted by Dr. N.G.P. Arts and Science College from 27-May-19 to 02-Jun-19.
- Quality Initiatives In Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 09-Dec-18.
- Retail CPG & Market Research, PSG College of Arts and Science on 06-Dec-17 to 08-Dec-17.
- Web Designing, PSGR Krishnammal College for Women, Coimbatore on Jun-11.
- Multimedia, PSGR Krishnammal College for Women, Coimbatore on Jun-10.

#### **Conference / Seminar / Workshop Organized**

- Committee Co-ordinator, International Conference On Artificial Intelligence On Modern Business Era (ICAIMBE-2023), Dr. N.G.P. Arts and Science College, Coimbatore, Feb 17, 2023.
- Committee Member, National level Conference on Opportunities and Challenges of Business in the Digitalized Era (COCBD 18), Dr. N.G.P. Arts and Science College, Coimbatore, 27 Sep 2018 & 28 Sep 2018.
- Joint Secretary, National Conference on Modern Business Opportunities and Challenges (CMBOC '20), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-2020.

#### **Member in BoS**

- Board of Commerce (UnAided), PSG College of Arts and Science, Coimbatore in 2018-2019.

**Awards / Honors**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year of Award</b>
GRABS Best Young Teacher Award	GRABS Educational Charitable Trust, Chennai	2016
Best Teacher Award	Dr. N.G.P. Arts and Science College	2020
Minor Research Project Award	Dr. N.G.P. Arts and Science College	2020
Certificate of Appreciation	Bharathiar University	2021
Awardees Award	Dr. N.G.P. Arts and Science College	2022

**Resource Person**

- Acted as a Resource person for “Workshop on SPSS” at PSGR Krishnammal College for Women for 10 hours on 18.02.2023, 24.02.2023 & 15.03.2023.