

Name : Dr .S.Archana

Designation : Associate Professor

Department : Corporate Secretaryship

Qualification : M.Com. (CS),DOA., M.Com.,MBA.,M.Phil.,Ph. D

Experience: Teaching: 9.2 Years Industry: - Research: 5

Area of Specialization(s): Economic and Other Legislations and Forensic Audit

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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Corporate Secretaryship	Dr. N.G.P. Arts and Science College	2024
MBA	Banking and Finance	Bharathiar University	2016
M. Phil.	Corporate Secretaryship	Dr. N.G.P. Arts and Science College	2015
M. Com. (CS)	Corporate Secretaryship	Dr. N.G.P. Arts and Science College	2012 (Gold Medal)
M. Com.	Commerce	Bharathiar University	2014
B. Com. (CS) (CA)	Corporate Secretaryship	Dr. N.G.P. Arts and Science College	2010 (VI University Rank)

Additional Qualifications

Diploma /Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Certification	Qualitative Research Design	Emory University, Coursera	2024
Certification	Hands-On Microsoft Access 2019	Infosys Spring Board	2024
NPTEL	Financial Institutions and Markets	IIT, Mumbai	2020

NPTEL	Intellectual Property	IIT, Mumbai	2018
DOA	Office Administration	Dr. N.G.P. Arts and Science College	2010

Experience

- Dr.N.G.P Arts and Science College – 9.2 Years (UG & PG)

International / National Journals

- 1) S. Archana & S. Tamilmani, **Disaster from Migration of Digging to Drilling of Wells**, International Journal of Scientific Research, Vol-2, Issue-1, Pg No: 164-165, January 2013, ISSN-2277-8179.
- 2) S. Archana, **How to Lodge Consumer Complaints**, Paripex-Indian Journal of Research, Vol-2, Issue-3, Pg No: 43-44, March 2013, ISSN-2250-1991.
- 3) S. Archana, **An Effective Advertisement within a Minute**, Indian Journal of Applied Research, Vol-3, Issue-3, Pg No: 228-229, March 2013, ISSN-2249-555X.
- 4) S. Archana, **Ethical Marketing**, Indian Journal of Applied Research, Vol-3, Issue-7, Pg No: 397-398, July 2013, ISSN-2249-555X.
- 5) S. Archana, **A Study on Workers Job Satisfaction at Bakery Industries**, Indian Journal of Applied Research, Vol-4, Issue-3, Pg No: 241-242, March 2014, ISSN-2249-555X.
- 6) S. Archana, **Status of Women Entrepreneurship in Tamilnadu**, International Journal of Scientific Research, Vol-3, Issue-4, Pg No: 164-165, April 2014, ISSN-2277-8179.
- 7) S. Archana, **A Study on Employees Career Planning and Development**, Global Journal for Research Analysis, Vol-3, Issue-7, Pg No: 42-43, July 2014, ISSN-2277-8160.
- 8) S.Archana, **Awareness regarding Plagiarism and fair use of Copyright with reference to Doctoral students**, Strad Research, Vol-8, Issue-3, Pg No: 64-69, March 2021, ISSN:0039-2049.
- 9) S.Archana, **A Study on Customer Satisfaction Towards Online Cab Booking service in Coimbatore City**, Journal for Emerging Technologies and Innovative Research, Vol-9, Issue-6, Pg No: 707-711, June- 2022, ISSN:2349-5162.
- 10) S.Archana, **A Study on Consumer Satisfaction towards Newspapers with Special reference to the Coimbatore City**, Journal for Emerging Technologies and Innovative Research, Vol-10, Issue-4, Pg No: 734-741, April- 2023, ISSN:2349-5162.
- 11) S.Archana, **A Study on Consumer Perception of Cold -pressed oil and Refined oil with special reference to Coimbatore City**, Journal for Emerging Technologies and Innovative Research, Vol-10, Issue-4, Pg No: 726-733, April- 2023, ISSN:2349-5162.

- 12) S.Archana, **Academic writing skills and Plagiarism Empowering doctoral students for Ethical research- an outlook** , Education and Society, Vol-46, Issue-3, Pg No: 149-156, June- 2023, ISSN: 2278-6864

Presentations in Conference

- 1) **Customer Relationship and Business Success**, National Conference on Customer Relationship, JKKN College of Arts and Science, Coimbatore, 31-Aug-12.
- 2) **Ethical Marketing**, International Conference on Corporate Social Responsibility-The Indian Perspective, Vellalar College for Women, Erode, 18-Sep-12.
- 3) **Procedure to Lodge Consumer Complaints**, National Seminar on Consumerism-Challenges and Prospects, Hindustan Arts and Science College, Coimbatore, 10-Jan-13.
- 4) **Investment Banking**, National Conference on Corporate Finance –Structural Changes & Emerging Paradigms, Dr. N.G.P. Arts and Science College, Coimbatore, 8-Feb-13.
- 5) **Status of Women Entrepreneurship in Tamilnadu**, National Seminar on Empowering Women Through Entrepreneurship, Kongunadu Arts and Science College, Coimbatore, 7-Aug-13.
- 6) **Non-Profit Organization for Social Development**, UGC Sponsored National Seminar on Cooperative Enterprises: Promoting Indian Economy, Sri Ramakrishna Mission Vidyalaya College Arts and Science, Coimbatore, 21 to 22-Aug-13.
- 7) **Higher Educational Institutions-New Challenges and Roles**, NAAC Sponsored National Seminar on Continuous Enhancement of Quality in Higher Educational Institutions, Park's College, Tiruppur, 30-Sep-13 & 1-Oct-13.
- 8) **Misleading Advertisement and Issues**, National Conference on Consumer Protection, Kamadhenu Arts and Science College, Coimbatore, 14-Feb-14.
- 9) **Role and Development of FDI**, National Seminar on Role of FDI in Retail Sector-Issues & Challenges, Dr. SNS College of Arts and Science, Coimbatore, 21-Feb-14.
- 10) **Emerging Trends in Technology**, National Conference on Changing Dynamics of E-Commerce, Dr. GRD School of Commerce & International Business, Coimbatore, 10-Mar-14.
- 11) **Online Branding**, National Conference on Emerging Trends in Brand Management, SNR Institute of Management Studies, Coimbatore, 15-Mar-14.
- 12) **Guidelines for Best Talent Management**, National Conference on Redefining HR Strategies- Emerging Perspectives, Dr. N.G.P. Arts and Science College, Coimbatore, 17-Sep-14.

- 13) **Problems of Banking in Rural Area**, 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-Sep-14.
- 14) **Women's Economic Empowerment**, National Seminar on Human Rights and Women Empowerment in India, P.K.R. Arts College for Women, Gobichettipalayam, 2 & 3-Jan-15.
- 15) **Indian Insurance Sector and Stepping into the Growth**, National Seminar on Emerging Trends in Service Sector –Challenges and Opportunities, Maharani Arts and Science College, Dharapuram, 22-Jan-15.
- 16) **Green and Clean India**, National Seminar on Role of Teachers in Promoting Green and Clean India, LISIEUX B.Ed. College, Coimbatore, 27-Jan-15.
- 17) **Technologies in Higher Education**, UGC Sponsored National Conference on Higher Education in India: Opportunities and Challenges, Government Arts College, Karur, 30-Jan-15.
- 18) **Banking Virtualization and Current Trends in the Financial Service Sector**, National Conference on Sustainable Business strategy –Shaping the Future of India, Kongunadu Arts and Science College, Coimbatore, 4-Feb-15.
- 19) **FDI and Indian Economy**, National Seminar on Indian Economy, Nandha Arts and Science College, Erode, 6-Mar-15.
- 20) **Rural Consumer Behaviour in Digital Marketing**, National Seminar on Contemporary Issues in Digital Marketing, VLB Janakiammal College of Arts and Science, Coimbatore, 20-Jul-18.

Participation in Conference

- 1) **National Youth Day Programme**, at Shree Ramakrishna Vijayam, Coimbatore, 6-Jan-12.
- 2) **Open Quiz Challenge**, Biztrac, PSG College of Arts and Science, Coimbatore, 14-Sep-10.
- 3) **Legal and Regulatory frame work for Corporate Sector**, Dr. N.G.P. Arts and Science College, Coimbatore, 17-Feb-10.
- 4) **Emerging Paradigms in International Business**, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb-10.
- 5) **Virtual Teaching**, Coimbatore Institute of Technology, Coimbatore, 20-Apr-20 to 21-Apr-20
- 6) **Promote Innovations, IPR, Entrepreneurship and Start-ups among HEIs**, Institution's Innovation Council(IIC) of MHRD,s Innovation Cell, New Delhi, 28-Apr-20 to 22-May-20.
- 7) **Joy of Orderly Living**, Kaamadhenu Arts and Science College, Coimbatore, 05-May-20.

- 8) **Covid-19 & Aftermath in World Economy**, PSG College of Arts and Science, Coimbatore,06-May-20 to 08-May-20.
- 9) **Research ahead**, Hindustan College of Arts and Science, Coimbatore, 15-May-20 to 17-May-20.
- 10) **Methods of Digital Content Development & Artificial Techniques in Banking Strategy**, Bharathiar University Arts and Science College, Coimbatore, 01-Jun-20 to 02-Jun-20.
- 11) **Impact of Covid-19 on consumer Behaviour in India**, Erode Arts and Science College, Erode, 12-Jun-20.

Participation in Workshop

- 1) **Tamil Learning & Use of Tamil Language with Computers**, Dr. N.G.P. Arts and Science College, Coimbatore, 11-Mar-13.
- 2) **NPTEL E-Awareness** , NPTEL IIT Madras,06-Jan-22.
- 3) **Net Orientation Programme (Paper-I)**, Arcot Sri Mahalakshmi Women's College of Education , Villapakkam, 03-Nov-23.
- 4) **SPSS on Research** , Star International Foundation for Research and Education ,Namakkal, 26-Dec-23 to 30-Dec-23.

Participation in Seminars

- 1) **Corporate Governance for Sustenance, Prosperity and Posterity**, Vellalar College for Women, Erode, 25-Sep-14.
- 2) **Recent Trends in E-Banking Services of Public and Private Sector Banks**, Bishop Appasamy College of Arts & Science, Coimbatore, 20-Feb-15.
- 3) **Innovation and Diffusion of Green Management in India**, Nehru Arts and Science College, Coimbatore, 25-Feb-15.
- 4) **Entrepreneurial Excellence and Business Values in Today's Corporate Culture**, Vellalar College for women, Erode, 27-Aug-18
- 5) **Transforming quality of Teaching by adopting and Innovating ICT Tools & Techniques –A Key Focus Area of NEP 2020**, Sri Ramakrishna College of Arts and Science, Coimbatore, 21-Apr- 22 to 22-Apr-22
- 6) **Issues and Challenges of supply chain Management and its Impact on Economic Growth**, Erode Arts and Science College, Erode, 14-May-22
- 7) **Impact of CSR on Corporate sustainability**, Sri Ramakrishna College of Arts and Science, Coimbatore, 17-Mar-23

Participation in Faculty Development Programme

- 1) **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.
- 2) **Empowering Teachers to Prepare Professionals of Tomorrow –ICSI Vision 2022**, PSG College of Arts and Science and ICSI Coimbatore Chapter, Coimbatore, 31-Jul-18
- 3) **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 13-Apr-20 to 20-Apr-20.
- 4) **Emotional Intelligence**, KG College of Arts and Science, Coimbatore, 28-Apr-21 to 02-May-21.
- 5) **Challenges in Financial Management- Covid-19 Scenario**, Kovai Kalaimagal College of Arts and Science, Coimbatore, 14-May-20 to 19-May-20.
- 6) **Nurturing Entrepreneurship- Law & ICT Perspectives**, Nallamuthu Gounder Mahalingam College, Pollachi, 16-May-20 to 22-May-20.
- 7) **Effects of Covid-19 on Global Economy**, Khadir Mohideen College, Thanjavur, 01-Jul-20 to 07-Jul-20.
- 8) **Research Methodology and Pedagogy for Tertiary Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 15-Jun-21 to 21-Jun-21.
- 9) **Building & Sustaining Competence – Corporate Management, Law & Practice**, Kongu Arts and Science College and ICSI Coimbatore Chapter, Coimbatore, 02-Aug-21 to 06-Aug-21.
- 10) **Financial Planning and Smart Investment**, Rathinam College of Arts and Science , Coimbatore, 13-Aug-21 to 14-Aug-21.
- 11) **Creation of E-content for Professional Sustainability**, PSG College of Arts and Science, Coimbatore, 04-Oct-2021 to 09-Oct-2021.
- 12) **Cyber Security and Cyber Forensics**, PSG College of Arts and Science, Coimbatore, 25-Oct-2021 to 29-Oct-2021.
- 13) **Securities Market: Lecture & Hand on Training**, PSG College of Arts and Science, Coimbatore, 25-Oct-2021 to 30-Oct-2021.
- 14) **IQAC FDP series-2022**, Sankara College of Science and Commerce, Coimbatore 24-Jan-22 to 29-Jan-22.
- 15) **Fundamentals of research and research Methodology**, IOT Academy, Coimbatore, 06-Oct-2022 to 14-Oct-2022.
- 16) **Impressive Social Etiquette (Manners Matters)**, Indian Institute of management and Commerce, 04-Nov-22
- 17) **Creating Sustainable Innovation & Entrepreneurship Ecosystem in HEIs**, PSG College of Arts and Science, Coimbatore, 21-Nov-22 to 25-Nov-22.

- 18) **Research Methodology**, PPG College of Arts and Science, Coimbatore, 12-Dec-22 to 19-Dec-22.
- 19) **Professional Progression in Commerce and Management**, Justice Basheer Ahmed Sayeed College for Women, Chennai, 14-Dec-22 to 20-Dec-22.
- 20) **Outcome Based education (OBE)**, Dr. N.G.P. Arts and Science College, Coimbatore, 04-Mar-23.
- 21) **Teaching pedagogy and Life Skill Management**, Hindusthan College of Arts & Science, Coimbatore, 27-Mar-23 to 30-Mar-23.
- 22) **AI Application and its Impact on Business Practices**, Sri Ramakrishna College of Arts and Science, Coimbatore, 18-Apr-23 to 22-Apr-23.
- 23) **Empowering Education for innovation – A NEP Perspective**, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Jun-23 to 04-Jul-23.

Conference / Seminar / Workshop Organized

- 1) **Committee Member**, National Conference on Corporate Ethics and Business Sustainability, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-14.
- 2) **Committee Member**, International Conference on Pandemic and Business Sustainability, Dr.N.G.P Arts and Science College, Coimbatore, 21-Oct-14 to 22-Oct-21.
- 3) **Committee Member**, National Conference on Rebuilding Global Business Environment, Dr.N.G.P Arts and Science College, Coimbatore, 15-Feb-23.
- 4) **Committee Member**, National Conference on Digital Transformation in Business : Opportunities and Challenges, Dr.N.G.P Arts and Science College, Coimbatore, 05-Sep-23.

Membership in Editorial Board

- 1) **Associate Editor**, National Conference on Rebuilding Global Business Environment, Dr.N.G.P Arts and Science College, Coimbatore, 15-Feb-23. ISBN NO: 978-81-962056-6-9
- 2) **Associate Editor**, National Conference on Digital Transformation in Business : Opportunities and Challenges, Dr.N.G.P Arts and Science College, Coimbatore, 05-Sep-23. ISBN NO: 978-81-964455-4-6
- 3) **Active Review member** of Journal of Emerging Technology and Innovative Research , ISSN : 2349-5162, Member ID : 223151

Membership in Professional Bodies

Name of the Professional Body	Type of Membership	Issue Date
Indian Accounting Association	Life Time Member (CB-71)	09-11-2023
Indian Academic Researchers Association	Life Time Member (1405/2024)	19-05-2024
All India Council for Technical Skill Development	Member (AICTSD/PROFESSOR/07255)	21-05-2024

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Work Paper	Dr. N.G.P. Arts and Science College	2024
Best Mentor	Dr. N.G.P. Arts and Science College	2020
Gold Medal - M. Com. (CS)	Bharathiar University, Coimbatore	2012
University Rank VI - B. Com. (CS)(CA)	Bharathiar University, Coimbatore	2010
Best Outgoing Student in PG	Dr. N.G.P. Arts and Science College	2012
100% Attendance	Dr. N.G.P. Arts and Science College	2010 & 2012