

Name : Dr. G. ILAKKIA
Designation : Assistant Professor
Department : Corporate Secretaryship
Qualification : M.Com, MBA, M.Phil., Ph.D
Experience : **Teaching:** 9 Years 4 months
Research : 8 Years

Area of Specialization(s) : Marketing Management, Taxation
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2023
M. Phil.	Commerce	Kongu Nadu Arts and Science College	2015
M.Com	Commerce	Kongu Nadu Arts and Science College	2014
MBA	Marketing	Bharathiar University, School of Distance Education	2014
B.Com	Commerce	Kongu Nadu Arts and Science College	2012

Research Publications (Indexed)

International

- Dr.G.Ilakkia “**A study on consumer Awareness and its effects of green products/ Eco friendly products in Coimbatore district**” international Journal of Research publication and Reviews”, Volume 6,Issue 3
- Dr.G.Ilakkia “ **An analysis on Impact of Motor Pumps industries and its problems and prospects and Growth - In Coimbatore City**” Alochana Journal, Volume 4,issue 6,2025
- Dr.G.Ilakkia “ **Customer attitude and Inclination towards CASA Grand**” Journal of Indian School of Political Economy” Volume 36,Issue 3 June to September 2024
- Dr.G.Ilakkia “ **A comparative study on Service quality between public and Private Sector banks in Coimbatore city**” International Journal for Multidisciplinary Research” Volume 6,Issue 2.March 2024
- Mrs.G.Ilakkia “**An Analysis On Customer Satisfaction And Factors That Influences The Customer To Prefer Private Sector Bank In Coimbatore City**” GIS Science Journal, March 2021 VOLUME 8, ISSUE 4, 2021

- Mrs.G.Ilakkia “**A Comparative Study On Service Quality And Customer Satisfaction Between Public And Private Sector Banks With Reference To Coimbatore City**” Mukt Shabd Journal, April 2021 Volume X, Issue IV, APRIL/2021
- Mrs.G.Ilakkia “**An Impact of Service Quality and Customer Satisfaction in Public and Private Sector Bank - Reference to Coimbatore City**” March 2021, JETIR March 2021, Volume 8, Issue 3
- Mrs.G.Ilakkia “**Measuring customer perceived service quality in online shopping An empirical study**” Journal of Emerging Technologies and Innovative Research, Oct-18, Issue No.10,Vol.5.
- Mrs.G.Ilakkia “**A Study on Organizational practices that influence Employee Engagement at New SPP**”, Erode District, Tamilnadu. PUBLISHED IN Research Review International Journal of Multidisciplinary, Special Issue, Sep-18, ISSN: 2455-3085.
- Mrs.G.Ilakkia “**Impact of Business and Industry on the Environment in Isearl**” published in Review of Research Issue No:11, Vol.7, Aug-18, ISSN: 2249 -894X.

Presentations in Conference

- International Conference on " Recent Trends in Multi - Disciplinary Research and Innovations" and presented paper on “The impact of Artificial Intelligence and Technology on Audit Process”
- National level paper presentation on **Sustainable business strategy** in Hindustan Arts and Science College on 28-Oct-13.
- National level paper presentation on paper presented on **Business innovation through advanced IT** in Sri Ramalinga Sowdamgabai College on 20-Sep-13.
- National level paper presentation, paper presented on **Innovative and challenging strategies in Management** in SNR Sons College on 21-Aug-13.
- International paper presentation on **Role of service sectors in financial markets** in Hidusthan Arts and Science College on 20-Jul-13.
- National level seminar on **Empowering women through entrepreneurship** in Kongu Nadu Arts and Science College on 27-Dec-12 to 28-Dec-12.

Books/Chapter Publication

- The Bhagavad Gita as a Cornerstone of Indian Knowledge Systems published in Bhagavad Gita and Indian Ethics Preaching of Great Philosopher Adi Sankara by Stanzaleaf Publication, July,

- 2025. ISBN: 978-81-987746-4-4.
- Published chapter in Recent trends in Management on the topic “Total Quality Management”
- Published chapter in Recent trends in Management on the topic “Social Commerce”
- Published chapter in Recent Growth, Development and Technologies in Banking, Financial Services and Insurance sector (BFSIs), Sri Bharani Publication, ISBN NO: 978-81-971844-7-5, Pg. No. 95-106, Jan. 2025.
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Participation in Workshop

- “Innovative Technologies and Job opportunities in 3.0”, Metaverse AR & VR Live streaming Media”, organized by Department by Visual Communication, Sathyabama Institute of Science and Technology, Chennai, 15-Apr.-23.
- One Day Workshop on Outcome Based Education, Organized by Dr. N.G.P. Arts and Science College, Coimbatore in association with IPRS Solutions Limited, 4-March-2023.
- “New Educational Policy and Role of Corporate Governance in Wealth Creation”, Nandha Arts and Science College, Erode, 23-Sep-19.
- National level workshop on **Contemporary issues and challenges of Indian business** in global scenario in Kongu nadu Arts and Science College on 15-Sep-15.
- International Workshop on **Global Business Challenges** in Kongu Nadu Arts and Science College on 26-Feb-14.
- International conference on **HRM in the Era of Global Mobility** in Kongu Nadu Arts and Science College on 18-Jul-13.
- National level workshop on **Excellence in youth leadership** in Kongu Nadu Arts and Science College on 13-Mar-13.

Participation in Faculty Development Programme

- “Emerging Trends in Smart Urban Development and Intelligent Mobility”
- “Empowering Education for Innovation – A NEP Perspective”, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Jun-23 to 04-Jul-23.
- “Out Come Based Education and Revised Criteria Metrics” , Dr. N.G.P. Arts and Science College,

Coimbatore, 17-Jun-23 to 21-Jun-23.

- “Teaching Pedagogy and Life Skill Management” organized by Department of Commerce, Hindusthan College of Arts and Science, Coimbatore, 27-March-2023 to 31-March-2023.
- **FIREFOX**, Spoken Tutorial Project, IIT Bombay, National Mission on Education, MHRD Govt. of India, Jan-20.
- **NAAC Revised Accreditation Framework & OBE Assessment Methodology**, Dr.N.G.P Arts and Science College, 27-May-19 to 2-Jun-19.
- **Issues in Higher Education**, National conference & Workshop, University Grand Commission. Dr.N.G.P Arts and Science College, 3-Dec-18 to 9-Dec-18.

Conference / Seminar / Workshop Organized

- Conference on “Emerging Trends in Smart Urban Development and Intelligent Mobility” at RATHINAM COLLEGE OF ARTS AND SCIENCE under AICTE on 06/08/2025 to 07/08/2025.
- Committee Member, One day National Conference on “Digital Transformation In Business Opportunities & Challenges”, Dr.N.G.P. Arts and Science college, Coimbatore, 05-Sep-23.
- “Empowering Education for Innovation – A NEP Perspective”, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Jun-23 to 04-Jul-23.
- “Out Come Based Education and Revised Criteria Metrics”, Dr. N.G.P. Arts and Science College, Coimbatore, 17-Jun-23 to 21-Jun-23.
- One Day Workshop on Outcome Based Education, Organized by Dr. N.G.P. Arts and Science College, Coimbatore in association with IPRS Solutions Limited, 4-March-2023.
- Conference Co-ordinator, National Conference on Rebuilding Global Business Environment (RGBE-23), Department of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 15-Feb-23.
- Committee member, National Conference on Impact of Trade War on Indian Economy, Dr.N.G.P. Arts and Science College, Coimbatore, 25-Feb-19
- Committee Member, National Conference on Remonetising India – Problems and Prospects, Dr.N.G.P. Arts and Science College, Coimbatore, 20-Sep-17.
- Committee Member, National Conference on Professionalizing Unorganized Sector: A Corporate View, Dr. N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.
- Committee Member, National Conference on Corporate Governance and Business Sustainability, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-14.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
All India Council For Technical Skill Development	AICTSD/Professor/06635	2024
International Institute of Organized Research (I2OR)	Life Member , w.e.f. June2025 Membership Number: GIER/2024/LM-237	2025