



**Name** : Dr. G. ILAKKIA  
**Designation** : Assistant Professor  
**Department** : Corporate Secretaryship  
**Qualification** : M.Com, MBA, M.Phil., Ph.D  
**Experience** : **Teaching**: 7 Years 7 months  
**Research** : 6 Years  
**Area of Specialization(s)** : Marketing Management, Taxation  
**Email (Official ID)** : ilakkia@drngpasc.ac.in

### 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

- 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**” Mukta 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**

- 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 Hindusthan 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**

- Published chapter in Recent trends in Management on the topic “Total Quality Management”

#### **Participation in Workshop**

- “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

- **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

- 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.

