

Name : Dr.N.Chandrakala

Designation : Associate Professor

Department : International Business

Qualification : M.Com (IB)., M.Phil., Ph.D., UGC–SET.

Experience : Teaching: 12 Years 9 Months **Research:** 14 years

Area of Specialization(s) : Logistics and International Marketing

Email (Official ID) : chandrakala@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	LRG Government Arts college for Women, Tirupur.	2018
M. Phil.	Commerce	Hindusthan College of Arts and Science, Coimbatore.	2010
M.Com(IB)	International Business	Hindusthan College of Arts and Science, Coimbatore.	2009
B.Com	Commerce	Kongunadu Arts and Science College, Coimbatore	2007

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Commerce	UGC(Mother Teresa Women's University)	2017
Soft Skill Development		NPTEL Online Certificate Course Offered by Indian Institute of Technology, Kharagpur.	2024

International

- Dr. N.Chandrakala & Mr.Sarabeshwar , **A Study on Street Vending Business and the Influence of Socio-Economic Determinants in the Street Vendors' Perception Towards the Problems Faced in the Street Vending in Coimbatore District**, International Journal for Research in Engineering Application and Management, Volume 11, Issue 01, April 2025, ISSN:2454-9150.
- Dr. N. Chandrakala & Mr. Thirumurugan, **Challenges in Managing Cross – Culture Dynamics: An Insight from Indian White- Coller Workforce in Global Work Environment**, Journal of Economics , Finance and Management Studies , Volume 4, Issue 3, March 2025, ISSN:2644-0490.
- Dr. N.Chandrakala & Mr.Tamilarasan, **A Sector-Wise Analysis of Foreign Direct Investment and its Role in Indian's Economic Growth**, Internation Journal of all Research Education & Scientific Methods, Volume 13, Issue 3, March 2025, ISSN:2455-6211.
- Dr. N.Chandrakala & Ms. Aarthi, **Structural Equation Model for Adopting Green Supply Chain Management by Textile Exporters in Tirupur District**, Paripex – Indian Journal of Research.
- Dr. N.Chandrakala & Mr. Harish , **Challenges Faced in Managing Supply Chain Practices in Sea Food Exporters**, International Journal of Modern Developments in Engineering and Science, Volume 4, Issue 3, March 2025, ISSN:2583-3138.
- Dr. N.Chandrakala & Ms. Nithya, **An Evaluation on Introspection of Employees in it Sector Towards Whistle Blowing**, International Journal of Modern Developments in Engineering and Science, Volume 4, Issue 3, March 2025, ISSN:2583-3138.
- Dr. N.Chandrakala & Mr. Yadhithyan.R, **Socio-Economic Determinants and its Influence on Circular Economy Practices of Particularly Vulnerable Tribal Group of Nilgiris District: Challenges, Opportunities and pathways to Sustainable Development**, Internation Journal of all Research Education & Scientific Methods, Volume 13, Issue 3, March 2025, ISSN:2455-6211.
- Dr. N.Chandrakala & Mr. Sangeeth Kumar.R, **A Study on the Financial Performance of Select FMCG Companies in India**, International Journal of Research and Analytical Reviews , Volume 12, Issue 1, March 2025, ISSN:2348-1269.
- Dr. N.Chandrakala & Ms. Prenitha.J, **Perception Of the Resident on Sustainable Tourism Development Practices Adopted In Selected Palaces In The Nilgiris District**, Volume

10, Issue 3, March 2025, ISSN: 2455-2631.

- Dr. N.Chandrakala & Ms. Hashwatthi, M.S., **Sustainable Supply Chain Practices in Western Zone of Tamil Nadu: Perceptions and Practices among Eco-Conscious Entrepreneurs**, International Journal of Business Marketing and Management (IJBMM), Volume 10 Issue 2 Mar-Apr 2025, ISSN: 2456-4559.
- Dr. N.Chandrakala & Mr.Vikas, **A Study on Challenges Faced by the Selected MSME Sectors in Managing Logistics Activities in Coimbatore City**, International Journal of Advance Research and Innovative Ideas in Education, Vol 10 Issue 2, 2024, ISSN 2395 – 4396 (Online).
- Dr. N.Chandrakala & Ms.Yazhini, **A Study on supply chain issues faced by manufacturing company in Coimbatore**, International journal for research trends in social science and humanities, Volume 2 Issue 2, 2024, ISSN 2395 – 4396 (Online).
- Dr. N.Chandrakala & Mr.Vikas, **A study on the perception of textile exporters on green supply chain management practices in Tiruppur district**, International journal of scientific research and engineering trends(IJSRET), Vol 10 Issue 2, 2024, ISSN 2395-566X (Online).
- Dr. N.Chandrakala & Mr.Esakupandi **India's Export Performance on Agricultural and Processed Agricultural Food Products**, International Research Journal of Management Sociology & Humanities, Vol 13 Issue 7, 2022, ISSN 2277 – 9809 (Online) 2348–9359 (Print).(UGC CARE List)
- Dr. N.Chandrakala & Mr. A. Adithyaa Ganesh, **A Study on Problem Faced by Automobile Spare Parts Exporters in Tamil Nadu**, International Research Journal of Commerce, Volume 13 Issue 7 [Year - 2022] ISSN 2319 – 9202 (UGC CARE List)
- Dr. N.Chandrakala & Ms.R.Soundarya, **A Study on the Problems faced by Egg Exporters in Namakkal District**, International Research Journal of Management Science & Technology, Vol 13 Issue 7 [Year 2022] ISSN 2250 – 1959 (Online) 2348 – 9367 (Print) (UGC CARE List)
- Dr. N.Chandrakala & Ms.Gayathri, **Peoples' Perception on Smart City Development in Coimbatore City**, Vidyabharati International Interdisciplinary Research Journal PP 3170-3179, October 2021, ISSN: 2319-4979 .(WoS)
- Dr. N.Chandrakala, **Advergaming- A Novel Instrument in Advertisement**, Our Heritage, , Vol. 68- Issue 80 ,pp. ,February 2020 , ISSN 0474-9030.(UGC CARE List)
- Dr. N.Chandrakala, **A Study on Financial Performance of Indian Cement Companies With Reference to Selected Cement Companies**, International Journal of Scientific and

Technology Research, Vol. 08- Issue 09, pp. , September 2019, ISSN 2277-8616, (Indexed in Scopus).

- Dr.N.Chandrakala and Dr.M.Deepalakshmi, **Success Mantra for Organic Farming-The Production and Marketing Strategy of Organic Farmers**, International Journal of Pure and Applied Mathematics, Vol. 119 No. 18 Special Issue, pp. 123-136, February 2018, ISSN: 1314-3395, (Indexed in SCOPUS).
- Dr.N.Chandrakala and Dr.P.Kanchana Devi, **A Study on Morning Time Stress of Working Women in Coimbatore District**, International Journal of Interdisciplinary research in Arts and Humanities, Vol.2 No.2, pp.10-17, 2017, ISSN: 2456-3145, (Indexed in UGC).
- Dr.N.Chandrakala and Dr.P.Kanchana Devi, **A Study on Attitude of the Organic Farmers with Supply Chain Management on the market for Their Commodities with Special Reference to Coimbatore District**, International Journal of Multidisciplinary research and Modern Education, Vol. 2 No. 2 , pp. 154-159, 2016, ISSN: 2454-6119, (Indexed in UGC).
- Dr.N.Chandrakala and Dr. P.Kanchana Devi, **The Study on the Attitude of the Organic Farmers with Special Reference to Coimbatore District**, International Journal of Applied and Advanced Scientific Research, Vol. 1 No. 1, pp. 186-191, 2016, ISSN: 2456-3080, (Indexed in UGC).
- Dr.N.Chandrakala and Dr. P.Kanchana Devi, **Sustainable agriculture and Food System in India**, International Journal of Multidisciplinary Researches, Vol. 2 Special Issue No.8, pp.25-32, 2016, ISSN: 2349-8684.

Book/ Book Chapters

- Dr.J.Suryavathani, Rajarajeshwari K, Priyanka S, Dr.Chandrakala N, Dr. Gowrishankar, **Analyzing the Behavior of Higher Education students towards Green Marketing and Corporate Social Responsibility Intentions**, Green Finance and Energy Transition (Book Chapter), Springer Nature, ISSN 2730-6046 (Electronic) & ISBN: 978-3-031-75960-4 (e Book).
- Dr.Chandrakala N, Dr.Mohanraj , Dr. Sandaboina Shivakumar, Dr.Vasumathi, Dr.Manjula, **A Study on Relationship between Awareness, Attitude and Satisfaction of Sustainable Farmers in Sustainable Farming through Structural Equation Modelling**, Finance and Law in the Metaverse world (Book Chapter), Springer Nature, December 2024, ISSN 2730-6046 (Electronic) & ISBN: 978-3-031-67547-8 (e Book).

Presentations in Conference

- **India's Emergence as a Responsible Global Player: Vision for 21st Century, International Conference on “ The India's Foreign Policy in 21st Century: Navigating Global Challenges and Opportunities”**, Sponsored by Indian Council for World Affairs (ICWA), Kongu Engineering College, Erode, 30th & 31st January 2025.
- **Adoption of Internet of Things(IoT) in logistics in the perspective of logistics providers**, International Conference on Emerging Trends in Technology and Digital Transformation for Sustainable Business Development, PSG College of Arts and Science, Coimbatore, 29th January 2025.
- **Leveraging Smart- city Technologies in India: A Route Map to Reach Global Competitiveness and Sustainable Growth**, International Conference on “ Tech Diplomacy 2.0 India's Global Strategic Alliance in the Digital Decade”, Christ University, Bengaluru, 04th & 5th October 2024.
- **Analysing the Behaviour of Higher Education Students Towards Green Marketing and Corporate Social Responsibility Intentions**, International Conference of Business and Innovative Technology (ICBTAMMAN'2024), EuroMid Academy of Business and Technology, Turkey, 07-08 August 2024.
- **India's Share in Global Export Arena**, National Seminar on 'Vision India- 2025' towards \$5 trillion economy: Opportunities and Challenges, Sponsored by ICSSR, St. Josephs College, Tiruchirappalli, 27&28 June 2024.
- **A Study on Relationship between Awareness, Attitude and Satisfaction of Sustainable Farmers in Sustainable Farming through Structural Equation Modelling**, International Conference of Business and Innovative Technology (ICBIT2024), University College of Bahrain, 29-30 May 2024.
- **Organizing Member in the National conference on” Digital Transformation in Business: Opportunities & Challenges (DTBOC- 23)**, Jointly Organised by Faculty of Commerce & management, Dr. N.G.P. Arts and Science College, 5th Sep 2023.
- **Challenges Faced in Empowering Rural Women Through Microfinance**, National Seminar on “Rural Women Empowerment through Skill Development” Sponsored by ICSSR and organized by Nallamuthu Gounder Mahalingam College.
- **Adopting and Managing Digital Identity in Fintech Sector** sponsored by ICSSR and organized by Department of Commerce, Bharathiar University.

- **Profit Cultivating Mechanism of Fintech Payment Systems**, National Conference on “ FintechEco System- A Game Changer in the Finance Sector”, Department of Commerce, PSGR Krishnammal College for Women, 3rd April 2023.
- **Case analysis on Adani Scam**, National Case Analysis and Presentation in IB organized by Department of Commerce with International Business, Hindusthan College of Arts and Science, 20th March 2023.
- **Organizing Member in the National conference on” Rebuilding Global Business Environment (RBE- 23)**, Jointly Organised by Faculty of Commerce, Dr. N.G.P. Arts and Science College, 15th Feb 2023.
- **Fusion Tourism Road ahead of Indian Tourism Sector – A Blend of Agri Tourism along with Cultural and Heritage Tourism**, National Level Seminar on” INDIA MEANS BUSINESS- REFORM, PERFORM & TRANSFORMATION” organized by , Department of Commerce with BPS and Retail Marketing, Sri Ramakrishna College of Arts and Science, 5th January 2023.
- **SWOC Analysis for Sustainable farming**, International Conference on “ Sustainable Development Goals: Issues, Strategies and the way forward”, School of Management and SocialWork, Sri Ramakrishna College of Arts and Science, 4th November- 2022.
- **SWOC Analysis for adopting Digitalised Economy in Indian Scenario**, International Conference on “Digitalization of Global Business Environments” Rathinam College of Arts and Science, 28th October- 2022.
- **SWOC and Pestle Analysis of Indian Health Insurance Sector**, National Level Seminar on “ Insurance in the face of Global Change- The Future Proof” , Department of Commerce with BPS and Retail Marketing, Sri Ramakrishna College of Arts and Science, 12th October 2022.
- **Advergaming- A Novel Instrument in Advertisement**, National Conference on Business Innovation and sustainability- Building the Organizations for the Future, PSGR Krishnammal College for Women, Coimbatore, 7-Feb-2020.
- **SWOC Analysis of organic Farmers’ in Western Zone of Tamil Nadu**, International Conference on Humanities, Technology and Science(ICHTS 2019), Asia Pacific University of Technology and Innovation, Malaysia, 4- Oct- 2019.
- **Export Credit Risk Insurance**, National Conference on E- Banking Opportunities and Challenges, SNMV College of Arts and Science, Coimbatore, 9- Sep-19.

- **Future trends in Insurance**, International Conference on Risk management and Insurance- anAnalysis, Nehru Institute of Technology, Coimbatore, 8-Feb-19.
- **Social Media- Savior to Spoiler**, International Conference on Social Media For Social Causes, Hindusthan College of Arts and Science,Coimbatore,5-Oct-18
- **Innovation in Supply Chain management**, International Conference on Innovation inManagement Practices, Sankara College of Science and Commerce, Coimbatore, 2-Sep-18.
- **Education, Skill Building and Health in Rural India**, International Conference on emerging trends in Commerce, Management, Economics, Computer Science and Microbiology, Tagore College of Arts and Science,Chennai,2-Feb-18.
- **Impact of Digitalization on Business and Profession in India**, National Conference on Impact ofDigitalization on Indian Economy, Hindusthan College of Arts and Science, Coimbatore, 27-Feb- 18.
- **Emotional Intelligence**, International Conference on Interdisciplinary research Innovations inScience and Humanities, Nehru Arts and Science College, Bangkok, Thailand, 29&30-Nov-17.
- **Green Banking in India**, International Conference on Global and Banking Scenario, SankaraCollege of Science and Commerce, Coimbatore, 28-Sep-17.
- **Challenges faced by the Entrepreneur**, International Conference on Sustainable changingScenario of Business and Economic Environment, Hindusthan College of Arts and Science, Coimbatore,01-Jan-17.
- **Sustainable agriculture and Food System in India**, International Conference on CorporateSocial Responsibility and Sustainable Development, SNR Sons College, Coimbatore,29-Jan-16.
- **Forensic Accounting**, National Conference on Emerging Trends in HR Practices in India, SNRSons College, Coimbatore,10-Apr-13.
- **Human Resource Planning**, National Conference on Contemporary Accounting- Standards andIssues, Dr.N.G.P arts and Science College, Coimbatore, 7-Oct-13.
- **Global Agri Supply Chain Management**, International Conference on Navigating theperspectives of Global Business Opportunities , Hindusthan College of Arts and Science, Coimbatore,08-Apr-13.

Participation in Seminar

- **Intellectual Property Rights**, ST. Joseph's College, Tirupur, 7-March 2020.
- **Financial Inclusions-Reach and Unreached**, Sri Ramakrishna College of Arts and Science, Coimbatore, 25-Sep-2018.
- **National Level Case Study Analysis**, Hindusthan College of Arts and Science, Coimbatore, 28-Aug-18.
- **Rural Entrepreneurship- A pedestal For Inclusive Growth Through Strategic Innovation**, PSGR Krishnammal College For Women, Coimbatore, 13-Feb-2018
- **National Level Seminar on Remonetizing India-Problems and Prospects**, Dr.N.G.P Arts and Science College, Coimbatore, 20-Sep-2017.
- **International Seminar on Trends in Global Economy and Economic Reforms in India**, Hindusthan College of Arts and Science, Coimbatore, 7-Feb-2014.
- **National Seminar on Research Methods in Social Sciences**, P.K.R Arts College for Women, Gobichettipalayam, 3&4-Jan-2014.
- **National Seminar on Financial Inclusions for Inclusive Development**, Ayya Nadar Janaki Ammal College, Sivakasi, 15&16-Mar-2013.
- **National Seminar on Consumerism-Challenges and Prospects**, Hindusthan College of Arts and Science, Coimbatore, 1-Feb-2013.
- **National Seminar on Facets of Commerce**, Sree Narayana Guru College, Coimbatore, 20-Feb-2010.
- **National Seminar on Financial Markets-Innovations and Growth**, V.L.B. Janaki Ammal College of Arts and Science, Coimbatore, 6-Feb-2010.
- **National Seminar on Emerging Trends in Commerce, Economics and Management**, Hindusthan College of Arts and Science, Coimbatore, 29-Jan-2010.
- **National seminar on Financial Re-Engineering-Strategies and regulations**, Dr.N.G.P Arts and Science College, Coimbatore, 28-Jan-2010.

Participation in Workshop

- One day National Workshop on **NEP- 2020: Opportunities and Challenges of HEIs in Achieving Gross Enrollment Ratio (GER) in Creating Human Resources to the Paradigm Industry Requirements**” Organized by Faculty of Commerce, Management and Humanities on 16th Feb 2024.
- One day Business Analytics Conclave 2K24 on” **Elevating Business through Analytics Excellence**” on 9th Feb 2024 organized by the Department of Management Studies, Sri Ramakrishna College of Arts and Science, Coimbatore.
- Participated in workshop organized by Dr.N.G.P. Arts and Science College in association with IPSR Solutions on **One Day Workshop on Outcome Based Education (OBE)**
- **One Day Workshop Terrace Gardening**, PSGR. Krishnammal College for Women, Coimbatore, 13-Oct-2018.

Participation in Faculty Development Programme

- **“Outcome Based Education”** from 17th June – 21st June 2023 Organized by Center for Faculty Development- Dr.N.G.P.ASC
- **“Development of Entrepreneurship and Innovation”** from 29th May – 9th June 2023 in online mode Organized by Academy of Maritime Education and Training Deemed to be University, Chennai.
- Faculty Development Program on **Empowering Education for Innovation – A NEP Perspective** organized by Center for Faculty Development- Dr.N.G.P.ASC
- **Colloborative Research Practices in Modern Era**, AMET University, Chennai, 13-02-2023 -21-02-2023(9 Days).
- **Contemporary Research in Economics with ecometrics and Data Analysis Tools**, Amity School of Economics, Amity University, Kolkata, 16-08-2021 - 20-08-2021(5Days).
- **Research in Higher Education Institutions**, Sree Narayana Guru College, Palakkad Main Road, Coimbatore. 11-08-2021 - 19-08-2021(8 Days).
- **Research Perspectices on New Age Technologies**, Department of Computer Science, Nallamuthu Gownder Mahalingam College, 03-08-2021 - 10-08-2021(7Days).
- **Outcome Based Education**, Department of Mangement, Karpagam College of Higher education, 26-07-2021 - 1-08-2021(7Days).
- **FDP on Research Methodology and pedagogy in teritary education**, Dr.N.G.P Arts and Science College, 15.05.2021-21.05.2021.

- **Online Functional Faculty Development Programme on Term Insurance Checklist**, Department of Commerce Banking and Insurance & Center for Faculty Development, Dr.N.G.P Arts and Science College, Coimbatore, 30- July-2021.
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology**, Dr.N.G.P Arts and Science College, Coimbatore, May 27- June 02, 2019.
- **Art of Effective Teaching**, PSGR Krishnammal College for Women jointly with Global fit Pvt Ltd, Coimbatore, 12- Feb-2020.
- **Critical Thinking and Problem Solving**, PSGR. Krishnammal College for Women, Coimbatore, 7-Feb-2018.
- **International Financial Reporting Standards – Principles and Practices**, PSGR. Krishnammal College for Women, Coimbatore, 30-Jan-2018.
- **Discover the Teacher in You**, Hindusthan College of Arts and Science, Coimbatore, 25-Jan-2014.
- **Common errors in English**, Hindusthan College of Arts and Science, Coimbatore, 27-Mar-2013.
- **Communication Skills**, Hindusthan College of Arts and Science, Coimbatore, 14- Dec-2013.
- **Tapping of Research Funds and Classroom Psychology**, Hindusthan College of Arts and Science, Coimbatore, 22-Sep-2012.
- **Appreciative Inquiry A positive Approach**, Hindusthan College of Arts and Science, Coimbatore, 25-Aug-2012.

Invited Speaker / Session Chair – Conference / Seminar / Workshop

- Invited for Guest Lecture on **Industry 4.0** , PSGR Krishnammal College for Women , Coimbatore
- Invited for Guest Lecture on **Business ethics**, PSGR Krishnammal College for Women , Coimbatore on 26.08.2020.
- Invited for Guest Lecture on **GST and Customs act**, Mother Teresa Women's University Research and Extension Centre , Coimbatore on 21.09.2019

Member in BoS/ Doctoral Committee

- Board of Commerce (International Business), Hindustan College of Arts and science, Coimbatore, 2015-16.(Internal)
- Board of Commerce, PSGR Krishnammal College for Women, Coimbatore, 2018-19.(Internal)

- Board of Commerce, Dr.N.G.P Arts and Science College, Coimbatore, 2019- till date
(Internal)
- Doctoral Committee member(2024)

Roles and responsibilities

- Department level in charge for Study Abroad Programme and Students Achievement in PSGR Krishnammal College for Women, Coimbatore .
- Co-Ordinator for Student Counseling Cell and Student welfare Committee, Member in Student Development Council , Research Committee , ICC Sexual Harassment Complaint Committee, Criteria III member in NAAC and Department level CDC In charge in Dr.N.G.P Arts and Science College, Coimbatore

Dr. N.Chandrakala