

Name : Dr. N. Chandrakala

Designation : Assistant Professor

Department : International Business

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

Experience : Teaching - 10 Years 9 Months | Research - 9 years 5 Months

Area of Specialization : Marketing, HRM and International Business

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Academic Qualifications

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

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
SET	Commerce	Mother Teresa Women's University	2017

Research Publications (Indexed)

International

- 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 ProductionandMarketingStrategyofOrganicFarmers**,InternationalJournalof Pure andApplied Mathematics, Vol. 119 No. 18 Special Issue, pp. 123-136, February2018,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.2No.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.

Presentations in Conference

- **Challenges Faced in Empowering Rural Women Through Microfinance**, National Seminar on “Rural Women Empowerment through Skill Development” Sponsored by ICSSR, Nallamuthu Gounder Mahalingam College.
- **Adopting and Managing Digital Identity in Fintech Sector** sponsored by ICSSR, Bharathiar University.
- **Profit Cultivating Mechanism of Fintech Payment Systems**, National Conference on “Fintech Eco System- A Game Changer in the Finance Sector”, PSGR Krishnammal College for Women, 3rd April 2023.
- **Case analysis on Adani Scam**, National Case Analysis and Presentation in IB, Hindusthan College of Arts and Science, 20th March 2023.
- **Organizing Member in the National conference on” Rebuilding Global Business Environment (RGBE- 23)**, 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, 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”, 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”, 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- An Analysis, 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 in Management 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 of Digitalization on Indian Economy, Hindusthan College of Arts and Science, Coimbatore, 27-Feb- 18.
- **Emotional Intelligence**, International Conference on Interdisciplinary research Innovations in Science and Humanities, Nehru Arts and Science College at Bangkok, 29&30-Nov-17.

- **Green Banking in India**, International Conference on Global and Banking Scenario, Sankara College of Science and Commerce, Coimbatore, 28-Sep-17.
- **Challenges faced by the Entrepreneur**, International Conference on Sustainable changing Scenario 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 Corporate Social Responsibility and Sustainable Development, SNR Sons College, Coimbatore, 29-Jan-16.
- **Forensic Accounting**, National Conference on Emerging Trends in HR Practices in India, SNR Sons College, Coimbatore, 10-Apr-13.
- **Human Resource Planning**, National Conference on Contemporary Accounting- Standards and Issues, Dr.N.G.P. Arts and Science College, Coimbatore, 7-Oct-13.
- **Global Agri Supply Chain Management**, International Conference on Navigating the perspectives of Global Business Opportunities, Hindusthan College of Arts and Science, Coimbatore, 08-Apr-13.

Participation in Seminars

- **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

- **Outcome Based Education**. Dr.N.G.P. Arts and Science College in association with IPSR Solutions.
- **Terrace Gardening**, PSGR. Krishnammal College for Women, Coimbatore, 13-Oct-2018.

Participation in Faculty Development Programme

- **Empowering Education for Innovation – A NEP Perspective**, Dr.N.G.P. Arts and Science College.
- **Collaborative Research Practices in Modern Era**, AMET University, Chennai, 13-02-2023 to 21-02-2023 (9 Days).
- **Contemporary Research in Economics with econometrics and Data Analysis Tools**, Amity University, Kolkata, 16-08-2021 to 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 Perspectives on New Age Technologies**, NGM College, 03-08-2021 to 10-08-2021(7Days).
- **Outcome Based Education**, Karpagam Academy of Higher Education, 26-07-2021 to 1-08-2021(7Days).
- **FDP on Research Methodology and pedagogy in tertiary education**, Dr.N.G.P. Arts and Science College, 15.05.2021 to 21.05.2021.
- **Online Functional Faculty Development Programme on Term Insurance Checklist**, 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

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

Member in BoS

- Board of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore, 2019-2020, 2020-21 (Internal).