

**Name** : Dr.V.Abirami  
**Designation** : Professor  
**Department** : Management Studies  
**Qualification** : MBA., M.Phil., PGDCA., M.Sc(Psy)., Ph.D.  
**Experience** : Teaching: 20 Years 1 Months Research:14 Years  
**Area of Specialization(s)** : Human Resource, Marketing, Psychology  
**Email (Official ID)** : drabirami@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M.Sc (Psy)	Psychology	Tamil Nadu Open University	2017
Ph.D.	Management	Bharathiar University	2014
M.Phil.	Management	Periyar University	2008
M.B.A	Computer Applications	Kongu Arts and Science College, Erode	2006
B.COM (CA)	Commerce with Computer Applications	P.K.R Arts and Science College for Women, Gobi	2004

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Application	Bharathiar University	2013

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	7	4
M. Phil.	8	-

## Publications: International / National Journals

- Dr.V.Abirami, **The Role of Green Performance Management in Achieving Sustainable Goals**, Organization Development Journal, Volume 12, Issue 9, 2024, pp.62-69.
- Dr.V.Abirami, **A Study on Investors Preference in Investing – Crypto Currency with Reference to Coimbatore**, Rabindra Bharathi Journal of Philosophy, Volume XXXI, Issue 16, 2023, pp.100.
- Dr.V.Abirami, **A Study on Work Environment of Employees in the IT Industry with Reference to Coimbatore City**, Eur.Chem. Bull Journal, Volume 12, Issue 7, March 2023, pp.2878.
- Published a Lab Manual on Multimedia, Published by Dr.N.G.P.Arts and Science College, ISBN : 978-81-963193-9-7.
- Dr.V.Abirami, **Determining the Linkage between High Performance Work Systems and Employee Performance and Achieving it through Practices in Human Resource Management**, Care UGC Group II Journal, Volume 22, Issue 2, February 2023, pp.919-923.
- Dr.V.Abirami, **A Study On Causes And Remedies Of Stress Among Private Higher Secondary Teachers In Coimbatore**, International Journal of Research and Analytical Reviews (IJRAR), Volume 8, Issue 4, November 2021.
- B.Gokiladevi , V. Abirami , **A study on awareness of respondents towards eco-friendly products with reference to Coimbatore district** , Journal of Management Research and Analysis, ISSN: 2394-2762.
- B.Gokiladevi , V. Abirami **“Pro-environmental Concern of Eco-Friendly Product Users towards Environment and Society in Coimbatore City”**, MERC Global’s International Journal of Management, Vol. 7, Issue 4, pp. 317-320.
- Dr.V.Abirami, . Mrs. B.Gokiladevi **A Study On Eco-Friendly Of Fmcg Products With Special Reference To Consumers Of Rural Areas In Coimbatore District** , Journal of Emerging Technologies and Innovative Research (JETIR) , (ISSN-2349-5162
- Dr.V.Abirami, . Mrs. B.Gokiladevi **A Study On Perception Of Consumer On Online And Intergrated Marketing Communication**, International Journal of Research and Analytical Reviews, E-ISSN 2348-1269, P- ISSN 2349-5138
- Dr.V.Abirami, **A Study on Consumer’s Awareness and Perception towards Organic Food Products in Coimbatore City**, MERC Global, Volume 7, Issue 4, ISSN: 2321- 7286

- Dr.V.Abirami, **Consumer Preference towards Organic Products in Coimbatore city**, JETIR Journal, ISSN: 2349- 5162
- Dr.V.Abirami, **A Study on Consumer's Attitude towards Organic Food Products in selected Departmental Stores of Coimbatore city**, IJRAR Journals, Vol 6, Issue 3, ISSN: 2348-1269
- Dr.V.Abirami, **Factors Acting as a Barrier towards the Purchase of Organic Food Products among Women Consumers in Coimbatore city**, IJAIR Journals, Vol 6, Issue 4(II), ISSN: 2394-7780
- Dr.V.Abirami, **Consumer Satisfaction towards Organic Products with special reference to Salem district**, Think India Journal, Vol- 22, Issue- 33, ISSN: 0971- 1260
- Dr.V.Abirami, **A Study on Consumers' attitude towards health consciousness and environmental factors of Organic Food Products with special reference to Coimbatore City**, Journal of Management Research and Analysis, ISSN: 2394-2762
- Dr.V.Abirami, **Consumer Buying Behavior In Shopping Malls In Coimbatore City**, International Research Journal of Engineering And Management studies, Volume 3, Issue 4, March 2019, P- ISSN: 1847-9790
- Dr.V.Abirami, **Security in Online Banking services**, International Journal In Management And Social Science, Volume 6, Issue 10, October 2018, ISSN: 2321-1784
- Dr.V.Abirami, **Study on Customer Satisfaction Towards Banking And Services**, IJRAR, Volume 5, Issue 4, March 2019, ISSN: 2349-5138
- Dr.V.Abirami, **A Study On Perception Of Consumer on Online And Intergrated Marketing Communication**, IJRAR, Volume 5, Issue 4, March 2019, ISSN: 2349-5138
- Dr.V.Abirami, **Bank Marketing Mix: New Stratergy In Today Banking Sector.**, Shanlax International journal of commerce, Volume 5, Issue 4, February 2018, ISSN: 2320-4168
- Dr.V.Abirami, **A Study On Perception Of Consumer On Online And Intergrated Marketing Communication**, International Journal Of Research And Analytical Reviews, Volume 5, Issue 4, December 2018, ISSN: 2348-1269
- Dr.V.Abirami, **Innovative Banking Services and Products**, Journal Of Banking, Finance and Insurance Management, Volume 6, Issue 5, September 2018, ISSN: 2320-7507
- Dr.V.Abirami, **Impact Of GST On The Banking Sector In India**, Journal Of Management and Science, Volume 3, Issue 5, September 2017, ISSN: 2249-1960

## Presentations in International Conference

- Papers Presented in International conference organized by Dr.N.G.P.Arts and Science College on a topic “**Protecting Children Online: Tackling Risks and Ensuring Digital Safety**” on 27<sup>th</sup> September 2024.
- Papers Presented in International conference organized by Patrician College of Arts and Science, Chennai on a topic “**Impact of Green Appraisal Management on Employee Green Behaviour with Reference to IT Companies in Coimbatore**” on 27<sup>th</sup> September 2024.
- Papers Presented in International conference organized by KPR College of Arts and Science and Research on a topic “**Banking.**” on 07<sup>th</sup> March 2024.
- Papers Presented in One International conference organized by Hindustan College of Arts and Science on a topic “**Open AI Techniques for Fraud Detection.**” on 07<sup>th</sup> February, 2024.
- Papers Presented in International conference organized by Nehru College of Management on a topic “**The role of management education in India – A Myth.**” on 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup> Sep-09.
- Papers Presented in International conference organized by Vivekananda Institute of Information and Management Studies on a topic “**Work Family Issues Achieving Better Balance**” on 30<sup>th</sup> & 31<sup>st</sup> Jan-09.
- Papers Presented in International conference organized by P.K.R Arts College for Women on a topic “**Green Marketing – Issues and Challenges**” on 17-Sep-12.
- Papers Presented in International conference organized by A.V.V.M Sri Puspham College “**An Empirical Study on the Levels of Stress among Women Working in Banking Sector**” on 22-Sep-12.
- Papers Presented in International conference organized by Hindustan College of Arts and Science on a topic “**Corporate Social Responsibility – Models and Approaches**” on 23-Jan-13.
- Papers Presented in International conference organized by G.R.Damodaran Academy of Management on a topic “**Challenges Faced by the Indian Entrepreneurs in Starting up and Financing of New Business**” on 6-Feb-13.
- Papers Presented in International conference organized by Selvam College of Technology on a topic “**Green Marketing**” on 17-Mar-18.
- Papers Presented in International conference organized by Sankara College Of Scienc And Commerce on a topic “**Security In Online Banking Services**” on 05-Oct-18.

## Papers Presented at National level

- Presented a paper in National seminar organized by PSG Arts and Science College, Coimbatore on a topic **“A Study on External Factors Influencing Stock Market Decisions among Investors”** on 28-February-25.
- Presented a paper in National seminar organized by PSG Arts and Science College, Coimbatore on a topic **“Unlocking Growth: Investment opportunities and Challenges in transforming Indian Agriculture.”** on 09-December-24.
- Presented a paper in National seminar organized by KPR College of Arts Science and Research, Coimbatore on a topic **“Combining Statement Analysis”** on 23-August-24
- Presented a paper in National seminar organized by KPR College of Arts ,Science and Research on a topic **“Integrating Sentiment Analysis with Social Media Analytics: Unveiling Insights into Public Sentiment and Consumer Behavior.”** on 23-August-24
- Presented a paper in National seminar organized by Nallamuthu Gounder Mahalingam College on a topic **“Issues and Challenges in National Educational Policy 2020”** on 10-August-23
- Presented a paper in National conference organized by Dr.N.G.P Arts and Science college on a topic **“New Digital Gateway For Payments”** on 28-Feb-18.
- Presented a paper in National conference organized by RVS Institute of Management Studies & Research on a topic **“Trends and challenge in service sector with reference to Indian Tourism Industry”** on 28-Jan-11.
- Presented a paper in National conference organized by ST.Josephs College of Engineering on a topic **“Building Global Leadership”** on 16-Apr-10.
- Presented a paper in National conference organized by KSR College of Arts and Science on a topic **“A study on Customers Attitude”** on 18-Mar-10.
- Presented a paper in National conference organized by SNS College of Engineering on a topic **“Customer Relationship Management”** on 10-Dec-10.
- Presented a paper in National Seminar organized by Bharathiar School of Management and Entrepreneurship Development on a topic **“360 Degree marketing”** on 3- Nov-10.
- Presented a paper in National Seminar organized by GRD School of Social Work on a topic **“CSR An agenda for the next decade”** on 27<sup>th</sup> & 28<sup>th</sup> Feb-09.
- Presented a paper in National conference organized by SNS Business School on a topic **“Financial Crises: An impact on the Indian Auto component Industry”** on 3-Mar-09.
- Presented a paper in National conference organized by Periyar University on a topic **“Employee satisfaction at Expose Graphics Ltd.”** on 4<sup>th</sup> & 5<sup>th</sup> Feb-10.

- Presented a paper in National conference organized by Dr.N.G.P.Arts and Science College on a topic “**Economic Uncertainty and Promotion Strategies adopted by Banking Sector**” on 22-Feb-12.
- Presented a paper in National conference organized by Kongu Engineering College on a topic “**A Gateway to organizational Success in Organizational Learning**” on 4-Apr-20.
- Presented a paper in National conference organized by GRD Institute of Management on a topic “**Role of Management Institutions in Enhancing Entrepreneurship for MSME Development**” on 21-Feb-09.
- Presented a paper in National conference organized by Dr.N.G.P.Arts and Science College on a topic “**Emerging Trends in Retailing Challenges and Opportunities**” on 11-Sep-12.
- Presented a paper in National conference organized by Sterling Institute of Management Studies, Mumbai on a topic “**Recent Business Trends in Human Resource Management**” on 2-Feb-13.
- Presented a paper in National Seminar organized by Dr.N.G.P.Arts and Science College on a topic “**A Study on Problems Faced by the Rural Banking Households in Access Banking**” on 18-Dec-14.
- Presented a paper in National conference organized by KSR College of Arts and Science on a topic “**Entrepreneurship and Intrapreneurship**” on 19-Oct-12.

### Participation in Workshop

- Five day Workshop on “**Foundation of Stock Market for beginners**” from 23<sup>rd</sup> September 2024 to 27<sup>th</sup> September 2024 Organized by Star International Foundation of Research and Education.
- One day Workshop on “**Digital Creativity Skills**” on September 2023 Organized by Adobe Academic Essentials.
- One day knowledge Sharing Program on “**Develop[ing Innovative Teaching Methods in the Digital Age to Keep Students Engaged**” on 26-July-2019 Organized by ICFAI Business School.
- Two day Workshop on “**Revised NAAC Norms And Procedures**” Organized by Bharathiar University on 26<sup>th</sup> & 27<sup>th</sup> Oct-18.
- Two day Workshop on “**Research Methodology**” Organized by GRD School of Social Work on 7<sup>th</sup> & 8<sup>th</sup> Jul-12.
- Two day workshop on “**Research Techniques Using SPSS**” on 28<sup>th</sup> & 29<sup>th</sup> Sep-12 Organized by GRD Institute of Management.

- One day workshop on “**Exploring Research Opportunities in HR, Marketing and Finance**” on 24-Dec-08 Organized by KSR Business School.
- Two day Workshop on “**Revised NAAC Norms And Procedures** “Organized by Bharathiar University on 26<sup>th</sup> & 27<sup>th</sup> Oct-18.
- Two day Workshop on “**Research Methodology** “Organized by GRD School of Social Work on 7<sup>th</sup> & 8<sup>th</sup> Jul-12
- Two day workshop on “**Research Techniques Using SPSS**” on 28<sup>th</sup> & 29<sup>th</sup> Sep-12 Organized by GRD Institute of Management.
- One day workshop on “**Exploring Research Opportunities in HR, Marketing and Finance**” on 24-Dec-08 Organized by KSR Business School.

### Participation in Faculty Development Programme

- Participated in the Five Day National Level Faculty Development Programme on " Sustainable Supply Chain Management " from 27<sup>st</sup> January – 25 to 31st January 2025, organised by School of Management Studies, University of Hyderabad, Coimbatore - 35.
- Participated in the National Level Faculty Development Programme on " Effective Case Study Writing for Academic Excellence " on 27<sup>th</sup> July – 24, organised by Symbiosis Centre for Distance Learning.
- Participated in the Seven Day National Level Faculty Development Programme on "Python" from 21<sup>st</sup> February – 19 to March 2024 – 25<sup>th</sup> March 2024, organised by Star International Foundation for Research and Education, Coimbatore -35.
- Participated in the Five Day Virtual Interational Faculty Development Programme on "Exploration of Mathematics in Emerging Fields" from 21<sup>st</sup> February - 25 th February 2024, organised by the Department of Mathematics, PPG College of Arts & Science, Coimbatore - 35.
- Participated in the One Day Faculty Development Programme on "Making Technology Our Ally in the Classroom – The Changing Face of Teaching and Learning:" on 09<sup>th</sup> August,2023, organised by the IBS Business School.
- Participated in the Five Day Faculty Development Programme on "Empowering Education for Innovation – A NEP Perspective" on 3<sup>0th</sup> June – 0<sup>4th</sup> July,2023, organised by the Center for Professional Development, Dr.N.G.P.Arts and Science College, Coimbatore -48.

- Participated in the Five Day Faculty Development Programme on "Outcome Based Education" on 17<sup>th</sup> June – 21<sup>st</sup> June,2023, organised by the Center for Professional Development, Dr.N.G.P.Arts and Science College, Coimbatore -48.
- Participated in the Two Day Virtual National Level Conclave on "Upskilling Students in Higher Education - An Introduction" on 16th & 17th March 2022, organised by the Department of Management Sciences, PSG College of Arts & Science, Coimbatore -14.
- Participated in the International webinar on “Issues and Challenges of Supply Chain Management and its Impact on Economic Growth” on 14.05.2022, organised by Department of Corporate Secretaryship (AIDED)
- Participated in ICSSR-SRC Sponsored National Level Online One Week Workshop on ‘Research Methodology – A toolkit for the Innovators’ from 24<sup>th</sup> to 30<sup>th</sup> August 2022 organized By Department of Business Administration, Avinashilingam Institute for Home Science and Higher Education for Women.
- Participated in “Contemporary Approaches to Empower Smart Future through Digitilization” on 24<sup>th</sup> & 25<sup>th</sup> November,2022 organized By SIIMS Business School,Pollachi.
- Participated in “One Day Workshop on Outcome Based Education (OBE)” on 04<sup>th</sup> March, 2023 organized By Dr. N.G.P. Arts and Science College & IPSR Solutions Limited .
- FDP Organized by Department of Management Studies, Dr.N.G.P. Arts and Science College on a topic “ Data Analysis SPSS” on 17.08.2022.
- Attended Seven day FDP on “Research Methodology and Pedagogy for Tertiary Education” Organized by Dr.N.G.P Arts and Science College during 15 - 21June, 2021.
- AICTE sponsored two week FDP Organized by PSGR Krishnammal College for Women on a topic “Research Skill Development for Management Faculty” on 2-14 Dec-19.
- FDP Organized by Dr.N.G.P Arts And Science College on a topic “Quality Measures in Higher Education “during 3- 9 Dec-08
- FDP Organized by GRD Entrepreneurship Development Cell on a topic “Personal Reinvention Strategies for the New Economy “on 5 &6<sup>th</sup> Dec-08
- FDP Organized by GRD Entrepreneurship Development Cell on a topic “Personal Reinvention Strategies for the New Economy “on 5 &6<sup>th</sup> Dec-08
- FDP Organized by GRD Entrepreneurship Development Cell on a topic “Entrepreneurship Teaching and Curriculum Development “on 16<sup>th</sup>-23<sup>rd</sup> Dec-09.

- FDP Organized by GRD Academy of Management on a topic “Enterprise Creation – Role of Entrepreneurs” from 14th to 21st Nov-11.
- Two Day FDP Organized Sri Venkateswara College of Computer Applications and Management on a topic “Research Methods in Business “on 19th & 20th Jul-08.
- FDP Organized by Kathir College of Engineering on a topic “Excellence in Research and Publication “on 23-Mar-13.
- FDP Organized by Sankara Institute of Management Science on a topic “Dynamics of Teaching Pedagogy “on 31-Oct-14.
- FDP Organized by IBS Business School on a topic “Research Consultancy for Academicians
- Two Day FDP Organized by P.K.R.School of Management Studies on a topic “Application of Statistical Tools in Research “on 9th & 10th Mar-07.

#### **Conference / Seminar / Workshop Organized**

- Organizer and Conference Secretary for a National Conference on “National Education Policy 2020: Challenges and Opportunities for Higher Education Institutions in India “on 27-December-23, Organized by Dr.N.G.P.Arts and Science College.
- Organizer for a National Conference on “Management in New Era – Issues and Challenges “on 18-Feb-12, Organized by Dr.G.R.Damodaran College of Science.
- Coordinator for Two day Workshop on a topic “Research Techniques Using SPSS” on 28th & 29-Sep-12, organized by Dr.G.R.Damodaran College of Science.
- Organising Secretary for the Mega Exhibition “Brand Expo 2012” Organized by Department of Management, Dr.G.R.Damodaran College of Science.

#### **Member in BoS/Doctoral Committee**

- Doctoral Committee Member for Ph.D candidate R.Rajashree at Sri Ramakrishna College of Arts & Science College, Coimbatore
- Doctoral Committee Member for Ph.D candidate S.Jegadeesan at PSG College of Arts and Science College, Erode
- Dr.V.Abirami has been appointed as University Nominee for Management Studies by Bharathiar University and attended Doctoral Committee Meeting at Kongu Arts and Science College, Erode on 05.04.2023.
- Dr. V.Abirami has attended the Board of Studies Meeting conducted by Muthayammal College of Arts and Science, Rasipuram on 28.05.2022.

- Dr.V.Abirami has been appointed as University Nominee for Management Studies and attended Doctoral Committee Meeting at Kongu Arts and Science College, Erode on 13.11.2021.
- Doctoral Committee Member for Ph.D candidate at Kongu Arts and Science College, Erode
- Board of Management Studies, Selvam Arts and Science College, Namakka since 2017.
- Board of Management Studies, P.K.R Arts College for Women, Gobichettipalayam since 2017.

#### Refresher Course

- Attended Thirteen Day refresher course on “**Business Studies**” organised by Malaviya Mission Teacher Training Centre

#### Books Published

- **Marketing Management** (ISBN: 978-93-5577-721-8),Charulatha Publications Chennai 600033, October 2024
- **Principles of Management** (ISBN 978-93-6260-375-3), Charulatha Publications Chennai 600033, October 2024

#### Guest Lecture

- Delivered a lecture on “**Research for Social Sciences**”on 21.02.2025 at Selvam Arts and Science College, Namakkal.
- Acted as a resource person for ICSSR Sponsored National Seminar organised by Department of Hospital Administration, Dr.N.G.P.ASC on a topic “**Navigating the Future: Ageing and Social Security in the 21<sup>st</sup> Century**” on 30.01.2025
- Delivered a lecture on “**Basics of Research Writing**”on 02.04.2024 at Selvam Arts and Science College, Namakkal.

#### Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Paper Presentation Award	PSG College of Arts and Science, Coimbatore to the paper entitled ‘A Study on External Factors Influencing Stock Market Decisions among Investors’	28.02.2025

Best Work Paper	Nalla Gounder Research Awards Dr.N.G.P.Arts and Science College	2024
International Education Fair	Vibedu Study Abroad	2024
Best Professor – Research Contribution	Nalla Gounder Research Awards, Dr.N.G.P.Arts and Science College	2021
Best Research Guide	Nalla Gounder Research Awards Dr.N.G.P.Arts and Science College	2021
Best Professor – Research Contribution	Nalla Gounder Research Awards, Dr.N.G.P.Arts and Science College	2020
Best Research Guide	Nalla Gounder Research Awards Dr.N.G.P.Arts and Science College	2020

- Dr.V.Abirami has been recognized for his contributions as a Member of Curriculum Development Cell in the NAAC 3<sup>rd</sup> Cycle Accreditation Process during the academic year 2021-22 and Certificate of Appreciation was awarded on 24.03.2023.