

Name : P. V. Agilaa
Designation : Assistant Professor
Department : Management Studies
Qualification : MBA., M.Phil., (Ph.D).
Experience : Teaching: 10 Years
Area of Specialization(s) : Finance
Email (Official ID) : akila@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
(Ph.D.)	Management Studies	Dr. N.G.P. Arts and Science College, Coimbatore	Pursuing
M.Phil.	Management Studies	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	2014
MBA	Management Studies	GRG School of Management Studies, Coimbatore	2010
BCA	Computer Applications	Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore	2008

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDHR	Human Resource	GRG School of Management Studies, Coimbatore	2010

Other Publications: International / National Journals

- P.V.Agilaa, **A Study on Consumer's Awareness and Perception towards Organic Food Products in Coimbatore City**, MERC Global, Volume 7, Issue 4, ISSN: 2321- 7286
- P.V.Agilaa, **Consumer Preference towards Organic Products in Coimbatore city**, JETIR Journal, ISSN: 2349- 5162

- P.V.Agilaa, **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
- P.V.Agilaa, **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
- P.V.Agilaa, **Consumer Satisfaction towards Organic Products with special reference to Salem district**, Think India Journal, Vol- 22, Issue- 33, ISSN: 0971- 1260
- P.V.Agilaa, **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

Presentations in Conference

National

- “Credit Cards in India” in an International Conference on Contemporary Management Practices in Indian business scenario- ISBN- 978-81-908074-8-7
- “A Study on Sectoral Composition of FDI in India” in the National Conference on Emerging Dimensions in Management
- “Insurance Sector in India and Outreach of Micro Insurance” in the National conference on Management in New Era- Issues and Challenges
- “Public- Private Partnership in Tamil Nadu” in the National conference on Impact of Public- Private Partnership in Rural Economic Development
- “Critical Reading in Research” in the two days National Seminar on Research Methods in Social Sciences
- “Marketing and its opportunities” in the one day conference on New Vistas of Retail Marketing: Emerging opportunities and Challenges