



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore
Approved by Government of Tamil Nadu & Accredited by NAAC with 'A' Grade (2nd Cycle)

DST-FIST DBT-Star College Scheme

Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.

DEPARTMENT ACTIVITIES-ACADEMIC YEAR 2018-2019

1. Guest Lecture/Invited Lecture

S. No.	Date	Name and Designation of the Resource Person	Topic	Venue	Beneficiary
1	04-Feb-19	Mr. G. Ashok Manager, DELOITTE, Bangalore	Alumni Interaction Program	Smart Class Room : A403	III UG students
2	27-Dec-18	Mr. Suresh Technical Head, Global Vision Training Academy, Coimbatore	Future of Mobile Application Development	Kambar Arangam	All UG and PG students
3	17-Dec-18	Mr. A. Manoj Kumar Trainer, EduFly Staffing Solutions, Coimbatore	Opportunities in Banking	Smart Class Room : A403	II UG students
4	11-Sep-18	Ms. C.S. Janane, Infosys BPM Limited, Electronic city, Bengaluru & Ms. M. Vinitha, Infosys BPM limited, Electronic City, Bengaluru.	Intellectual Interaction	Smart Class Room	II UG students
5	27-Jul-18	Mr. Jagadesh Manoharan, System Expert, Robert Bosch Engineering Solutions, Coimbatore.	Cultivating Your Dreams	Kambar Arangam	All UG and PG students
6	26-Jul-18	Mr. S. Arun Kumar Consultant, Coimbatore Stock Exchange.	Real time Scenario of Derivatives Market	Smart Class Room	I UG students

7	14-Jul-18	Mr. K.Mohan, Assistant Manager, Axis Bank Ltd, Namakkal &Ms.Ramya, Process Associate, Tata Consultancy Services, Chennai	Alumni Interaction Program	Smart Class Room	I UG and II UG students
8	14-Jul-18	Mr. B. Sathish, Human Resources, Robert Bosch, Coimbatore	Career Guidance	Smart Class Room	III UG and II PG students
9	06-Jul-18	Mr. Logeshkumar Manoharan Team leader, C Cube Technologies, Coimbatore.	Digital Marketing	Kambar Arangam	All UG and PG students

2. Seminar /Workshop/ Conferences organized

S. No.	Date	Nature of the Event (Conference/ Seminar/Workshop)	Number of External Participants	Title of the Event	Name & Designation of the Speakers	Name & Affiliation Chair & Co-chair	Funding Agency	Total Funding
1	26-Feb-19	Workshop		Advanced Excel	Mr. M. Rajakrishnan, Assistant Professor, Dr. N.G.P Arts and Science College (Autonomous), Coimbatore - 48			
2	27 & 28-Sep-19	National Conference	92	Opportunities and Challenges of Business in the Digitalized Era	Inauguration: Mr. S. Gurubaharan, Regional HR Head TCS-BPS, Chennai	<u>Session – I</u> Chair Dr.S.Sivakumar Associate Professor and Head Dr SNS Rajalakshmi College of Arts		

						<p>and Science Coimbatore.</p> <p>Co-Chair Dr.S.Mohan Professor and Head, Department of Management Dr.N.G.P. Arts and Science Coimbatore</p> <p><u>Session – II</u></p> <p>ChairDr.A.Balaguru samy Assistant Professor Ramakrishna Mission Vidyalaya College Coimbatore.</p> <p>Co-Chair Dr.K.Vanaja Professor and Head, Department of PA Dr.N.G.P. Arts and Science College Coimbatore</p> <p><u>Session – III</u></p> <p>ChairDr.K.Yamuna Assistant Professor PSG College of Arts and Science Coimbatore.</p>		
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						<p>Co-Chair Dr.N.Renuga Devi Assistant Professor and Head, Department of Commerce Dr.N.G.P. Arts and Science College Coimbatore</p> <p><u>Session – IV</u></p> <p>Chair Dr.D.GomathiAsso ciate ProfessorPSG College of Arts and Science Coimbatore.</p> <p><u>Session – V</u></p> <p>ChairDr.K.Ravichan dran Director, CMS College Coimbatore.</p> <p>Co-Chair Dr.S.N.Selvaraj Assistant Professor Department of Business Administration (CA) Dr.N.G.P. Arts and Science College</p>		
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						<p>Coimbatore</p> <p><u>Session – VI</u></p> <p>ChairDr.R.Sathya Assistant Professor Department of Commerce PSG College of Arts and Science Coimbatore</p> <p>Co-Chair Dr.Bagyalakshmi Assistant Professor Department of Commerce with IB Dr.N.G.P. Arts and Science College Coimbatore.</p>		
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3. Extension Activities

S. No.	Date	Nature of the extension	Place	Students involved
1	27-Jul-17	Rally on Abdul Kalam Memorial Day	Women Polytechnic to VOC Park	III UG and II PG Students
2	24-Aug-17	Dengue Awareness and Prevention Programme	Veerampalayam and Karupparayampalayam Village	All UG Students

4. Staff Participation

S. No.	Date	Name of the Faculty	Name of the Workshop/FDP/Training Programme	College
1	11 & 12- Mar-19	Dr. R. Prema	National Workshop on Disaster Vulnerability and Preparedness with Special Reference to Women, Children and Elders	Vivekanandha College of Arts and Science for Women, Thiruchengode
2	8& 9-Mar-19	Dr. R. Prema	National Level Workshop on Data Analysis and Interpretation using SPSS and AMOS	Hindusthan College of Arts and Science, Coimbatore
3	8 to 9- Mar- 19	C.Eahambaram	Data analysis and Interpretation using SPSS and AMOS	Hindusthan College of Arts and Science, Coimbatore
4	8 to 9- Mar- 19	Dr. P. Jayasubramanian	Data analysis and Interpretation using SPSS and AMOS	Hindusthan College of Arts and Science, Coimbatore
5	8 to 9- Mar- 19	M. Rajakrishnan	Data analysis and Interpretation using SPSS and AMOS	Hindusthan College of Arts and Science, Coimbatore
6	1-Mar-19	C.Eahambaram	The influence of Cultural Factors on Consumer Buying Behaviour	Hindusthan College of Arts and Science, Coimbatore
7	3 to 9-Dec-18	Dr. R. Prema	FDP on Quality Measures in Higher Education	Dr. N.G.P. Arts and Science College, Coimbatore
8	27 & 28-Nov-18	Dr. R. Prema	FDP on Introduction to R Programming	Velalar College of Engineering and Technology, Erode
9	3 to 9-Dec-18	C.Eahambaram	FDP on Quality Measures in Higher Education	Dr. N.G.P. Arts and Science College, Coimbatore
10	30-Oct-18	C.Eahambaram	Digital Marketing	Indian Women Network of Confederation of Indian Industry
11	12-Sep-18	C.Eahambaram	Impact of Digital Economy in India	Bharathidasan College of Arts and Science
12	28-Sep-18 to 29-Sep-18	R.Anandhi	Algebra and Analysis	PSGR Krishnammal College for Women, Coimbatore
13	8-Sep-18	R.Anandhi	R Walk-Through For Data	Dr.N.G.P Arts and Science Coimbatore

5. Staff Presentation

S. No.	Date	Name of the Faculty	Name of the Conference	Name of the title	College
1	1-Mar-19	M. Rajakrishnan	National Conference on Paradigm Shift in Consumer culture in Banking and Finance sector	Paradigm Shift in Consumer culture in Banking and Finance sector: A study on consumer perception of digital payments and cashless transactions with special reference to Paytm and Google-Pay	Hindusthan College of Arts and Science, Coimbatore
2	1-Mar-19	Dr. R. Prema	National Conference on Paradigm Shift in Consumer culture in Banking and Finance sector	Paradigm Shift in Consumer culture in Banking and Finance sector: A study on consumer perception of digital payments and cashless transactions with special reference to Paytm and Google-Pay	Hindusthan College of Arts and Science, Coimbatore
3	1-Mar-19	Dr. R. Prema	National Conference on Paradigm shift in Consumer Culture – An E-Revolution in India	Reinventing the Role of Consumer Research	Hindusthan College of arts and Science, Coimbatore
4	01-Mar-19	M.Gunasekaran	National Conference on Paradigm Shift in Consumer Culture-An E-Revolution in India	The Influence Of Cultural Factors On Consumer Buying Behavior	Hindusthan College of Arts and Science, Coimbatore
5	24-Jan-20	S.Latha	National Conference Impact of Mudra Scheme and its Impact on	Impact of Mudra Scheme and its Impact	VET Institute of Arts and Science, Erode

			Micro, Small and Medium Enterprises	on Micro Enterprises	
6	19-Dec-18	Dr. R. Prema	International Conference on Convergence of Indian Accounting Standards with IFRS	Magnitude of Ethics in Accounting	PSGR Krishnammal College for Women, Coimbatore
7	12-Sep-18	Dr. R. Prema	International Conference on Impact of Digital Economy in India	Regulating A Digital Economy: An Indian Perspective	Bharathidasan College of Arts and Science, Erode

6. Staff Publication

S. No.	Name of the Faculty	Title	Journal Name	ISSN / ISBN No. Date of publishing Vol. No.	Impact Factor	SCI/WoS/UGC/SSCI/Scopus
1	C.Eahambaram	The Influence of Cultural Factors on Consumer Buying Behavior	International Research Journal of Management Sociology & Humanities	ISSN 2277 – 9809 April 2019	6.2311	UGC Indexed
2	C.Eahambaram	A Study on Profitability Analysis of Indian Selected Automobile Industry In India	International Journal for Research in Engineering Application and Management,	ISSN:2454-9150 October 2018		UGC Indexed
3	C.Eahambaram	SWOT-Analysis E-Banking Services of State Bank of India	International Journal of Scientific Research and Review	ISSN: 2279-543X September 2018		UGC Indexed
4	M. Rajakrishnan	Paradigm Shift in Consumer culture in Banking and Finance sector:	International Research Journal of Management Sociology & Humanities	ISSN: 2277 – 9809 April 2019	6.2311	UGC Indexed

		A study on consumer perception of digital payments and cashless transactions with special reference to Paytm and Google-Pay				
5	M. Rajakrishnan	A Study on Users Perception and Effectiveness of Social Media Marketing	Review of Research	ISSN: 2249-894X October 2018	5.7631	UGC Indexed
6	Dr. R. Prema	Paradigm Shift in Consumer culture in Banking and Finance sector: A study on consumer perception of digital payments and cashless transactions with special reference to Paytm and Google-Pay	International Research Journal of Management Sociology & Humanities	ISSN: 2277 – 9809 April 2019	6.2311	UGC Indexed
7	M.Gunasekaran	The Influence of Cultural Factors on Consumer	International Research Journal of Management Sociology & Humanities	ISSN 2277 – 9809 April 2019	6.2311	UGC Indexed

		Buying Behavior				
8	V.Abinaya	Text Analysis on Twitter Data Using Neural Network and Baysian Classifier	International Journal of Creative Research Thoughts	ISSN-2320-2882 Volume 6 Issue 2 April 2018	6.2311	UGC Indexed

7. Research Funding

S. No.	Name of the Faculty	Name of the project / scheme	Sanction No. and Date	Funding body	Amount
1	M. Rajakrishnan	Impact of e-governance inCoimbatore district of Tamilnaduwith special reference to good governance among SC/ST people inselected rural areas	SS- 009 18-Feb-19	Tamil Nadu State Council for Science and Technology	7,500

8. Students Participation

S. No.	Date	Name of the Students	Event	College	Inter Collegiate / Inter Departmental	Prizes won
1	12-Sep-18	P. Avinash	Paper Presentation	Bharathidasan College of Arts and Science, Erode	Inter Collegiate	2 nd Prize
2	12-Sep-18	R. Anbu	Paper Presentation	Bharathidasan College of Arts and Science, Erode	Inter Collegiate	2 nd Prize

9. Students Counseled

S. No.	Name of the class	Number of Students
1	III B.Com. (CA) 'A'	1

10. Internship / Industry visits

S.No	Date	Industry	Duration	No. of Students
02.	01-Dec-18	Infosys BPM Ltd., Bangalore	1 Day	89

11. NPTEL Certification:

Year	Course Title	Offered By	No. of Students Certified
2019	Principles of Human Resource Management	IIT, Kharagpur	128
2018	Marketing Management I	IIT Kanpur	71
2018	Leadership	IIT Kanpur	22