

**Name** : Dr. R.MAYILSAMY  
**Designation** : Associate Professor  
**Department** : Commerce with Professional Accounting  
**Qualification** : M.Com., M. Phil., PGDCA., PGDIT., Ph. D.  
**Experience** :Teaching: 11.9 Years Industry: - Research: -  
**Area of Specialization(s)** : Marketing and Finance  
**Email (Official ID)** :mayilsamy@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Marketing	Gobi Arts and Science College, Gobi	2020
M.Phil.	Marketing	PSG College of Arts and Science, Coimbatore	2010
M,Com	Commerce	CBM College, Coimbatore	2009
BBM	Business Management	Govt. Arts College, Coimbatore	2007

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University	2008
PGDIT	International Trade	CBM College	2009

### Research Publications (Indexed)

#### International

- R.Mayilsamy, **Beneficiaries' satisfaction level in Direct Benefit Transfer Schemes under Financial Inclusion: A Study in Coimbatore District of Tamil Nadu**, Our Heritage Journal, Vol.68,Issue.1,pp.52-55,Jan-20,ISSN-0474-9030,(UGCCarelisted).
- R.Mayilsamy, **A Study on consumers' satisfaction towards Amazon online shopping with special references to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A Study on customer satisfaction and usage towards the credit card services with special references to Coimbatore city**, International Journal of Research

Publications and Reviews, Vol. 2, Issue. 1, Nov-20.

- R.Mayilsamy, **A study on customer's preference and satisfaction towards organic edible oil with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A study on customer satisfaction towards Uber Cab services in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A study on customer's perception towards digital payment system with special reference to Tiruppur city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A study on customer's satisfaction towards water purifier with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A Study on customers' satisfaction towards LG products with special references to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A Study on consumer buying behaviour of Retail Textile Shops with references to Tiruppur Region**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A Study on customers' awareness, preference and satisfaction towards home Ajjio online Shopping App in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 11, Nov-20.
- R.Mayilsamy, **A Study on consumers' satisfaction towards home appliances with special reference to Led Television in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 12, Dec-20.
- R.Mayilsamy, **A Study on customers' satisfaction towards Harley Davidson in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 12, Dec-20.
- R.Mayilsamy, **A Study on consumers' preference towards Fast Food Service with special reference to KFC in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 5, Issue. 12, Dec-20.
- R.Mayilsamy, **A Study on customers' satisfaction towards Reliance Jio Network with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.

- R.Mayilsamy, **A Study on Stress level Management of the employees in Export Textile Industry with special reference to Tirupur city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A comparative study on Users' satisfaction towards Google Pay and Paytm with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on finance performance of Ultra Tech Cement Ltd**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on finance performance of Bharat Petroleum Corporation Limited**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on consumers' satisfaction towards Aavin Milk with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on finance performance of Asian Paints Ltd**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on customers' satisfaction towards Honda Bikes with special reference to Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **The perception and satisfaction of policy holders towards health insurance policies-A study in Coimbatore city**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Jul-21.
- R.Mayilsamy, **A Study on consumers' satisfaction towards LG products in Coimbatore City**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 8, Aug-21.
- R.Mayilsamy, **A Study on customers' satisfaction towards Amul Ice Cream with special reference to Coimbatore City**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 7, Aug-21.
- R.Mayilsamy, **A Study on finance performance of Pricol Limited**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 8, Aug-21.
- R.Mayilsamy, **A Study on finance performance of ICICI Bank**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 8, Aug-21.
- R.Mayilsamy, **A Study on finance performance of ELGI Rubber Company Limited**, EPRA International Journal of Research and Development (IJRD), Vol. 7, Issue. 8, Aug-

- 21.
- R.Mayilsamy, **A Study on finance performance of Larsen and Toubro (L&T)**, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol. 5, Issue. 4, Apr-23.
  - R.Mayilsamy, **A Study on perception of bakery owners towards marketing problems and promotional strategies for their products**, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol. 5, Issue. 4, Apr-23.
  - R.Mayilsamy, **A Study on finance performance of HDFC Bank Ltd**, International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol. 5, Issue. 4, Apr-23.

## National

### Other Publications: International / National Journals

- R.Mayilsamy, **Inclusive of Direct Benefits Transfer Schemes in Financial Inclusion in India**, International Journal of Multidisciplinary Research and Development, Vol.3, Issue.11, pp.56-59, Nov-16, Online- 2349-4182,Print-2349-5979.
- R.Mayilsamy, **A Study on Direct Benefits Transfer Schemes with special reference to LPG (PAHAL) scheme in Coimbatore District**, International Journal of Commerce and Management Research, Vol.4, Issue.1, pp. 44-47, Jan & Feb-18,Online-2455-1627.
- R.Mayilsamy, **A Study on Beneficiaries' financial attitude in Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) of Direct Benefits Transfer Schemes with special reference to Coimbatore District, India**, International Journal of Commerce and Management Research, Vol.4, Issue.4, pp.52-55, Jul & Aug-18,Online-2455-1627.

### Chapter Publications

- R.Mayilsamy, **A Study on Analysis of the Indian National Education Policy 2020**, NEP- Structural Changes on 21st Century Education, Sankara College of Science and Commerce, Saravanampatti, Coimbatore, Vol.1, pp.197-207, ISBN: 978-93-5680-107-3, on 05-Aug-22.
- R.Mayilsamy, **Students' perception towards Education Technology with special reference to online classes – A study in Coimbatore city**, NEP- Structural Changes on 21st Century Education, Sankara College of Science and Commerce, Saravanampatti,

Coimbatore, Vol.1, pp.131-134, ISBN: 978-93-5680-107-3, on 05-Aug-22.

- R.Mayilsamy, “**A study on human resource management practices in organized retailing outlet with special reference to selected retailers in Coimbatore city**”, Gobi Arts and Science College, Gobichettipalayam, 25-Feb-23, ISBN: 978-81-951454-6-1.

### **Presentations in Conference**

- **Urban Co- operatives in Financial System**, National level Conference on Proactive and Innovative Attitudes for Co- Operatives in the New Financial System, Department of Co- operation, Tirupur Kumaran College for Women, 22-Jan-10.
- **M- Commerce**, National Level Seminar on Emerging Trends in Commerce, Economics and Management, Hindustan College of Arts and Science, Coimbatore,29-Jan-10.
- **E-Banking and Its impacts**, National Level Seminar on Role of IT in Commerce & Industry, Sankara College of Science and Commerce, Coimbatore,6-Jan-12.

### **National**

- Student Volunteer in the 16<sup>th</sup> National Conference of Indian Colleges Forum on **Performing Higher Education in the Context of Globalization** held at PSGCAS, Coimbatore, from 5 to 7-Feb-10.
- National level Conference on **Proactive and Innovative Attitudes for Co- Operatives in the New Financial System**, Department of Co- operation, Tirupur Kumaran College for women, 22 - Jan-10.
- National Conference on **Higher Education in India: Changes and Challenges**, Association of Principals of Colleges of Bharathiar University, Coimbatore on 9-Feb-13.
- National Conference on **Social Innovation and Business Sustainability (SIBS-23)**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 09-Feb-23.

### **Participation in Seminars**

- One day National Level Seminar on “**Competition Issues in India**”, Department of Commerce, Gobi Arts and Science College on 25-Sep-21.
- Two days National Online Seminar on **Digital Financial Inclusion**, Department of Management, Suguna College of Arts and Science in association with ICSSR during 30-

Aug-22 to 31-Aug-22.

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#### Participation in Workshop

- **Supply Chain Management**, PSG Institute of Management, Coimbatore, 5-Aug-10.
- One day Workshop cum hands on training on '**Tally with GST (E-way Billing)**', Salem Sowdeswari College, Salem on 1-Aug-19.
- Two days Workshop on **Intellectual Property Rights**, IPPO during 10-Apr-20 to 11-Apr-20.
- One day Workshop on NPTEL E-Awareness, NPTEL on 06-Jan-22.
- One day training programme on "**Human Rights and Values-Promotion and Protection for students**", Dr.N.G.P Arts and Science College, 22-Feb-23.
- One day Workshop on One Day Workshop on **Outcome Based Education (OBE)**, Dr.N.G.P Arts and Science College in association with IPSR solutions limited, 04-Mar-23.
- Three days Workshop on **Advanced Research Methodologies and Analytical Tools (SPSS, AMOS, & R) for Social Science Researchers**, Dr.N.G.P Arts and Science College in association with IPSR solutions limited, 29-Mar-23 to 31-Mar-23.

#### Participation in Orientation Programme / Short Term Courses

- '**Orientation Programme**' for NSS, Avinashilingam University conducted by Bharathiar University from 2 to 8-Dec-14.

#### Participation in Faculty Development Programme

- Seven Days Faculty Development Program on **NAAC Revised Accreditation Framework and OBE Assessment Methodology** organised by the Faculty Development Cell & IQAC, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 27-May-19 to 2-June-19.
- Seven Days Faculty Development Program on **Quality Initiatives in Higher Education** organized by Consortium of Colleges, 13-Apr-20 to 20-Apr-20.
- Three days National level Online Faculty Development Program on "**Recent Trends in Artificial Intelligence and Impact on Teaching Professionals**", RVS College of Arts and Science, Coimbatore on 22-Apr-20 to 24-Apr-20.
- One Day International Faculty Development Programme on **Develop the ability to write Research Proposal**, Adarsh AIMIT, Adarsh Group of Institutions, Bengaluru on 24-Apr-20.

- One Day International Faculty Development Program on **how to write effective case study** organized by Atmiya University, Rajkot, Gujarat, India on 2-May-20.
- Seven Days Faculty Development Program on **Research Methodology and Pedagogy for Tertiary Education**”, Center for Faculty Development & IQAC, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 15- Jun-21 to 21-June-21.
- One Day Online Functional Faculty Development Program on **“Term Insurance Checklist”**”, Department of Commerce B&I, Center for Faculty Development, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore on 30-Jul-21.
- One Day Online Functional Faculty Development Program on **“Financial Planning for Educators”**”, Department of Commerce with CA, Center for Faculty Development, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore on 11-Sep-21.
- Three days National level Virtual Faculty Development Program on **“Securities Market”**”, PSGR Krishnammal College for Women, Coimbatore on 27-Nov-21 to 30-Nov-21.
- Six days National Level Faculty Development Program on **“Digital Teaching Methods in Higher Education”**”, Hindusthan College of Arts and Science, Coimbatore on 23-Aug-21 to 28-Aug-21.
- Six days National level Faculty Development Program on **“Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Era”**”, Hindusthan College of Arts and Science, Coimbatore on 22-Sep-21 to 28-Sep-21.
- Two Days National Online Faculty Development Programme on **“Plagiarism in Academic Research and Author Identifiers”** Indian Institute of Management and Commerce on 11-Apr-22 to 12-Apr-22.
- Seven days Faculty Development Programme on **“ESG Framework for Business”**”, V.O. Chidambaram College, Thoothukudi, 27-Oct-22 to 03-Nov-22.
- Five days International Faculty Development Programme on **“Teaching Pedagogy and Life Skill Management”**”, Hindustan College of Arts and Science, Coimbatore, 27-Mar-23 to 31-Mar-23.
- Five days International Faculty Development Programme on **“AI Applications and Its impact on Business Practices”**”, Sri Ramakrishna College of Arts and Science, Coimbatore, 18-Apr-23 to 22-Feb-23.

#### **Editorial / Review Board Member**

- Associate Editor, National Conference on Implications of Fintech in Indian Economy, Abstract book published by Department of Commerce, Commerce with Professional

Accounting and Commerce Finance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, on 4 Mar-20 with ISBN No:978-81-943062-5-2.

- Member, National Conference on Social Innovation and Business Sustainability (SIBS-2023), Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, on 9-Feb-23.
- Member, A Three Day National Workshop in Advanced Research Methodologies and Analytical Tools (SPSS,AMOS & R) for Social Science Researchers, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, on 29-Mar-23 to 31-Mar-23.