

**Name** : Dr. K. Vanaja  
**Designation** : Professor and Head of the Department  
**Department** : Commerce with Professional Accounting  
**Qualification** : M.Com., M.Phil., B.Ed., PGDCA., Ph.D.  
**Experience** : Teaching : 25 Years Industry: 2 Years Research: 8 Years  
**Area of Specialization(s)** : Marketing, Finance  
**Email (Official ID)** : drvanaja@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	TSA Tamil and Arts College, Coimbatore	2015
M. Phil.	Commerce	Madurai Kamaraj University	2000
M. Com.	Commerce	Gobi Arts College, Gobichettipalayam	1994
B. Com.	commerce	Gobi Arts College, Gobichettipalayam	1992

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Science	Bharathiar University	2002

### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph.D.	-	1
M. Phil.	2	-

**International**

- K. Vanaja, Dr. N. Tamilchelvi, **A Study on Customer Perception towards Value-Added Services Provided by Private Sector Banks in Coimbatore City**, The International Journal Of Business & Management, Vol 2 Issue 9, pp.114-120, Sep-14, ISSN 2321 – 8916.
- K. Vanaja, Dr. N. Tamilchelvi, **A Study on Level of Utilisation of Value-Added Services by Customers of Private Sector Banks in Coimbatore City**, Primax International Journal of Commerce And Management Research, Volume No. II Issue No. 2, pp. 137 - 144, Sep-14, ISSN 2321 – 3604.
- Dr.K.Vanaja, **An empirical study on Awareness and Satisfaction Level of Consumerstowards Green Products in Mettupalayam Taluik, Coimbatore**, International journal of Applied Research, pp.267-272, October 2016, ISSN (Print): 2394-7500, ISSN (Online): 2394- 5869.
- Dr.K.Vanaja, Dr.M.MeenakshiSaratha, **Journey of Postal Banking Services-An Analytical Review** , International journal of Applied Research, , pp. 517-519, October 2016, ISSN (Print): 2394-7500, ISSN (Online): 2394-5869.
- Dr.K.Vanaja, Dr.M.MeenakshiSaratha, **Structural Equation Modeling on Shoppers Purchasing Outcomes in Shopping Malls, Coimbatore City**, International Journal of Multidisciplinary Research and Development, Volume 3, Issue 11, Page no : 94 -98, Nov-16, ISSN (Print): 2349-5979.
- Dr.K.Vanaja, Dr.M.MeenakshiSaratha, **Factors Influencing Perception and Satisfaction Level among Shoppers and their Purchasing Outcomes in Malls**, International journal of Applied Research, , pp. 217-222, Dec-16, ISSN (Print): 2394-7500, ISSN (Online): 2394-5869.
- Dr.K.Vanaja, Dr.M.MeenakshiSaratha, **Situational Factors and Changes on Shoppers Purchasing Outcomes in Bangalore Shopping Malls**, International Journal of Research in Social Sciences, Volume 7, Issue 1, pp. 438-452, Jan-17, ISSN :2249-2496.
- Dr.K.Vanaja, Dr.M.MeenakshiSaratha, **TERRACE GARDENING-A NEW ARENA IN ENTREPRENEURSHIP**, International Journal of Industrial Engineering and Management Science, Volume 7, Special issue, pp. 94 -98, Feb-17, ISSN (Print): 2250-1096.
- Dr.K.Vanaja, S.Mohanambol, **A Survey on People Response towards Demonetization**

**of 500 and 1000 Rupee Notes**, International Journal of Research in Social Science, Volume7,1 issue 3, , pp.94-98,Mar-17,ISSN:2249-2496.

- Dr.K.Vanaja,S.Mohanambal, **Effects on Online Transaction and Alternative mode of payment**, International Journal of Research in Social Science, Volume7, 1 issue 3, , pp. 94 -98, Mar-17, ISSN: 2249-2496.
- Dr.K.Vanaja, P.Dhanya, **Digital India: The Road to Smart Governance**, International Journal of multidisciplinary Research, Volume 4,Issue10, pp.54 -57, Oct- 2018, ISSN: 2455-3662.
- Dr.K.Vanaja, P.Dhanya, **A Study on Credit Appraisal System in India with reference to South Indian Bank**, International Journal of Trend in Scientific Research and Development, Volume 3,Issue 1, pp.65 -69, Nov-Dec-18, ISSN: 2456-6470.
- Dr.K.Vanaja, S. Dhivya, **Aadhaar Card and E-Filing of Tax Returns**, International Journal Of Innovative Research In Education, Special Issue No : 1, pp. 134 -138, Sep-17, ISSN: 2249-1260
- Dr.K.Vanaja, **A Study on passenger satisfaction towards online booking in IRCTC application**, EPRA International Journal of Research and Development (IJRD), Volume 3,Issue 1, pp.65 -69September 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “**A Study on students preference and satisfaction towards online learning applications with special reference towards Coimbatore city**”inEPRA International Journal Socio Economic and Environmental Outlook (SEEO), September 2020, ISSN No : 2348-4101.
- Dr.K.Vanaja published an article on the title “**A study on a brand loyalty and Consumer preference towards apple iphone with special reference to Coimbatore city**” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “**Astudyoncustomerpreferencetowards Hatsunmilkproductswithspecial referencetoCoimbatorecity**” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “**AstudyonconsumerawarenessonMeesho Appamongwomenin Coimbatorecity**” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “**AstudyonIncomegenerationpotentialof womenself-helpgroupwithspecial referencetoTirupur**” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.

- Dr.K.Vanaja published an article on the title “A study on consumer preference and satisfaction towards Dell Laptops in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “A study on Brand loyalty of customer to select the milk brand with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “A study on customer’s satisfaction on Solar energy products with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “A study on Work-life balance of women in Handloom industry (with reference to Palladam town)” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “A study of factors affecting Impulse buying behavior with special references to Pazhamudir Nilayamin Coimbatore” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- Dr.K.Vanaja published an article on the title “A Study On The Emergence Of Women Entrepreneurs And Their Prospects After Covid-19 With Special Reference To Coimbatore City ” in EPRA International Journal of Research and Development (IJRD), July 2021, ISSN No : 2455-3662.
- Dr.K.Vanaja published an article on the title **A Study On Consumer Perception And Preference Towards Selected Retail Stores With Special Reference To Singanallur** in EPRA International Journal of Research and Development (IJRD), July 2021, ISSN No : 2455-3662.
- Dr.K.Vanaja published an article on the title **A Study On Financial Performance of Kajaria Ceramics Ltd** in EPRA International Journal of Research and Development (IJRD), July 2021, ISSN No : 2455-3662.
- Dr.K.Vanaja published an article on the title **A Study On Financial Performance of Kajaria Ceramics Ltd** in EPRA International Journal of Research and Development (IJRD), July 2021, ISSN No : 2455-3662.
- Dr.K.Vanaja published an article on the title **A Comparative Study On Brand Equity of Mahindra Cars and Toyota Cars in Coimbatore City** in EPRA International Journal of Research and Development (IJRD), August 2021, ISSN No : 2455-3662.
- Dr.K.Vanaja published an article on the title **A Study On Consumer Buying Behaviour of**

**Garments during Festival Seasons in Coimbatore City** in EPRA International Journal of Research and Development (IJRD), July 2021, ISSN No : 2455-3662.

- Dr.K.Vanaja published an article on the title **A Study On Practice and Problems faced by small Food Processing Units with Special reference to Tiruppur City** in EPRA International Journal of Research and Development (IJRD), July 2021, ISSN No : 2455-3662.
- Dr.K.Vanaja published an article on the title **A Study On Problems and Prospects of Coconut Product Production and Marketing Strategies at Palladam Taluk** in EPRA International Journal of Research and Development (IJRD), July 2021, ISSN No : 2455-3662.
- Dr.K.Vanaja published an article on the title **A Study On Role Of SIDBI Towards Upliftment of MSME** in EPRA International Journal of Research and Development (IJRD), Volume 7, Issue 7, pp.657 -659, July 2021, ISSN No : 2348-814X.

*National:*

- Dr.K.Vanaja, S. Mohanambal , **Impact of Goods and Service Tax**, Journal of Management and Science, Special Issue No : 1, pp. 134 -138, Sep-17, ISSN: 2249-1260

**Other Publications: International / National Journals**

- Dr.K.Vanaja, **A Study on Problems faced by unorganised sector and various schemes offered by Indian Government**, One Day National Level Seminar on Professionalising Unorganized Sector – A Corporate View, Pg. No. 90-95, ISBN 819077894-3, Edited and Published by Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore.
- Dr.K.Vanaja, and Ms.C.S. Sofia as, **The Impact of Micro Credit on Women Entrepreneurs towards their empowerment**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on Economic Empowerment of Women through Entrepreneurship – Problems and Prospects, Pg. No. 317-324, ISBN 978-81-920808-8-8, Edited and Published by Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore.

**Presentations in Conference**

- **GST and Its Impact on Various Sector**, One Day National Level Seminar on Impact of Goods and Service Tax (GST), Post Graduate and Research of Department of Commerce

with Computer applications, Dr.N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.

- **Effects on Online Transaction and Alternative Mode of Payment**, One day National Conference on Demonetisation – Effects on Indian Financial System, Sree SaraswathiThyagaraja College, Pollachi, 115-Feb-17.
- **Financial Inclusion in India through SHG-Bank Linkage Programme**, Indian Council of Social Science Research (ICSSR) sponsored National Conference on Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges, Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- **Professionalising Unorganised Sector – A Corporate View**, One Day National Level Seminar, Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore, 24- Aug-16.
- **Empowerment of Women Entrepreneurship in Indian Context**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on Economic Empowerment of Women through Entrepreneurship – Problems and Prospects, Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, 16- Aug-16.
- **Evolution and Growth of Green Marketing in India**, UGC sponsored Two Days National Conference on "Goals and Priorities for Youth of India", CMS College of Science and Commerce on 4 -Jan - 14.
- **A Study on Growth of Service Sector in the Era of Globalisation in India**, One day National level Seminar on "Recent Trends in Marketing, Sri Ramakrishna Mission Vidyalaya college of Arts and Science, Coimbatore, 28-Aug-12.
- **Micro Finance for Women Empowerment** One day National level Seminar on Indian Banking in Globalised Era, Karpagam Arts and Science College, Coimbatore, 24-Feb-06.
- **Problems faced by Exporters in India**, One day National level Seminar on Liberalisation and Its Impact on Export Performance, Karpagam Arts and Science College, Coimbatore, 7-Oct-06.
- **Role of Students in quality improvement in Higher Education**, One day National level Seminar on, Gobi Arts and Science College, 30-Dec-06.

- **Business Process Outsourcing**, Two days National level Seminar on,Global Business Strategies, Navarasam Arts and Science College for Women, Arachalur,26 and 27-Dec-06.
- **College Teachers and Gender Issues**, Two days ICSSR Sponsored Seminar, at P.K.R. Arts college for Women, Gobichettipalayam, 27th and 28 -Jan-05.
- **Challenges and Remedies for Food Safety and Security**, One day National level Seminar on "Institutional Policy Options for Sustainable Agriculture and Rural Development", NGM College, Pollachi, 22-Sep-04.
- **Foreign Exchange Rate in India**, Two days National level Seminar on "Indian FinancialMarkets under Reforms", Gobi Arts and Science College, 10&11-Sep-04.
- **Problems faced by Rural Consumers**, ICSSR Sponsored One Day National Seminar,KonguArts and Science College, Erode, 6- Sep-02.

### Participation in Conference

#### International

- **Green Banking**, One day International Conference on "India towards Green Economy", P.K.R. Arts College for Women, Gobichettipalayam, 17-Sep-12.

#### National

- **Evolution and Growth of Green Marketing in India**, UGC sponsored Two Days National Conference on "Goals and Priorities for Youth of India", CMS College of Science and Commerce on 4-Jan-14.

### Participation in Seminars

- **Future Direction of Monetary Policy and RBI Initiatives**, one day seminar, Department of Management Studies, Dr. N.G.P. Institute of Technology, Coimbatore, 9-Sep-16.
- **Information Technology and Commerce**, State level Seminar, Sri Ramakrishna College of Arts and Science for Women, 6-Feb-02.
- **Changing Scenario of Garment Industry and Management Smartness**, International Seminar, Tiruppur Kumaran College for Women, Tiruppur, 13-Feb-06.

### Participation in Workshop

- The National Academy of Science India sponsored Two days **Science Academies lecture Workshop on Healthcare Analytics**, Department of Management Studies, Dr. N.G.P. Institute of Technology, Coimbatore, 26 & 27-Sep-17.
- One day National workshop the topic **Retailing and E-Tailing**, PKR Arts College for Women,

Gobichettipalayam,

15-Mar-05

- Attended one day State level workshop attended at Vidyasagar college of Arts and Science, Udumalpet organised by Bharathiar University on 7-Feb-03 on the topic **Projects in Commerce and Computer Applications**.

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

- Ten days Training program on **Computer Applications**, Kovai kalaimagal college of Arts and Science from 29-Jul to 4-Aug-02.

#### Participation in Faculty Development Programme

- Six Days Faculty Development Program on **Digital Teaching Methods in Higher Education** organised , Hindusthan College of Arts and Science, Coimbatore during 23 to 28 August -21.
- Seven Days Faculty Development Program on **Research Methodology and Pedagogy for Tertiary Education** organised by the Faculty Development Cell, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 15 to 21 June -21.
- Five Days online Certificate Course and Assessment on **Strategies to Address the Soft Skill Gap** organized by **International Journal of Advance Study and Research Work** during 27<sup>th</sup> April to 1<sup>st</sup> May -2020.
- One Week Faculty Development Program on Spoken Tutorial, Free Open Source Software (FOSS) **“F R O N T A C C O U N T I N G”** organized by Center for Virtual Learning, Dr. N.G.P. Arts and Science college, Coimbatore and Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India during 4<sup>th</sup>– 10<sup>th</sup> May 2020.
- One Week Faculty Development Program on Spoken Tutorial, Free Open Source Software (FOSS) **“MOOC COURSE”** organized by Center for Virtual Learning, Dr. N.G.P. Arts and Science college, Coimbatore and Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India during 4<sup>th</sup>– 10<sup>th</sup> May 2020.
- Seven Days Faculty Development Program on **Quality Measures in Higher Education** organised by the Faculty Development Cell, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 3to 9<sup>th</sup>Dec-18.



- Seven Days Faculty Development Program on **NAAC Revised Accreditation Framework and OBE Assessment Methodology** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 27-May-19 to 02-Jun-19.
- One day Faculty Knowledge Program organised by **ICFAI Business School (IBS)** on 10-Aug-17 at Coimbatore.
- One day Faculty Knowledge Program organised by **ICFAI Business School (IBS)** on 20-Aug-16 at Coimbatore.
- Two Days FDP on **Uses and Applications of SPSS Package** at CMS College of Science and Commerce from 22-sep-15 to 23-sep-15.

### Participation in World Record Event

- Participated in the world Record Event titled “**Longest Virtual Event on Vision 2030:**

**Importance of Enhancing Life skills for Reaching Higher Heights**  
organized by Tamil

Nadu Teachers Education University, center for capacity Building Programmes for Teachers, on 18-jun-21.

### Conference / Seminar / Workshop Organized

- **Convenor**, National Conference on **DISRUPTIONS IN BANKING SECTOR IN CURRENT SCENARIO** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 28-Feb-18.
- **Convenor**, *Indian Council of Social Science Research (ICSSR)* sponsored National Conference on **FINANCIAL INCLUSION FOR SUSTAINABLE ECONOMIC GROWTH – STRATEGIES AND CHALLENGES** organized by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 8<sup>th</sup>-Sep-16.
- **Convenor**, Two days’ workshop on Advanced Excel, by Training Architect, The Institute of Advanced Computing, Coimbatore, for Students of Department of Commerce with professional

Accounting and Commerce with Information Technology, Dr.N.G.P. Arts and Science College,Coimbatore on 15<sup>&</sup>16-Feb-17.

### **Invited Speaker / Session Chair- Conference / Seminar / Workshop**

- **Session Co-Chair**, National Conference on **Opportunities and Challenges of Business in The Digitized Era**, Dr. N.G.P. Arts and Science college(Autonomous), 28 Sep-18.
- **Invited Speaker**, Guest Lecture on **Self Awareness** for the Post Graduate Commerce Students, organized by Department Commerce (PG), CMS College of Science and Commerce, Coimbatore on 25 July-18.
- **Invited Speaker**, Guest Lecture on **Fundamentals of Commerce** for the Under Graduate Commerce Students, organized by Department Commerce, VLB Janakiammal College of Arts and Science, Coimbatore on 25 July-18.
- **Invited Speaker**, Guest Lecture on **Team Building** for the Post Graduate Commerce Students, organized by Department Commerce (PG), CMS College of Science and Commerce, Coimbatore on 11 July-17 (One Day).
- **Invited Speaker**, Guest Lecture on topic **Business Environment** for the Under Graduate Commerce Students, organized by Department Commerce, PKR Arts College for women, Gobichettipalayam on 4-Oct-19
- **Session Chair**, National Conference on **Modern Business -Opportunities and Challenges**, Dr. N.G.P. Arts and Science College (Autonomous), on 27-Feb-20 (One Day).
- **Session Chair**, Virtual International Conference on **Pandemic and Business Sustainability**, Dr. N.G.P. Arts and Science College (Autonomous), on 22-Oct-21 (Two Days).

### **Member in BoS**

- **Chairman**, Board of Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College (Autonomous) since 2016.
- **Subject Expert**, Board of Commerce with Professional Accounting, PSGR Krishnammal College of Arts and Science for Women Since 2018.
- **Subject Expert**, Board of Commerce with Professional Accounting, KSR College of Arts and Science(Autonomous) since 2020.

- **University Nominee**, Board of Commerce with Computer Applications, NGM College (Autonomous) since 2020.
- **Subject Expert**, Board of Commerce with Professional Accounting, Erode Arts College (Autonomous) since 2021.
- **Subject Expert**, Board of Commerce, CMS College of Science and Commerce, Coimbatore (Autonomous) from June 2022

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

- Chief Editor, One Day Level National Seminar on **Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges**, book Published by Department of Commerce Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore.
- Chief Editor, One Day Level National Seminar on **Disruptions in Banking Sector in Current Scenario**, book Published by Department of Commerce Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, and Non-Olympic Times, Coimbatore with ISBN 978-81-935722-5-2.
- 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<sup>th</sup> Mar-20 with ISBN No: 978-81-943062-5-2.