

**Name** : Dr.N.Chandrakala

**Designation** : Assistant Professor

**Department** : International Business

**Qualification** : M.Com (IB)., M.Phil., Ph.D., UGC–SET.

**Experience** : Teaching: 10 Years 4 Months **Research:** 9 years

**Area of Specialization(s)** : Cost and Management Accounting, International Marketing, Entrepreneurship and Human resource management

**Email (Official ID)** : chandrakala@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	LRG Government Arts college for Women, Tirupur.	2018
M. Phil.	Commerce	Hindusthan College of Arts and Science, Coimbatore.	2010
M.Com(IB)	International Business	Hindusthan College of Arts and Science, Coimbatore.	2009
B.Com	Commerce	Kongunadu Arts and Science College, Coimbatore	2007

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Commerce	UGC(Mother Teresa Women's University)	2017

### Research Publications (Indexed)

#### International

- Dr. N.Chandrakala, **Advergaming- A Novel Instrument in Advertisement**, Our Heritage, , Vol. 68- Issue 80 ,pp. ,February 2020 , ISSN 0474-9030.(UGC CARE List)
- Dr. N.Chandrakala, **A Study on Financial Performance of Indian Cement Companies With**

**Reference to Selected Cement Companies**, International Journal of Scientific and Technology Research, Vol. 08- Issue 09, pp. ,September 2019, ISSN 2277-8616,( Indexed in Scopus).

- Dr.N.Chandrakala and Dr.M.Deepalakshmi, **Success Mantra for Organic Farming-The ProductionandMarketingStrategyofOrganicFarmers**,InternationalJournalof Pure and Applied Mathematics, Vol. 119 No. 18 Special Issue, pp. 123-136, February2018,ISSN:1314-3395,(Indexed in SCOPUS).
- Dr.N.Chandrakala and Dr.P.Kanchana Devi, **A Study on Morning Time Stress of Working Women in Coimbatore District**, International Journal of Interdisciplinary research in Arts and Humanities, Vol.2No.2, pp.10-17, 2017, ISSN: 2456-3145, (Indexed in UGC).
- Dr.N.Chandrakala and Dr.P.Kanchana Devi, **A Study on Attitude of the Organic Farmers with Supply Chain Management on the market for Their Commodities with Special Reference to Coimbatore District**, International Journal of Multidisciplinary research and Modern Education, Vol. 2 No. 2 , pp. 154-159, 2016, ISSN: 2454-6119, (Indexed in UGC).
- Dr.N.Chandrakala and Dr. P.Kanchana Devi, **The Study on the Attitude of the Organic Farmers with Special Reference to Coimbatore District**, International Journal of Applied and Advanced Scientific Research, Vol. 1 No. 1, pp. 186-191, 2016, ISSN: 2456-3080, (Indexed in UGC).
- Dr.N.Chandrakala and Dr. P.Kanchana Devi, **Sustainable agriculture and Food System in India**, International Journal of Multidisciplinary Researches, Vol. 2 SpecialIssueNo.8,pp.25-32,2016,ISSN:2349-8684.

### **Presentations in Conference**

- **Advergames- A Novel Instrument in Advertisement**, National Conference on Business Innovation and sustainability- Building the Organizations for the Future, PSGR Krishnammal College for Women, Coimbatore, 7-Feb-2020.
- **SWOC Analysis of organic Farmers' in Western Zone of TamilNadu**, International Conference on Humanities, Technology and Science(ICHTS 2019), Asia Pacific University of Technology and Innovation, Malaysia,4- Oct- 2019.
- **Export Credit Risk Insurance**, National Conference on E- Banking Opportunities and

Challenges, SNMV College of Arts and Science, Coimbatore, 9-Sep-19.

- **Future trends in Insurance**, International Conference on Risk management and Insurance- an Analysis, Nehru Institute of Technology, Coimbatore, 8-Feb-19.
- **Social Media- Savior to Spoiler**, International Conference on Social Media For Social Causes, Hindusthan College of Arts and Science, Coimbatore, 5-Oct-18
- **Innovation in Supply Chain management**, International Conference on Innovation in Management Practices, Sankara College of Science and Commerce, Coimbatore, 2-Sep-18.
- **Education, Skill Building and Health in Rural India**, International Conference on emerging trends in Commerce, Management, Economics, Computer Science and Microbiology, Tagore College of Arts and Science, Chennai, 2-Feb-18.
- **Impact of Digitalization on Business and Profession in India**, National Conference on Impact of Digitalization on Indian Economy, Hindusthan College of Arts and Science, Coimbatore, 27-Feb-18.
- **Emotional Intelligence**, International Conference on Interdisciplinary research Innovations in Science and Humanities, Nehru Arts and Science College, Bangkok, Thailand, 29&30-Nov-17.
- **Green Banking in India**, International Conference on Global and Banking Scenario, Sankara College of Science and Commerce, Coimbatore, 28-Sep-17.
- **Challenges faced by the Entrepreneur**, International Conference on Sustainable changing Scenario of Business and Economic Environment, Hindusthan College of Arts and Science, Coimbatore, 01-Jan-17.
- **Sustainable agriculture and Food System in India**, International Conference on Corporate Social Responsibility and Sustainable Development, SNR Sons College, Coimbatore, 29-Jan-16.
- **Forensic Accounting**, National Conference on Emerging Trends in HR Practices in India, SNR Sons College, Coimbatore, 10-Apr-13.
- **Human Resource Planning**, National Conference on Contemporary Accounting- Standards and Issues, Dr.N.G.P arts and Science College, Coimbatore, 7-Oct-13.
- **Global Agri Supply Chain Management**, International Conference on Navigating the

perspectives of Global Business Opportunities , Hindusthan College of Arts and Science, Coimbatore,08-Apr-13.

### **Participation in Seminars**

- **Intellectual Property Rights**, ST. Joseph's College, Tirupur, 7-March 2020.
- **Financial Inclusions-Reach and Unreached**, Sri Ramakrishna College of Arts and Science, Coimbatore, 25-Sep-2018.
- **National Level Case Study Analysis**, Hindusthan College of Arts and Science, Coimbatore, 28-Aug-18.
- **Rural Entrepreneurship- A pedestal For Inclusive Growth Through Strategic Innovation**, PSGR Krishnammal College For Women,Coimbatore,13-Feb-2018
- **National Level Seminar on Remonetizing India-Problems and Prospects**, Dr.N.G.P Arts and Science College, Coimbatore, 20-Sep-2017.
- **International Seminar on Trends in Global Economy and Economic Reforms in India**, Hindusthan College of Arts and Science, Coimbatore,7-Feb-2014.
- **National Seminar on Research Methods in Social Sciences**, P.K.R Arts College for Women, Gobichettipalayam, 3&4-Jan-2014.
- **National Seminar on Financial Inclusions for Inclusive Development**, Ayya Nadar Janaki Ammal College, Sivakasi, 15&16-Mar-2013.
- **National Seminar on Consumerism-Challenges and Prospects**, Hindusthan College of Arts and Science, Coimbatore, 1-Feb-2013.
- **National Seminar on Facets of Commerce**, Sree Narayana Guru College, Coimbatore, 20-feb-2010.
- **National Seminar on Financial Markets-Innovations and Growth**, V.L.B. Janaki Ammal College of Arts and Science, Coimbatore, 6-Feb-2010.
- **National Seminar on Emerging Trends in Commerce, Economics and Management**, Hindusthan College of Arts and Science, Coimbatore, 29-Jan-2010.

- **National seminar on Financial Re-Engineering-Strategies and regulations**, Dr.N.G.P Arts and Science College, Coimbatore, 28-Jan-2010.

### Participation in Workshop

- **One Day Workshop Terrace Gardening**, PSGR. Krishnammal College for Women, Coimbatore, 13-Oct-2018.

### Participation in Faculty Development Programme

- **Contemporary Research in Economics with econometrics and Data Analysis Tools**, Amity School of Economics, Amity University, Kolkata, 16-08-2021 - 20-08-2021( 5Days).
- **Research in Higher Education Institutions**, Sree Narayana Guru College, Palakkad Main Road, Coimbatore. 11-08-2021 - 19-08-2021( 8 Days).
- **Research Perspectives on New Age Technologies**, Department of Computer Science, Nallamuthu Gownder Mahalingam College, 03-08-2021 - 10-08-2021( 7Days).
- **Outcome Based Education**, Department of Mangement, Karpagam College of Higher education, 26-07-2021 - 1-08-2021( 7Days).
- **FDP on Research Methodology and pedagogy in teritary education**, Dr.N.G.P Arts and Science College, 15.05.2021-21.05.2021.
- **Online Functional Faculty Development Programme on Term Insurance Checklist**, Department of Commerce Banking and Insurance & Center for Faculty Development, Dr.N.G.P Arts and Science College, Coimbatore, 30- July-2021.
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology**, Dr.N.G.P Arts and Science College, Coimbatore, May 27- June 02, 2019.
- **Art of Effective Teaching**, PSGR Krishnammal College for Women jointly with Global fit Pvt Ltd, Coimbatore, 12- Feb-2020.
- **Critical Thinking and Problem Solving**, PSGR. Krishnammal College for Women, Coimbatore, 7-Feb-2018.
- **International Financial Reporting Standards – Principles and Practices**, PSGR. Krishnammal College for Women, Coimbatore, 30-Jan-2018.
- **Discover the Teacher in You**, Hindusthan College of Arts and Science, Coimbatore, 25-Jan-2014.
- **Common errors in English**, Hindusthan College of Arts and Science, Coimbatore, 27-Mar-2013.
- **Communication Skills**, Hindusthan College of Arts and Science, Coimbatore, 1 4- Dec-2013.

- **Tapping of Research Funds and Classroom Psychology**, Hindusthan College of Arts and Science, Coimbatore, 22-Sep-2012.
- **Appreciative Inquiry A positive Approach**, Hindusthan College of Arts and Science, Coimbatore, 25-Aug-2012.

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

- Invited for Guest Lecture on **Business ethics**, PSGR Krishnammal College for Women , Coimbatore on 26.08.2020.
- Invited for Guest Lecture on **GST and Customs act**, Mother Teresa Women’s University Research and Extension Centre , Coimbatore on 21.09.2019

#### **Member in BoS**

- Board of Commerce (International Business), Hindusthan College of Arts and science, Coimbatore, 2015-16.(Internal)

- Board of Commerce, PSGR Krishnammal College for Women, Coimbatore, 2018- 19.(Internal)
- Board of Commerce, Dr.N.G.P Arts and Science College, Coimbatore, 2019- 2020.(Internal)
- Board of Commerce, Dr.N.G.P Arts and Science College, Coimbatore, 2020- 2021.(Internal)