

Name	Dr.(Mrs.)N.LAKSHMI
Educational Qualification	M.Com, M.Phil, PGDCA, Ph.D
Designation & Institution	Associate Professor of Commerce & Head of the Department, Department of Commerce, Sri G.V.G.Visalakshi College for Women, S.V.Mills Post, Udumalpet 642 128, India
Cell:	9443517127
Email:	lakshmin@gvgvc.ac.in natarajan.lakshmi@rediffmail.com
Teaching Experience	UG 29 years PG 28 years
Academic Achievements	<ul style="list-style-type: none"> • Best Performer Award – 2017 from GVG College • Best Paper Presenter Award -2009 from Annamalia University, Chidambaram. • Best Doctoral Paper Award 2008 from PSG Institute of Management, Coimbatore. • M.Com –First Rank -1987 • B.Com - Third Rank – 1985 • H.Sc - District First – 1982
UGC funded Major Research Project	Health Care Management under National Rural Health Mission Scheme: A Study with Special Reference to Tamilnadu
Title of thesis for doctoral degree	Performance Of Indian Mutual Fund Industry: A Study With Special Reference To Growth Schemes
Professional Standing Life Member	Indian Commerce Association
Course Affiliation Inspection Commission Member	Bharathiar University
Responsibilities Shouldered	Convenor, ISO Core Committee Member, NAAC, Member, Curriculum Committee
Resource Person	Academic Staff College, Pondicherry University, Kargpagam University, Sree Saraswathi College, Pollachi. Vidyasagar College of Arts and Science, Udumalpet, Parks College, Tiruppur
Board of Studies Member	Sree Saraswathi College, Pollachi, Kongunadu Arts and Science College, NGM College, Pollachi. Sri GVG Visalakshi College
Expert Review Committee Member	RVS College of Arts and Science, Nirmala College for Women, Coimbatore.
Doctoral Committee Member	Sree Saraswathi College, Pollachi, PSG Arts and Science

College, Coimbatore

Publications

International Book

☞ “Performance of Indian Mutual Fund Industry: Growth Schemes ” LAP LAMBERT Academic Publishing GmbH & Co. KG, Germany. ISBN 978-3-8443-8381-2

International Journal

☞ “An Analysis of Intra-day Trading at Bombay Stock Exchange” , Asia Pacific Journal of Research, Vol. 1, Issue: XLVII, December 2016, ISSN(P): 2320-5504, ISSN(O): 2347-4793, Impact Factor: 6.58

☞ “Customers Perception towards CRM Practices in Banking Sector (with special reference to banks in India)”, International Journal of Business And Administration Research Review, Bangalore, Vol: 1, Issue:15, July-September 2016, ISBN: (O)2347-856X (P) 2348-0653 pp.4-12.

☞ “Customers Attitude Towards CRM in Banking Sector”, GE – International Journal of Management Research, Vol: 4, Issue: 8, August 2016, ISBN: (O)2321-1709, (P)2394-4226 pp.199-212.

☞ “Borrowers Preference towards Daily Collection Finance – A study with special reference to Kuralkuttai Village”, International Journal of Advance Research and Innovation Ideals in Education: Research Avenues in Social Science, Vol – 1 No -3, February, 2016, ISBN: 2395-4396pp.35 – 40. C-1189.

☞ “Preference for Light Vehicles – A study with special reference to Udumalpet Households”, IJARIE: Research Avenues in Social Science, Vol – 1 No -3, February, 2016, ISBN: 2395-4396, pp.302 – 307, C – 1233.

☞ “Users Satisfaction towards Public Libraries: A study with special reference to Udumalpet”, IJARIE: Research Avenues in Social Science, Vol – 1 No -3, February, 2016, ISBN: 2395-4396, pp.356 – 361. C-1243.

☞ “Stake Holders’ Satisfaction on Health Care Management; Reviewing Indian Rural Health Mission Scheme in South East India”, presented in the International Conference on Advances in Management and Economics at Dubai, organized by the Centre for Applied Social Science Research and published in the INTENSITY: International Journal of Applied Social Science Research, Centre for Applied Social Science Research, ISSN: 2319-8516, Volume 02 Number: 01, January 2013, pp.125-129.

☞ “Health Care Administration under National Rural Health Mission in Tamilnadu”, International Journal of Applied Management Research, Volume 3 December 2011, Special Issue, ISSN: 0974 8709, TiSSL International Publications, Belgium, page 180-183. Selected for Online publications.

☞ “Performance of the Indian Mutual Funds: A study with special reference to Growth Schemes”, Asia-Pacific Business Review, Quarterly Referred International Journal, ISSN:0973-2470, Vol IV, Number 3 July-September 2008. Received Cash Emolument

Rs.10,000. Pp.75-81.

International Conference

☞ “Investors Perception towards Mutual Fund Investment: A study with special Reference to Indian Investors” in International Conference on Survival and Growth Strategies in Changing Business Scenario on 28th and 29th December 2009, at Annamalai University, Annamalainagar. Received a cash prize of Rs.1,000 for Best Paper presented. ISBN: 978 81 8371 2620

National Journal

☞ “Impact of Autonomous Status on Utilisation of Library”, in University News, Association of Indian Universities, New Delhi, Vol 38, No 28, July 10, 2000, pp8-11. ISSN: 0566-2257

☞ “Betting on Demat for Results”, Indian Management. The Journal of the All India Management Association, New Delhi, Vol 39, June 2000, pp27-28. ISSN: 0019-5812

☞ “Individuals Plumb for non-security form of investments” National Daily News Today, 12th May 1998 page 5.

National Seminars

☞ “Savings and Investment Pattern of Women in Dharapuram Taluk”, UGC sponsored National Seminar on Financial Literacy – The Present Trend and Future Challenges, Nirmala College, Coimbatore, 22nd and 23rd February, 2013. ISBN: 978-81-909890-0-8.

☞ Satisfaction of Educational Loan Borrowers in Udumalpet Taluk, MINDSCAPE, Sri G.V.G.Visalakshi College for Women, Udumalpet, Vol. 1, No.2, December 2013, ISSN: 2321-502X.

Papers Presented & Published

International Conference

☞ “Performance of the Indian Mutual Fund industry: A study with special Reference to Growth Schemes” in International Conference on Emerging Financial Markets” at PSG Institute of Management, Coimbatore on 18th December 2008. **Received BEST DOCTORAL PAPER AWARD and a cash prize of RS. 1,000.**

☞ “Impact of Micro Credit on Rural Women Entrepreneurship” at International Conference on Micro Finance, Pondicherry University, Pudducherry, 23-25th January 2008.

National Seminars

☞ “Corporate Culture in the Indian Mutual Fund Industry” UGC sponsored Seminar on “Human Resource Development: Emerging Issues” Sri GVG Visalakshi College for Women, Udumalpet, on 29.9.04

☞ “Empowerment of Women in Administration” in the NSS Cell of Bharathiar University Sponsored Seminar on “Empowerment of Women” at Sri GVG Visalakshi College on 13.9.01.

☞ “Depository Services....Towards a Secure Future !!!” in AICTE sponsored Seminar on “E-Commerce” at Karpagam Arts And Science College, Coimbatore, 23-24 March 2001.

Refresher Courses

☞ “*Future of Commerce Education*” at University of Madras on 14.10.2000

☞ “*How to Choose a Depository Participant?*” at University of Madras, “Refresher Course on Recent Trends in Commerce” on 1.10.2000.

