

## Name and Qualification

Name : Or. N.MANJULA  
Designation : Assistant Professor  
Department : Commerce  
Subject Interest : Accounting, Finance, Marketing, Banking and Research  
Specialization : Accounting, Marketing, Banking, Finance, HRM  
For more Information

## DETAILS OF PROFESSIONAL AND RESEARCH EXPERIENCE (SPECIFYING PERIOD)

### Assistant Professor

Institute : Poompuhar College, Melaiyur  
Period : 15-11-2000 to 20-04-2002  
Teaching Areas : Accounting, Marketing, Finance, Research Methodology, Management

### Assistant Professor

Institute : ARC Visvanathan College, Mayiladuthurai  
Period : 26-06-2002 to 28-09-2009  
Teaching Areas : Accounting, Marketing, Finance, Research Methodology, Management, Communication and HRM

### Assistant Professor

Institute : AVC College (Autonomous), Mannampanthal  
Period : 01-10-2009 to 03-01-2011  
Teaching Areas : Accounting, Marketing, Finance, Research Methodology, Management, Communication and HRM

### Assistant Professor

Institute : Poompuhar College (Autonomous), Melaiyur  
Period : 05-01-2011 to Till Date  
Teaching Areas : Accounting, Marketing, Finance, Research Methodology, Management, Communication and HRM

## ACADEMIC PROFILE

### Ph.D.,

University : Bharathidasan University  
Date and Place : March 2019, AVC College(Autonomous}, Mannampandal  
Research Supervisor : Dr. K.Kalidoss

Title of Thesis

### M.Phil.,

University  
Subject  
Year  
Marks  
Supervisor  
Title of DissertaNon

### PG

University  
College  
Course  
Main Subject  
Year  
Marks

### PG

University  
Course  
Main Subject  
Year  
Meks

## PG (PGOCA)

: Customer Relationship Management in New Private  
Sector Banks in Nagapattinam District of Tamilnadu

Bharathidasan University

: Commerce

: 1999

: 71.60% »

: Dr. G.Rajendran

A Study on the Settlement of Claims by LIC of India.  
Mayiladuthurai Branch

: Bharathidasan University

: Poompuhar College, Melaiyur

: M.Com

: Commerce

: 1996

: **66.64%**

: Annamalai University

: MBA

: Management

: 2000

: 74.46 %

University : Tamilnadu Open University  
Course : PGDCA  
Main Subject : Computer Application  
Year : 21112  
Marks : 79.05%»

## UG

University : Bharathiasan University  
College : Poomupuhar College, Melaiyur  
Course : B.Cozn  
Main Subject : Commerce  
Year : 199é  
Marks : 63.45%»

## H,Sc.,

Board : Higher Secondary Board, Tamilnadu  
Main Subject : Commerce & Accountancy  
Year : 19s1  
Marks : 71.02%»

## S.S.L.C

Board : Secondary Board, Tamñnadu  
Year : 1989  
Marks : 57.02%»

## RESEARCH PROJECTS

### Completed

Funding Agency : UGC - SERO Hydrabad  
File Number : 4-§/2014-15 (MRP -SEM/UGC-SERO), Dated Nov.2014.  
Year : 2 Years  
Amount Received : Rs.'7mmf-  
Title : Customer Relationship Management to the New Private Sector Banks in Nagapattinam District

### Ongoing

Funding Agency

File Number

Amount Received

Title

Accepted

Funding Agency      File  
Number

Year

Amount Received

Title

### WORKSHOPS /SEMINAR/ CONFERENCE ORGANIZED

1. Topic

Date

Funding Agency      —

Amount Received

Place

### RESEARCH GUIDANCE

M.Phil.,

Number of M.Phil., Scholars      11

Degree Awarded      11

Ph.D.,

Number of PhD Scholars : Degree  
Awarded      : Thesis

Submitted      Synopsis

Submitted

### AWARDS AND DISTINCTION

1. Gold Medallist in B.Com and M.Com, Poompuhar College, Melaiyur.

2. Sri Bharathi Award 2011 from Kaviyarasar Kalai Tamil  
Sangam, I•aramathiveliir, Namakkal.

## PUBLICATIONS - ARTICLES PUBLISHED IN JOURN\_A

S.no	Title
1.	E-services and its Emerging issues in the Global Business Environment, Cauvery Research Journal, Vol.5, Issue 1 & 2, June 2011 & Jan.2012, ISSN.0975-1300.
2	CRM Practices and Performance of New Private Banks in India, Annmalai Journal Management, Vol.7. Issue 1, Dec.2013, ISSN: 09740406
3.	A Study on Financial Performance of Ashok Leyland Ltd.. at Chennai. IOSR Journal of Business and Management, Vol.16. Issue 6. Ver.1. June. 2014, E-ISSN:2278487X
4.	A Study on the Customer Relationship Management and Challenging Aspects in the Banking Sector, International Journal of Advanced Research in Management and Social Science, Vol.3, Issue.8, Aug.2014, ISSN:22786236.
5	Customer Relationship Management Practices of the New Private Sector Banks in Nagapattinam District, Asia pacific Journal of Research, Vol. 1. Issue 33, Nov.2015. ISSN 2320-5504.
6.	Employees Attitude towards New Private Sector Banks in Nagapattinam District of Tamilnadu, International journal of World Research, Vol.1, Issues 25, Jan.2016, ISSN:2347-937X
7.	Implementation of Human Resource Strategies in Private and Public Sector Banks, International journal of World Research. Vol.1, Issues 36. Dec.2016, ISSN:2347-937X
8.	Employees Perception Towards New Private Sector Banks in Nagapattinam district. International journal of World Research. Vol.1, Issues 38, Feb.2017. ISSN:2347-937X
9	Innovation and Entrepreneurship in current scenario, International Journal of Research in Humanities, Arts and Literature, Vol. 6, Issues 10, Oct 2018: ISSN(P) :2347-4564.

## RESEARCH PAPERS ACCEPTED FOR PUBLICATION AND UND.ER-

### POSTERS AND PAPERS PRESENTED IM NATIONAL AND INTERNATIONALS

S.no	Title of the paper	Date
1	'Emerging trends in women leadership in India', National conference,organised by Holy cross College (Autonomous). Tiruchirapalli.	1" March 2011

2	Commodity Market, UGC Sponsored State Level Conference organised by Popular College	11 <sup>th</sup> March 2011
3	E-Commerce. Two Days National Seminar On E Services and its Emerging issues in Global Business Environment, organised by Cauvery College for Women, Trichy.	12* and 13* September 2011
4	Challenges for Indian SME's in the Global Business, International Conference. organised by Annai Mathammal Sheela Engineering College. Erumpatty.	23 <sup>rd</sup> September 2011
5	CRM practices in New Private Sector Banks in Nagapattinam District, UGC Sponsored two days National Level Seminar, organised by Poompuhar College, Melaiyur.	26* and 27* July 2013
6	CRM in ICICI Bank, UGC Sponsored one day National level Seminar. organised by Poompuhar College, Melaiyur.	22 <sup>nd</sup> Dec 2014
7	Women Empowerment and Education, UGC Sponsored two days State level Seminar, organised by Poompuhar College, Melaiyur.	18 <sup>th</sup> and 19 <sup>th</sup> December 2014
8	CRM in Banking Sector, International Conference on Innovation in Commerce and Management, organised by AVC College, Mannampandal	10* and 11 <sup>th</sup> August 2015
9	Impact of Demonetization on Indian Economy, one day national level seminar, organised by Mass College of Arts of Science	27 <sup>th</sup> February 2017

### CHAPTERS IN BOOKS

S.No	Title
1.	CRM practices in New Private Sector Banks in Nagapattinam District, A Calibration of Indian financial System-Emerging Shocks and Existing Insulations, Archers & Elevators Publishing House. ISBN: 9789383241330.
2	Women Empowerment and Education, Issues in India Economy: National and Global Perspectives, Archers & Elevators Publishing House. ISBN: 9789383241835.
3.	Customer Relationship Management in ICICI Bank, Retail Marketing Opportunities and Challenges, Siva Siva Pathipagam, ISBN: 978938050.

### GOOGLE SCHOLAR FROM 2007-2015)

### MEMBERSHIP IN BODIES ON EDUCATION AND NATIONAL DEME

### POSITION HELD/ LEADERSHIP ROLE PLAYED

1. Served as Curriculum Committee Member for UG and PG. Department of Commerce. Poompuhar College.
2. Acted as External Examiner for MPhil., Degree, Bharathidasan University.

3. Served as member of UCI and PG Examination Committee, Poompuhar College.
4. Acted as Organising Committee member for International, National and State Level Seminar.
5. Acted as Member in IQAC, Poompuhar College.
6. Served as Member of board studies in department of commerce, Poompuhar College.
7. Served as member in Fine Arts Association, Department of Commerce. Poompuhar College.
8. Served as member in Magazine Committee, Department of Commerce, Poompuhar College.
9. Served as member in Book Purchase, Department of Commerce, Poompuhar College.
10. Organised UG and PG Educational Tour, Department of Commerce from 2013 to 2016.
11. Served as member in calendar committee, Department of commerce, Poompuhar College.
12. Served as Additional Camp Officer for UG & PG Central valuation, Poompuhar College, 2019.
13. Acted as member of Students Guidance and Counselling Cell, Poompuhar College.
14. Served as Extra curricular activities Poompuhar College.
15. Acted as to prepare the Autonomous Annual Report of the University of Financial Aid committee Poompuhar College.

### INVITED GUEST LECTURES

### TRAINING PROGRAMME

#### **Orientation Course fUGC Sponsoredl**

**Place : Bharathidasan University, Thiruchirappalli.**  
**Duration : 08-05-2012 to 04-06-2012**

#### **Refresher Course in Commerce (UGC Sponsoredl**

**Place : Pondicherry University, Pondicherry**  
**Duration. : 04-12-2015 to 24-12 2015.**

#### **Refresher course online in commerce and manaeement {UGC Sponsored}**

**Place : Gujarat University, Ahmedabad**  
**Duration. : 16.08.2021 to 29.08.2021**

#### **Training Course Completed:**

**Place : Conducted by UGC-ASC Pondicherry University**  
**course All India Workshop on Research Methodology and Technology**

## Management in Higher Education

Duration : 14-03-2013 to 15-03-2013

### TEACHING EXPERIENCE FROM 1993 TO TILL DATES

Total Teaching Experience : 21 years  
Under Graduate : 2 years  
Post Graduate : 21 years

### PERSONAL DETAILS

Name : Hr. N. MalljUlit  
Gender : Female  
Date of B'irth : 20-04-1973  
Age : 49  
Place of B'irth : Keelapallakollai  
Marital Status : Married  
Residential Address : 41/83 A, Ramapuram Agragaram,  
Mappadugai,  
Mayiladuthurai,  
Nagapattinam Dist-609 tD3,  
Tamilnadu.  
Official Address : Assistant ProfessoE,  
PG& Research Department of Commerce,  
Poompuhar College {Autonomous},  
Melaiyur.  
**Email** : manjukeelapallakoMai@gmail.com  
**Web**

Any other Information