

## FACULTY PROFILE



**Name** : Dr. N. Sampathlakshmi  
**Designation** : Associate Professor/HOD  
**Department** : Commerce  
**Age & Date of Birth** : 58 Years. 05.06.1963  
**Date of first appointment** : 04.04.1986  
**Date of joining in Government Service** : 30.06.1986  
**Educational Qualification** :

Degree/ Diploma /Certificate	Subject	Name of the Institution	Year of Passing	Remarks
B.Com.,	Commerce	Alagappa College, Karaikudi	1983	I Class
M.Com.,	Commerce	Alagappa College, Karaikudi	1985	I Class
M.Phil.,	Commerce	Bharathidasan University Thiruchirappalli	1989	I Class
Ph.D.,	Commerce	Alagappa University Karaikudi	1998	I Class

### Academic/Teaching Experience

S.No	Institution	From - To
1	A.D.M College for Women (Autonomous), Nagapattinam	04.04.1986 - Till date
	B.Com.,	1986 - Till date
	M.Com.,	1986 - Till date
	M.Phil.,	2002 - Till date
	Ph.D.,	2006 - Till date

**Area of Specialisation** : Banking

**Area of Research interest** : Marketing, Human Resource Management

**Research Project** :Minor Research Project sponsored by UGC on “A Study of Effectiveness of Television Advertisements in Nagapattinam District” during the period 2013-2015

**Research Guidance** :M.Phil., - 17  
: Ph.D., - 04  
(under Guidance 02)

**Academic Honours and Awards :**

“SAVITHIRIBAI PHULE AWARD” by Lions Club, Nagapattinam Port Town on 29.09.2019

**Seminars / Conferences / Workshops organized**

S.No	Programmes	Organised by	Date
<b>Organising Committee</b>			
1	National Seminar on Disaster Management – Issues and Challenges	P.G & Research Department of Commerce, A.D.M. College for Women (Autonomous), Nagapattinam	21.03.2006 to 22.03.2006
2	National Seminar on Indian Capital Market	P.G & Research Department of Commerce, A.D.M. College for Women (Autonomous), Nagapattinam	
<b>Organised by</b>			
1	State Level Seminar on Emerging Trends in Tourism Marketing	P.G & Research Department of Commerce, A.D.M. College for Women (Autonomous), Nagapattinam	28.03.2012

**Campus Leadership**

:

1	Acted as Coordinator for Citizen Consumer Club for 6 years from 2002-2007
2	Acted as the Member of Kalamalika (Entertainment Team) and acted as the Coordinator of Fine Arts – IV (2003-2005)
3	Acted as Bursar of A.D.M. College for Women(Autonomous),Nagapattinam for 2 years from 2008-2009
4	Acted as Coordinator for Mid Term Autonomous Review
5	Acted as Coordinator for Best College Award
6	Acted as Member for Triennial Inspection Commission
7	Acted as Placement Officer for 4 years from 2014-2017 Acted as Director of Certificate Courses for four years from 2014-2017
8	Organised UGC Sponsored Seminar on Emerging Trends in Tourism Marketing during 2013
9	Completed Minor Research Project during 2015-2017
10	Admission Committee Head of A.D.M. College for Women (Autonomous), Nagapattinam from 2018 to till date
11	Member of NAAC Standing Committee for Criterion II during 2019-2020
12	Acting as NAAC Coordinator from April 2021
13	Member of College Committee ( A.D.M. College for Women (Autonomous), Nagapattinam )
14	Secretary for Grievance Redressal Cell since 2018

**Seminars / Conferences / Workshops attended**

S.No	Programmes	Organised by	Date
1	State Level Seminar on BussinessOrganisation and Management	A.D.M. College for Women, Nagapattinam	28.02.1990
2	State Level Seminar on Personnel Management	A.D.M. College for Women, Nagapattinam	28.03.1992
3	State Level Seminar on Accounting Practices	T.B.M.L College, Porayar	17.10.1993
4	State Level Symposium on Insurance Education	Alagappa University, Karaikudi	14.03.1995

5	State Level Seminar on Bank Marketing	Alagappa University, Karaikudi	15.03.1995
6	District Level Seminar on People and Rights	FEDCOT, Tiruvarur	10.11.2000
7	District Level Seminar on Training on Protection of Environment and Sustainable Development for College Students	Thiru.Vi.Ka.Govt. Arts. College, Tiruvarur	25.09.2003
8	State Level Workshop on Women's Education for Equality and Empowerment	A.D.M. College for Women, Nagapattinam	03.03.2006 and 04.03.2006
9	National Level Workshop on Curriculum Development and Evaluation Techniques	A.D.M. College for Women, Nagapattinam	16.03.2006 to 18.03.2006
10	Workshop on Stock Market Practices	Jamal Mohamed College, Trichy	12.01.2012
11	National Seminar on Inter Challenges of Global Entrepreneurship in the 21 <sup>st</sup> Century	Bon Secours College, Thanjavur	30.08.2012 to 31.03.2012
12	National Seminar on Archaeological Perspectives and endeavors towards the Re-orientation of the History and Culture of Tamilnadu	A.D.M. College for Women, Nagapattinam	12.07.2013 and 13.07.2013

## Orientation / Refresher Courses

S.No	Programmes	Organised by	Year
1	Orientation	Bharathidasan University, Trichy	01.03.1988 to 26.03.1988
2	Refresher	Pondicherry University, Pondicherry	07.07.2002 To 27.07.2002
3	Refresher	Annamalai University, Annamalai Nagar	03.11.2003 To 23.11.2003
4	Refresher	Annamalai University, Annamalai Nagar	08.11.2004 To 28.11.2004

## Paper Presentations

S.No	Name of the Paper	Organised by	Date
<b><i>a. International</i></b>			
1	Emerging Trends in Health and Medical Tourism in India	Adaikkalmatha Institute of Management, Vallam, Thanjavur	21.09.2006 and 22.09.2006
2	Liberalization of Insurance Industry in India – Opportunities and Challenges	Kaveri College, Trichy	07.04.2007
3	Tamil IlakkiyaVaralaru	A.D.M. College for Women, Nagapattinam	29.05.2009 and 30.05.2009
4	Leadership	Bishop Heber College, Trichy	12.03.2012
5	Entrepreneurship	Bon Secours College for Women, Thanjavur	30.08.2012 and 31.08.2012

<b><i>b. National</i></b>			
1	Emerging Trends in Banking and Finance	Providence College, Coonoor	13.01.2004
2	Global Competitiveness of Indian Industries on Globalisation	E.G.S. Pillai Engineering College, Nagapattinam	27.03.2004
3	Product Innovation Strategies in the Banking Sector	Jamal Mohamed College, Trichy	01.09.2004 to 02.09.2004
4	Child Labour	A.D.M. College for Women, Nagapattinam	10.09.2004
5	Environment and its Impact in Global Context	A.D.M. College for Women, Nagapattinam	11.09.2004
6	Management Education in the Context of Globalisation	Muthyammal College of Arts and Science, Rasipuram	24.09.2004 and 25.09.2005
7	Impact of GATS on Higher Education India	Jamal Mohamed College, Trichy	08.04.2005
8	Micro Finance through SHGS	A.V.V.M. Sri Pushpam College, Poondi	17.03.2006
9	When Disaster Strikes Back	A.D.M. College for Women, Nagapattinam	21.03.2006 and 22.03.2006
10	BPO and Call Centres	Khader Mohideen College, Adirampattinam	29.07.2006
11	Curriculum Innovations and Quality Improvement in Higher Education	Khader Mohideen College, Adirampattinam	03.03.2007 and 04.03.2007
12	Women Entrepreneurship Problems and Prospects	Annamalai University, Annamalai Nagar	06.04.2007
13	Grameen Bank- A success story of Micro Credit	Annamalai University, Annamalai Nagar	08.06.2007
14	Futures Trading	A,D.M.College for Women, Nagapattinam	20.07.2007 and 21.07.2007
15	Poverty Alleviation	T.B.M.L.College, Porayar	23.08.2007

16	Futures Trading	Annamalai University, Annamalai Nagar	12.10.2007
17	Impact of WTO on Agriculture Sector	Annamalai University, Annamalai Nagar	23.01.2008
18	Consumer Awareness, Protection and Promotion of Consumer Rights in India	KhadirMohideen College, Adirampattinam	21.02.2009 and 22.02.2009
19	Consumer Rights and Protection	Annamalai University, Annamalai Nagar	27.03.2009 and 28.03.2009
20	Consumer Awareness on Buying of Mobile Phones in Tamilnadu	Annamalai University, Annamalai Nagar	27.03.2009 and 28.03.2009
21	Gender Discrimination in India	A.D.M. College for Women, Nagapattinam	24.07.2009 and 25.07.2009.
22	Human Rights and Environment	Kadir Mohideen College, Adirampattinam	01.08.2009 and 02.08.2009
23	Investment Opportunities	Jamal Mohamed College, Trichy	12.01.2011
24	Training and Development	Adaikkalamadha College, Vallam	28.01.2011
25	Yoga-the Bodily Gospel	Thiru.Vi.Ka.Govt. Arts College, Thiruvarur	14.03.2011
26	Recent Trends in Materials Management	Sri Ramakrishna Engineering College, Coimbatore	25.03.2011
27	Work force diversity	RVS Institute of Management Studies and Computer Allications, Karaikal	27.08.2011
28	E-Learning	Cauvery College for Women, Trichy	12.09.2011 and 13.09.2011
29	Eco-Tourism towards Sustainable Ecological Development	AVVM Sri Pushpam College, Poondi	10.03.2012
30	Impact of New Technology in Tourism Marketing – Eco Tourism	A.D.M. College for Women, Nagapattinam	28.03.2012

31	Micro Finance – Shift from Non Profit to for Profit	A.D.M. College for Women, Nagapattinam	30.03.2012 and 31.03.2012
32	Paradigm shift in services marketing on the Global Scenario	Ahamed MaideenRabiyammal College, Thiruvapur	19.09.2015
33	A Study on empowerment of women through SHGs in Nagapattinam District	EGS Pillai Arts and Science College, Nagapattinam	10.02.2017
34	Role of Digital Marketing in Market expansion of New Products	T.John Institute of Management and Science, Bengaluru	06.12.2016
35	A Study on the Passenger satisfaction with service quality of Southern Railways with Special reference to Tiruvarur Junction	Mass College of Arts and Science, Kumbakonam	27.02.2017
36	Impact of Consumer Oriented Sales Promotions (COSP) on PurechasingBehaviour of Electronic Products consumers (PBEPC)		

## 20.Paper Publications

S.No	Article	Name of the Journal	Year
<b><i>a. International</i></b>			
1	A Study on Marketing of Pension Scheme of the Select Insurance Sector with Special Reference to Nagapattinam District	Radix International Journal of Research in Marketing	July 2012
2	Insurance Sector Perspectives of the Pension Market	International Journal on Recent Researches in Science, Engineering and Technology	Vol.3 Jan.2015



3	Consumer Response to Effectiveness of Television Advertisement with special reference to Nagapattinam District	UGC approved Online Journal AarhatMulti Disciplinary International Education Research Journal	June-July 2017
4	Consumer's Level of Satisfaction towards buying of Electronic Products an Analysis	International Journal of Management	Vol.12 Jan.2021
<b><i>b. National</i></b>			
1	Emerging Trends in Banking	ACCST Research Journal	April 2004
2	Emerging Trends in Global Business Opportunities Challenges	ACCST Research Journal	July 2004
3	HR Strategies of Indian Industries in Globalization	Kisan World	November 2004
4	Corporate Governance in Banks	Kisan World	June 2005
5	Post Tsunami Operations inNagapattinam District	Kisan World	June 2005
6	Tsunami hit children in Nagapattinam District	Social Welfare	April 2005
7	Blue Tooth Boom	Kisan World	May 2006
8	Industry Institute Partnership	Kisan World	September 2006
9	Development of SGH's- A post Tsunami Study	HRD Times	June 2007
10	Retail Revolution	HRD Times	November 2007
11	Special Economic Zones	Kisan World	May 2008
12	Product Strategies of Banks	HRD Times	May 2008
13	KPO	HRD Times	January 2009
14	Yoga for Health and Social Transformation	ISBN	February 2011
15	Personal Dynamism in Organisational Development	ISBN	March 2012

/

16	A study on the Marketing of Pension Scheme of the select insurance sector with special reference to Nagapattinam	A Journal of Radix Educational and Consortium	July 2012
17	Television Advertisement effectiveness with special reference in Nagapattinam of Tamilnadu		
18	A study on Empowerment of Women through SHGS in Nagapattinam District	JASRD	February 2017
19	A study on the passenger satisfaction with service quality of Southern Railways with special reference to Thiruvavur Junction	AMIERJ	July 2017
20	Impact of Marketing practices on Business performance of SGH Women in Thanjavur District	APJMMR	August 2017
21	Review paper on the influence on subjective norms on the pre-purchase behavior of electronic products- An Indian perspective	International Journal of Management	September 2020
22	Consumer's level of satisfaction towards buying of electronic products- An Analysis	International Journal of Management	January 2021
23	Impact of Consumer Oriented Sales Promotions (COSP) on Purchasing Behaviour of Electronic Products consumers (PBEPC)	VEDA VIPASHA	2021

## Any Other

### a. Subject Expert for grant of temporary affiliation

- Acted as subject expert in the commission appointed by Bharathidasan University to grant temporary affiliation to start M.Com., degree course in St. Therasas College of Arts and Science, Sathankudi, Tarangambadi on 15.04.2021
- Acted as subject expert in the commission appointed by Bharathidasan University to grant temporary affiliation to start M.Com., degree course in Mass College of Arts and Science, Kumbakonam on 06.07.2021
- Member in Screening cum Evaluation Committee(Career Advancement Scheme)

## **b. Selection Committee Member**

- Acted as Selection Committee Member for the appointment of P.G. Assistant ( Commerce ) at Natarajan Damayandhi Higher Secondary School, Nagapattinam during 2014-2015
- Acted as Selection Committee Member for the appointment of P.G. Assistant ( Commerce ) at Natarajan Damayandhi Higher Secondary School, Nagapattinam during 2019
- Appointed as Selection Committee Member by Bharathidasan University, Tiruchirappalli for the post of Assistant Professor at i AVVM Sri Pushpam College, Poondi during 20019

## **c. Board of Studies**

- Member of Board of Studies, A.D.M. College for Women, Nagapattinam
- Member of Board of Studies, SRC College, Thiruchirappalli
- Member of Board of Studies, Bharathidasan University, Thiruchirappalli.

## **d. Books Authored**

1. Title of the Book : “Co-operatives and Micro Finance”  
Topic : Micro Credit Contribution towards poverty Alleviation  
Publications : Serials Publications, New Delhi  
Year : 2009 Edition  
ISBN No : 978 –81 - 8387 – 251-5
2. Title of the Book : Yoga for Health and Social Transformation  
Topic : Yoga – The Bodily Gosspe  
Publications :Akaram, Thanjavur  
Year : Feb 2011  
ISBN No : 978 –81 - 7090 – 423-7

### **e. Question Paper Setter**

- Question Paper Setter in Alagappa University, Karaikudi
- Bharathidasan University, Thiruchirappalli
- Madurai Kamaraj University, Madurai
- Pondicherry University, Pondicherry
- Madras University, Chennai
- A.V.V.M Purshpam College, Poondi, Thanjavur
- Government Arts College(Men), Kumbakonam
- Nehru Memorial College, Puthanampatti
- A.V.C College,, Mayiladuthurai
- Rajah Serfoji College, Thanjavur
- Seethalakshmi Ramasamy College, Thiruchirappalli
- Question Paper Scrutiny Committee member for BBA Degree examinations at Madras University.
- Question Paper Scrutiny Committee member for B.Com., Degree examinations at A.V.C. College, Mayiladuthurai

### **f .Training Attended :**

- Attended a training programme on “Consumer and Awareness” at District Collector’s Office, Nagapattinam on 15.02.2008
- Attended a training programme on “Protection of Environment and sustainable Development for College Teachers” at ThiruV.Ka. Govt. Arts College, Tiruvarur on 25.09.2008
- Attended four days training programme under“ FDP” on Foundations of Banking at ICICI Bank, Chennai from 13.10.2008 to 16.10.2008

#### **g. Lectures Delivered**

- Delivered a lecture on “ Consumer Awareness” on National Consumers Day at Nedunkadu, Karaikal.
- Delivered a lecture on “Consumer Awareness” at A.D.J Polytechnic on 17.02.2004
- Delivered a lecture on “ Consumer Awareness” at N.D.H School on 26.06.2004
- Delivered a lecture on “ World Consumers Day” conducted by Bureau of Indian Standards and FEDCOT on 15.03.2006
- Delivered a lecture on “Consumer Awareness” and E.G.S.Pillai College of Arts and Science, Nagapattinam on 25.03.2006
- Delivered a lecture on “Women Empowerment” at District Collector’s Office, Nagapattinam on 29.07.2006
- Acted as a Panelist in the Seminar on “Special Economic Zones” at T.B.M.L College, Porayar on 29.01.2008
- Delivered a lecture on “ Medical Tourism” at Ahmed MaideenRabiyammal College, Tiruvarur on 27.09.2009
- Delivered a lecture and acted as Resource person for the National Seminar on 19.09.2015 at Ahmed MaideenRabiyammal College, Tiruvarur

#### **h. General**

- Conducted a survey on Public Distribution System in Nagapattinam Town under “ Open Forum” and submitted a report to the District Collector, Nagapattinam in the year 2002
- Resource person for the Tamil Nadu Open University and took classes for M.Com., & MBA., students (2004-2005)

- Attended various HRD programmes organized by the District Collector, Nagapattinam
- Attended various meetings on “ Harassment of Women” and “Eve Teasing “ conducted by District Collector,Nagapattinam (2003-2006)

### Doctoral Committee Details

S.No	Date	Place	Name of the Student	Name of the Guide
1	11.09.2008	Poompuhar College, Melaiyur	T. Nagavalli	Dr. R. Ramu
2	13.09.2009	KhadirMohideen College, Adirampattinam	G. Mathiyalagan	Dr. M. Nazer
3	29.06.2011	PoompuharCollege,(Autonomous) Melaiyur	C. Balachandran	Dr. K. Ganesan
4	10.08.2011	Poompuhar College, (Autonomous), Melaiyur	V. Kamalakannan	Dr. G. Rajendran
5	14.09.2011	Poompuhar College, (Autonomous), Melaiyur	N, Sathisbabu	Dr. K. Ganesan
6	.11.2011	KhadirMohideen College, Adirampattinam	H. Samsath Begam	Dr. M. Mohamad Mohideen
7	20.11.2011	A.V.V.M Sri Pushpam College, (Autonomous), Poondi	F. Elayaraja	Dr. S. Raju
8	2011	Poompuhar College, (Autonomous), Kelaiyur	S. Hema	Dr. G. Rajendran
9	2011	Poompuhar College, (Autonomous), Melaiyur	B. Sivakumr	Dr. G.Rajendran
10	16.06.2012	Poompuhar College, Melaiyur	K. Madane	Dr. M. Rengasamy
11	31.10.2013	A.V.V.M. Sri Pushpam College, (Autonomous), Poondi	F. Elayaraja	Dr. S. Raju
12	20.02.2014	Poompuhar College, (Autonomous), Melaiyur	S. Hema	Dr. G. Rajendran
13	2015	E.G.S.Pillai Arts and Science College, Nagapattinam	S. Kamalaveni	Dr. R. Natarajan

## M.Phil Viva Examination

S.No	Date	Place	Name of the Student	Name of the Guide
1	2004	Khader Mohideen College, Adirampattinam	R. Sooria	Dr. A. Peer Mohaideen
2	2004	ThiruVi.Ka. College, Tiruvarur	K. Suresh	Dr. R. Indirajith
3	2004	Thiru V.K. College, Tiruvarur	G. Krishnan	Dr. R. Indirajith
4	2004	Thiru V.K. College, Tiruvarur	M. Raju	Dr. R. Indirajith
5	2005	Khader Mohideen College, Adirampattinam	A. Sakila	Dr. A. Peer Mohaideen
6	2005	ThiruVi.Ka. College, Tiruvarur	D. Vijayamala	Dr. S. Ramanathan
7	2006	Khader Mohideen College, Adirampattinam	S. Vasuki	Dr.M. Seeni Kamal
	2006	Tbml College, Porayar	R,Senthi l Kumar	Mr>Marialaser
8	2007	ThiruVi.Ka. College, Tiruvarur	U. Vasanthi	Dr.P. Sivaraman
9	2007	S.R.C, Trichi	R. Esaiyamuthu	Dr. R. Vijayalakshmi
10	2007	ThiruVi.Ka. College, Tiruvarur	R. Ramesh	Dr. P. Sivaraman
11	2007	ThiruVi.Ka. College, Tiruvarur	R. Sudha	Dr. R. Indirajith
12	2007	ThiruVi.Ka. College, Tiruvarur	M. Jothi	Dr. V. Panneerselvam
13	2010	Alagappa University, Karaikudi		
14	2011	SILLSS Arts College, Thirupanandal	B. Dhiviavalli	Dr. C. Sureshkumar
15	2011	ThiruVi.Ka College, Tiruvarur	A. Sathis	Dr. G. Ramanathan
16	2012	ThiruVi.Ka College, Tiruvarur	I.Bhuvaneshwari	Dr. G. Ramanathan
17	2013	ThiruVi.Ka College, Tiruvarur	G. Durga	Dr. G. Ramanatham
18	2015	ThiruVi.Ka College, Tiruvarur	T. Sugapriya	Dr. A. Shanmugasundaram
19	2014	ThiruVi.Ka College, Tiruvarur	S. Suresh G. Krishnan M. Raju	Dr. R. Indirajith