

**ARULMIGU PALANIANDAVAR ARTS COLLEGE FOR
WOMEN (Autonomous), PALANI**



Name	Dr.N.Mahalakshmi
Designation	Assistant Professor
Department	PG and Research Department of Commerce
Qualification	M.Com., M.Phil., PhD
Year of Experience in Teaching	19 years 4 months
Year of Experience in Research	19 years 4 months
Date of Joining	21.05.2004
Address for communication	N. Mahalakshmi, No-50, Duraisamy Layout Gandhinagar, Udumalpet Tirupur district, Tamilnadu Pincode-642154.
Mobile	7094036328, 9952775789
E-Mail ID	smirthiraj77@gmail.com

**No. of Journal Published
(International)**

4

S.No	Title	Name of the Journal	Year of Publications	Author
1	Analysis of Profitability in Select Cement Companies	The International Journal of Analytical and Experimental Modal Analysis	September-2022	Dr.(Mrs) N.Mahalakshmi
2	Measuring Financial Health of Select Cement Companies: Application of Altman Z- Score Model	The International Journal of Analytical and Experimental Modal Analysis	September-2022	Dr.(Mrs) N.Mahalakshmi
3	A Study on Occupational	Journal of Emerging	October-	

	Stress Among Private School Teachers	Technologies and Innovative Research (JETIR)	2022	Dr.(Mrs) N.Mahalakshmi
4	A Study on Dividend Behaviour in Select Cement Companies	Journal of Emerging Technologies and Innovative Research (JETIR)	September-2022	Dr.(Mrs) N.Mahalakshmi

No. of Conference Attended 3
(International)

S.No	Title of Paper	Name of the Institution	Date	Author
1	Higher Education and Globalization: Prospects and Challenges	Mother Teresa Women's University, Kodaikanal.	23 rd & 24 th February 2008	Dr.(Mrs) N.Mahalakshmi
2	Mutual Funds	Bharathidasan University, Tiruchirappalli.	19 th & 20 th January 2008	Dr.(Mrs) N.Mahalakshmi
3	Financial health of Co-operative Sugar Mills	Tiruppur Kumaran College for Women, Tirupur	06 th & 07 th September-2012	Dr.(Mrs) N.Mahalakshmi

No. of Conference Attended 5
(National)

S.No	Title of Paper	Name of the Institution	Date	Author
1	Capital Market Investment in India	Vidyasagar College of Arts and Science, Udumalpet.	1 st March 2008	Dr.(Mrs) N.Mahalakshmi
2	Operations Research and Decision making	Arulmigu Palaniandavar Arts College for Women, Palani.	6 th March 2008	Dr.(Mrs) N.Mahalakshmi
3	Industry and Higher Education Opportunities and Threats.	Gandhigram Rural University, Dindigul.	13 th & 14 th March 2008	Dr.(Mrs) N.Mahalakshmi
4	Global Financial Crisis: Its Impact on Indian Economy	NGM College, Pollachi.	25 th & 26 th August 2009	Dr.(Mrs) N.Mahalakshmi
5	Earnings Behaviour of Some Selected NBFC'S	Amman College of Arts and Science, Dindigul.	10 th September 2011	Dr.(Mrs) N.Mahalakshmi

Educational Qualification:

S.No	Degree	Subject	Year of Completion	Name of the Institution/ University
1	BA	Economics	April 2000	Madurai Kamaraj university
2	B.Com	Commerce	December 2018	Annamalai university (Distance Education)
3	M.Com	Commerce	April 2002	Madurai Kamaraj university
4	M.Phil.,	Commerce	September 2005	Bharathiar university
5	Ph.D	Commerce	March 2015	Mother Teresa Women's university

Teaching Experience:

S.No	Designation	Name of the Institution	From	To
1	Assistant Professor	Arulmigu PalaniAndavar Arts College for Women (Autonomous)- Chinnakalayamputhur, Palani.	21.05.2004	Till date

Research Projects Guided:

UG	PG	M.Phil
11	20	1

UG Project Guided:

S.No	Reg No	Name of the Student	Project Title	Name of the Guide
1	15UCAS03	S.Backiyalakshmi	AS TUDY ON CUSTOMERS SATISFACTION TOWARDS PACKED MASALA PRODUCTS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
2	15UCAS06	K.Bhuvaneshwari		
3	15UCAS10	N.Gayathree		
4	15UCAS38	I.Malathi		
5	15UCAS62	N.Saranya(10.10.97)		
6	15UCAS69	R.Subaranjani		
7	16UCAS01	A.Aameena Begam	AS TUDY ON CUSTOMERS SATISFACTION TOWARDS PACKED MASALA PRODUCTS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
8	16UCAS03	N.Aruna		
9	16UCAS18	M.Kaleeswari		
10	16UCAS32	A.Malathi		
11	16UCAS48	B.Samyuktha		

12	16UCAS53	K.Santhiya		
13	16UCAS67	B.Vidhya		
14	16UCAS02	R.Abirami	A STUDY ON CUSTOMERS SATISFACTION TOWARDS RESTAURANTS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
15	16UCAS09	N.Durga Devi		
16	16UCAS22	R.Kavya		
17	16UCAS30	M.Malarvizhi		
18	16UCAS37	L.Mefrinafarvin		
19	16UCAS40	S.Muthulakshmi		
20	16UCAS50	A.Sangeetha		
21	16UCAS56	A.Sindhu		
22	17PUCAS04	G.Bharathi	A STUDY ON CUSTOMER SATISFICATION TOWARDS AMMU MALL (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
23	17PUCAS24	M.Kaviya		
24	17PUCAS29	M.Madhu Bala		
25	17PUCAS36	R.Nandhini		
26	17PUCAS39	R.Nithya		
27	17PUCAS52	A.Sajitha Banu		
28	17PUCAS64	N.Vaneeswari		
29	17PUCAS69	R.Vinitha		
30	17PUCAS18	S.Jegadeeswari		
31	17PUCAS19	N.Jothi Priyanka		
32	17PUCAS37	N.Navaneetha		
33	17PUCAS46	R.Pradeepa		
34	17PUCAS53	K.Sandhiya		
35	17PUCAS70	A.Vinotha		
36	18PUCAS09	A. Devi Priya	A STUDY ON CUSTOMER SATISFACTION TOWARDS GOWRI KRISHNA HOTELS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
37	18PUCAS11	K. Gowthami		
38	18PUCAS13	S. Hemalatha		
39	18PUCAS16	M. Jothika		
40	18PUCAS18	M.Kalaivani		
41	18PUCAS21	M. Kasthuri		
42	18PUCAS37	G. Nagalakshmi		
43	18PUCAS03	P.Amala		
44	18PUCAS08	M.Boomathi		
45	18PUCAS14	M. Janani		

46	18PUCAS15	J. Jaya Subashini	(With Special Reference to Palani Town)	
47	18PUCAS17	M.Klalaivani		
48	18PUCAS20	P.Karuppathal		
49	18PUCAS55	S.Shajitha Barveen		
50	19PUCAS03	R.Anupriya	A STUDY ON CUSTOMERS SATISFACTION TOWARDS HIMALAYA PRODUCTS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
51	19PUCAS20	K.Kanniyammal		
52	19PUCAS39	M.Megadharshini		
53	19PUCAS41	S.Monisha		
54	19PUCAS50	A.Poornima		
55	19PUCAS51	J.Pushpalatha		
56	19PUCAS62	N.Swarnamalya		
57	19PUCAS06	S.Deepa	A STUDY ON CUSTOMERS SATISFACTION TOWARDS SOFT DRINKS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
58	19PUCAS15	K.Jeya Sri		
59	19PUCAS18	K.Kanneeshwari		
60	19PUCAS29	G.Kokila		
61	19PUCAS42	C.S.Nagagowri		
62	19PUCAS43	R.Nandhitha		
63	19PUCAS64	S.Usha		
64	20PUCAS05	S.AnishFathima	A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS ONLINE AND OFFLINE SHOPPING (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
65	20PUCAS13	T.Gayathri		
66	20PUCAS15	C.Harini		
67	20PUCAS26	K.Malarvizhi		
68	20PUCAS34	T.Nikila		
69	20PUCAS39	K.Poornima		
70	20PUCAS42	M.Priyam Vathana		
71	20PUCAS03	A.Afrin	A STUDY ON CUSTOMER SATISFACTION TOWARDS BAKERY FOOD ITEMS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
72	20PUCAS27	R.Mathumitha		
73	20PUCAS32	V.Nagalakshmi		
74	20PUCAS48	B.Rofina Thakasin		
75	20PUCAS59	J.Sushmitha		
76	20PUCAS60	P.Swathi		
77	20PUCAS64	D.Varsha		

PG Project Guided

S.No	Reg No	Name of the Student	Project Title	Name of the Guide
1	037MC007	R.Sujatha	A STUDY ON FINANCIAL PERFORMANCE OF DALMIA CEMENT (BHARAT) LTD	Dr.(Mrs) N.Mahalakshmi
2	5SCOP700	T.Dhurgaieswari	A STUDY ON DEPOSIT MOBILIZATION AND LOAN DISBURSEMENT IN CANARA BANK (With Special Reference to Dharapuram Taluk, Erode District)	Dr.(Mrs) N.Mahalakshmi
3	6SCOP1422	B.Naveetha	AN ANALYSIS OF CAPITAL STRUCTURE IN TATA STEEL LIMITED	Dr.(Mrs) N.Mahalakshmi
4	7COP2016	E.Senthamil Selvi	A STUDY ON LIQUIDITY MANAGEMENT AND PROFITABILITY OF ROYAL CLASSIC MILLS	Dr.(Mrs) N.Mahalakshmi
5	8PCO2642	G.Kamini	A STUDY ON CUSTOMER SATISFACTION TOWARDS ATM CARD (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
6	10PCO4054	K.Kavitha	A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRCEL (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
7	10PCO4051	M.Kanimozhi	A STUDY ON WORKING CAPITAL MANAGEMENT IN AMARAVATHI CO-OPERATIVE SUGAR MILLS LIMITED. KRISHNAPURAM	Dr.(Mrs) N.Mahalakshmi
8	14PCOS07	N.Mangaiyarkarasi	A STUDY ON JOB SATISFACTION OF EMPLOYEES IN AMARAVATHI CO-OPERATIVE SUGAR MILLS LIMITED-KRISHNAPURAM	Dr.(Mrs) N.Mahalakshmi
9	15PCOS06	A.Jasmine Begum	A STUDY ON CUSTOMER SATISFACTION TOWARDS FAIRNESS CREAM	Dr.(Mrs) N.Mahalakshmi

			(With Special Reference to Palani Town)	
10	15PCOS20	K.Suganya	A STUDY ON CUSTOMER SATISFACTION TOWARDS DETERGENT WASHING POWDER (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
11	16PCOS09	C.Lavanya	A STUDY ON CUSTOMER SATISFACTION TOWARDS HOTEL INDUSTRY (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
12	16PCOS14	T.Nagalakshmi	A STUDY ON CUSTOMER SATISFACTION TOWARDS BEAUTY PARLOUR SERVICES (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
13	17PPCOS15	K.Magudeeswari	A STUDY ON CUSTOMER SATISFACTION TOWARDS PATANJALI PRODUCTS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
14	17PPCOS03	T.Gayathri	A STUDY ON CUSTOMER SATISFACTION TOWARDS HOUSEHOLD ELECTRONIC PRODUCTS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
15	18PPCOS16	G.Sivasankari	A STUDY ON OCCUPATIONAL STRESS AMONG PRIVATE SCHOOL TEACHERS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
16	18PPCOS17	K.Subasri	CONSUMER AWARENESS AND USAGE TOWARDS PUBLIC DISTRIBUTION SYSTEM (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
17	19PPCOS01	T.Abiyavarshini	A STUDY ON CUSTOMER SATISFACTION TOWARDS OPPO BRAND MOBILE PHONE (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
18	19PPCOS03	N.Dhana Lakshmi	A STUDY ON CUSTOMER	Dr.(Mrs) N.Mahalakshmi

			SATISFACTION TOWARDS DEPARTMENTAL STORES (With Special Reference to Palani Town)	
19	20PPCOS07	R.Ramya	A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS AAVIN MILK PRODUCTS (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi
20	21PPCOS04	S.Hemalatha	A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON & FLIPKART ONLINE SHOPPING (With Special Reference to Palani Town)	Dr.(Mrs) N.Mahalakshmi

M.Phil Project Guided

S.No	Reg No	Name of the Student	Project Title	Name of the Guide
1	14RCOS06	V.Sheela	A STUDY ON FINANCIAL PERFORMANCE OF AMARAVATHI CO-OPERATIVE SUGAR MILLS LIMITED-KRISHNAPURAM	Dr.(Mrs) N.Mahalakshmi

Orientation/Refresher Courses/Other Programmes & Training:

S.No	Name of the course	Title	Organised by /Sponsored by	dd/mm/year
1	Orientation	Orientation and Retraining of Teachers	A.P.A College for Women. Palani	18.09.2010
2	Orientation	Orientation and Retraining of Teachers	A.P.A College for Women. Palani	09.03.2020
3	FDP	Faculty Development Programme	Guru Nanak College, Chennai	20 th to 25 th May 2020
4	FDP	New Paradigms of Teaching	NGM College, Pollachi.	22 nd to 29 th May 2020
5	FDP	Applications of Statistical Tools in Research	Angappa College of Arts and Science, Coimbatore	18 th and 19 th Jun 2020

Other Responsibilities Held in Service (Current / Previous):

S.No	Name of the Service/Committee	Place	Period
1	Worked as an HOD in Department of Commerce With Computer Applications	A.P.A College for Women. Palani	From 2008-2017
2	Commerce Association In- charge	A.P.A College for Women. Palani	2018-2019
3	In-charge in Consumer Club	A.P.A College for Women. Palani	From 2019 to till date