




ARULMIGU PALANIANDAVAR ARTS COLLEGE FOR WOMEN
(Autonomous)

Name	Dr.D.JAYAKKODI	
Designation	Assistant Professor	
Qualification	M.Com.,M.Phil.,PGDCA.,Ph.D.,	
Date of Joining	11.08.2006	
Year of Experience in Teaching	17 years 1 Month	
Year of Experience in Research	16 Years	
Email id	jayakkodi@apacwomen.ac.in	
Alternative email.id	jayakkodipln@gmail.com	
Researcher ID : Research gate ID	https://www.researchgate.net/profile/Jayakkodi-Duraisamy-2	
No. of Papers Published in International /National Journal	08	
No. of Workshop /Orientation Programme, Refresher Course, Short Term Course, Faculty Development attended	69	

ACADEMIC CREDENTIALS

Qualification	Subject	School/ College/University	Year of Completion
B.Com	Commerce	Cauvey College for Women,Bharathidasan University	2002
M.Com	Commerce	Arulmigu Palaniandavar College of Arts and Culture, Palani. Madurai Kamaraj University	2004
M.Phil	Commerce	Cauvey College for Women,Bharathidasan University	2005
PGDCA	Computer Applications	Bharathiar University	2011
Ph.D	Commerce	Bharathiar University	2019

TEACHING EXPERIENCE:

UG	17 Years
PG	16 Years

S.No	Designation	Name of the Institution	From	To
1	Assistant Professor	A.P.A College for Women, Palani	11.08.2006	Till Date

AREA OF SPECIALISATION:

- Banking & Finance
- Entrepreneurship Development

RESEARCH PUBLICATION

S.No	Name of the Journal	Title	ISSN/ Volume	Month and Year	Nature of Journal
1.	HRD TIMES Journals	Information and Communication Technology in Agriculture	ISSN : 0976, Vol.14,	May 2012	National
2.	Hikey Media Publications	Perspective of FDI in retail sector-a boon to farmers in India	ISBN:978-93-82570-07-3	9 th March,2013	National
3.	Shanhax Publications	Priority sector lending- A tool for financial inclusion	ISBN: 978-93-80686-36-3, pp271-275	April 12-13,2013	National
4.	AE International Journal of Multidisciplinary Research	Social Banking in India : Empowering SMEs through Priority Sector Advances	ISSN : 2348-6724	February 2015	International
5.	Intercontinental Journal of Finance Research Review	A Study on Non - Performing Assets of Select Public and Private Sector Banks in India	ISSN : 2321-0354, Vol-4, Issue 9,pp 62-69 Impact Factor:1.552	September 2016	Intercontinental
6.	International Journal of applied Research	Impact of Non - Performing Assets on Return on Assets of Public and Private Sector Banks in India	ISSN : 2394-7500, Vol.2, Issue 9,pp 696-702. Impact Factor:5.2	September 2016	International
7.	Think India Journal	Micro Finance Institutions – Bank Linkage Program in India	ISSN :0971-1260, Vol.22,Issue 14	December 2019	UGC-CARE
8.	Madhya bharathi	A Study on Problems Faced by Construction	ISSN : 0974 – 0066, Vol.82,No.06	July – December	UGC-CARE

		Women Workers		2022	
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CONFERENCES, SEMINAR AND WORKSHOP ATTENDED

S.No	Date	Conference/ Seminar/ Workshop	Name of the College/University,
1.	14.06.2006	Workshop on "Success in Placements"	Nodal Centre for Entrepreneurship and Management Development, PSG Polytechnic College, Coimbatore
2.	06.03.2008	National Level Seminar on "Recent Trends in Mathematics"	Department of Mathematics, Arulmigu palaniandavar Arts College for Women, Palani
3.	06.04.2009	National Workshop on "Towards Building a Sound Governance System- A Present Day Essentiality of Corporate Sector"	P.G & Research Department of Commerce, Arulmigu Palaniandavar Arts College for Women, Palani
4.	16.04.2009	State Level Seminar on "Tamil Women Through The Ages " Presented a paper on " Women Empowerment "	P.G & Research Department of History, Arulmigu palaniandavar Arts College for Women, Palani
5.	21.08.2009	UGC-Sponsored National Conference on " Issues and Trends in Sustainable Tourism " Presented a paper on " Tourism and Sustainable Development in Indian Perspective "	P.G & Research Department of History, Sri G.V.G visalakshi College for Women, Udumalpet
6.	06.03.2008	National Level Seminar on "Recent Trends in Mathematics"	Department of Mathematics, Arulmigu Palaniandavar Arts College for Women, Palani
7.	05.02.2011	National Conference on "Financial Inclusion Through Mobile Technology" Presented a paper on "Financial Sector Reforms in India "	P.G & Research Department of Commerce ,Vidyasagar College of Arts and Science, Udumalpet
8.	02.05.2011	UGC-Sponsored National Conference on "The Role of Stakeholders in the Development of Tourism in India " Presented a paper on " EGO Tourism "	P.G & Research Department of History, Arulmigu Palaniandavar Arts College for Women, Palani in collaboration with Department of Historical Studies & Tourism Management, Mother Teresa Women's University, Kodaikanal
9.	10.10 2011	National Conference on "Emerging Trends In Service Sectors" Presented a paper on "BANC Assurance - An Overview". ISBN:978-81-922811,P.No:180-182.	Department of Commerce (CA) & Business Administration, Amman College of Arts Science, Dindigul
10.	17.02.2012	National Level Seminar on "Emerging	P.G Department of Commerce,

		Trends in Indian Banking Sector” Presented a paper “Retail Banking- An Overview”	Arulmigu Palaniandavar College of Arts and Culture,Palani
11.	27.02.2012	National Level seminar on “Impact of Euro – Zone Debt Crisis on the Indian Economy” Presented a paper on “Impact of Euro Crisis and Global Slowdown on India”	Department of Commerce & Management,Vidyasagar College of Arts and Science,Udumalpet
12.	02.03 2013	National Level Seminar on “ Gender Equality – Issues and Challenges” Presented a paper on “ Emergence of Women Owned Business in India – An Insight” ISBN:978 – 81 -7735 -739 -4 ,P.No:361-370	P.G & Research Department of History, Arulmigu Palaniandavar Arts College for Women,Palani,
13.	04.03.2013	National Level Seminar on “Retail Marketing: Perspectives and Challenges” Presented a paper on “Retail Marketing”	Department of Economics, Arulmigu palaniandavar Arts College for Women,Palani
14.	24.04.2013	National Level Seminar on “Corporate Social Responsibility in Modern Business ”	P.G & Research Department of Commerce, Arulmigu Palaniandavar Arts College for Women, Palani
15.	21.03.2014	State Level Seminar on “Financial Inclusion – Issues and Challenges”	P.G & Research Department of Commerce, Arulmigu Palaniandavar Arts College for Women, Palani
16.	02.01.2015	National Level Seminar on “ Emerging Trends in Service Sector - Challenges and Opportunities” Presented a paper on “ Priority Sector Lending by Commercial Banks in India”	Department of Commerce ,Maharani Arts and Science College, Dharapuram
17.	23.02.2015	National Level Conference on “Strategies for the Sustainable Industrial Development - Road Map to Make in India” Presented a paper on“ Social banking in India ; Empowering SME through Priority Sector”	Department of Commerce & Administration,Vidyasagar College of Arts and Science,Udumalpet
18.	29.09.2015	National Level seminar on “Green Marketing: Prospects and Challenges” Presented a paper on “ Green Marketing Strategies for Sustainable Development ”	P.G & Research Department of Commerce, Arulmigu Palaniandavar Arts College for Women,Palani.
19.	14.12.2018	International Seminar on “Winning the Business War – A Passport to Success”	Department of Business Administration and Department of Commerce , Sri G.V.G Visalakshi College for Women, Udumalpet,
20.	24.01.2019	International Conference on “Insurance Marketing Mix : New Strategies in Insurance Sector” Presented a paper on	P.G & Research Department of Commerce, National College, Tiruchirappalli,

		“ Service Marketing – Process, Practices and Potential”	
21.	29.01.2019	National Level Seminar on “ Challenges in Quality Sustenance in Higher Education”	NAAC Sponsored organized by Internal Quality Assurance Cell (IQAC) , Arulmigu Palaniandavar Arts College for Women, Palani,
22.	30.01.2019	National Conference on “ Commercially Viable Sustainable Farm Practices ” presented a paper on“Impact of Goods and Service Tax in Agricultural Sector in India ”	P.G & Research Department of Commerce with CA, SNMV College of Arts and Science and Institute of Management, Coimbatore
23.	17.10.2019	National Conference on “GST Implications-Employability Perspective”	PG & Research Department of Commerce, Arulmigu Palaniandavar Arts College for Women, Palani,
24.	13.04.2020-16.04.2020	National Webinar on “An Effective Research paper Writing Skill ”	Bhagwan Mahavir University, Bhagwan Mahavir College of Commerce and management Studies, Surat, Gujarat.
25.	17.04.2020-18.04 2020	National Level Two Day Online Course on “Personality Development”	Department of Business Administration, Vivekanantha College of Arts and Science, Tiruchengodu, Namakkal.
26.	16.04.2020-17.04.2020.	Two day Digital workshop on “Research Methodology”	MAYURA Batminton Association, Rajiv Gandhi Stadium, Rajiv Gandhi sports complex, Bangalore
27.	22.07. 2020	National Webinar on “Practical Aspects of GST Registration”	Department of Commerce, Bharathiar University Arts and Science College
28.	11.06.2021	National-Webinar on “New Dimensions and Perspectives of Commerce Teaching and Learning”	Guru Nanak College, Chennai
29.	23.06.2021	State Level -Webinar on “the imprints of common men in Inscriptions”	Arulmigu Palaniandavar Arts College for Women , Palani of History Department and collaboration with Pandiyanadu Cultural Foundation in Madurai
30.	30.06.2021	National-Webinar on “Research Reference Writing and Plagiarism Management”	Arulmigu Palaniandavar Arts College for Women, Palani.
31.	21.07.2021	National-Webinar on “Publication Ethics”	G.T.N Arts College, Dindigul
32.	23.07.2021	National-Webinar on “The Future of Accounting” (Cloud Based Accounting)	Rajapalayam Rajus College Rajapalayam,
33.	30.07.2021	National-Webinar on “Employability skills for Worthy Opportunities”	Guru Nanak College, Chennai
34.	10.08.2021	National-Webinar on “The importance of data Vizualisation”	SGTB Khalsa College,
35.	27.09.2021	National-Workshop on “Blooms	AyyaNadar JanakiAmmal College,

		Taxonomy Based Question Paper Design for Outcome Based Education”	Sivakasi
36.	03.01.2022-07.01.2022	National-Workshop on “Innovative Techniques in SPSS and Data Analysis”	Sathyabama Institute of Science and Technology
37.	04.01.2022	National-Workshop on “Data Analysis Tools for Research”	Laxman Singh Mahar Government PG College,Pithoragarh.
38.	28.05.2022	National-Webinar on “NEP 2020: Focusing on Higher Education and Research”	IARA,Trichy
39.	03.01.2022-07.01.2022	National-Workshop “Innovative techniques in SPSS and Data Analysis”	Sathyabama Institute of science and technology

FDP/ PROFESSIONAL DEVELOPMENT PROGRAMME:

S.No	Date	FDP/ Professional Development Programme	Organised by / Sponsored by
1.	18.09.2010	Orientation and Retraining of Teachers	A.P.A College for Women, Palani.
2.	02.02.2013	Orientation and Retraining of Teachers	A.P.A College for Women, Palani.
3.	19.07.2014	Orientation and Retraining of Teachers	A.P.A College for Women, Palani
4.	11.04.2015	Orientation and Retraining of Teachers	A.P.A College for Women, Palani
5.	07.02.2019	Orientation programme on outcome based education-A perspective.	A.P.A College for Women, Palani
6.	09.03.2020	Orientation and Retraining of Teachers	A.P.A College for Women, Palani
7.	19.04.2020 – 21.04.2020	National Level FDP on “Reference Management Tools and Online Citation Database”	Indian Academic Researcher Association, Thiruchirapalli,
8.	18.05. 2020	National FDP IQAC under UGC PARAMARSH Scheme on “Course and Curriculum Design in Higher Education”	Sri GVG Visalakshi College for women, Udumalpet
9.	22.04.2020 – 28.04. 2020	FDP on “Entrepreneurship : Research, Critical Thinking and Innovation”	Indian Academic Researcher Association, Thiruchirapalli,
10.	20.04.2020 - 06.05.2020	FDP on “Managing Online Classes and Co-Creating MOOCS”	Ministry of human Resource Development Cell, RamanujanCollege,Delhi
11.	22.04.2020 - 28.04.2020	FDP on “Critical thinking and Innovation”	Entrepreneurship Cell, Indian Academic

			Researchers Association, Tiruchirappalli.
12.	28-04-2020, 30-04-2020 & 02-05-2020	FDP on “Emotional Intelligence”	KG College of Arts and Science, saravanampatti, Coimbatore
13.	14-04-2020 - 04-05-2020	Online Refresher Programme on “MBA-PPC(Management, Business, Administration-Present & Post Crises”	S.A College of Arts and Science. Chennai
14.	26-04-2020 - 09-05-2020	Short term Training Programme on “15-Innovation, incubation, Intrapreneur, invention & Intellectual Property”	S.A College of Arts and Science. Chennai
15.	04-05-2020 - 06-05-2020	FDP on “Teaching, Learning and Evaluation”	Arulmigu Palaniandavar Arts College for Women, Palani
16.	25.05.2020 - 30.05.2020	FDP on “Moodle Learning Management System”	JD College of Engineering, Nagpur
17.	22.04.2020 - 24.04.2020	FDP on “Recent Trends in Artificial Intelligence and Impact on Teaching Professionals”	Rathnavel Subramaniam College of Arts and Science, Sulur.
18.	18.05.2020 - 22.05.2020	FDP on “Research Methodology tools and Techniques”	IILM College of Engineering and Technology
19.	20.05-2020 - 26-05-2020	FDP on “Implementation of GST in Tally ERP 9”	Nallamuthu Gounder Mahalingam College
20.	09.06.2020 - 15.06.2020	FDP on “New Directions and Dimensions in Higher Education”	Arulmigu Palaniandavar Arts College for Women, Palani.
21.	24.05.2021 - 06.06.2021	FDP on “Recent Trends in Artificial Intelligence and Impact on Teaching Professionals”	AMET
22.	31.05.2021 - 02.06.2021	FDP on “Emotional Intelligence”	Angels College of Education, Namakkal
23.	03.06.2021	FDP on “Enhancing Excellence in higher Education”	The National College, Bangalore
24.	07.06.2021 - 11.06.2021	FDP on “Effective Learning and Teaching Methods of Business Practices”	Apoorva Institute of Management Studies, Bangalore
25.	09.06.2021	FDP on “New Directions and Dimensions in Higher Education”	Sakthi College of Arts and Science for Women, oddanchatram
26.	05.01.2022 - 12.01.2022	National-FDP on “Quality Enhancement Strategies for Higher Education Institutions”	Sri Sarada College for Women (Autonomous), Tirunelveli.

27.	05.02.2022	National-FDP on “Crafting a Research Paper”	HKBK Degree College,Bangalore
28.	09.04.2022	International-FDP on “Scholarly Writing and Publishing Research Papers and Articles”	MES College of Arts ,Commerce & Science, Bangalore
29.	18.04.2022 - 22.04.2022	National-FDP on “Research Methodology in Social Sciences”	Bhavan’s Vivekananda College of Science, Humanities & Commerce
30.	27.04.2022 - 06.05.2022	National-FDP on “Data analysis with statistical package for the social sciences”	Seshadripuram Academy of Business Studies,Bengaluru

MEMBERSHIP IN ACADEMIC BODIES:

- Question Paper Setter & External Examiner in Various Colleges
- Nominated as Doctoral committee expert for Ph.D Scholar by Bharathiyar University at Vidyasagar College of Arts and Science, Udumalpet.

ADDITIONAL RESPONSIBILITIES HELD IN SERVICE :

S.NO	Name of the Service	Place	Period
1	College Calendar Committee	A.P.A College for Women,Palani	2016-2017
2	Served as Placement officer	A.P.A College for Women,Palani	2018-2019
3	Commerce Association In charge	A.P.A College for Women,Palani	2019-2020
4	College Admission Process In charge (Data Entry)		

RESEARCH SUPERVISION & GUIDANCE

UG	PG
14	18

DETAILS OF PG PROJECTS GUIDED:18

S.No	Reg.No	Name of the Student	Title of the Project	Year
1	6SCOP1420	M.Kalpanadevi	A Study on Consumer Behaviour Towards Hero Honda Vehicles in Palani Town	2007-2008
2	8PCO2649	M.Sathya	A Study on Consumer Satisfaction	2009-2010

			Towards Health Drinks in Palani Town	
3	9PCO3347	A.Saranya	A Study on Buyer Behaviour of Agro Inputs with Special Reference to Palani Taluk	2010-2011
4	9PCO3339	B.Kandiyammal	A Study on Customer Satisfaction Towards Indian Bank in Palani Town	2010-2011
5	10PCO4057	R.Mekala	A Study on Consumer Attitude Towards Horlicks	2011-2012
6	10PCO4060	K.Padmavathi	A Study on Consumer Preference Towards Selected Brands of Edible Oil(With Special Reference to Palani Town)	2011-2012
7	14PCOS06	K.Karthika	A Study on Operational Productivity and Efficiency of the Punjab National Bank	2015-2016
8	14PCOS10	S.Nirmala	A Study on Customer Satisfaction Towards Mobile Service Providers in Palani Town	2015-2016
9	16PCOS06	A.Karthika	A Study on Customer Preference and Satisfaction Towards Maruthi Suzuki Cars	2017-2018
10	16PCOS24	K.Vishnu sangari	A Study on Policy Holders Preference and Satisfaction Towards LIC of India	2017-2018
11	17PPCOS05	S.Jayamani	A Study on Investors Behaviour Towards Post Office Savings Scheme. (With Special Reference to Palani Town)	2018-2019
12	17PPCOS19	S.Ramya	A Study on Investment Behaviour of School Teachers (With Special Reference to Palani Taluk)	2018-2019
13	18PPCOS10	C.Muthulakshmi	A study on consumer buying behaviour towards home appliance. (With Special Reference Palani Town)	2019-2020
14	18PPCOS15	L.Priyadharshini	A Study on users perception towards digital payment system. (With Special Reference Palani Town)	2019-2020
15	19PPCOS12	E.Pavithra	A Study on Customer Satisfaction on E-Banking Services of Public Sector Banks during Pandemic Peroid.	2020-2021
16	19PPCOS19	B.Vidhya	A Study on Buying Behaviour and Customer satisfaction towards Gaura Electric Scooter.	2020-2021

17	20PPCOS06	S.Poorani	A Study on Investors Perception Towards Sukanya Samidhi Yojana Scheme.	2021-2022
18	21PPCOS02	P.Abitha	A Study on Savings and Investment behaviour of Rural Households- with Special Reference to Palani Town.	2022-2023

DETAILS OF UG PROJECTS GUIDED:14

S.No	Reg.No	Name of the Student	Title of the Project	YEAR
1	5SCO393	M.Deepa	E-CHEQUE	2007-2008
	5SCO396	R.Janani		
	5SCO398	M.F.Jency		
	5SCO401	S.Manimegalai		
	5SCO416	M.Saranya		
2	14UCAS25	K.Krishnaveni	A Study on Consumer Preference Towards Selected Brands of Toothpaste in Palani Town	2016-2017
	14UCAS31	M.Malathi		
	14UCAS43	M.Priyadarsini		
	14UCAS59	T.Sindhuja		
	14UCAS64	P.Soniya		
3	14UCAS75	S.Yasmin Fathima	A Study on Parents Awareness Towards Himalaya Baby Products With Special Reference to Palani Town	2016-2017
	14UCAS14	S.Gokila		
	14UCAS40	N.Pavithra		
	14UCAS65	M.Sapthami		
	14UCAS70	R.Tamilmani		
4	15UCAS08	N.Divya	A Study on Women's Preference of Two Wheelers With Special Reference to Palani Town	2017-2018
	15UCAS20	M.Karishma		
	15UCAS23	M.Karuppathal		
	15UCAS26	M.Kavitha(09.01.1998)		
	15UCAS42	M.Mohana Sundari		
	15UCAS49	S.Parvathi Devi		
	15UCAS76	T.Vishnu Priya		
5	15UCAS07	S.Deepika	A Study On Customer Satisfaction Towards Reliance Jio In Palani Town	2017-2018
	15UCAS25	M.Kavitha(18.06.1998)		
	15UCAS41	S,Marikkannu		
	15UCAS44	J.Murshitha Farveen		

	15UCAS54	S.Priya(17.04.1998)		
	15UCAS59	G.Sangeetha		
	15UCAS65	R.Sasikala		
6	6UCAS02	R.Abirami	A Study on Customer Satisfaction Towards Restaurants (With Special Reference to Palani Town)	2018-2019
	16UCAS09	N.Durga Devi		
	16UCAS22	R.Kaviya		
	16UCAS30	M.Malarvizhi		
	16UCAS37	L.Mefrinafarvin		
	16UCAS40	S.Muthulakshmi		
	16UCAS50	A.Sangeetha		
	16UCAS56	A.Sindhu		
7	17PUCAS01	D.Akalya Devi	A Study on Customers Perception Towards ATM Services (With Special Reference to Public Sector Bank in Palani Town)	2019-2020
	17PUCAS12	S.Gayathri		
	17PUCAS16	V.Indhumathi		
	17PUCAS32	T.Manjuladevi		
	17PUCAS40	S.Pavithra		
	17PUCAS51	R.Roja Banu		
	17PUCAS65	R.Vasuki		
8	17PUCAS06	V.Deva Dharshini	A Study on Users Perception Towards M-Wallet (With Special Reference to Palani Town)	2019-2020
	17PUCAS08	C.Durai Selvi		
	17PUCAS31	U.Maheswari		
	17PUCAS50	S.Reshma Farveen		
	17PUCAS54	V.Sangeetha		
	17PUCAS55	P.Santhana Lakshmi		
	17PUCAS62	B.Swetha		
	17PUCAS68	K.S.Vimala Devi		
9	18PUCAS05	E.Ashtalakshmi	A Study on Buying Behaviour of Women Towards Gold Ornaments (With Special Reference to Palani Town)	2020-2021
	18PUCAA22	C. Kavipriya		
	18PUCAS24	R. Keerthana		
	18PUCAS25	S. Kokila		
	18PUCAS27	S.Krishnajagadheeswari		

	18PUCAS31	M. Mahalakshmi		
	18PUCAS34	A.M. Meenatchi		
10	18PUCAS28	K.Krishna Veni	A Study on Investment Behaviour of Working Women (With Special Reference to Palani Town)	2020-2021
	18PUCAS29	A. Leena		
	18PUCAS32	B. Manimekala		
	18PUCAS33	S. Meena		
	18PUCAS35	M. Mekalai		
	18PUCAS36	S. Naga Jothi		
	18PUCAS53	K.Sathiya Priya		
11	19PUCAS05	G.Chandraleka	A Study on Investment Behaviour of Women (With Special Reference to Palani Town)	2021-2022
	19PUCAS08	L.Dhanya		
	19PUCAS13	K.Gomathi		
	19PUCAS17	M.Kanmani		
	19PUCAS32	M.Maheswari		
	19PUCAS34	M.Manimegalai		
12	19PUCAS12	R.Gayathri	A Study on Policy Holders Perception Towards Health Insurance (With Special Reference to Palani Town)	2021-2022
	19PUCAS31	R.Mahalakshmi		
	19PUCAS33	M.Malathi		
	19PUCAS46	R.Pappathi		
	19PUCAS54	K.Sindhu		
	19PUCAS63	K.Udhayakala		
	19PUCAS65	M.Veni		
13	20PUCAS33	B.Nandhini	A Study on Customer Satisfaction Towards Reliance Trends (With Special Reference to Palani Town)	2022-2023
	20PUCAS45	E.Ramya		
	20PUCAS46	C.Ranjani		
	20PUCAS52	M.Sharmili		
	20PUCAS53	A.Soundharya		
	20PUCAS56	P.Srimathi		
	20PUCAS63	R.Vaishnavi		
14	20PUCAS09	L.G.Dhanasri	A Study on Customer Satisfaction Towards Meesho Online Shopping (With Special Reference to Palani Town)	2022-2023
	20PUCAS16	V.Hemalatha		
	20PUCAS20	T.Kandiyammal		
	20PUCAS37	M.Paritha Yasmin		

	20PUCAS43	A.Pushpalatha		
	20PUCAS49	P.Sarumathi		