

Name : V. Akalya

Designation : Asst. Professor

Department : BBA (Aided)

Qualification : B.Com, MBA, M.Phil, NET, (PhD)

Experience : Teaching -10 Years

Area of Specialization(s) : General Management, Finance

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Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Management	Dr.G.R. Damodaran College of Science	Pursuing
M.Phil.	Management	Karunya School of Business Leadership and Management. Karunya University.	2013
MBA	Management	Nehru College of Management. Bharathiar University	2008
B.Com	Commerce	Sri. Ramakrishna College of Arts & Science for Women. Bharathiar University	2006

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/AgencyName	Year
Certification	Coursera	FinTech and the Transformation in Financial Services - Copenhagen Business School	2024
Certification	Coursera	Social Entrepreneurship online course authorized by Copenhagen Business School	2024
Certification	Coursera	Financial Markets, completed with Honors online non-credit course authorized by Yale University	2021
Certification	Coursera	Understanding Financial Markets completed an online non-credit course authorized by the University of Geneva	2021
Certification	NPTEL	Customer Relationship Management	2019

Research Publications (Indexed)

International

- Refining Talent Management: Navigating Employee Performance Through Organizational Commitment, Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations, Springer, Volume 536, ISSN 2198-4182 ISSN 2198-4190 (electronic), 515 – 521

Other Publications: International/National

- Determinants Of Entrepreneurial Intention Among College Students: Evidence From Coimbatore, Library Progress International, Vol.44 No.4, Print version ISSN 09701052 Online version ISSN 2320 317X, 457 – 463
- An Analysis on Consumer Awareness and Satisfaction Towards Green Products With Reference to Coimbatore City, Journal of Emerging Technologies and Innovative Research, Vol 11&1, ISSN 2349-5162, 407 – 416
- Women Entrepreneurs - An Analysis on Challenges and work-life balance, International Journal of Research and Analytical Reviews, Vol 10 & 2, ISSN 2349-5138, 404-411
- Employee Engagement and Organizational Commitment: Evidence from Coimbatore, The International Journal of Analytical and Experimental Modal Analysis, Vol 13 & 9, ISSN 0886-9367, 330-338
- An analysis of food hygiene and safety practices of hoteliers in Coimbatore city, AUT AUT Research Journal, Vol 12 & 2. ISSN 0005-0601, 125-142
- An Analysis of FII's Impact on the Indian Stock Market, International Journal of Research and Analytical Reviews, Vol 7 & 2, ISSN 2349-5138, 481-491
- A Study on Crowdfunding in India, International Journal of Research in Engineering Application and Management, Vol 4 & 10, ISSN 24549150, 604-608

Paper Presentations in Conference

International

- Presented paper at KPR College of Arts Science and Research at the International Conference on Technological Innovations and Transformation Towards Sustainable Growth paper title “Open Banking System – A Fintech Revolution for Inclusive Growth in India” on 30.01.2024 - 31.01.2024
- Presented paper at KPR College of Arts Science and Research at the International Conference on Technological Innovations and Transformation Towards Sustainable Growth paper title “Conceptual Study on Digital Transformation in Crowdfunding” on 31.01.2024
- Presented paper at Kristu Jayanti College at the International Conference on Embracing Digital Transformation in Business for Sustainable Growth paper title “Refining Talent Management: Navigating Employee Performance Through Organisational Commitment” on 31.01.2024
- Presented paper at Sri Ramakrishna College of Arts and Science at the International Conference on Innovation and Disruptions. The Changing Landscape of Business Process paper title “Talent Management is a key driver for Business” on 10.10.2023
- Presented paper at Sri Ramakrishna College of Arts and Science at the International Conference on Innovation and Disruptions. The Changing Landscape of Business Process paper title “Talent Management is a key driver for Business” on 10.10.2023
- Presented paper at Sri Ramakrishna College of Arts and Science for Women at the International Conference on Discovering and Harnessing the Power of Digital Marketing paper title “Gamification in Education” on 16.02.2023

National

- Presented paper at Karpagam Academy of Higher Education at National Conference on Entrepreneurial Governance: Nurturing Innovation and Growth, paper title “Empowering Women in Business Through the Transformative Role of Social Media in E-Commerce” on 05.03.2025
- Presented paper at Karpagam Academy of Higher Education at National Conference on Entrepreneurial Governance: Nurturing Innovation and Growth paper title “Role of entrepreneurship education in STEM for enhancing innovative start-ups” on 05.03.2025
- Presented paper at Rathinam College of Arts & Science at the National Conference on Emerging Trends of Artificial Intelligence in Industry paper title “Role of AI in the Hotel Industry: A Conceptual Study” on 16.10.2023

Participation in Workshop

- Empowering Academic Excellence: AI Tools for Research and Publication, Sree Sankar College, 27.05.2024 – 31.05.2024
- STATS & SPSS workshop: From Basic to Advanced, Acumen Foundation, 30.10.2023 - 02.11.2023
- Journey of Millets from Farm to Market - An Entrepreneurial Perspective, PSGR Krishnammal College for Women, 24.07.2023 - 25.07.2023
- Data Analysis using Partial Least Square & Structural Equation Modelling, National Institute of Technology-Trichy, 07.09.2019 - 11.09.2019
- Research Methodology, GRD Institute of Management, 20.03.2019 -22.03.2019

Participation in Faculty Development Programme

- Research Methodology: A Pathway to Excellence, JP College of Arts and Science, 20.06.2025 to 25.06.2025
- Empowering Educators-Addressing Contemporary Issues in Education, Nagarjuna Degree College, 09.06.2024 to 13.06.2024
- Business Research Methodology, Dr.G.R. Damodaran College of Science, 17.11.2023 to 22.11.2023
- Stress Management, PSGR Krishnammal College for Women, 04.10.2023
- Influence of AI in Teaching & Research, Hindustan College of Arts & Science, 04.09.2023 to 09.09.2023
- Technology & Digital Transformation - Its Impact on Business, Sri Ramakrishna College of Arts & Science, 24.07.2023 to 26.07.2023
- Contemporary Research Methods in Finance, Alliance University, 12.06.2023 to 16.06.2023
- Analogue Gamification Strategies For Gen Z Learners, PSG Institute of Management, 17.02.2023
- Challenges For Students in the New Normal, Government Arts College (Autonomous), Coimbatore, 13.02.2023 to 17.02.2023
- Plagiarism in Academic Research & Author Identifiers, Indian Institute of Management and Commerce, 11.04.2022 to 12.04.2022
- Innovation and Entrepreneurship, University of Madras Entrepreneurship & Career Hub, 04.04.2022 to 08.04. 2022
- Online Teaching Techniques and Practices, Annamalai University, 26/02/2021 to 27/02/2021
- GST-Registration, Assessment, and Filing of Returns, School of Commerce, Bharathiar University, 16/07/2020 to 29/07/2020

Participation in Webinar

- Ethical Issues in Higher Education and How to Tackle Them, Dolphin Institute of Medical and Natural Science, 28.07.2022
- National Education Policy: Transforming Vision into Quality Engagement at HEI's, St. Ann's College for Women, 06.05.2022 to 07.05.2022
- Personal Finance Support and Wealth Creation Startups - A Roadmap, SRM Institute of Science and Technology, 09.04.2022
- Womens Protection Acts in India, VKV Government Degree College, 07.03.2022
- National Education Policy - vision to action, Sankara College of Science and Commerce, 31.12.2021
- Hybrid Teaching Learning, PSGR Krishnammal College for Women, 29.11.2021 to 03.12.2021
- Digital citizenship for new age teachers, Sri Ramakrishna College of Arts and Science, 04.10.2021 to 08.10.2021
- Virtual Meetings: Methods Issues and Challenges, Maharaja Ganga Singh University, 27.02.2021
- Research Proposals preparation for funding agencies in social science studies , St. Joseph College of Engineering, 11.06.2020
- Fine-tuning your research papers: publication in SCOPUS, web of Science indexed and ABCD-rated journals, Bharata Mata College – Kochi, 27.05.2020
- International Business Beyond COVID-19, Gujarat Technological University– Ahmedabad, 01.05.2020 to 05.05.2020
- Innovation, IPR, Entrepreneurship, and Start-ups among HEIs, Institution's Innovation Council (IIC) of MHRD's Innovation Cell, New Delhi, 28.04.2020 to 22.05.2020

Contribution

- Department Association In-charge and BOS member