

Name : Dr.K.Vidyakala

Designation : Head of the Department

Department : Business Administration

Qualification : MBA., M.Phil., Ph.D., PGDPC.,

Experience : Teaching -24 years

Research : 18 years

Area of Specialization(s) : Finance and General Management

Email (Official ID) : hod-bm@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Finance	Bharathiar	2012
M.Phil.	Entrepreneurship	Madurai Kamaraj	2003
MBA	Finance	Bharathiar	2001
B. Com	Commerce	Bharathiar	1999

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Diploma	Counselling and Psychotherapy	Tamilnadu Open University (TNOU)	2016

Research Guidance

Programme	No. of Scholars		
	Total	Completed	Pursuing
M.Phil.	7	7	-
Ph. D	8	4	4

Research Publications (Indexed)

- Thematic Analysis of Innovation Performance of MSMEs with Special Reference Coimbatore District, Business Studies, ISSN 0970-9657, Volume XLV, No-2, July-December-2024, Pp-31-37.
- A Conceptual Study on Reducing Workplace Bias and Enhancing Productivity through Inclusive Decision-Making Processes, IPE Journal of Management, ISSN-2249-9040, Volume 14, No-22, June -2024, Pp-165-168.
- Hybrid Work Model-A New Way of Empowering Women, IPE Journal of Management, ISSN 2249-9040, Volume 14, No-25, January – June 2024, Pp-117-120.
- A Conceptual Study on Benefits and Challenges in Work from Home, Humanities and Social Science Studies, ISSN-2319-829X, Vol-2, Issue 02, No-15, July- December 2023, Pp-79-84.

- Preference of Hybrid Work Culture among Multi-gen Workforce Working in IT Sector, Empirical Economic Letter, (ABDC-C), ISSN 1681-899, Volume -22, Special Issue-3, August-2023, Pp-96-109.
- Impact and Analysis of Merger and Acquisition on Employee Engagement, The International journal of Analytical and Experimental Modal Analysis, Volume-XIII, Issue-VIII, ISSN -0886-9367, August -2021, Pp-423-428.
- A literature Review of Merger and Acquisition on Employee perspective, Aut Aut Research Journal, Volume -XII, Issue -VIII, ISSN-0005-0601, August -2021, Pp-80-85.
- Brand building blocks in FMCG market and it's outcomes: An empirical analysis in Coimbatore city, The Journal of Oriental Research Madras, ISSN 0022-3301 Vol. XCII, No. 1, September-2021, Pp-119-124.
- Impact of Socio-Psychological Barriers on Strategies Employed by Women Leaders in Information Technology Sector in India, Journal of Contemporary Issues in Business and Government, Vol. 27, No. 2, Issue-1, P-ISSN- 2204-1990, E-ISSN-1323-6903, 2021, Pp-2468-2477.
- An Empirical Study to Assess the Influence of Packaged Drinking Water on Customer Satisfaction, Journal of Huazhong University of Science and Technology, Volume -50, Issue- 06, June 2021, Pp-1-10.
- Measuring Customer Based Brand Equity: Evidence from Colgate-Palmolive Products in Tamilnadu, AEGAEUM Journal, Volume -9, Issue- 2, 2021 ISSN-0776-3808, Pp-181-187.
- Online Marketing Strategies of SMES in FMCG sector – An Empirical Study, Anvesak, ISSN: 0378 – 4568, Vol. 51, No. 02(V), July – December 2021, Pp-181-187.
- A Study on Linkage Between Customer Based Brand Equity and Its Antecedents in FMCG Market: An Empirical Study in Coimbatore City, Sambodhi Journal, Volume 43, No-04(I-S) ISSN -2249-6661, October -December 2020, Pp-184-190.
- A Study on Investors Preference toward Financial Instruments with Special Reference to Coimbatore, Our Heritage, Volume-68, Issue-30, ISSN-0474-9030, February -2020, Pp-5850-5855
- A Study on Learning Styles of B Com PA Students in Coimbatore, International Journal of Research in Social Sciences, Volume-9, ISSN-2349-2496, September-2019, Pp- 428-443.
- A Study on Learning Styles of B Com CA Students in Coimbatore, International Journal of Research & Analytical Reviews, Volume-6, Issue- 2, ISSN-2348-5138, June-2019, Pp-435-440.
- Assessment of Outcome Based Education among Computer Science Students in Coimbatore, International Journal of Management IT & Engineering, Volume-9, Issue-6, ISSN: 2249-0558, June -2019, Pp- 304-315.
- A Study on Learning Styles of B Com Ecom Students in Coimbatore, Journal of Emerging Technologies & Innovative Research, Volume-6, Issue-6, ISSN 2349-5162, June-2019, Pp- 428-443.
- A Conceptual Study on Learning Styles, Journal of Emerging Technologies & Innovative Research, Volume-6, Issue-6, ISSN-2349-5162, June- 2019 Pp- 675-680.
- A Study on Learning Styles of B Voc Students in Coimbatore, International Journal of Research in Engineering IT & Social Science, Volume-9, Issue- 6, ISSN-2250-0588, June 2019, Pp- 424-428.
- An Impact of Sociological Strategies to Overcome Sociological Barriers Faced by Women Leaders, International Journal of Research and Analytical Reviews, Volume-6, Issue-2, ISSN 2349-5138, June-2019, Pp-130-136.
- A Study on Learning Styles among Computer Science Students in Coimbatore, International Journal of Research in Engineering IT & Social Science, Volume-9, Issue- 6, ISSN-2250-0588, June-2019, Pp-52-59.
- A Conceptual Study on Evolution of Learning Styles, International Journal of Research in Management, Economics and Commerce, Volume-9, Issue-6, ISSN-2250-057X, June-2019, Pp-1-3.

- A Study on Outcome based Education among BA Economics Students in Coimbatore, International Journal of Research in Social Sciences, Volume-9, Issue-5, ISSN-2249-2496, May -2019, Pp- 279-288.
- A Study on Outcome based Education among Business Analytics Students in Coimbatore, International Journal of Management, IT & Engineering, Volume-9, Issue-5, ISSN-2249-0558, May- 2019, Pp- 8-16.
- A Study on Impact of Cashless Transactions on Arts and Science Students in Coimbatore City, International Journal for Research in Engineering Application & Management, ISSN-2454-9150, Volume-5, Issue-1, May-2019, Pp-772-775.
- A Conceptual study on Learning Styles, Journal of Emerging Technologies and Innovative Research, Volume-6, Issue-4, ISSN-2349-5162, April 2019, Pp-303-307.
- An Analysis of Demographic & Socio-economic factors influence on Psychological Empowerment of Women in Leadership, International Journal for Research in Engineering & Management, Volume-04, Issue-12, ISSN-2454-9150, April 2019, Pp-691-696.
- Assessment of Outcome based Education among BA Economics Students in Coimbatore, International Journal of Research and Analytical Reviews, Volume-6, Issue-1, ISSN-2349-5138, March 2019, Pp- 525-531.
- A Study on Preferred Learning Styles of BA Economics Students in Coimbatore, International Journal of Research in Engineering IT & Social Science, Volume-09, Issue-03, ISSN-2250-0588, March 2019, Pp-120-125.
- A Study on Perception towards Outcome based Education among Undergraduate Costume and Fashion Designing Students in Coimbatore, IJREISS, Volume-09, Issue-03, ISSN-2250-0588, March 2019, Pp-115-11.
- A Conceptual Study on Relationship between Learning Style & Academic Performance, International Journal of Management IT & Engineering, Volume-9, Issue-3, ISSN-2249-0558, March 2019, Pp- 261-265.
- Assessment of Outcome based Education among Mathematics Students in Coimbatore, Journal of Emerging Technologies and Innovative Research, Volume-6, Issue-3, ISSN-2349-5162, March 2019, Pp- 548-552.
- A Study of Demographic Factors Influence on Career Strategies of Women in Leadership with Special Reference to Coimbatore IT Companies, Cikitusi Journal for Multidisciplinary Research, Volume-6, Issue-3, ISSN-0975-6876, March 2019, Pp-273-281.
- A Conceptual Study on Learning Styles and Emotional intelligence, Journal of Emerging Technologies and Innovative Research, Volume-6, Issue-2, ISSN-2349-5162, February 2019, Pp- 218- 220.
- A Study on Influence of Demographic Factors on Sociological Barriers Faced by Women Leaders with Special Reference to Coimbatore, Journal of Applied Science and Computations, ISSN-1076-5131, Volume-6, Issue-2, February 2019, Pp-178-185
- Women Leadership in IT Sector with Special Reference to Coimbatore City, International Journal of Management, IT & Engineering, ISSN- 2249-0558, Volume-9, Issue-1, January 2019, Pp-244-251.
- A Study About Coping Strategies Adopted to Overcome Barriers Among Women Leaders in An Organisation, International Journal of Research and Analytical Reviews, Volume-6, Issue-1, ISSN-2349-5138, January 2019, Pp-868-873
- An Analysis of Preferred Learning Style of Arts & Science Students in Coimbatore City, International Journal of Research in Engineering, IT and Social Sciences, Volume-09, Issue-1, ISSN-2250-0588, January 2019, Pp- 114-116.

Book Published

- Indirect Taxation-2023-Aram Book House ISBN: 978-93-86771-20-9
- International Business-2024-Aram Book House ISBN: 978-93-86771-09-4
- Production and Materials Management - 2018-Bonfring Publication ISBN: 978-93-86638-96-0

Edited Books: 7

Book Chapter Published:5**Short Term Courses:6****Acted as a Resource Person**

- Resource Person for FDP on Transformational Leadership in Higher Education: Faculty as Institutional Pillars and Fostering a Culture of Accountability & Compliance Readiness in Academia organized by Sakthi Excellence Academy – Kumaraguru Institutions, Coimbatore on 17.07. 2025.
- Resource Person for FDP on Empowered Faculty for Institutional Excellence: and Advancing Governance, Compliance, and Accreditation organized by NGM College, Pollachi on 10.07.2025.
- Resource Person for Students Workshop on Research Roadmap: A practical Guide & Best practices organized by Department of BBA Aviation Management, AJK College of Arts and Science, Coimbatore on 10.09.2024.
- Resource Person for National Seminar on Research to Publications: Academic Writing, Journal Indexing, Research Metrics, Plagiarism & E Resources sponsored by Collegiate Education Department, Thiruvananthapuram organized by Department of Commerce, Government College Chittur, Kerala on 13.12.2023.
- Resource Person for FDP on Formation of Academic Council, Governing Body and Designing Curriculum-Structure and constituting Board of Studies for UG and PG Programmes organized by AJK College of Arts and Science, Coimbatore on 03.07 2023.

Paper Presentations in Conference

- International:26
- National:20

Participation in Faculty Development Programme: 25**Conference/Seminar/Workshop Organized: 20****Grants**

- Project Director for IMPRESS-ICSSR Major Project entitled “A Study on Leadership Styles and Strategies Adopted by Women to Overcome the Barriers in Leadership Position– with Specific Reference to Tamil Nadu”. Project Cost: Rs.7,87,500. Period 2019-2021
- Principal Investigator for “Impact of Pandemic and Role Played by Agrarian Communities” Submitted Report to UGC as a part of ‘A Facilitation of Study on Impact of COVID-19 and 1918 Pandemic (H1N1 Virus) by Universities/Colleges’. Submitted in June 2020 to UGC.
- Principal Investigator for “Assessment of Learning Styles and Perception of Outcome Based Education of students” by GRG Trust, Project Cost: Rs.1,50, 000.Period:2018-2020.
- Principal Investigator for “Barriers and Challenges faced by Women Leaders” by GRG Trust, Project Cost: Rs.2,50,000. Period :2017-2019.

Awards/Honors

Awards/Honors	Agency/Institute	Year of Award
Best Faculty	GRG Trust	2021,2022,2023, 2025
Dedicated Service	Lions Club	2024
Best Paper	PSG Institute of Management	2023

Best Paper	Sri Ramakrishna College of Arts & Science College	2021
Best Paper	Research Development Association, Goa	2019
Distinguished Educator & Scholar Award	National Foundation for Entrepreneurship Development	2016
Senior Educator & Scholar Award	NFED	2014

Indexing and Citations

Google Citaions-185, h-index-6, i10-index-4

Contributions

- Coordinator for NAAC/AQAR Criterion VI from 2015 onwards to till date
- Karishma Intercollegiate Coordinator: 2015-2020
- Teaching Learning Centre (TLC) Core Committee Member: 2023- 24
- Coordinator for KCW - Propel Industries CSR Activities from 2022 onwards
- Integrated latest innovations including Industry 4.O/5.O, Artificial Intelligence, AR Sustainability and IKS into the curriculum of BBA, BBA (IB), BBA (RM) and BBA (BPM) from 2018 onwards
- Committee Member: Counselling Cell, Grievance Redressal Committee, Anti Ragging Committee, Anti-Ragging Squad.
- Committee Head: Anti-Social Activities of the Students
- Executive Member Alumni Association from 2018 onwards