



**NGM COLLEGE
(AUTONOMOUS)**



Accredited with 'A++' Grade by NAAC and ISO 9001:2015 Certified Institution

Affiliated to Bharathiar University, Coimbatore.

Pollachi – 642 001

Department of Business Administration



ASSISTANT PROFESSOR



Dr.R.VISALAKSHI M.B.A.,M.Phil.,PhD.,PGDCA.,

RESUME

Dr.R.R.Visalakshi
2/98, Middle Street,
Makkinampatti (PO) Pollachi (TK) 642 003
Mobile: 9976107958
Mail : visamuthu2015@gmail.com

I. CAREER OBJECTIVE:

To have a career in academics where my acquired skills can be best utilized for the enrichment of student community and growth and welfare of the organization.

II. ACADEMIC QUALIFICATION:

Degree	University/College	Year of Passing	Percentage of Marks
Ph.D	Bharathiar University	8.4.2026	Awarded
M.Com	Annamalai University	Pursuing	
M.Phil	Alagappa University	2006	57%
M.B.A	Bharathiar University / Karpagam College of Arts and Science, Coimbatore	2002	63%
PGDCA	Sri G.V.G Visalakshi College for Women	2000	59 %
B.sc (Zoology)	Sri G.V.G Visalakshi College for Women	2000	73 %

III.TEACHING EXPERIENCE :

S.No	Name of the Institution	Period		Total
		From	To	
1	Rathinam college of arts and science: Position held: Head of the Department, Assistant Professor BBM (CA	02.012003	19.06.2007	4 Years 6 Months 17 Days

2.	Vidyasagar College of Arts and Science, Udumalpet	20.06.2007	31.05.2008	11 Months 13 Days
3.	Nallamuthu Gounder Mahalingam College, Pollachi	25.07.2016	Till date	9 years 11 Month 21 days

Total Experience: 13 Years 7 Months

IV .(i) Area of Interest:

- Management Papers
- Commerce Papers
- Computer Papers

(ii) SOFTWARE SKILLS

- 1. MS-Office 2. Windows 3. Excel 4.HTML 5.Updated AI Tools usage

V.RESEARCH EXPERIENCE

S.No	Research	Topic of Research
1.	Ph.D	Impact of Brand Equity Dimensions on Women's Buying Behaviour Towards Washing Machines in Coimbatore District under the guidance of Dr.R.Tamil selvi
2.	M.Phil	A study on Financial performance of cement Industry” Dr.P.MaruthuPandiyan .
	MBA	“A study on market potential for a new product data acquisition and control system in Coimbatore city with special reference to Premier Instruments and Control Ltd” during the year 2001 as part of Final year MBA project under the guidance of Ms. K.C.Aruna Devi.

NO OF PROJECTS GUIDED

S.No	Major	Total No. of projects Guided
1	M.BA	3
2.	BBA	600

VI.(i)PAPER PUBLICATION

- Published a paper titled **“A Study on Viewers Preference Towards Advertisement”** in a Research Journal named, ‘International Journal of Current Research and Modern Education’, R&D Research Publication in Volume 3, Issue II, page Number: 9-12, 2018, with **Impact Factor 6.925** and ISSN(Online) : 2455 – 5428, <https://zenodo.org/record/1332010/files/363.pdf>
- Published a paper titled **“Green Marketing And its Strategies”** in a UGC approved Research Journal named, ‘SURAJ PUNJ JOURNAL FOR MULTIDISCIPLINARY RESEARCH’, Publication in Volume 9, Issue 3, page Number: 218-223, 2019, **ISSN(Online) : 2394 – 2886**.
<https://app.box.com/s/e21ydon6m0u02ze6w1gs59c2uvqbf659>
- Published a paper titled **“A Study On Level of Satisfaction Towards Organic Farming Practices In Coimbatore District”** in the **International Journal of Research and Analytical Reviews | IJRAR | E-ISSN 2348-1269, P- ISSN 2349-5138**, ISSN and UGC Approved, **5.75 Impact factor**, Refereed Journal, Peer Journal and Indexed Journal (E-ISSN 2348-1269, P- ISSN 2349-5138). Volume.7, Issue 4, Page No pp.223-230, October 2020, Available at : <http://www.ijrar.org/IJRAR2AA1301.pdf>
- Published a paper titled **“A Study on Pre-Purchase Behaviour of Working Women Towards Selected White Goods In Pollachi Taluk”** Published in ,‘Humanities and Social Science Studies Journal’ ISSN 2319-829X with Impact Factor:7.28 , Volume 12, Issue 2, No.27,page Number: 31-36, July-December 2023, UGC Care Approved Group I, Peer Reviewed ,Bilingual, Biannual, Multidisciplinary Referred Journal.
- Published a paper titled **“BEHAVIOUR AND SATISFACTION OF CUSTOMERS TOWARDS WHITE GOODS WITH REFERENCE TO COIMBATORE”** in a Research Journal named, “Shodhsamhita” Research Publication in, Volume No. VIII, Issue 19, 2021-2022, with Impact Factor 4.95 and ISSN No(Printed) : 2277-7067
- Published a paper titled **“A Study on Pre-Purchase Behaviour of Working Women Towards Selected White Goods In Pollachi Taluk”** Published in ,‘Humanities and Social Science Studies Journal’ ISSN 2319-829X with Impact Factor:7.28 , Volume 12, Issue 2, No.27,page Number: 31-36, July-December 2023, UGC Care Approved Group I, Peer Reviewed ,Bilingual, Biannual, Multidisciplinary Referred Journal.
- "Published a research paper titled '**A Study on Factors Influencing Brand Equity in Customer's Buying Behavior towards Washing Machines**' in the IPE Journal of Management (ISSN 2249-9040, Impact Factor: 7.138), Vol. 14, No. 24, July-December

2024, pp. 159-164. This double-blind, peer-reviewed article is listed in the UGC CARE journal."

- Mrs. R. Visalakshi, Assistant Professor, "Published a research paper titled "Role Of Brand Equity In Women's Washing Machine Choices In Pollachi Taluk " in the **Humanities and Social Science Studies journal** : ISSN 2319-829X with IF=7.28 Vol. 14, Issue 01, No.2, January - June : 2025 UGC Care Approved, Group I, Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal.
- Mrs. R. Visalakshi, Assistant Professor, "Published a research paper titled "Perceived quality as a key brand equity factor and its impact on women's washing machine choices" in the International Journal of Interdisciplinary Research In Arts and Humanities journal : ISSN 2456-3145 with IF=5.225 Vol. 10, Issue 01, January - June ,Page Number-98-101,2025 double blind Peer Reviewed.
- Published a paper titled "Impact of Brand Loyalty on Brand Equity among Washing Machines" in the **Research Journal named 'Academic Research Journal of Science and Technology (ARJST)'**, an Internationally Peer-Reviewed, Open Access Monthly Journal, in Volume 2, Issue 05, November 2025, with e-ISSN: 3048-9644, Page Numbers:30-37
- R. Visalakshi, Assistant Professor, N.G.M. College, Pollachi and Ph.D. Research Scholar in Management, Rathinam College of Arts and Science, successfully published a research paper entitled "*Brand Resonance among Working Women Towards White Goods in Pollachi Taluk: An Empirical Analysis*" in the UGC CARE Group-I indexed **Mukt Shabd Journal, Volume XV, Issue I, January 2026 (ISSN: 2347-3150), Page Nos. 92–103**, with DOI: [10.0015.MSJ.2026.V15I1.0086781.265709](https://doi.org/10.0015.MSJ.2026.V15I1.0086781.265709)

- **ABDC Journal publication**

The research paper titled "*The Role of Brand Loyalty in Women's Buying Behavior Towards Washing Machines: An Empirical Study in Coimbatore District*" is authored by R. Visalakshi, Ph.D. Research Scholar in Management at Rathinam College of Arts and Science, Coimbatore, and Assistant Professor at N.G.M. College, Pollachi, along with co-author Dr. R. Tamilselvi, Professor in the Department of Management at Rathinam College of Arts and Science. The paper is published in the ABDC indexed journal *European Economic Letters* (ISSN: 2323-5233), Volume 16, Issue 1, in the year 2026.

<https://www.eelet.org.uk/index.php/journal/article/view/4337>

(ii)BOOK CHAPTER:

- Contemporary Issues in Multidisciplinary Subjects, Volume-1 Book Chapter Submitted December 2021.
- Contemporary Issues in Multidisciplinary Subjects, Volume-1-“A Study on Customer Preference and Satisfaction Towards E-Bike with special reference to Pollachi Taluk” Book Chapter published, February 2022
- Recent Trends in Commerce And Management, Book Chapter Published title”Digital Payment Applications” on April 2022 Published by Yuvasekshetra Publication,ISBN:956364-8-8.
- R. Visalakshi, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, participated in the ICPR-sponsored Indian Philosopher’s Day Lecture Series on “**Integrating Indian Philosophies in Education and Leadership**” and submitted a book chapter titled “**Digital Education and Indian Philosophical Ethics: Bridging Technology with Human Values,**” organized by the Department of Management, Rathinam College of Arts and Science, on 14th July 2025. CIIT Publications,ISBN:97861267697 Page no:34-44
- Mrs. R. Visalakshi, Assistant Professor, Department of Business Administration, contributed a scholarly book chapter titled “**Data Analytics for Business Decision-Making**” in the edited volume *Next Gen Business Strategies: Trends, Technologies and Transformation*, published by **Jai Shivaasni Publications, Virudhunagar**. The chapter (pp. 141–144, ISBN 978-81-989640-3-8, November 2025) highlights the strategic importance of data analytics in enhancing managerial decision-making in modern business environments.https://ngmclibrary.in/repository-collections/?gv_search=Data+Analytics+for+Business+Decision-Making&filter_7=&mode=all#gv-view-28275-1
- International Edited Book Chapter
Mrs. R. Visalakshi, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi, co-authored a scholarly book chapter titled “Marketing 5.0: AI-Enabled Consumer Engagement and Brand Management” in the edited volume *The Future of Global Business: AI-Driven Sustainability and Multidisciplinary Innovations in Commerce, Finance, and Trade*, published by Stanzaleaf

Publication. The chapter (pp. 101–107, ISBN 978-81-996229-3-7, published on 17-02-2026) .

<https://ngmclibrary.in/repository-collections/entry/2325/>

VII.AWARDS RECEIVED

- Honour of excellence as TIP Peace Ambassadors of 2022 for success in spreading peace.
- Got **Inspir ED Excellence Awards 2023** for outstanding dedication, commitment, and exceptional contributions in the field of education. Through your unwavering passion and innovative work, and positively impacted the lives of man. Awarded by INDIAN ACHIEVERS FORUM OF EXCELLENCE RECORDS, Issued On: July 25, 2023 CUID:IAFER/IEA2023/079.
- Received the Educators Empowering India Excellence Award 2024! □ Your dedication and commitment to the field of education have not only set you apart but have also made a lasting impact on the lives of those you've touched.
- Received the Women's Transforming National Award: Women Lead 2030-4.3.2024- Certificate ID:WTNA/2024/7523.In recognition of her invaluable contributions to initiating and leading impactful campaigns and projects that have positively influenced society. She has demonstrated remarkable courage and dedication in her participation, serving as a true inspiration to others. We commend her extraordinary ideas, passion, creativity, and unwavering commitment. Wishing great success in all her future endeavors.
- Received Inspire and Educate Awards 2024 for my dedication and contributions to the field of education. Through tireless commitment ,innovative teaching and a passion for inspiring students, I have made a profound impact on countless lives.Issued on :September 11,2014-Contest 360 observing the national teachers day 2024.

VIII.RESOURCE PERSON

- Recognized and Invited as a *Judge* for “**POWER POINT PRESENTATION**” **ADUKALAM**program conducted by ROTARACT Team of NGM College, Pollachi, on 3rdJanuary 2019.

RESOURCE PERSON

- Acted as a resource person to Karpagam Academy Of Higher Education ,Department of Management on the topic “Enhancing Competencies is the Way for a Successful Career”as on 02.03.2022.

IX.ORGANIZING SECRETARY

- Acted as Organizing Secretary for one day international workshop on “**Current trends in Business Sector**” Organised by the Department of Business Administration held on 3rd January 2020.
- Acted as Organizing Secretary for Seven days FDP on “**Teaching In Globally Connected World**”Organized by the Department of Business Administration held from 18.05.2020 to 24.05.2020
- Organized Webinar on “**Being Industry Ready professional**” during covid-19 (Exclusively for students) from 26.05.2020 to 28.05.2020(3Days), Department of Business Administration.
- Acted as an Organizing Committee Member for One Day International Virtual Workshop on “**Backpack for an Entrepreneurial Journey**” –Exclusively for BBA Students, Organised by Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi on 20.08.2020
- Acted as coordinator for National Level quiz on “Environmental Day” in the Department of Business Administration, NGMCollege,Pollachi on 05.06.2021.
- Acted as coordinator for Seven Day Short Term Course on “**Basics of Effective Business Administration**” in Department of Business Administration, NGM College, Pollachi From 07.06.2021 to 13.06.2021.
- Participated Academic Forum and presented the topic “**Ethics In Business management**” on 5.08.2021 Organised by IQAC, Nallamuthu Gounder Mahalingam College, Pollachi-1
- As an organising Secretary for EXTENSION PROGRAM On “Contribution of Books and Knowledge Sharing to Secondary school student” – 2022, Government Higher Secondary School, Maakkinampatti on 01.11.2022.
- As an organising Secretary for Skill Development Programme–2022, 19.11.2022.
- As an organising Secretary for Skill Development Programme On “Career Opportunities in Banking Sector” 15.11.2022.
- As an organising Secretary for International Level Online E quiz competition on “Intellectual Property Rights on 28.11.2022

As an organizing secretary for the celebration of World Entrepreneur Day, the Department of Business Administration and Entrepreneurship Development Cell, in association with the Institution Innovation Council at NGM College of Arts and Science, Pollachi, **organized a workshop titled "Lean Startup and Minimum Viable**

Product/Business" on Monday, August 21, 2023, at Vivekanandar Arangam. The aim was to help students choose a career path as entrepreneurs.

CO-ORGANISING SECRETARY:

- Acted as an Co-organizing Secretary for Online Seven Day Faculty Development Programme for Commerce and Management Faculties, Titled : "**Next Generation Teachers**" from 24th September – 4th October 2021 through Microsoft Teams.
- As an Coorganising Secretary for Skill Development Programme On" Nijam Thedum Nilalzhal" **NGM** College, 19.11.2022
- As an Co-organising secretary for PAN Card Camp extension Programme at NGM College, Pollachi on 29.11.2022

X.ORIENTATION PROGRAMME ATTENDED:

- Participated in the UGC Sponsored National Education Policy: Orientation and Sensitization Programme (MMC-085-2024-APR-B-01435), conducted BHARATHIDASAN UNIVERSITY (UGC Sponsored) Online (<https://meet.google.com/odf-wwkk-pcs>), under the Malaviya Mission Teacher Training Programme (MMTTP) from 20.04.2024 to 29.04.2024
- Completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC), organized by UGC-Malaviya Mission Teacher Training Centre (UGC-MMTTC), Bharathidasan University, Tiruchirappalli, Tamil Nadu from 01.07.2024 to 10.07.2024 and obtained the Grade 'A'.

XI.NPTEL CERTIFICATION:

- Completed the NPTEL certification course on "**Principles of Human Resource Management**" with 54%..

XII.SPORTS ACHIEVMENTS

- Participated in NGM college Annual sports meet held on March 22 and won the second place in carrom Competition.
- Participated in "FIT INDIA MOVEMENT-MARATHON" was organized by physical department at NGM College on 18.02.2020 and won II Place.
- Participated in "FIT INDIA MOVEMENT-MARATHON" was organized by physical department at NGM College on 20.04.2022 and won I Place.
- Participated in "BALL catch" was organized by physical department at NGM College on 20.04.2022 and won III Place.
- Participated carom competition was organized by physical department at NGM College on 18.05.2022 and won I Place.

- Participated in “INTRAMURAL SPORTS 2024” was organized by physical department at NGM College on 25.03.2024 -3 Km Run / Walk won III Place.
- Participated in “Lucky corner” & “Tug of War” was organized by physical department at NGM College on 26.03.2024 and won I Place.
- Participated carom competition was organized by physical department at NGM College on 27.03.2024 and won II Place.
- Participated “Throw ball” competition was organized by physical department at NGM College on 1.04.2024 and won III Place.

XIII. NUMBER OF PROGRAMMES PARTICIPATED

Name of the Programme	No.Of Programmes Participated/Presented
Faculty Development Programmes	35
Workshop	20
Paper Presentations	20
Symposium Participation	12
Webinar Participation	36
International/ National conference	8
Online Certificate Course/social Responsibility	8
Skill Development Programme	7
Online Quiz	6
Book Chapter	6

XIV.Additional Responsibilities & Achievements:

- Played a key role in the preparation and presentation of NAAC documents at RCAS in 2005.
- Actively contributed as a member of the Grievance Redressal Cell and Placement Cell at RCAS.
- Anti-Drug Awareness Committee member at NGM College.
- Served as the BBA Department Placement Coordinator at NGM College.
- Coordinated the BBA Department's IQAC activities.
- Managed the Department's VAC (Value Added Course) programs
- Department Students Coordinator
- Department function Coordinator
- Department NAAC file In-charge
- Class In –charge
- Member of Examination Committee
- Member of MOOC Courses.
- IIT Spoke Tutorial In charge
- Recognized as a Research Guide for M.phil as per UGC norms by Bharathiar University.
- NSS programme officer

XV .PERSONAL INFORMATION:

Name : Visalakshi.R
Age & Date of Birth : 10.06.1979
Gender : Female
Marital Status : Married
Husband Name : P.Pechimuthu
Address of Communication : 2/98 Middle street
Makkinampatti
Pollachi TK 642 003
▪ Cell: 9976107958
Mail Id: visamuthu2015@gmail.com

DECLARATION

I hereby declare that the above information furnished is true to the best of my knowledge and belief.

Place : POLLACHI
Date : 16/07/2026

(R.VISALAKSHI)



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(AUTONOMOUS AND AFFILIATED TO BHARATHIAR UNIVERSITY)

Re-Accredited with 'A' Grade by NAAC

An ISO 9001 : 2008 Certified Institution

Aided by the Government of Tamilnadu

POLLACHI - 642 001.

Estd : 1957

Phone : 04259 - 234868, 234870

Fax : 04259 - 234869

E-Mail : ngm@ngmc.org

M. Balasubramaniam, M.Com., M.B.A.,
Secretary

17 JUL 2016
DATE :

PROCEEDINGS

Sub: College - N.G.M. College, Pollachi - Temporary appointment -

Ms.R.Visalakshi, Assistant Professor in the Department of BBA

(SF) - Orders issued.

Ms.R.Visalakshi is appointed temporarily as Assistant Professor, in the Department of BBA (SF), Nallamuthu Gounder Mahalingam College, Pollachi on a consolidated salary of Rs.9,000/- per mensum with effect from 25.7.2016.

She should produce the original certificates at the time of joining duty.

To

Ms.R.Visalakshi
2/98, Nadu Street
Makkinampatti Post
Pollachi - 642 003

Spare copy - 4

SECRETARY

1/6



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Website : www.bharathiaruni.org
www.b-u.ac.in
E-mail : regr@bharathiaruni.org



பாரதியார் பல்கலைக் கழகம், கோயம்புத்தூர்.
BHARATHIAR UNIVERSITY
COIMBATORE - 641 046

Phone : 2422222, 2422321, 2422334, 2422223, 2422372, 2422534, 2422272, 2422335, 2422435.

No: 4063/A3/2007

Dt: 19.04.2007.

Dated :

From
The Registrar

To
The Principal,
Rathinam College of Arts & Science,
KPM Nagar, Pollachi Road,
Coimbatore - 641 021.

Sir,

Sub : Rathinam College of Arts and Science - Coimbatore - Qualification approval for the
post of Lecturers - informing of - Reg.

Ref : Your letter No. 0541/UR/QAP/07, dated 04.04.2007.

With reference to your letter cited above, I am, by direction, to inform you that Ms. R. Visalakshi
is eligible for the post of Lecturer in Management for UG level teaching only, with effect from the
date on which she has qualified M.Phil Degree i.e. Feb 2007.

Yours faithfully,

REGISTRAR

Copy to:

1. The Joint Director of Collegiate Education, Coimbatore-18.
2. The Individuals concerned.



Grams : 'UNIBHARATHIAR'
Fax : 091-422-2422387
091-422-2425706

Website : www.bharathiaruni.org
www.b-u.ac.in
E-mail : regr@bharathiaruni.org



பாரதியார் பல்கலைக் கழகம், கோயம்புத்தூர்.
BHARATHIAR UNIVERSITY
COIMBATORE - 641 046

Phone : 2422222, 2422321, 2422234, 2422223, 2422372, 2422534, 2422272, 2422335, 2422435.

No. 5256/A2/2007

Dated : 22.05.2007

From

THE REGISTRAR

To

The Principal
Rathinam College of Arts &
Science
Pollachi Main Road, Eachanari
Coimbatore - 64 021.

Sir,

Sub: Bharathiar University - Guide Recognition to Ms.R.Visalakshi -
Reg.

Ref : 1.Your letter dated 27.04.2007
2.Vice-Chancellor's Note Order dated 21.05.2007

With reference to the above, I am, by direction, to inform you that
Ms.R.Visalakshi, Lecturer in Management of your college is recognized as a
guide for M.Phil. programme in Management with effect from 21.05.2007.

Yours faithfully,

K. Senthil
25.5.07
REGISTRAR

Copy to

- ✓ 1.The individual concerned.
- 2.B2 Section, Registrar's Office.
- 3.File.



Folio :E 4474

BHARATHIAR UNIVERSITY

COIMBATORE - 641 046

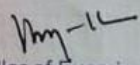
Ph.D. PROVISIONAL CERTIFICATE

This is to certify that **VISALAKSHI R** has qualified for
the award of the Degree of **DOCTOR OF PHILOSOPHY** of this University in
MANAGEMENT on **08/04/2026** after having
completed the requirements prescribed for the award of the Degree.

Coimbatore 641 046

Date : **19 MAY 2026**




Controller of Examinations