

CURRICULUMVITAE

Name : M. RAGAPRABHA

Address For Communication :3 /1, Mettubavi (po),
Kinathukadavu (T.k) Coimbatore,TamilNadu

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Teaching Experience : Assistant Professor in Department of Commerce
(E-Commerce), NGM College from 25.07.2016to13.6.2023
Assistant Professor in Department of M.com IB, NGM
College from 14.06.2023 to till date

Area of Specialization : Marketing

Academic Qualification : Doctor of Philosophy (Perusing)
Master of Philosophy (2014)-NGM College
Post Graduation in Commerce (2013)-NGM College

Academic Activities : Research and Development Cell Coordinator
Department –NAAC Criteria 2,4,7 Incharge
Department MOOC Coordinator
Department ISO Coordinator
Department Scholarship Coordinator
Department NGM Times Coordinator
Class advisor

Reference : Dr. S. Shanmuga Priya, M.Com., M.Phil., Ph.D.,
Associate Professor in Commerce,
NGM College, Pollachi.

Details of Publications

Journals

- ✓ “Awareness And Usage of AI Tools For Academic Purposes Among Students In Pollachi Taluk”, International Journal of Marketing and Technology, Vol-16 Issue 05, May 2026 Pages 48-53.
- ✓ “Consumer Perception and Preference Towards Fuel and Electric Vehicles In Coimbatore District”, Academic Research Journal of Science and Technology, Vol-3 Issue 05, March 2026 Pages 68-76.
- ✓ “A Study on Student’s Perception of Using AI tools for Academic purpose with Special reference to Pollachi Taluk”, UGC Care Group 1, Madhya Bharti -Humanities And Social Sciences, Vol-86, 2025 Pages 85-91.
- ✓ “A Study on Impact of Social Media Marketing among the College Students with special reference to Pollachi taluk”, UGC Care Group 1, Madhya Bharti -Humanities And Social Sciences, Vol-86, 2025 Pages 79-84.
- ✓ “Perception Of Start-Up Among Members Of Self-Help Group(A Study With Pollachi Region)”, UGC Care Group 1, Madhya Bharti-Humanities and social Science, Vol-85 No.8, January-June:2024 Pages 20-27.
- ✓ “Insight on Indian Council of Social Science research among teaching fraternities (with special reference to Coimbatore region)”, UGC Care Group 1, Madhya Bharti-Humanities and social Science, Vol-85 No.8, January-June:2024 Pages 37-42.
- ✓ “Women Investor Satisfaction On Post Office Saving Schemes”, Journal Of The Asiatic Society Of Mumbai, ISSN: 0972-0766, Vol. XCVI, No.24, 2023
- ✓ “Women Investors Level of Awareness on PostOffice Saving Schemes”, ANVESAK vol 51, issue1(I), June2021 pp 125-128
- ✓ “Students Perception on Facebook Information”, European Journal of Business and Social Sciences, Vol 7(4), 71-82, April 2019, ISSN 2235-767X.
- ✓ “Impact of Airtel Advertisement-A Study With Special Reference to Pollachi Taluk”, Journal of Commerce & Management Thought, Vol 9-1, 2018, pp 5-14
- ✓ “A Study with special references towards Satisfaction on Online Shopping – with special references to Pollachi Taluk”, International journal of Multidisciplinary Research and Modern Education Journal, Vol II, Issue–I, 2016

Presentations

- ❖ Presented a paper on Social Media and Marketing in national level conference organized by SNMV CAS on 9th January 2015.

- ❖ Presented a paper on Designing Tourism to Promote Arts organized by Sree Saraswathi Thyagaraja College, Pollachi on 25th and 26th March 2015.
- ❖ Presented a paper on Government Policies Towards FDI to attract Foreign Trade organized by Department of Commerce and administration, Vidyasagar College of Arts and Science, Udumalpet on 23rd February 2015.
- ❖ Published a research paper title E-Shopping & Issues at the international conference on innovative marketing strategies for sustainable growth organized Sankara college of science and commerce on 16th September 2015.
- ❖ Presented a paper on Modern Management Technique in Agri Business in national level conference organized by SNMV CAS on 6th January 2017.
- ❖ Presented a paper on Internet Marketing -Pros and Cons National level seminar organized by Kongu Arts and Science College, Erode on 16th December 2017.
- ❖ Presented a paper on “State Level Symposium 2k17 on Overseas Trade” N.G.M College, on 3rd January 2016.
- ❖ Presented a paper on Modern Management Techniques in Agri Business in the National level Conference organized by SNMV Institute of Management and SNMV College of Arts and Science, Coimbatore on 6th January 2017.
- ❖ Presented a paper titled Demonetisation in India in the one day national conference organized by the department of Economics, NGM College on 28.07.2017
- ❖ Presented a paper on Impact of Digital Marketing on Referral Marketing in the National Conference on “Impacts of Digital Marketing on Traditional Marketing” Maharani Arts and Science College, Dharapuram on 15th February 2018.
- ❖ Presented a paper on International Conference on “Impact of International Business in Enabling Indian Economic Growth”, SNMV College of Arts and Science Institute of Management, Coimbatore on 08th January, 2019.
- ❖ Presented a paper on “Role of E-Commerce in Health Care Sector” in the 7th International Conference on “Health Care Technology and Management” held on 4th & 5th February, 2019. Vivekananda College of Arts and Science for Women.
- ❖ Presented a paper on “Disaster Vulnerability and Preparedness with Special Reference to Women, Children and Elders” two day workshop, Vivekananda College of arts and science for Women, Namakkal on 11th and 12th march 2019.
- ❖ Presented a paper entitled on “Factors Influencing Online Buying Behaviour” in the one day International Conference on “Emerging Trends in Science and Technology (ETIST-2021) jointly organized by Department of Biological Science, Physical science and Computer science on 27th

October 2021.

- ❖ Presented a paper on “G20-Moving Towards Sustainable and Inclusion Growth” in the 11th international conference in Vivekananda College of arts and science for Women, Namakkal on 5th and 6th April 2023.
- ❖ Presented a paper on “New Education Policy Challenges And Opportunities In Higher Education In India” in the (ICSSR),New Delhi Sponsored One Day National Seminar on “Impact Of New Education Policy Among Future Generation” in NGM College on 10th August 2023.
- ❖ Presented a paper on “ The impact of G20 on international Marketing strategies: A global Perspective” in the Two Day International Conference on “G20 and Indian Management practices” on 7th and 8th dec 2023 organised by SIIMS.
- ❖ Presented a paper on “Impact of Digital Transformation Agriculture sector in India” in the (ICSSR),Southern Regional Center, Hyderabad Sponsored One Day National Seminar on “Empowering India Through Digital Transformation: A Sustainable Approach Impact Of New Education Policy Among Future Generation” in NGM College on 19th july 2024.
- ❖ Presented a paper on “Impact of Digital Transformation on various sector” in the ICSSR One Day National Seminar on “Empowering India Through Digital Transformation : A Sustainable Approach” in NGM College on 19th july 2024.
- ❖ Presented a paper on “Effectiveness of using AI Tools in Research” in the “International Conference SPARK 2024 on Journey of AI in Business” on 20.09.2024 at School of Commerce & Management Kovai Kalaimagal college of arts and science, CBE.
- ❖ Presented a paper on “Impact of Integrating Programming into Primary Education”in the ICSSR - One day National seminar on “Vision Viksit Bharat 2047 : Education 4.0 – Enhancing India’s Workforce for the AI Powered Future” in NGM College on 24th jan 2025.
- ❖ Presented a paper on “Empowering Rural Women through Digital Literacy” in the ICSSR – One Day National Seminar on “Vision Viksit Bharat 2047 : Contribution and Initiatives of Digital India for Empowering rural women” in NGM College on 31st jan 2025.
- ❖ Presented a paper on “Empowering Rural Women:A Comparative Study” in the ICSSR – One Day National Seminar on Vision Viksit Bharat 2047 : Contribution and Initiatives of Digital India for Empowering rural women” in NGM College on 31st jan 2025.
- ❖ Presented a paper on “IMPACT OF TRADE BARRIERS IN SUPPLY CHAIN DISRUPTIONS” in the ICSSR – One Day National Seminar on “Global trade wars and their impact on India’s roadmap to Viksit Bharat 2047” in NGM College on March 2026.
- ❖ Presented a paper on “DIGITAL SHIELD: TECHNOLOGY FOR TRANSPARENCY AND ANTI-EVASION” in the ICSSR – One Day National Seminar on “Leveraging digital governance for inclusive

economic growth: GST reforms and fiscal federalism in Tamil Nadu” in NGM College on March 2026.

- ❖ Presented a paper on “ROLE OF SUSTAINABLE AND GREEN FINANCE THROUGH .DIGITALIZATION” in the ICSSR – One Day National Seminar on “Fintech for the Last Mile : Financial Inclusion in the Era of Amrit Kaal” in NGM College on Jan 2026.
- ❖ Presented a paper on “THE ROLE OF DIGITAL LITERACY IN BRIDGING THE EDUCATION GAP ” in the ICSSR – One Day National Seminar on “India@2047: Innovation Pathways, Digital Financial Inclusion and Future-Readiness” in NGM College on Jan 2026.
- ❖ Presented a paper on “ROLE OF DIGITAL MICRO-LENDING AND SOCIAL SECURITY FOR THE POOR” in the ICSSR – One Day National Seminar on “India@2047: Innovation Pathways, Digital Financial Inclusion and Future-Readiness” in NGM College on Jan 2026.
- ❖ Presented a paper on “CHALLENGES IN DATA PRIVACY, SECURITY AND KYC FOR THE MARGINALIZED” in the ICSSR – One Day National Seminar on “Empowering the Marginalized : Digital Finance as a Tool for Social Inclusion” in NGM College on Jan 2026.
- ❖ Presented a paper on “ROLE OF ADDRESSING THE GENDER GAP IN DIGITAL FINANCE” in the ICSSR – One Day National Seminar on “Empowering the Marginalized : Digital Finance as a Tool for Social Inclusion” in NGM College on Jan 2026.
- ❖ Presented a paper on “CHALLENGE IN LAST-MILE : CONNECTIVITY AND HARDWARE” in the ICSSR – One Day National Seminar on “Empowering the Marginalized : Digital Finance as a Tool for Social Inclusion” in NGM College on Jan 2026.
- ❖ Presented a paper on “THE IMPACT OF BUILDING TEACHER AI LITERACY AS EMPHASIZED BY NEP 2020” in the ICSSR – One Day National Seminar on “Prospects Of Artificial Intelligence (Ai) And Personalized Learning In Inclusive Education Integrated To The National Education Policy (NEP) – 2020” in NGM College on Jan 2026
- ❖ Presented a paper on “THE IMPACT OF BUILDING TEACHER AI LITERACY AS EMPHASIZED BY NEP 2020” in the ICSSR – One Day National Seminar on “Prospects Of Artificial Intelligence (Ai) And Personalized Learning In Inclusive Education Integrated To The National Education Policy (NEP) – 2020” in NGM College on Feb 2026
- ❖ Presented a paper on “THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON BUSINESS INNOVATION” in the ICSSR – One Day National Seminar on “Harnessing artificial intelligence Innovation and technology: A pathway to economic transformation And sustainable development in India” in NGM College on July 2025
- ❖ Presented a paper on “IMPACT OF INTEGRATING PROGRAMMING INTO PRIMARY EDUCATION ” in the ICSSR – One Day National Seminar on “Vision Viksit Bharat 2047 : Education 4.0 – Enhancing India’s Workforce for the AI Powered Future” in NGM College on Jan 2025

- ❖ Presented a paper on “EMPOWERING RURAL WOMEN THROUGH DIGITAL LITERACY” in the ICSSR – One Day National Seminar on “Vision Viksit Bharat 2047 : Education 4.0 – Enhancing India’s Workforce for the AI Powered Future” in NGM College on Jan 2025
- ❖ Presented a paper on “EMPOWERING RURAL WOMEN:A COMPARATIVE STUDY” in the ICSSR – One Day National Seminar on “Vision Viksit Bharat 2047 : Education 4.0 – Enhancing India’s Workforce for the AI Powered Future” in NGM College on Jan 2025
- ❖ Presented a paper on “A ROLE OF E-COMMERCE IN RURAL WOMEN EMPOWERMENT” in the ICSSR – One Day National Seminar on “Vision Viksit Bharat 2047 : Education 4.0 – Enhancing India’s Workforce for the AI Powered Future” in NGM College on Jan 2025

Workshop/FDP/Symposium Attended

- Participated in One day Faculty Development Programme on Man Making Education organized by swami Vivekananda Study Circle, Kongunadu Arts and Sciences College, Coimbatore.
- Participated in One day Faculty Development Programme on Advanced Research Tools through SPSS organized by the SNMV Institute of Management on 20.11.2015
- Attended State Level Symposium on Overseas Trade on 3.01.2017 organized by the PG Department of Commerce with International Business, NGM College, Pollachi
- Attended one day national level faculty development programme on Goods and Service Tax organized by the Department of Commerce(CA), NGM College on 5th August 2017
- Attended Two day Workshop on Research Methods and Data Analysis using SPSS, in NGM College, Coimbatore on 24th and 25th July 2018.
- Participated in One day International Level Workshop on Leadership and Management Skills Organised by the Department of Business Administration held on 11th December 2018.
- Participated in One day Workshop on “E-Banking The Digital Ways” NGM College, Pollachi on 29th January 2019.
- Attended three faculty development programme on Recent trends in higher education in science and humanities to rural students organized by the NGM College from 12th June 2019 to 14th June 2019.
- Participated in One day National level Faculty Development Programme on Women leadership in present economic and political scenario organized by S.B.S. Govt. P.G College Pipariya on 11th October 2021.
- Participated in One day Faculty development webinar under UGC PARAMARSH Scheme on “Enhancing Quality in Higher Education & Institutional Excellence” on 23.09.2021 jointly

organized by IQAC and Department of Commerce in The Standard Fireworks Rajaratnam College for Women, Sivakasi.

- Participated in Six day Virtual Faculty development programme on Developing Resilience through Innovations in Management Teaching and Research, organized by the college of Management, SRM Institute of Science and Technology, Kattankulathur from 21.01.2022 to 26.01.2023.

Book Chapter

- ❖ Published a Book Chapter in the title of “Navigating The Global Marketplace: The G20’s Impact On International Marketing Strategies” in Multi spectrum publication at September, 2025

Declaration:

I hereby declare that all the details furnished above are true to the best of my belief and knowledge.

Date:

Place:

(M. Ragaprabha)

