



sornakumari@mcc.edu.in

ORCID ID

Name : Dr.N.Sornakumari

Designation : Assistant Professor

Education

- UG – (B.Com, Madurai Kamaraj University, 2001)
- PG - (M.Com, Madurai Kamaraj University, 2003)
- M.Phil – (Madurai Kamaraj University, 2004)
 - Ph.D – (Manonmaniam Sundaranar University, 2018)

Highlights

Featured
Publication
Positions
International
Visits
Visiting Fellow
Prominent
Recognitions

Brief Bio of 200 words containing the following items

- a. Income Tax, Corporate and other law, Advanced Statistics
- b. A Study on Influence of service quality dimensions on customer Loyalty with Special Reference to Retail Banks in Chennai. DOI:18.0002.IJAEMA.2019.V11I11.200001.01225
<http://www.ijaema.com/VOLUME-11-ISSUE-11-NOVEMBER-2019-1/>
- c. Ph.D / M.Phil Guideship

C V Link

Internal Page with complete CV with following items

1. Name : Dr.N.Sornakumari
2. Education :
 - S.S.L.C : Coronation Girls Higher Secondary School, Sivakasi, VNR district (1995-1996), **80 % of Marks.**
 - H.Sec : Coronation Girls Higher Secondary School, Sivakasi, VNR district (1996-1998), **87 % of Marks**
 - B.Com : S.F.R. College for Women, Sivakasi. (1998-2001), **81% of Marks**
 - M.Com : Ayya Nadar Janaki Ammal College, Sivakasi. (2001-2003), **80.31% of Marks, III Rank**
 - M.Phil : Ayya Nadar Janaki Ammal College, Sivakasi. (2003-2004), **85.4% of Marks, III Rank.**
 - P.G.D.F.M : Ayya Nadar Janaki Ammal College, Sivakasi (2003-2004), **71.1% of Marks,**
 - B.Ed : Annai velankanni College of Education, Chennai (2011-2012), **72.2 % of Marks,**
 - Ph.D : Manonmaniam sundaranar University, Tirunelveli,

(2011-2017)

UGC – NET Examination:

Have passed UGC NET Examination conducted on November 2012.

3. Publications :

Research Papers in Peer-Reviewed or UGC listed Journals:

S.No	Title	Main Author / Co-Author	Name of the Journal	Year of Publications & Page Numbers	ISSN	Impact Factor
1	Consumer preference on Internet Marketing – A Study	N. Sornakumari	International Journal of Applied Research	Vol-2(12) 2016 :Page-192-194 December 2016	ISSN Print: 2394-7500 ISSN Online: 2394-5869	5.2
2	Impact of employer brand on employee satisfaction, with special reference to retail banks	N. Sornakumari	International Journal of Applied Research	Vol-2(11):Page-123-126 November 2016	ISSN Print: 2394-7500 ISSN Online: 2394-5869	5.2
3.	A study on customer service quality of retail banking sector in Chennai	Dr.N. Kalyanaraman N. Sornakumari	International journal of research in computer application & Management	Vol-no. 7 (2017), issue no. 04 (April) Page-22-25	ISSN 2231-1009	
4.	Adoption Of Digital Wallet By Youngsters – A Study Based In Urban Area	N. Sornakumari	Journal of Advance Management Research	Vol.06 Issue-03, March 2018 Page-85-89	ISSN: 2393-9664,	4.73
5.	A study on Employee Satisfaction in Retail Banks	N. Sornakumari	International Journal of Business Intelligence & Innovations	Issue, Volume: 4, August 2017 Page-207-211	ISSN – 2348 4705	
6.	A Study on Influence of service quality dimensions on customer Loyalty with Special Reference to Retail Banks in Chennai	Dr.N. Sornakumari	The International journal of analytical and experimental modal analysis	Volume XI, Issue XI, November/ 2019	ISSN – 0886-9367	6.3

				Page-2180-2194		
7.	A Study on Influence of service quality dimensions on customer satisfaction with Special Reference to Retail Banks in Chennai	Dr.N. Sornakumari	The International journal of analytical and experimental modal analysis	Volume XI, Issue XI, November/2019 Page-2195-2209	ISSN – 0886-9367	6.3
8.	A Study On Working Conditions Of Employees In Public Sector Banks	N. Sornakumari	Star Research - An International Journal	Vol. 5 Issue 7(14), July (2017)page -52-56	ISSN: 2321-676X	5.77
9.	A Study On Employee's Perception On Service Quality And Satisfaction On Retail Banks In Chennai	N. Sornakumari	Star Research - An International Journal	Volume 5, Issue 8(15), August (2017) page-57-64	ISSN: 2321-676X	5.77
10.	A Study On Influence Of Demographic Profile Of Employees On The Perception Towards Employee Satisfaction Level	N. Sornakumari	Star Research - An International Journal	Volume 5, Issue 9(15), September (2017) page-62-72	ISSN: 2321-676X	5.77
11.	A Study On Demographic Profile Of Retail Bank Employees In Chennai	N. Sornakumari	Star Research - An International Journal	Volume 5, Issue 10(15), October (2017) page-61-68	ISSN: 2321-676X	5.77
12.	A Study On Customer's Perception On Service Quality And Satisfaction On Retail Banking Sector	N. Sornakumari	Star Research - An International Journal	Volume 5, Issue 11(17), November(2017) page-91-96	ISSN: 2321-676X	5.77
13.	A Study On Influence Of Demographic And Banking Profile Of Customers On The Perception Towards Service Quality, Customer Satisfaction And Loyalty On Retail Banks In Chennai	N. Sornakumari	Star Research - An International Journal	Volume 5, Issue 12(16), December (2017) page-75-81	ISSN: 2321-676X	5.77
14.	A Study On Demographic Profile Of Retail Bank Customers In Chennai	N. Sornakumari	Star Research - An International Journal	Volume 6, Issue 1(32), January (2018) page-129-	ISSN: 2321-676X	5.77

				134		
15.	A Study On Core And Addon Services Provided By The Retail Bank Organisation In Chennai	N. Sornakumari	Star Research - An International Journal	Volume 6, Issue 2(30), February (2018) page-121-123	ISSN: 2321-676X	5.77
16.	A Conceptual Framework Of Service Quality, Customer Satisfaction And Profile Of Banking Industry	N. Sornakumari	Star Research - An International Journal	Volume 6, Issue 3(33), March (2018) page-133-137	ISSN: 2321-676X	5.77
17.	Block Chain Technology – An Overview	N. Sornakumari	Star Research - An International Journal	Volume 6, Issue 4(35), April (2018) page-146-149	ISSN: 2321-676X	5.77

4. Research Interests (Specialisations) :
- a. Financial Services, Marketing and Banking
5. Courses taught (UG & PG for the past 5 years) :
- a. Income Tax, Advanced Statistics, Financial Management, Corporate Law, Tally, Business Management, Marketing & Project Guidance.
6. Awards :
7. Presentations :
1. Presented a paper entitled “Emerging trends in Consumer Behaviour” at the National Seminar on Emerging trends in Management Practices organized by Dept of Business administration, N.M.S.S.Vellaichamy Nadar College, Madurai, Tamilnadu on 17th March 2011.
 2. Presented a paper entitled “Money Market instruments” at the International Conference on Competitive business strategies for sustainable development organized by Dept of Business studies, Hindustan college of Arts and Science, Chennai, Tamilnadu on 13th 14th September 2012.
 3. Presented a paper entitled “A Study on Customer Satisfaction on Private Banking Sector in Chennai” at the International Conference on Trends in Retailing and Branding organized by Dept of Commerce University of Madras, Chennai, Tamilnadu on 19th & 20th February 2015.

4. Presented a paper entitled "A study on employee satisfaction on retail banking sector" at the International Conference on Interdisciplinary innovation in Business Management & Technology organized by Dept of Commerce & Management studies, Annai Veilankanni's College for Women, Chennai, Tamilnadu on 10th August 2017.
5. Presented a paper entitled "Digital wallet" at the National conference on Digitalization in Banking sector and its impact in Indian economy organized by Dept of Commerce, Vels University held on 15th March 2018.

8. Resource Persons :

Invited as a resource person for Career Guidance Program conducted by Sri kaliswari College, Sivakasi on 22nd sep 2021

9. Administrative Positions : Placement Cell Coordinator. (2014 to 2018, 2020 to till date)
Co convenor for International Conference Conducted by Dept (since 2018)