

DR. TAMILARASI MAILACHALAM



tami_mcc@rediffmail.com

Contact No: 9444704612

EDUCATION

- **Ph.D. (2013) in Commerce**
Madurai Kamaraj University, Madurai
Dissertation Title: “Perception of NRI’s(USA) of E-Banking Services in India”
- **Masters of Philosophy (1991–1993) in Commerce, Loyola College, Chennai**
Dissertation title: “Performance appraisal of NIDHIS in Madras city”
- **Masters in Commerce (1985-1987), Madras Christian College, Chennai**
- **Bachelors in Commerce (1982-1985), Madras Christian College, Chennai**

KEY SKILLS

- Good communication Skills
- Excellent explanation Skills
- Confident
- Patience
- Critical Thinking
- Passion
- Classroom Management
- Creating comfortable learning environment
- Flexibility
- Manage student behaviour

COURSES THOUGHT AT MCC

For B.Com, M.Com and M.Phil. in the following areas

- Income Tax
- Economics

- Law
- Business Maths & Statistics
- Training & Development
- Business Communication.
- Research Methodology
- Project Work
- Business Policies and Strategies

RESEARCH EXPERIENCE

PAPER PRESENTED IN NATIONAL CONFERENCE/NATIONAL SEMINAR

1. Common Syllabus for B.Com Vocationalisation Bharathidasan University, Trichy , Jan 29-30 2004`
2. Career Women of today, 20th Feb 2004 , MOP Vaishnav College, Chennai
3. Problems & prospects of Services Marketing with special reference to INDIAN TOURISM INDUSTRY March 6th2004 , St Stephens College ,Ernakulum , Kerala
4. Stress Management – Sept 7 , 8 2005 at ERODE Arts College
5. Marketing of Festival Tourism – Role of TTDC Sept 10 , 11 2005 , St Joseph College, Cuddalore
6. Workshops on Leadership skills at MCC , TAMBARAM Feb 2012
7. Perception of NRI (USA) towards E-Banking services in India , Feb 2013 , Loyola College Chennai-Journal of Management and Science (ISSN- 2249 1260 (PRINTED))
8. Role of Lean management in improving efficiency in Banking sector – A study, presented paper in national conference on Lean management and Organisation Effectiveness organised by Post graduate department of human resource management of SDNB Vaishnav College for women Chrompet. November 29, 2016. Published in International journal of Business intelligence and Innovations, Special volume Issue-4 ISSN No: 23484705 Glow plus publisher.
9. Pricing strategies of retailers in Chennai city published in southern economist ISBN 0038-4046 November 2016.
10. Role of Self-service technology in banking sector – A study, presented paper in national seminar on innovative seminar on Innovative Banking Services – A Transformation tool for Business, Finance and customer service organised by department of business administration at St. Xavier college, Palayamkootai December 6,2016 published by B-Digest publication ISBN No: 978-93-84734-39-8

11. Human resource information system using cloud technology – A case study of Tata AIG General Insurance limited, presented paper in national conference on Strategic Human Resource Practices organised by department of commerce(Shift 11) of Loyola college, Chennai published in International Journal of Management and Social Science research Review, Issue No.3 Volume – I Impact factor:3.996 ISSN No: 2349-6738
12. Problems and prospects of E-banking – A study, presented paper in national paper in national conference on a New beginning of Indian Financial System organised by department of commerce of Sridevi college of arts and science February 1 2017 published in e-publication ISBN No:978 - 81-907879-8-4
13. Impact of Competency based pay on skill development of employees in Information Technology Sector, paper presented in a national conference on Skills Convergence – A Management Path for Sustainable Development, at AIMS Baramati, Pune October 6th and 7th 2017, ISBN 978-81-925257-4-7
14. Chennai Retailers European Pricing Strategies presented paper in a national conference on contemporary issues in commerce and management sciences and published in Shanlax International Journal of Commerce, UGC Approved Journal, Peer reviewed quarterly Journal with impact factor, Department of Commerce, Sriram College of Arts and Sciences, Tiruvallur District – ISSN 2320-4168
15. Social Channel – Future of CRM Audits Benefits in Companies paper presented in National Conference on Emerging Trends and Innovations in Digital Marketing at St.Alphonsa College of Arts and Science, Kanyakumari.
16. Demonetization - A Catalyst to Financial Inclusion paper presented in All India Commerce Conference IIS University, Jaipur 12-14, October 2017 themed Remonetisation Politics vis a vis economics.

PAPER PRESENTED AND PUBLISHED IN INTERNATIONAL CONFERENCE

17. INTERNATIONAL CONFERENCE ON SERVICE LEARNING at Madras Christian College , Aug 2012
18. Training Effectiveness among Chennai Franchisees Business Operations -A Study at International Conference on Retail Franchising at Chennai-University of Madras with FICCI & TNSC on March 6th& 7th 2014 (ISBN 978-81-8094-224-2)
19. Retailing Trends in the New Millennium-At International Conference at Chennai University of Madras 2015 (ISBN 978-81-8094-165-8)

20. Emerging Role Of Technology In Retail Bank Marketing In Chennai City, A study, paper presented in international conference published in retailing trends in New Millennium, MJP publishers February 2015 ISBN 978-81-8094-165-8
21. Debit Card/ Credit Card As An Innovation Tool Of Retail Sales Promotion In Chennai City – A study published in Innovation in the business by MJP Publishers ISBN 978-8094-321-8 March 2016.
22. Technology Advancement And Purchase Behaviour Of Consumers Using Digital Payment – A study, presented paper in international conference on Innovative and sustainable business practices organised by department of management studies of university of madras February 10, 2017 published in International Journal of Business Intelligence Innovations Issue: 4 Special Volume ISSN No: 2348 4705 Glow Plus publisher.
23. Role Of Digitalisation In Hospitality Services - A Study, presented paper in international conference on Building a digital nation problems and prospects organised by department of accounting and finance and bank management of Ramakrishna Mission Vivekananda college, Chennai published in e publication ISBN No 978-81-8209-495-6
24. Work Life Balance Of Working Women In IT Sector – A Study, presented paper in international conference on Emerging Trends in Business Models and Techniques organised by department of commerce of St. John’s College Palyamkottai published in International journal of commerce and management. Special Issue 4- Volume 8 ISSN No: 0975-2617 B-Digest Publication.
25. Impact Of Training On Employee Retention – Special Reference To IT Sector, paper presented in International Conference on business research and published in Business Horizons, SRM University, ISSN No:2395-2504, September 2017.
26. “ANALYSIS OF CASHLESS PAYMENT OPTIONS AND ITS IMPACT ON SPENDING BEHAVIOUR OF CONSUMERS IN CHENNAI ” under the Journal of “Review Of Research” UGC Approved Journal .No. 48514, Impact Factor: 5.7631(UIF), ISSN: 2249-894X, Volume -7 | Issue -11 | August – 2018,Pg.No-63- 72.
27. “ANALYSIS OF IN-STORE PROMOTION AND ITS IMPACT ON PATRONAGE INTENTION TOWARDS APPAREL STORES IN CHENNAI” under the journal of “International Journal Of Management, It & Engineering” UGC Approved Journal. Volume 9, Issue 2(1), Month- February, year 2019, ISSN: 2249- 0558, Impact Factor: 7.119, Pg.No-64-75.
28. “CUSTOMER ADAPTABILITY AND SATISFACTION ON DIGITAL SERVICES OF PRIVATE SECTOR BANKS IN CHENNAI”, Presented a paper in the International Conference on Changing Business Landscape (ICBL 2019) Conducted on 6 & 7 February 2019 at CHRIST (Deemed to be university), Bangalore.

29. "Winning over India's aspiring Rural Consumers through Social Media Marketing" presented a paper on 4th International conference on Advanced Management changes and challenges in knowledge Era (ICAM 2019) Organized by Jamal Institute of Management, Jamal Mohamed College (Autonomous), Tiruchirapalli held on 2nd March 2019.
30. The paper on "Winning over India's aspiring Rural Consumers through Social Media Marketing" was published in International Journal of Research and Analytical Reviews (IJRAR) – An International Peer Reviewed, Open Access Journal, with impact factor 5.75, Volume 6, Issue 2 (E-ISSN 2348-1269, P-ISSN 2349-5138), pp.192 – 196,may – 2019
31. "CUSTOMER ADAPTABILITY AND SATISFACTION ON DIGITAL SERVICES OF PRIVATE SECTOR BANKS IN CHENNAI", under the journal of "International Journal Of Research In Social Sciences", UGC approved journal , vol9, issue 5(1), Month-May, year -2019, ISSN : 2249-2496, Impact factor: 7.081, pg.no - 122-135.
32. "A STUDY ON CONSUMER PERCEPTION TOWARDS TRENDING MOBILE WALLET WITH SPECIAL REFERENCE TO TAMBARAM AREA" under the journal of "International Journal Of Research In Social Sciences",UGC approved journal, vol-9, issue 5(1), Month-May, year -2019, ISSN: 2249-2496 , Impact factor: 7.081, pg.no - 438-445.
33. "CONSUMER SATISFACTION OF MOBILE WALLET SERVICES PROVIDED BY PAYTM WITH SPECIAL REFERENCE TO TAMBARAM AREA" under the journal of "European Journal of Business and Social Sciences", UGC approved Sr.No.62842 , vol- 07, special issue- 09, May-2019, ISSN: 2235-767X, Impact factor -6.76, pg.no- 56-62.
34. "A STUDY ON CONSUMER PERCEPTION TOWARDS TRENDING MOBILE WALLET WITH SPECIAL REFERENCES TO TAMBARAM AREA", Presented paper in the one day National seminar on Emerging developments in business and management organized by PG & research department of commerce, Dr.zakir Husain college, ilayangudi on 21st july,2019.
35. "PETTY SHOPKEEPERS OPINION ABOUT CASHLESS INDIA- A STUDY WITH SPECIAL REFERENCES TO CHENNAI CITY" under the journal of "SHANLAX International Journals", vol.7 special issue 1, August 2019, E-ISSN 2582-0729,P-ISSN 2320-4168, Pg.no.6-9.
36. "ANALYSIS OF CONSUMERS' SATISFACTION ON DIGITAL WALLET WITH SPECIAL REFERENCE TO CHENNAI CITY" under the journal of "Primax International Journal of Commerce and Management Research" special issue, monthAugust, year- 2019, ISSN: 2321-3604, Impact factor-(SJIF 7.184), Pg.no-68-71.

37. "FACTORS INFLUENCING BEHAVIOURAL INTENTION TO USE E-WALLET IN CHENNAI CITY" under the journal of "The International Journal Of Analytical And Experimental Model Analysis" An UGC-care Approved group-A journal, An ISO:7021-2008 certified journal, ISSN NO:0886-9367, VOL XI, ISSUE VII, August2019,Pg.no.421-426.
38. "ANALYSIS OF IN-STORE PROMOTION AND ITS IMPACT ON PATRONAGE INTENTION TOWARDS APPAREL STORE IN CHENNAI ", Presented paper in the two day National conference on Depth and expanse of online marketing mettle (OMM-2019), Organized by Alagappa Institute Of Management , held on 1st & 2nd of Aug. 2019 at Alagappa university, karaikudi.
39. "ANALYSIS OF CASHLESS PAYMENT OPTIONS AND ITS IMPACT ON SPENDING BEHAVIOR OF CONSUMERS IN CHENNAI", Presented paper in the two day National conferences on Depth and expanse of online marketing mettle (OMM-2019), Organized by Alagappa Institute Of Management , held on 1st & 2nd of Aug. 2019 at Alagappa university, karaikudi.
40. "ANALYSIS OF CONSUMERS' SATISFACTION ON DIGITAL WALLET WITH SPECIAL REFERENCES TO CHENNAI CITY ", Presented paper in the two day international conferences on "Indian economy-strengths and weaknesses" organized by the post graduate department of commerce, Aiman college of Arts & science for women-620021 on 7th and 8th August 2019.
41. "A STUDY ON STRESS MANAGEMENT AMONG PRE-SCHOOL TEACHERS WITH SPECIAL REFERENCES TO TAMBARAM AREA", Presented paper in the National conference on "Modern marketing in digital era" held on 22nd august 2019,K.S.R college of Arts and science for women, Salem.
42. "PETTY SHOPKEEPERS OPINION ABOUT CASHLESS INDIA – A study with special reference to Chennai city", Presented paper in the National conference on "Modern marketing in digital era" held on 22nd August 2019, K.S.R college of Arts and science for women, Salem.
43. "FACTORS INFLUENCING BEHAVIOURAL INTENTION TO USE E-WALLET IN CHENNAI CITY", Presented paper in the International seminar on "startup India - challenges and opportunities" (UGC Autonomous Grant) and organized by the Department of commerce, E.M.G. yadava women's college, Madurai, held on 31.08.2019.
44. "CUSTOMERS' ATTITUDE TOWARDS CARDS AND E-WALLET IN CHENNAI CITY" under the "Journal of Inter disciplinary Cycle Research", An UGC-care approved group- A journal, An ISO: 7021 – 2008 certified journal, ISSN NO: 0022- 1945,VOL XI, ISSUE IX, September -2019,Pg.no 68-75.
45. A study on Problems of online food delivery application Using financial innovation, presented in International conference "Emerging Trends in The Realm of Finance "organised by the

department of commerce of Guru Shree Shantivijai Jain College for Women, Chennai on September 18th 2019 .

46. A study on Problems of online food delivery application Using financial innovation, published in International conference “Emerging Trends in The Realm of Finance “organised by the department of commerce of Guru Shree Shantivijai Jain College for Women, Chennai on September 18th 2019 published in e- publication ISBN 978-93-85643-45-3.
47. “A review on Artificial Intelligence in Social Media Marketing”, Presented a paper on International Conference on “Transformation in Industry in an Era of Digitalization: Challenges and Opportunities” organized by PG & Research Department of commerce, Guru Nanak College (Autonomous) Chennai , on 28th September 2019.
48. “Block chain technology in India-challenges and opportunities”, Presented a paper in International Conference on “Transformation in Industry in an Era of Digitalization: Challenges and Opportunities” organized by PG & Research Department of commerce,Guru Nanak College (Autonomous) Chennai , on 28th September 2019 .
49. The paper on “Role of Artificial Intelligence in Social Media Marketing” was published in International Journal of Recent Technology and Engineering (IJRTE) - Scopus Indexed Journal, with B impact factor 5.92, ISSN : 2277-3878, Vol. 8, Issue – 4S3, December 2019, pp. 66 – 69.
50. Block chain technology in India-challenges and opportunities: Published in Scopus indexed journal IJRTE, volume 8, issues 4S3, December 2019.
51. “CONSUMER’S OPINION TOWARDS CASHLESS ECONOMY IN INDIA-AN EMPIRICAL STUDY IN CHENNAI CITY”, Presented paper in the first International conference on Emerging Challenges of Global Business and Road map for innovative solutions (ICGB-2019) ,Organised by the PG and Research Department of Commerce, Government Arts College ,Dharmapuri on 16th and 17th , December 2019.
52. A Study on Impact of School Education in India on the Development of Human Resource at work, published in national seminar on “HR Management in Next Generation Organisations” organised by department of Commerce, St. Jerome’s College, Anandhanadarkudy Nagercoil, Kanyakumari District on March 13, 2020 published in e-publication Studies in Indian Place Names with ISSN no. 2394-3114 Vol:40 issue 18th February 2020,UGC Care Listed Journal Impact factor:6.3.
53. Presented a paper title “Digital Marketing and its Impact – A Study” in the National Conference on Business Management and Social Innovations Organized by PG Department of Commerce &

Business Administration & Corporate Secretaryship ,Alpha Arts and Science College ,held on 19th February 2020.

54. Presented an article based on the titled “Digital Payment Systems – A Study with Special Reference to Chennai City” in the One day National Conference on Digitalization of Business- Opportunities and Challenges, Department of Commerce, Ponmana Semmal Puratchi Thalaivar MGR Government Arts and Science College, Sirkali, Puthur, held on 26th February 2020.
55. “DIGITAL PAYMENT SYSTEMS – A STUDY WITH SPECIAL REFERENCE TO CHENNAI CITY” under the journal of “ Our Heritage Journal”, UGC Care Approved International Indexed and Referred Journal, Impact Factor 6.6,Vol-68- Issue-30-February2020,ISSN: 0474-9030,pg.no 9548-9554
56. “ CONSUMERS’ OPINION TOWARDS CASHLESS ECONOMY IN INDIA – AN EMPIRICAL STUDY IN CHENNAI CITY” under the journal of “ Our Heritage Journal”, UGC Care Approved International Indexed and Referred Journal, Impact Factor 4.912 (SJIF),Vol-68-Issue-30-February- 2020,ISSN: 0474-9030,Pg.no 296- 301.
57. A Study on Challenges of Swayam Courses in Higher Education in Rural India, published in International Conference on Business Next, Organised by Department of Commerce of Loyola College, Chennai on March 5th,6th 2020 published in e- publication ISSN: 2394-3114 Vol-40-Issue 16- 2020,Studies in Indian Place Names,UGC Care Listed Journal, Impact factor:6.3.
58. A Study on Impact of School Education in India on the Development of Human Resource at work, presented in national seminar on “HR Management in Next Generation Organisations” organised by department of Commerce, St. Jerome’s College, Anandhanadarkudy Nagercoil, Kanyakumari District on March 13, 2020 published in e-publication Studies in Indian Place Names with ISSN no. 2394-3114 Vol:40 issue 18th February 2020,UGC Care Listed Journal Impact factor:6.3.
59. A Study on Impact of School Education in India on the Development of Human Resource at work, presented in national seminar on “HR Management in Next Generation Organisations” organised by department of Commerce, St. Jerome’s College, Anandhanadarkudy Nagercoil, Kanyakumari District on March 13, 2020
60. Presented a paper titled “A Study on The Impulsive Buying Behaviour of Youngsters Towards Online and Offline Shopping in Chennai City” in the International Conference on Business Resilience – Revolution To Re-Evolution (BRRR) – 2023 on 1st & 2nd March 2023 Organised by PG & Research Department of Commerce, Loyola College (Autonomous), Chennai.

61. Presented a paper titled “A Study on The Integration of Extended Reality (VR And AR) In Advertising Campaigns and Its Impact Among Gen Z Consumers in Chennai City” in the International Conference on Business Resilience – Revolution To Re-Evolution (BRRR) – 2023 on 1st & 2nd March 2023 Organised by PG & Research Department of Commerce, Loyola College (Autonomous), Chennai.
62. Presented a paper titled “A Study on The Perception of Consumer and their Buying Behaviour Towards The Brand Image Of Mobile Phones In South Chennai” in the International Conference on Business Resilience – Revolution To Re-Evolution (BRRR) – 2023 on 1st & 2nd March 2023 Organised by PG & Research Department of Commerce, Loyola College (Autonomous), Chennai.
63. Presented a paper titled “A Study on Consumer Behaviour Towards Banking Frauds and Scams in Public and Private Sector Banks” in the International Conference on Business Resilience – Revolution To Re-Evolution (BRRR) – 2023 on 1st & 2nd March 2023 Organised by PG & Research Department of Commerce, Loyola College (Autonomous), Chennai.

MENTORING EXPERIENCE

- Research Supervisor for M.Phil. and Ph.D. Students at Madras Christian College.

Mentoring under graduate and post graduate students in data collection and analysis in the preparation and presentation of research findings in business economics, managerial economics and training and development.

PARTICIPATION IN ACADEMICS

Paper setting, assessment of home assignments, counselling given to students, coaching for weaker students, academics and personal, remedial teaching, **University evaluation – served as University Convener of inspection committee for the colleges.**

Served as finance committee member from 2013 – 2015

DEPARTMENTAL ACTIVITIES

- Staff Advisor from 1988 – 2000 in Commerce Forum and organised 70 Guest Lectures in Marketing, Advertising, Management, Banking, Accounts, Statistics And Economics.
- Field Trips: Industrial Visit to Goa, Ooty, Kodaikanal, Pondicherry, Munnar, Bangalore, Mysore, and Coorg accompanied Students.

TEACHING METHODS

Group discussion, case study method, Powerpoint presentation and Net Resource material

RESOURCE PERSON

64. Research Methodology at Madurai Kamaraj University,
65. 11th Feb 2012 - Role of Statistics in Research
66. 12th March 2012 MADURAI KAMARAJ UNIVERSITY

IMPROVEMENT OF PROFESSIONAL COMPETENCE (ORIENTATION AND REFRESHER COURSES ATTENDED)

1. Academic Staff College Pondicherry 16.6.99 to 6.7.99
2. Academic Staff College Pondicherry 18.11.99 to 8.12.99
3. Academic Staff College University Of Madras 9.3.2005 to 29.3.2005
4. Academic Staff College University Of Madras ORIENTATION COURSE – 27th Aug 2008 to 23rd sept 2008

INNOVATIONS

Field Trips, Corporate Visits, Interacting with CEO's Of Top Corporate, Conducting Work Shops with the Top Luminaries of the Business World

ACHIEVEMENT

Nurturing a full generation of motivated and guiding students to the path of success

EXTRA CURRICULAR ACTIVITIES:

- Was an NCC officer for Women's Wing, Infantry from 1988-98 attended training at Women's officer's training school, Gwalior .90-91 and 93-94.
- Represented Republic Day Parade as officer commanding for girls wing in Chennai 1992,
- Co-ordinated trekking Camp from Mettupalayam to Ooty 1993, CATC Camp at ThriveniAcademy,Chengalpattu 1994
- Attended CATC Camp at DG Vaishnav College Arumbakkam 1995.
- Organised CATC Camp at MCC for Girls in TamilNadu 1996
- Organized silver jubilee celebration of MCC batch 1982 – 1985 in 2010
- Member of the silver jubilee celebration of MCC Batch 1985 - 1987