

## STAFF PROFILE

- 1) Name : Dr. MILY WILLIAMS
- 2) Designation : Assistant Professor
- 3) Department : Commerce PA
- 4) Qualification : M.com., M Phil., Ph.D
- 5) Experience : 1 yr 8 mths Teaching : Research :
- 6) Area of Specialization (s) : Finance
- 7) E-mail : solosmw@gmail.com
- 8) Academic Qualifications :
- 9) Additional Qualifications :

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year

### 10) Grants Received

Event Title	Agency	Amount	Date

### 11) Projects

#### Completed

Project Title	Agency	Amount	Duration

#### Ongoing

Project Title	Agency	Amount	Duration

### 12) Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.		

### 13) Research Publications

#### **International**

- **Dr. Mily Williams** “The Effect of Perceiving Users of Digital Banking,” Our Heritage, February 2020, Vol 68, Issue 33, ISSN : 0474-9030 UGC care.
- **Dr. Mily Williams** “ A study on profitability of select IT Companies in India”, A Journal of Intercontinental Management Research Consortium, September 2019, Vol 8, Special Issue 1, ISSN :2321-0354.Impact Factor 6.312
- **Dr. Mily Williams** “Impact of CRAMEL Ratios on Profitability of Select Banks in India” ”, A Journal of Intercontinental Management Research Consortium, September 2019, Vol 8, Special Issue 1, ISSN :2321-0354.Impact Factor 6.312
- **Mily Williams**"A Study on Challenges of Rural Women entrepreneurship" International Journal of Exclusive Management Research Special Issue 2018, ISSN 2249-2585.
- **Dr. G. kavitha, Mily Williams** "Earning and Liquidity Performance of Select Commercial Banks in India". Research review international Journal of Multidisciplinary 2018 Special Issue ISSN 2455-3085.
- **Mily Williams** “Capital Adequacy of Select Public and Private Banks in India – A comparative study”. International Journal of Research in Finance and Marketing 2018, Vol 5, Issue 6 ISSN 2278-4497.
- **Dr. G. kavitha, Mily Williams** "Management efficiency of select Public and Private Bank in India- A Comparative Study". Researchers World – Journal of Arts, Science & Commerce Vol. 8, Issue 3(6), 2017, ISSN 2231-4172.
- **Dr. G. kavitha, Mily Williams** "Earning Quality of select Public and Private Bank in India- A Comparative Study". International Journal of Management and Commerce 2017, Vol. 4, Issue 8, ISSN 2348-9766.
- **Dr. G. kavitha, Mily Williams**" Asset Quality of Select Public and Private banks in India – A comparative Study" GE- International Journal of management research. 2016, Vol.4, Issue 10, ISSN 2321-1709.
- **Dr. M.Nagamani Mily Williams** "Resource Deployment of select Public and Private Banks in India – A comparative study". Quest International Multidisciplinary Research.2016, Vol .5, Issue 5, ISSN 2278-4497.

- **Dr. M. Nagamani Mily Williams** “Capital Adequacy of select Public and Private Banks in India – A Comparative Study”. International Journal of Research in Finance & Marketing 2016, Vol.6 Issue 2, ISSN 2231-5985.

**National**

- **Mily Williams** "A Study on Short - Term and Long –Term solvency of Nestle Pvt Ltd". Indian Journal of Applied Research Vol 4, Issue 10 ISSN 2249-555X.

14) Other Publications

(Proceedings)

15) Book Publications

16) Consultancy

<b>Nature of Consultancy</b>	<b>Client</b>	<b>Amount</b>	<b>Completion Status</b>

17) Presentations in Conference

**International**

- International Conference on “Contemporary Issues and Challenges of Indian Business in Global Scenario” Title Commercial Banks Financial Assistance to Women Entrepreneur SNR Sons college Coimbatore 20.02.2015.
- International Conference on “The Secret of Business Success” Title Financial Performance of Selected Public and Private Sector Banks in India – A CRAMEL Analysis. Morappur kongu college of Arts and Science Coimbatore 09.02.2017.
- International Conference on “Recent Trend in Digital Marketing in the Global Business” Title Effectiveness of Digital Marketing in the Challenging Age. Sourashtra College, Madurai 24.02.2017.

- International Conference on “Pros and Cons of GST in India” Title Impact of GST on various Sector and Challenges for GST Implementation. Bharathidasan College of Arts and Science, 11.08.2017.
- International Conference on “New Digital Economy in India- Challenges & Opportuties” Title Digital India- A Platform for the Development of Rural India. Rathinam College of Arts and Science, 18.08.2017.
- International Conference on “New Digital Economy in India- Challenges & Opportuties” Title Digital India- A Platform for the Development of Rural India. Rathinam College of Arts and Science, 18.08.2017.
- International Conference on “Impact of Digital Economy in India” Title Effect of Digital Economy in India. Bharathidasan College of Arts and Science, 12.09.2018.
- International Conference on “Recent trends in Marketing Technology” Title A study on Role and Impact of E- Banking in Indian Economy. Morappur kongu college of Arts and Science Coimbatore 19.09.2018.
- International Conference on “Recent trends in Marketing Technology” Title Earning and Liquidity Performance of Select Commercial Banks in India. Sankara College of Arts and Science. Coimbatore 26.09.2018.
- International Conference on “Recent trends in Marketing Technology” Title Impact of CRAMEL Ratios on Profitability of Select Banks in India. Nirmala College for Women. Coimbatore 26.09.2019.

## **National**

- National Conference on “Reinvigoration of Management Practices among Indian Companies for Sustainable Growth of Indian Economy” Title Tele- Marketing Karpagam University Coimbatore 25.09.2014.
- National Conference on “Intergrated marketing strategy in Emerging Economies” Title Green Marketing AJK College for Arts and Science Coimbatore 25.09.2014 & 26.09.2014.
- National Conference on “Corporate Ethics and Business Sustainability” Title corporate Social Responsibility Dr. N.G.P Arts and Science college Coimbatore 30.09.2014.
- National Seminar on “Strategies for Enhancing competitiveness of Indian Corporate Sector” Title Strategies for Enhancing Green Banking in India ST. Xavier’s College Palayamkottai 08.02.2015.
- ICSSR Sponsored Two Day National Seminar “Rural Women Entrepreneurship Skill Development in India” Title Role of Women in Business Planning PKR Arts and Science College Gobichettipalayam 22.09.2016 & 23.09.2016

- National Seminar on “Rural Entrepreneurship – A Pedestal for inclusive growth through strategic innovation” Title A study on challenges of Rural Women Entrepreneurship PSGR Krishnammal college for Women 13.02.2018.

18) Participation in Conference

19) Participation in Seminar

- NAAC sponsored National Seminar on Quality sustenance and Enhancement prospect for attaining Global Standards Nirmala College for Women.
- “Third Eye on Education – Post Covid 19” Nirmala College For Women 27.05.2020

20) Participation in Workshop

- UGC Sponsored National level Workshop on Research Methods in Commerce and Management 25.02.2016 &26.02.2016 PSGR Krishnammal College for Women.
- Technical Workshop on Intellectual Property Right 15.11.2017 &16.11.2017 Sri Ramakrishna college of Arts and Science.
- UGC Sponsored National level Workshop on Advanced Research Methods in Commerce and Management 1.03.2017, 2.03.2017 & 03.03.2017 PSGR Krishnammal College for Women.
- Revised Guidelines for the Accreditation Process of NAAC, Funded under the UGC PARAMARSH Scheme, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 22.02.2020.
- Revised Guidelines for the Accreditation Process of NAAC, Funded under the UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 07.03.2020.
- Innovative Eco-Systems, Incubation Centres and Start-Ups for Higher Education Institutions, Under UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 19.03.2020.

21) Participation in Orientation Programme/ Induction Programme/ Short term Courses

NPtel- Financial statement Analysis and Reporting

22) Participation in Faculty Development Programme

23) Conference/ Seminar/ Workshop Organized

24) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop

25) Member in Board of Study

26) Editorial/ Review Board Member

27) Membership in Professional Bodies

<b>Name of Professional Body</b>	<b>Nature of Membership</b>	<b>Duration</b>