

STAFF PROFILE

- 1) Name : N.Subhalakshmi
- 2) Designation : Assistant Professor
- 3) Department : Department of Commerce (CA) and PG Department of Commerce
- 4) Qualification : M.Com., M.Phil.,
- 5) Experience : Teaching : 7 years 8 months Research : NIL
- 6) Area of Specialization (s) : Finance
- 7) E-mail : subhunatarajan@gmail.com
- 8) Academic Qualifications : M.Com., M.Phil.,
- 9) Additional Qualifications :

Diploma/ Vocational/ Certification	Area of Spealization	Institution/ University/ Agency Name	Year
Typewriting – Junior Grade	Typewriting – English – Commerce	Department of Technical Education, Tamilnadu	2009

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
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	Completed	Pursuing
Ph. D.	-	-
M. Phil.	-	-

13) Research Publications

International

1. **Dr.A.Elizabeth, N.Subhalakshmi**, A Study on Foreign Direct Equity Investment into India – Sectoral Level, *A Journal of Intercontinental Management Research Consortium*, (2015), Volume – 3, Pg.No: 428-434.
2. **Dr.A.Elizabeth, N.Subhalakshmi**, A Study on Foreign Direct Investment into India, *A Journal of Intercontinental Management Research Consortium*, (2016), Volume – 4, Pg.No: 64-66.
3. **Dr.A.Elizabeth, N.Subhalakshmi**, A Study on Foreign Direct Investment Inflows into India in Service Sector, *A Journal of Intercontinental Management Research Consortium*, (2017), Volume – 5, Pg.No: 136-139.
4. **Dr.A.Elizabeth, N.Subhalakshmi**, An Analytical Study on FDI Equity Inflows into India – A Sectoral Overview, *Shanlax International Journal of Commerce*, (2018), Volume – 6, Pg.No: 81-84.
5. **Dr.A.Elizabeth, N.Subhalakshmi**, Foreign Direct Investment Equity Inflows into India's Services Sector and Its Impact on Indian Economy, *EPRA International Journal of Economic and Business Review*, (2019), Volume – 7, Pg.No: 61-63.
6. **Dr.A.Elizabeth, N.Subhalakshmi**, A Study on Financial Performance of Standard Chartered Bank, *A Journal of Intercontinental Management Research Consortium*, (2019), Volume – 7, Pg.No: 348-353.
7. **Dr.A.Elizabeth, N.Subhalakshmi**, Customer Satisfaction towards Hero Honda Activa 4G, *A Journal of Intercontinental Management Research Consortium*, (2020), Volume – 8, Pg.No: 78-82.

14) Other Publications

Proceedings

1. **Dr.A.Elizabeth, N.Subhalakshmi**, The Impact of Foreign Direct Investment Equity Inflows to India in Service Sector, *Nirmala Annual Research Congress*, (2018), ISBN: 978-93-5321-859-1, Pg.No:335-337.
2. **Dr.A.Elizabeth, N.Subhalakshmi**, Risk and Return Analysis of Asian Paints Ltd, *Nirmala Annual Research Congress*, (2019), ISBN: 978-93-5321-196-6, Pg.No:591-593.

15) Book Publications: Nil

16) Consultancy

Nature of Consultancy	Client	Amount	Completion Status
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17) Presentations in Conference

International

1. Customer Satisfaction towards Hero Honda Activa 4G, *International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India”*, Department of Commerce, Nirmala College for Women, Coimbatore, 07.01.2020.

National

1. A Study on Foreign Direct Equity Investment into India – Sectoral Level, *National Conference on “Emerging Dimensions in the Indian Business Scenario”*. Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore. 15-09-2015.
2. An Analytical Study on FDI Equity Inflows into India – A Sectoral Overview, *National Conference on “Recent Advancements in Business Practice”*, A Standalone Business School, Nehru Institute of Management Studies, Coimbatore and Department of Commerce, Nirmala College for Women, Coimbatore, 01-02-2018.
3. The Impact of Foreign Direct Investment Equity Inflows to India in Service Sector, *Nirmala Annual Research Congress (NARC – 2018)*, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 04.12.2018.
4. A Study on Financial Performance of Standard Chartered Bank, *One Day National Conference on “Emerging Trends-Shaping the Future of Indian Business”*, Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore, 26-09-2019.
5. Risk and Return Analysis of Asian Paints Ltd, *Nirmala Annual Research Congress (NARC – 2019)*, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 27.11.2019.

18) Participation in Conference

1. International Conference on “NewGen Entrepreneur - Travel towards Digital Revolution” *School of Commerce, Rathinam College of Arts and Science, Coimbatore, 12.09.2019.*
2. International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India” *Department of Commerce, Nirmala College for Women, 07.01.2020.*

19) Participation in Seminar: Nil

20) Participation in Workshop

1. Entrepreneurship and Skill Development Programme, *Entrepreneurship and Skill Development Centre, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, 27-01-2014 & 28-01-2014.*
2. Outcome Based Education, *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 24.03.2018.*
3. Outcome Based Education (Programme Outcomes, Mapping, Question Paper Setting, Course Attainment), *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 22.06.2018 & 23.06.2018.*

4. Outcome Based Education, *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 13.10.2018.*
5. Open Access E-Resources for Research and INFLIBNET-Resources, *Department of Library and Information Science, Nirmala College for Women, Coimbatore, 09.11.2018.*
6. Intellectual Property Rights, Patent and Copyrights, *UGC Funded, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 02.02.2019.*
7. 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.*
8. 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

1. Online Course on Women's Rights, *Department of Commerce, Thavathiru Santhalinga Adigalar Arts and Science Tamil College, Perur, Coimbatore, 26.05.2020 to 11.06.2020 (15 Days).*

22) Participation in Faculty Development Programme

1. *AICTE Sponsored Two-Week-Faculty Development Programme on "Skill Development for Research in Finance" GRG School of Management Studies, PSGR Krishnammal College for Women, Coimbatore, 04.11.2019 - 16.11.2019*
2. Faculty Development Program on "Innovative Teaching Strategies" *Curriculum Development Cell, Nirmala College for Women, Coimbatore, 30.10.2019.*
3. Faculty Development Program on Finance and Accounting, *Infosys BPM Ltd, Mysore. 9.12.2019-11.12.2019*

23) Conference/ Seminar/ Workshop Organized: Nil

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

25) Member in Board of Study: Nil

26) Editorial/ Review Board Member

1. Editorial Board Member for the "Journal of Intercontinental Management Research Consortium".

27) Membership in Professional Bodies

Name of Professional Body	Nature of Membership	Duration
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