

Name : Dr. V. Rajalakshmi
Staff ID : RCAS09108
Designation : Associate Professor & Head
Department : Management
Experience : 18 Years
Qualification : M.Com., B.Ed., MBA., MA(Yoga)., M.Phil., SET., Ph.D.
Specialization: Commerce, Finance
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D.	Finance	SNMV College of Arts and Science, Coimbatore	2017
M.Phil.	Commerce	Alagappa University	2008
MA	Yoga - Human Excellence	Bharathiar university	2013
MBA	Marketing Management	Hindustan College of Arts & Science (Distance Education), Coimbatore	2010
B.Ed.	Commerce	Thiyagaraja College of Preceptor, Madurai	2007
M.Com.	Commerce	Sri GVG Visalakshi College for women, Udumalpet	2006
B.Com.	Commerce	Sri GVG Visalakshi College for women Udumalpet	2004
SET	Commerce	Mother Theresa University	2015

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
PGDCA	Commerce	Sri GVG Visalakshi College for women, Udumalpet	2004

RESEARCH AND PUBLICATIONS

GUIDANCE

Program	No. of Scholars	
	Completed	Pursuing
Ph. D.	1	2
M. Phil.	7	-

Book Chapters

- Rajalakshmi, V., & Parimala, S. (2015, February). Trend in cyclically fluctuation of NPA position of selected nationalised banks in India. *International Journal of Finance and Economic Management*, 29(2), 89–96. ISSN 1330-7524.
- Rajalakshmi, V., & Parimala, S. (2015, February). Priority sector NPA status of nationalized banks. *International Journal of Management and Business Studies*, 20(2), 102–106. ISSN 1380-1171.
- Rajalakshmi, V., & Parimala, S. (2015, May). NPA recovery trend of public sector banks in Tamil Nadu. *International Journal of Economics and Management Strategies*, 52(5), 324–328. ISSN 1330-9722.
- Rajalakshmi, V., & Parimala, S. (2016, March). Perception of bank authorities towards prevention measures taken for reduction of NPA. *International Journal of Finance and Economic Management*, 30(3), 164–172. ISSN 1029-4394.
- Rajalakshmi, V. (n.d.). The recovery shape of Indian economy after COVID-19 turbulent period. *International Journal of Research and Analytical Reviews (IJRAR)*. Retrieved from <https://ijrar.org>
- Rajalakshmi, V. (n.d.). A comparative study on IOCL, HPCL and BPCL. *International Journal of Creative Research Thoughts (IJCRT)*. Retrieved from <https://ijcrt.org>
- Rajalakshmi, V. (2018, January). Government schemes and benefits for women entrepreneur. *Journal of Management and Science, Special Issue on Impact of Startups on Indian Economic Growth, Special Issue No. 1*. ISSN 2249-1260 | e-ISSN 2250-1819.
- Rajalakshmi, V. (2023, December). A start-up's performance through digital marketing. *SKIPS Anveshan*, 4(2), 09–23. ISSN 2582-4236.
- Rajalakshmi, V. (2024, April). Unveiling the motivational forces driving Generation Z MBA students: A comprehensive exploration. *Libraries*, 24(2). ISSN 0972-1975.
- Rajalakshmi, V. (2024, January–June). Exploring motivation factors: A case study of teaching professors in Coimbatore's private colleges. *BJPA New Series*, 9(2S). ISSN 0974-2735.
- Rajalakshmi, V. (2024, April). Employee motivation in modern conditions. *AIMS Journal of Management*, 9(2). ISSN 2395-6852.
- Rajalakshmi, V. (2024, June). Embracing modern marketing: Strategies for success in the digital age. *Recent Trends in Management and Commerce*. ISBN 978-93-93622-80-8.
- Rajalakshmi, V. (2023, August). A comparative study on IOCL, HPCL and BPCL. *International Journal of Creative Research Thoughts (IJCRT)*, 11(8), 807–811. <https://doi.org/10.6084/m9.figshare.24050765> (if DOI/URL available).
- Rajalakshmi, V. (2024). AI vs human resources issues in digital era: A conceptual framework. *GUINEIS Journal*, 9, 156–166. ISSN 2347-2669.
- Rajalakshmi, V. (2024). The impact of AI-driven personalization on consumer behavior and brand engagement in online marketing. In *Harnessing AI, Machine Learning, and IoT for Intelligent Business* (Studies in Systems, Decision and Control, 555). Springer. https://doi.org/10.1007/978-3-031-67890-5_43
- Rajalakshmi, V. (2024, July–December). The impact of social media marketing on customer decisions: A view from a new era. *Library Progress International*, 44(3),

PRESENTATIONS

	State Level	National	International
Conference	5	4	4
Seminar	3	4	1

PARTICIPATION

	State Level	National	International
Conference	5	4	4
Seminar	3	4	1
Workshop	2	3	-
Orientation	5	5	1
FDP/PDP	5	8	2