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Staff ID : RCAS04792
Designation : Assistant Professor
Department : Commerce
Experience : 2 Years
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B. Com	E-Commerce	NGM College of Arts & Science, Pollachi.	2021
M.Com	General	Rathinam College of Arts and Science	2023
PhD	Marketing	NGM College of Arts & Science, Pollachi.	Pursuing

Book Chapters

Nathaabinaya, M. (2024). “E-Learning expectations: Overcoming challenges and implementing best practices for students” In Surya Multidisciplinary Publication (ISBN: 978-81-972279-9-8).

Nathaabinaya, M. (2025). “The role of digital marketing in modern insurance: A study on strategies for building trust and engaging customers in insurance company” Shanlax Publications. (ISBN: 978-93-6163-112-2)

Nathaabinaya, M. (2025). “Moving towards cashless transactions: A security analysis of electronic payment systems” Wordsswiggles Publication. ISBN 978-93-49882-27-0.

Books

Nathaabinaya, M. (2024). “Services marketing” Mind Reading Publications. ISBN 978-93-92150-23-4.

Nathaabinaya, M. (2025). “Consumer behaviour” Wordsswiggles Publication. ISBN 978-93-48903-15-0.

Proceedings

Nathaabinaya, M. (2024). “Moving from cash to cashless economy: Toward Digital India: A study on consumer perception towards digital transactions in Coimbatore. (ISBN 978-81-978963-5-4). Shanlax Publications.

Nathaabinaya, M. (2025). “Navigating the future of impact investing: A study on strategies for socially responsible funds” (ISBN 978-81-984034-0-7). Chendur Publishing House.

Nathaabinaya, M. (2024). “Navigating the future of agriculture: Challenges and opportunities in India” (ISBN 978-9-33417-015-3). PG and Research Department of Economics, PSG College of Arts & Science.

Nathaabinaya, M. (2025). “A study on leveraging digital transformation to bridge the gap between urban and rural markets”. (ISBN 978-93-6163-771-1). Shanlax Publications.

PRESENTATIONS

	State Level	National	International
Conference	-	-	3
Seminar	1	-	-

PARTICIPATION

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