

FACULTY PROFILE



Name : Dr.K.BRINDHA
Designation : Associate Professor
Department of Commerce (PA)

Address :8A, Pandian Street ,
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Contact Number :96008 71254
Email ID : brindhanithinnikil@gmail.com
Date of Joining in Collegiate Education : 26.02.2011
Date of Joining in the Present College : 22.12.2022
Academic Profile :

Degree	Institute/College	University	Period
B.Com	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore	Avinashilingam	April 1991
M.Com Commerce	GVG Vishalakshi College for Women, Udumalpet	Bharathiar University	April 1993
M.Phil Commerce	Bharathiar University	Bharathiar University	June 1995
Ph.D Commerce	Government Arts College, Coimbatore	Bharathiar University	Feb 2010
PGDCA	Bharathiar University	Bharathiar University	Dec 2001
M.B.A	Bharathiar University	Bharathiar University	June 2010

Eligibility for Lectureship

: NET Qualified

Teaching Experience :

- i) Total : 28 years
- ii) UG : 28 years
- iii) PG : 18 years

Name of the college	Position held	Period
Vellalar College for Women, Erode	Lecturer, Department of Commerce	10.7.1995 to 12.8.1999
Kovai Kalaimagal College of Arts and Science, Narasipur	HOD and Assistant Professor and Head, Department of Commerce	13.08.1999 to 30.06.2006
VLB Janakiammal College of Arts and Science	HOD and Assistant Professor and Head	1.07.2006 to 30.04.2010
Hinsthan College of Engineering and Technology, Coimbatore	Professor, Department of MBA	1.06.2010 to 25 .02.2011
Government College for Women (Autonomous), Kumbakonam	Assistant Professor, Department of Commerce	26.02.2011 to 7.08.2013
L.R.G Government Arts College for Women, Tirupur	Assistant Professor, Department of Commerce	8.8.2013 to 21.12.2022
Government Arts and Science, Thondamuthur Coimbatore	Associate Professor, Commerce (PA)	22.12.2022 Till this date

Honors and Research Awards : i. Received ISO 9001:2000 Star Award from Kovai Kalaimagal College of Arts and Science, Narasipur

ii. Received best SPOC award from TNSDC for NM Scheme during 2023

Funded Projects : NIL

Membership in Professional Bodies :

S. No	Name of the Professional Body	Membership Details	Period
1	Bharathiar University,	Subject Expert in Doctoral Panel 1.At Government College, Udumalpet 2. Krishnammal College for Women, Coimbatore 3. Krishna Arts and Science College, Coimbatore	2016-2017 2018-2019 2022-2023
2	TNPSC Valuation	Appointed as Examiner	2015-2016
2	Teachers Recruitment Board	Attended for Confidential work	2021-2022
3	Bharathiar University	Convenor/ Member of Inspection Commission constituted by Bharathiar University Coimbatore at 1.Kongu Arts and Science College 2. Terf's Academy of Arts and Science,Tirupur 3..Suguna College of Arts and Science, Coimbatore 4.PPG College of Arts and Science, Coimbatore	Since 2018-2019 To 2023-2024
3	Bharathiar University	Appointed as Member, in BOS Commerce UG Board I	From Jan 2022 to September 2023
4	Bharathiar University	Presently Chairperson in BOS, Commerce UG Board I	From October 2023 onwards

Field of Specialization : Finance, Marketing and Human Resource

Research Guidance (No of Research Students Guided)

M.Phil : Guided: 8 Guiding:nil

Ph.D: Guided:3 Guiding:2

Research Experience :28 years

i) M.A., Dissertation : A study on Productivity Methods

ii) M.Phil., Dissertation : Equity Share Valuation Model in Indian Context

iii) Ph.D. Thesis : Performance, Liquidity and Profitability Interaction of Commercial Banks in India- An Empirical Study

Research Publications :

i) Research Papers :

Details of Publication :

S.No	Title of the Article	Journal	National/International	Year of Publication
1	Mediclaime Policyholder's Awareness And Satisfaction Level Of Selected Private Health Insurers with Special Reference to Coimbatore District	Pramana Research Journal	International	2019
2	Satisfaction Level And Problems Faced By Mediclaime Policyholders against Selected Private Health Insurers	Pramana Research Journal	International	2020
3	Policyholders Awareness and Factors influencing Purchase- Decision towards Health Insurance in Coimbatore District	International Journal of Commerce and Management Research	International	Feb-17
4	Policy holders Awareness and Satisfaction level of ICICI Health Insurance Company with Special Reference to Coimbatore District	Asia Pacific Journal of Research	International	May-18
5	Women's Preference of Two Whelers with Special Reference to Coimbatore City	International Journal of Current Research and Modern Education (IJCRME)	International	2017
6	Present status and future prospects of turmeric	International Journal of	International	2021

	production in Tamil Nadu	Commerce and Management Research		
7	A study on problems and prospectus with reference to turmeric cultivation in Coimbatore city	International Journal of Research and Analytical Reviews (IJRAR)	International	2019
8	A study on consumer behaviour towards bottled drinking water with special reference to Coimbatore city	International Journal of Current Research and Modern Education (IJCRME)	International	2017
9	Application of Internet of things in Indian Agriculture based on Turmeric Cultivation.	Turkish Online Journal of Qualitative Inquiry (TOJQI)	International	June 2021
10	“A Study Of Saving And Investment Pattern of Salaried IT People with Special Reference To Chennai City (India	Science, Technology and Development	National	Dec-19
11	Households’ Savings Behaviour of Dindigul District, Tamilnadu – A Comprehensive Analysis (With Special Reference to Thoppampatti Block)	IRA-International Journal of Management & Social Sciences	International	2017
12	Houshold's Savings Behaviuor in Pushpathur Panchayat of Dindhugal District in Tamilnadu - A Comprehensive Analysis	Journal of Research in Humanities, Arts and Literature	National	2019

ii) Book/Book Chapters :Published two Books

Published a book on the title, ”Marketing Problems and Prospects of Turmeric”, ISBN : 978-93-92032-48-6, 1st Edition 2023, Laser Park Publishing House.

Published a book on the title, ”Household Savings Behaviour of Urban Slum Dewellers at Chennai”, 978-93-92032-50-9 , 1st Edition 2023, Laser Park Publishing House.

iv) Patent :Nil

v) No. of Papers Presented in National and International Seminars/ Conference :20

vi) No. of Papers published in National and International Seminars/ Conference:5

Resource Person/Invited Lectures (outside college) :

S. No	Date of Programme	Institution	Topic of Lecture	Remarks
1	September 2018	Park,s College	Self Development	-
2	June 2020	VLB Janakiammal Collge of ASrts and Science, Coimbatore	Indian Economic Scenario During Pre-Post Covid 19-Policy Measures and Its Implications	-
3	June 2020	Annai Women's College, Karur	NBFs in Indian Economy-Lesson Behind	-
4	July 2023	Sri Ramalinga Sowdambhiga College, Coimbatore	Goal Setting	-

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