



Dr.C.Yogalakshmi

Dean & Senior Professor

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Academic Qualification:

Degree	Subject	Name of the University	Year of Passing	Class/Grade
Ph.D.	Commerce	Alagappa University	July 2004	Awarded
M.Phil.	Commerce	Alagappa University	Jan. 1990	I Class
M.Com	Commerce	Alagappa University	June 1988	I Class, University III Rank
B.Com.	Commerce	Madurai Kamaraj University	June 1986	I Class, College 1 st Rank

Teaching Experience: 32 Years 11 Months (PG Level)

Designation	Department/Faculty	Date of joining	
		From	To
Dean	Faculty of Management	16.02.2024	Till date
Senior Professor	Banking Management	10.03.2022	Till date
Professor	Banking Management	10.03.2012	09.03.2022
Associate Professor	Bank Management	27.07.2006	09.03.2012
Reader	Bank Management	01.07.2004	26.07.2006
Lecturer (SG)	Bank Management	27.07.2003	30.06.2004
Lecturer (SS)	Bank Management	27.07.1998	26.07.2003
Lecturer	Bank Management	11.03.1991	26.07.1998

Research Experience: 32 Years

Administrative Responsibilities:

1. Dean, Faculty of Management, Alagappa University, Karaikudi w.e.f. 16.02.2024.
2. Acted as a chairperson for BBA(Banking & Lateral) –DDE, MBA(EM)-DDE from 2012-2021 and 2015-2021 respectively.
3. Co-Ordinator, Placement cell, Department of Banking Management, Alagappa University since 2019.
4. Director – Curriculum Development Cell during 2017 to 2019.
5. Reviewer, DDE-study material content review for MA (PM&IR) for the course a) Human Resources Management and PG Diploma in Business Management during 2018.
6. Member, Complaint committee for Prevention and Redressal of Harassment in Higher Educational Institutions in Tamil Nadu during 2018.
7. Stock verification Officer – Guest house during 2017.
8. Acted as a chairperson for PGDBM-valuation board, DDE from 2012-2016.
9. Co-Ordinator, Centre for Nehru studies during 2016 to 2018.
10. Stock verification Officer –Department of Women Studies during 2016.
11. Co-Ordinator, Swami Vivekananda Centre for Higher Research and Education, Alagappa University during December 2013 to June 2016
12. Member, Inspection committee for Establishment of DDE Centre in Ramnad during 2015.
13. Co-ordinator, Women Harassment Prevention Cell during 2011 to 2014.
14. Academic Auditor since 2012.
15. Panel member and prepared workshop proceedings on the workshop on Access, and Expansion, Equity and Inclusion, Quality and Excellence in higher education-Issues and Strategies, organized by Alagappa University, Karaikudi, 12.05.2012.
16. Co-Ordinator-ALUTES and other cultural programmes namely Saraswathi pooja, Pongal etc., at department level since 2012.

Areas of Research

- Financial Inclusion in Tamil Nadu.
- Performance of Bank Stocks in Indian Capital Markets.
- Retail Banking Strategies of Commercial Banks in India.
- Awareness and usage of digital banking products among retail customers in Tamil Nadu

Research Supervision/ Guidance:

Program of Study		Completed	Ongoing
Research	Ph.D.	02	02
	M.Phil.	02	--
Project	PG	498	09

Publication in Peer Reviewed/ UGC Listed/Scopus/Web of Science Indexed Journals:

Sl.No.	Title of the Paper	Author	Co-Authors	Journal Name, Vol. No. & Page
1.	Central Bank Digital Currency- Digital Rupee	Dr.C.Yogalakshmi	K. Suganya	Emperor Journal of Finance ISSN: 2583-4312 Vol-II Issue IX. Sep 2023.
2.	Promotional strategies adopted by commercial banks towards retail bank services –with special references to Sivaganga District	Dr.C.Yogalakshmi	M.Sigappi	Journal Management & Entrepreneurship ISSN: 2229-5348 UGC CARE LIST Group 1. Jan 2022 Impact factor: 4.257
3	Trend and growth of Retail banking in India	Dr.C.Yogalakshmi	M.Sigappi	“Dogo Rangsang” research journal, ISSN : 2347-7180 vol11, issue-12 Jan 2022
4	Customers’ perception towards retail banking services on selected commercial banks- with Special reference to Sivagangai District	Dr.C.Yogalakshmi	M.Sigappi	International Journal Of Creative Research Thoughts (IJCRT) Volume 9, Issue 8, ISSN 2320-2882 Jan 2022. UGC CARE LIST Group 1
5	Customers’ Perception on Internet Banking Services offered by Commercial Banks at Karaikudi	Dr.C.Yogalakshmi	N.Manju	Dogo Rangsang Research Journal, Vol -10 Issue -06 No.06 ISSN 2347-7180 June 2020 UGC CARE LIST Group 1

6	Foreign Direct Investment in India	Dr.C.Yogalakshmi	Dr.K.Alamelu	Roots International Journal of Multidisciplinary Research, Spl. Issue-1 Vol :4, ISSN : 2349-868, March 2018
7	Stock Market response to Macroeconomic events: Evidence from Indian Banking Sector	S.Suresh	Dr.C.Yogalakshmi	International Journal of Applied Business and Economic research (Scopus Indexed) ISSN 0972-7302Vol.15, No.6. 2017
8	RTGS as a tool of systematically important financial market Infrastructure (SIFMIS)- An Analysis	Dr.C.Yogalakshmi	M.Abinaya	Shanlax International Journal of Management Vol.3 Special Issue 2, ISSN 2321-4643, pp363-367. Feb 2016
9	Recent Trends in Electronic Banking in India	Dr.C.Yogalakshmi	-	Shanlax Journal of Management”, Vol.3, Special Issue 2, ISSN 2321-4643, pp176-178 Feb. 2016
10	Financial Inclusion and Agricultural Development- Forecasting a New Scenario in India	Dr. C.Yogalakshmi	S.Siddharthan	Shanlax International JournalofManagement, Vol.3, Special Issue2, ISSN.2321-4643, pp.25-31 Feb. 2016
11	Retail Banking Challenges and Strategies – An Overview	Dr. C.Yogalakshmi	B.Sudha	Bonfring International Journal of Industrial Engineering and Management Science, ISSN 2250-1096.vol 6, pp no:32-34 2016
12	Recent Trends in Bancassurance in India	Dr. C.Yogalakshmi	S.Suresh	Emerging Trends in Indian Insurance Sector, Department of Bank Management Alagappa University, March 2016
13	Current E-Commerce market landscape in India –An Analysis	Dr.K.Alamelu	Dr.C.Yogalakshmi	Asia pacific journal of Research ISSN (online): 2347-4793 Vol I. issue XLIII, Sep 2016 Impact Factor 6.58

14	An Analysis of Financial Inclusion initiatives at Odisha Gramya Bank	Dr. C.Yogalakshmi	S.Siddharthan & Dhanajay Bapat.S	Scopus Indexed Emerald Emerging Market casestudies ISSN:2045-0621 Vol.6 No.3,Oct.2016 P.P.01-30,
15	IPO Research in India. A literary Review	Dr. C.Yogalakshmi	S.Suresh	Global Journal for Research Analysis Vol.5 Issue-6, June 2016, 3.62, ISSN: 2277-8160(ImpactFactor3.6)
16	Efficacy of Business Correspondents in Select Districts of Tamil Nadu	Dr. C.Yogalakshmi	S.Siddharthan	Indian Journal of Applied Research, Vol.6 Issue 2, ISSN 2249-555X pp9-16(Impact Factor 3.919) Feb 2016
17	Ramakadhai Vazhangum Melanmai Thathuvangal	Dr.C.Yogalakshmi	-	ISBN : 97-81-922092-6-5 vol2., March 2013 Published as a chapter in the edited book on Kalamellam Kamban published by Kamban Kazhagam, karaikudi
18	Financial Inclusion	Dr.C.Yogalakshmi	-	International Conference Proceedings of the Department of International Business and Commerce, Alagappa University, March 2011, pp. no: 37-41
19	Financial performance of Indian Bank Vs. Other public sector banks – A comparative study.	Dr. C.Yogalakshmi	-	Management Dynamics Vol -3, No.1,Jan-June 2011 Pp.: 61-77 Published by School of Management, Alagappa University

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books/ Chapters/Monographs/Manuals
10	15	30	20	20

h-index

Scopus : 1

Google scholar : 2

Total Citations : 7

Funded Research Projects: 03

Agency	Period		Project Title	Budget (Rs. In lakhs)
	From	To		
TBRP RUSA (2.0) Phase II	Since Sep 2022	till	Efficacy of E-Payments and Settlement System in India	0.5
TBRP RUSA (2.0) Phase I	2018	Sep 2022	Efficacy of E-Payments and Settlement System in India	17.6
Alagappa University Research Fund	2011	2012	Trend and Pattern of rural household savings in Sivaganga District.	0.20

Distinctive Achievements/Awards

- Financial Education trainer certified by the Securities Exchange Board of India.
- Received the Certificate of Appreciation for the services rendered during the Third Cycle of NAAC Accreditation from Alagappa University on 30.04.2018
- Received the Certificate of Commemoration- for 25 years of Unblemished Service from Alagappa University on 07.02.2016.
- Established library for Swami Vivekanandan Centre for Higher Research and Education, Alagappa University, Karaikudi during 2015.
- Received the Certificate of Appreciation for the contribution made to Theme Based Research Project of RUSA 2.0 towards the Quality Enhancement in Teaching and Research from Alagappa University.
- Awarded the Best Research paper with gold medal in the national conference organized by Tamizhaga Ariviyal Peravai in March 2009.

Events organized in leading roles:

Number of Seminars / Conferences / Workshops / Events organized:

S.no	Name of the Event	Capacity	Remarks
1	Orientation Program for MBA(B&I) freshers	Department of Banking Management, Alagappa University Karaikudi on Sep 6 th and 7 th 2022	Organized

2	International Conference on ABCD technologies in the Indian Financial services sector (Hybrid Mode)	Organizing Secretary, Department of Banking Management, Alagappa University Karaikudi on 26 th and 27 th April 2022	Organized
3	Awareness Programme on STARTUPS for the students of Alagappa University	Co-ordinator Startup cell, Department of Banking Management, Alagappa University	Organized
4	Children's Day Celebration by the Centre for Nehru studies,	Co-ordinator, Centre for Nehru studies, Alagappa University on 14.11.2017	Organised
5	Children's Day Celebration by the Centre for Nehru studies	Co-ordinator, Centre for Nehru studies, Alagappa University on 14.11.2016	Organised
6	Technology Trends in Indian Banking Sector	Co-ordinator-cum Professor Department of Bank Management on 25.02.2016	Organized
7	The National Youth Day Celebration	Co-ordinator, Swami Vivekanda Centre, Alagappa University on 12.1.2016	Organized
8	Contribution of Swami Vivekanada	National Youth Day Celebration, Alagappa University, 12.1.2015	Organized
9	Contribution of Swami Vivekanada & Computer center, Alagappa University	Co-ordinator, Swami Vivekanda Centre, Alagappa University 12.1.2014	Organized
10	Personality Development – Swami Vivekanda's Perspective-Organized and Delivered the inaugural address	Co-ordinator, Swami Vivekanda Centre, Alagappa University on 12.8.2014	Organized
11	Orientation Program on Worth Ethics-Delivered the Welcome Address at Vivekanadhakendra, Kanyakumari	Co-ordinator, Swami Vivekanda Centre, Alagappa University 19.9.2014 to 20.9.2014	Organized
12	Special Lecture on Elimination of Violence against Women. Delivered	Co-ordinator, Women Harassment	Organized

	the Welcome address on 23.11.2014 in Alagappa University	Prevention Cell, Alagappa University	
13	Special Lecture on Elimination of Violence against women on 23.11.2013	Co-ordinator, Women Harassment Prevention Cell, Alagappa University	Organized
14	NISM Pocket Money Programme on 16.3.2013	Shri Vidhyaa Giri Mat.Hr.Sec.School, Puduvayal	Organized

Events Participated

Conferences / Seminars / Workshops:

Sl. No	Name of the Conference/Seminar/ Work-Shop	Date and Place of Conference, etc.	Title of Paper Presented / Attended
1	Central Bank Digital Currencies: A new frontier in financial inclusion	Department of banking management Alagappa University Karaikudi on 03.04.2023	Act as chairperson for technical session II
2	Orientation programme on Assessment & Accreditation Framework of NAAC for dual mode Universities	IQAC Alagappa University Karaikudi on 27.03.2023	Attended
3	Collegiate Seminar on Digital Banking	Nachiappa Swamigal Arts & Science College Kovillor Department of Business Administration on 17.3.2023	Acted as a Resource person & Delivered Valedictory address.
4	National conference on "Emerging trends in business and management (NCETBM)	Department of Business Administration & Research Centre, IARA& Non-Olympic times, Government Arts college Karaikudi on 10.03.2023	Presented a paper on growth and challenges of digital banking products
5	National Seminar on Emerging trends, challenges and implementation of STARTUPS	Dr.Umayal Ramanathan College for Women, Karaikudi on 06.03.2023	Attended & Delivered the Valedictory address
6	ACT NEXT: Nobel prize in economic sciences, 2022	Department of Economics and Rural development, Alagappa University, Karaikudi, 01.03.2023	Attended & Felicitated

7	International Conference on ABCD technologies in the Indian Financial services sector (Hybrid Mode)	Department of Banking Management Alagappa University Karaikudi on 26& 27.04.2022	Presented papers' on Cybersecurity : Threats and challenges Digital Lending : An overview Open Banking in India : Future prospects and challenges
8	International Conference on ABCD technologies in the Indian financial services sector (Hybrid mode)	Department of Banking Management, Alagappa University Karaikudi on 26.04.2022 &27.04.2022	Presented a paper on A study factors influencing customers' preference towards internet banking services offered by commercial banks at Karaikudi.
9	SWOT of Indian Banks	TANSCHÉ sponsored in service Teacher Training Programme for the Management Faculty 05.05.2022	Acted as a resource person.
10	National Webinar Financial Education on "Indian capital market & Wealth management"	Department of Banking Management Alagappa University Karaikudi on 19.09.2022	Attended & Organized
11	National conference on Agri Entrepreneurial, Business & Management	National conference on Agri Entrepreneurial, Business & Management on 23.01.2022	Presented paper on Promotional strategies adopted by commercial banks towards retail bank service- with special references to Sivaganga District
12	Virtual Webinar in Digital trends in Banking	Virtual mode Department of Banking Management Alagappa University on 12.11.2021	Attended
13	National Virtual conference on DIGI Transformation: A strategic Resurgence of Pandemic for Indian Banks	Department of Commerce, V.V.V Vaniaperumal College for Women Virudhunagar on 24.09.2021	Presented a paper on Impact of COVID-19 on Indian Banking Sector
14	International Virtual conference on Industry 4.0 leading business practices for Sustainable millennium	Alagappa Institute of Management Alagappa University on 25.08.2021 to 26.08.2021	Presented a paper on Trend and growth of Digital Banking products

15	National Webinar on Mutual Fund Management-Nidhi Kothari	Department of Banking Management Alagappa University karaikudi on 18.02.2021	Attended
16	International Conference on FDI and Make In India-Synergist of transformation Indian economy	Department of International Business Alagappa Univeristy Karaikudi on 30.08.2020 to 31.08.2020	Presented a paper on A Study on the Impact of FDI in Insurance Sector
17	International Conference on Digital Banking for sustainable development	Department of Banking Management, Alagappa University Karaikudi on 24.09.2020	Presented a paper on Efficacy of E-payments in India A Study on Settlement systems with special reference to Karaikudi
18	National Webinar on Entrepreneurial India	Department of Commerce, Bharathiyar University, Coimbatore on 28.07.2020	Acted as a resource person
19	Webinar on MOODLE	Department of Banking Management Alagappa University, Karaikudi on 23.07.2020	Attended
20	Ten days Webinar on Research Methodology	Department of Library Science Alagappa University Karaikudi from 12 th -23 rd June 2020	Attended
21	National Webinar on SWOT of Indian Commercial Banks	DDE Alagappa University Karaikudi on 02.07.2020	Acted as a resource person
22	National Webinar on How to get Bank Funding for Entrepreneurial Ventures?	Department of Commerce, Bharathiyar University, Coimbatore under RUSA on 22.06.2020	Acted as a Resource Person How to get Bank funding for Entrepreneurial Ventures?
23	National seminar on GST – An Overview	Seethalakshmi Aachi College for Women Pallathur on 02.03.2020	Acted as a Resource person and presented a paper on GST-An Overview
24	International conference on E-Business strategies and opportunities for sustainable Growth- A Growth perspectives	School of commerce Rathinam College of Arts and Science on 02.03.2020	Presented a paper on Young customers' perception on Digital Banking services offered by Commercial Banks at Karaikudi

25	Train the Trainers Programme for Placement co-ordinators, Alagappa University Karaikudi	Organized by Placement cell Alagappa University on 25.02.2020	Attended
26	National Conference on Innovation and challenges in Business	PG, Department of Commerce, CA, Syed. Ammal Arts and science college Ramnad on 20.01.2020	Presented Customers' perception on Internet Banking Services
27	International conference on Digital Banking for sustainable development	Digital Banking and Financial Inclusion on 24.09.2019	Acted as Chairperson for Technical Session II
28	National Seminar on Insolvency on Bankruptcy Code	SIRC ICSI Chennai & Department of Cooperate secretaryship Alagappa University on 02.03.2017	Acted as Resource person
29	International Conference on Global Growth: Gears & Glows	Faculty of Management, Alagappa University, Karaikudi 02.02.2017 to 04.02.2017	Presented a paper on Financial Inclusion Versus Growth: An Analysis Recent developments in Indian Primary Market
30	National Conference on Swami Vivekananda : A Youth Icon SVYI 2016	Swami Vivekananda centre for Higher Research & Education Alagappa University on 24.10.2016	Organized
31	National Seminar on Current Trends in Internet marketing	Loyala College, Thiruvannamalai, on 6.9.2016.	Presented a paper on Current E-Commerce Market landscape in India-An Analysis.
32	National Seminar on Consumer Protection	Dept. Corporate Secretaryship , Alagappa University during 26.08.2016 to 27.08.2016	Presented a paper on Financial Depositors Protection
33	National Seminar on Technology Trends in Indian Banking Sector	Department of Bank Management, Alagappa University, 25.02.2016	Organized
34	National Conference on Recent Trends in Management Research(ALUMASc)	School of Management, Alagappa University, 19.02.2016	Presented a paper on RTGS as A Tool of Systemically important Financial Market Infrastructure(SIFMIS) an Analysis
35	National Conference on Recent Trends in Management Research (ALUMASc)	School of Management, Alagappa University, 19.02.2016	Presented a Paper on Financial Inclusion & Agricultural Development- Forecasting a New Scenario In India

36	International Conference on Emerging Trends in Management Science	Department of Business Administration, Loyola College, Thiruvannamalai, 17.02.2016	Presented a Paper on Retail Banking
37	Personality Development Programme for the B.E. Students of Karaikudi MBA KIT &KIM	Karaikudi Institution Technology & Karaikudi Institution Management, 30.01.2016	Acted as the resource person for the workshop
38	The National Youth Day Celebration – 2016	Swami Vivekanandha Centre, Alagappa University, 12.01.2016	Organized
39	National Seminar on Emerging Trends in Indian Insurance Industry	Department of Bank Management, Alagappa University	Attended
40	National Seminar on Accounting & Taxation	Department of Corporate Secretary ship, Alagappa University and Sponsored by the chartered institute of accountants India, 18.09.2015	Attended
41	Contribution of Swami Vivekananda	National Youth Day Celebration, Alagappa University, 12.01.2015	Organized
42	NABARD Sponsored National Conference on Avenues in Agro-based industries for rural development	Sri Venkateswara College, Peravurani of Arts and Science for Women, 30.12.2015	Presented a Paper on Role of Village and Cottage industries for Economic Development
43	Duties & Responsibilities of Mother on the eve of International Mother Day	Mothers' day Celebration Resource Person, organized by Alagappa University, 12.05.2015	Presented
44	Orientation Programme on Worth Ethics-Delivered the Welcome Address at Vivekananda Kendra Kanyakumari	Co-Ordinator, Swami Vivekanda Centre, Alagappa University, 20.09.2014 – 21.09.2014	Organized
45	Special Lecture on Elimination of Violence against Women. Delivered the Welcome address	Co-Ordinator, Women Harassment Prevention Cell, Alagappa University, 23.11.2014	Organized

46	Personality Development- Swami Vivekanda's Perspective-Delivered the inaugural address	Co-Ordinator, Swami Vivekanda Centre, Alagappa University, 12.08.2014	Organized
47	International 3 in-1 Conclave	School of Management, Alagappa University, Karaikudi 20.09.2013 –22.09.2013	Attended
48	Emerging Development in Accounting & Taxation	Department of Corporate Secretaryship, Alagappa University 17.09.2013 – 18.09.2013	Attended
49	International Tamil Conference on Kambaramayanam	Kamban Kazhagam, Karaikudi on 23.3.2013 to 24.3.2013	Rama kaathai Vahukkum melanmai thathuvangal
50	NISM Pocket Money Programme	Shri Vidhyaa Giri Mat.Hr.Sec. School, Pudukkottai on 16.03.2013	Investment in Securities Market
51	National Level Faculty Capacity Building Programme	Sri Sarada Niketan College for Women, Amaravathipudur on 7.1.2013	Emerging Trends in Contemporary Business World 2013
52	International Seminar on Financial Markets; Issues and Challenges - 2013	Bharathidasan University, Trichy on 6.1.2013	Foreign Direct Investment in India
53	National conference on Emerging Entrepreneurial and Economic Environment	Alagappa Institute of Management, Alagappa University on 10.03.2012	Role of Commercial Banks in Financing Small and Medium Enterprises in India
54	National conference on Emerging Entrepreneurial and Economic Environment	Alagappa Institute of Management, Alagappa University on 10.03.2012	Entrepreneurship with Societal concern
55	National Seminar on Creativity, Innovation and Entrepreneurship	Department of Commerce, Avinashilingam University, Coimbatore on 17-02-2012	Business Correspondents model and impact on Economic Growth: Evidence from Indian Banking Industry
56	International Conference on Financial Market: Issues and Challenges	Department of Commerce and Financial Studies, Bharathidasan University on 08-01-2012	Financial Inclusion: issues and challenges

57	Professional Ethics of Teacher Educators	Department of Education, Alagappa University and Council for Teacher Education, Tamil nadu state centre, Karaikudi on 03-01-2012	Teacher's Ethics
58	World Tourism Day celebrations	Department of International Business and Commerce, Alagappa University on 27-09-2012	Pilgrims Tourism
59	Tamil Illakiathil Melanmai Thathuvangal	Department of Tamil, Alagappa University on 22-09-2011	Valluvamum Ramakathium Vazangum Melanmai Kotpadugal
60	National seminar on 'Banking Services – Rights and Responsibilities of consumers'	Department of Commerce, Government of Arts and college Paramakudi on 19 th -20 th March 2011.	Presented a paper on "E-Banking Services"

Course Materials Prepared:

- Prepared course material for MBA (Banking & Insurance), Directorate of Distance Education, Alagappa University for the course Banking law and practice.
- Prepared course material for BBA (Banking & Finance), Directorate of Distance Education, Alagappa University for the course of Business Communication.
- Prepared course material for M.Com. (Insurance Management), Directorate of Distance Education, Alagappa University, for the course Life Assurance for both English and Tamil medium.
- Prepared course material for M.Com, (Insurance Management), Directorate of Distance Education, Annamalai University for the course practice and management of General Insurance for both Tamil and English medium.

Design of New Curricula / Courses

No.	Year	Programme	New Curricula/Course	Description of new curricula / course Designed
1.	2022	MBA (B&I)	Practice of Commercial Banking	The course aims at familiarizing the learners to understand the Indian financial and banking system, payment banks, small finance banks.
2.			Legal and regulatory aspects of banking	The course deals with fundamentals of the legal framework of regulation of banks by RBI, SEBI, IRDA etc.,
3.			Digital-CRM	The course aims to know the features of CRM and the methods through which customer loyalty is built with the help of information and communication technologies.

4.			International Banking and Finance	The course imbibes the basic concepts of international banking and operations of Indian banks.
5.			Basics of Investment	The course aids in gaining insight into basics of investment, techniques and technologies of equity investment.
6.	2022	Ph.D.	Digital Banking	The course is meant for providing a comprehensive idea regarding the concept and features of all digital banking products and service in the context of the title of the research topic.
7	2019	Ph.D.	Retail Banking	The course dealt with the retail banking operations, and insight into the practical aspects of retail banking operations.
8.	2019	MBA (B&I)	Numerical Ability	The course is dealt with the numerical knowledge and speedy calculation.
9.	2019	MBA (B&I)	Introduction to Insurance	The course aims to understand the thrust areas in insurance and fit the learners to the requirement of an ideal insurer.
10.	2019	MBA(B&I)	E-Customer relationship Management	The course is to acquaint the learners to know the fundamentals of CRM.
11.	2019	MBA(B&I)	Non-Banking Finance companies in India	The courses dealt to create awareness about the multifaceted functions of NBFCs in India.
12.	2019	MBA(B&I)	Financial Derivatives	The course dealt with concept of derivatives and its types and various derivative markets in India.
13.	2013	MBA(B&I)	Financial and Management Accounting	The course deals with the role of the Basic of financial accounting and financial decision- making tools like financial statements, fund flow and cash flow statements and budgeting etc.,
14.	2013	MBA(B&I)	Practice of Commercial banking	The course intense to ensure the learners to understand the basics of banking, its structure, functions, nationalization, banking sector reforms.
15.	2013	MBA(B&I)	Banking Law	The course is meant for facilitating the learners to have an in-depth insight into various aspects of laws related to banking acts such as banking regulation act, negotiable instruments act.
16.	2013	MBA (B&I)	Financial Services	The course is to introduce the spectrum of services offered in the financial market and to understand the intricacies of such services.

17.	2013	MBA(B&I)	Marketing of Banking Services	The course aims to learn the concepts of bank marketing, its relevance and impact on customer services and various components of marketing mix.
18.	2013	MBA(B&I)	Fire Insurance	The course deals with the various aspects related to fire insurance concepts and contracts.
19.	2013	MBA (B&I)	Risk Management	The course aims to understand the concept of risk management and its importance in the globalized environment in general, commercial banks and insurance companies.
20.	2013	Ph.D.	Rural Banking	The course deals with the features of Indian Rural economy and the role of banks in functioning for rural development.
21.	2012	Ph.D.	Security analysis and portfolio management	The course deals with the various intricacies of portfolio management.
22.	2009	MBA(B&I)	Financial Services	The course deals with the various services of financial sector.

Chapters in Edited book:

Sl. No.	Title of the chapter contributed	Author	Co-author	Edited book name, Publisher, Year	ISBN
1	Cybersecurity : Threats and Challenges	C.Yogalakshmi	K.Suganya	Proceedings of the International Conference on ABCD Technologies in the Indian Financial services Sector, Shanlax publications, 2022	ISBN : 978-93-93737-71-7
2	A study on factors influencing customers preference towards internet banking services offered by commercial banks at karaikudi	N.Manju	C.Yogalakshmi	Proceedings of the International Conference on ABCD Technologies in the Indian Financial services Sector, Shanlax publications, 2022	ISBN : 978-93-93737-71-7
3	Trend and growth of digital banking in Indian banking sector	C.Yogalakshmi	K.Suganya	Sustainable strategies for tomorrow – coping Industry 4.0 Maahi Publication, 2021	ISBN : 978-93-91556-48-8 Pg No:184-195
4	Young customers' perception on digital banking services offered by karaikudi	C.Yogalakshmi	N.Manju	Proceedings of the International Conference on E-Business strategies and opportunities for	ISBN: 978-81-945812-2-2

				sustainable growth-A Global perspective Laser park publication, 2020	
5	A study on settlement systems with special reference to Karaikudi	C.Yogalakshmi	K.Alamelu , R.Vasanthraj	Digital Banking for sustainable development Forschung Publications, 2019	ISBN : 978- 93-87865- 15-0
6	Efficacy of E- Payment in India	C.Yogalakshmi	S.P.Sigappi	Digital Banking for sustainable Development Forschung Publications, 2019	ISBN : 978- 93-87865- 15-0 pp no:119-124
7	Recent developments in Indian Primary Markets	C.Yogalakshmi	S.Suresh	Global growth: Gears & Glows vol II Shanlax Publication Madurai, 2017	ISBN : 978- 81-933316- 4-4
8	Financial Inclusion versus Growth- An analysis	C.Yogalakshmi	S.Siddharathan	Global growth: Gears & Glows vol II Shanlax Publication Madurai, 2017	ISBN : 978- 81-933316- 4-4
9	Financial consumer (Depositor) protection	C.Yogalakshmi	-	Consumer protection and empowerment in India Department of corporate secretaryship Alagappa University karaikudi 2016	ISBN : 978- 81-928690- 1-8 pp no : 611-615
10	Recent trends in Bancassurance in India	C.Yogalakshmi	S.Suresh	Emerging trends in Indian insurance sector Mayas Publication 2016	ISBN : 978- 81-929581- 7-0 pp no: 46-54
11	தமிழகத்தின் சக்தி வளம்	C.Yogalakshmi	-	தமிழக அறிவியல் பேரவை September 2016	ISBN : 978- 93-80043- 33-3

Book Edited:

No.	Title of the Book	Publisher Name, Year	ISBN/ISSN
1.	ABCD Technologies of the Indian Financial Service Sector	Shanlax Publications. 2022	ISBN:978- 93-93737 - 71-7

Membership in Board of Studies:

- Member, Board of Studies, Department of Bank Management.
- Member, Board of Studies –DDE- a) MBA-Marketing Management, Technology Management, b) MBA-System Management, c) MBA-Hospital Management during 2020.
- Ex- Officio Member for all UG and PG programmes of Alagappa University for various departments and its affiliated colleges during 2017-2018 and 2018-2019.
- Member, Board of Studies for the following Distance Education, Alagappa University for the following PG Management Programmes- MBA Hospital Management, MBA Technology Management, MBA System Management, MBA Marketing Management.
- Acting as member of Board of Question paper setters for the following universities;
 1. Bharathiyar University, Coimbatore.
 2. Bharathidasan University, Tiruchirappalli.
 3. Karpagam Academy of Higher Education, Coimbatore.
 4. Madurai Kamaraj University.
 5. Anna University.

Resources Persons in Various capacities:

National Conferences	: 10
International Conferences	: 02
Invited Lectures	: 14

Resource Person/Chairperson for National Conferences:

- Resource person for national webinar on Entrepreneurial India, organized by department of commerce, Bharathiyar University, Coimbatore, on 28.07.2020
- Resource person for national webinar on SWOT of Indian Commercial Banks, organized by DDE Alagappa University, Karaikudi on 02.07.2020.
- Resource person for national webinar on How to get bank funding entrepreneurial ventures? organized by department of commerce, Bharathiyar University, Coimbatore Under RUSA, on 22.06.2020.

- Resource person for two days workshop ICT based on Innovative teaching methods in business studies, organized by department of International Business & Commerce Alagappa University, Karaikudi, 23rd – 24th 2017.
- Resource person for two days training program on techniques of loan appraisal by banks organized by department of bank management, Alagappa University, Karaikudi, 18th – 19th Jan 2017.
- Resource person on the Eve of Republic Day celebration, organized by Chidambaram Chettiar Girls Hr. Sec. School, on 26.01.2017.
- Resource person for national youth day celebration, organized by swami Vivekananda Alagappa University, Karaikudi on 12.01.2015.
- Resource person for ICSSR sponsored Research Methodology course in Social and Business Sciences, organized by department of International Business & Commerce, Alagappa University, Karaikudi on 07.06.2013.
- Resource person for national level capacity building program on emerging trend in contemporary business world, organized by Sri Sarada Niketan College for Women, Amaravathipuram Karaikudi on 7th January 2013.
- Resource person for national conference on Gender Mainstreaming: Towards Gender, organized by department of Women studies, Alagappa University, Karaikudi on 12.09.2012.
- Acted as a chairperson, furthering financial inclusion through financial literacy and credit counseling sponsored by The Reserve Bank of India, organized by Department of Bank Management, Alagappa University, Karaikudi, 4th Dec 2010.
- Resource person, UGC refresher course, organized by Department of Banking Management, Alagappa University, Karaikudi on 09.10.1998
- Resource person, UGC refresher course, organized by Department of Banking Management, Alagappa University, Karaikudi on 11.10.1996.

Resource Person/Chair Person for International Conferences:

- Acted as a chairperson for International Conference on ABCD Technologies in the Indian Financial Services Sector, organized by Department of Banking Management, Alagappa University, Karaikudi on 27.04.2022.

- Acted as a chairperson for International Conference on Digital Banking for Sustainable Development, organized by department of Banking Management, Alagappa University, Karaikudi on 25.09.2019.

Invited Special Lectures:

- Delivered special lecture series on “impact of COVID-19 on Indian Economy” organized by department of Banking Management, Alagappa University, Karaikudi on 21.05.2020.
- Delivered guest lecture on “Customer focus on New Business Culture” organized by department of Business Administration, Umayal Ramanathan College for Women, Karaikudi on 02.08.2019.
- Delivered guest lecture on “national youth day celebration” organized by SVCHRE Alagappa University, Karaikudi on 12.01.2019.
- Delivered a special lecture on Awareness programmes on STARTUPS for student of Alagappa University, Karaikudi on 10.08.2018
- Delivered a special lecture on Children’s Day celebration, organized by Centre for Nehru Studies, Alagappa University, on 14.11.2017
- Delivered a special lecture on Swami Vivekananda for National Youth Day celebration, organized by Alagappa University, Karaikudi on 12.01.2015
- Delivered a special lecture on “Workshop on work ethics” organized by Swami Vivekananda centre and Vivekananda Kendra, Alagappa University, Karaikudi on 21.09.2014.
- Delivered a special lecture on “Elimination of violence against Women- Women Harassment & Prevention cell, organized by Alagappa University, Karaikudi during 2014.
- Delivered a special lecture on “Swami Vivekananda-A Role Model for the youth” organized by Dr.Umayal Ramanathan College for Women, Karaikudi on 21.03.2014.
- Delivered a special lecture on “Personality Development- Vivekananda perspective” organized by Alagappa University, Karaikudi on 18.03.2014.
- Delivered a special lecture on “Mothers’ Day celebration- Duties and responsibilities of A Mother” organized by Alagappa University, Karaikudi on 12.05.2014.
- Delivered a special lecture on Indian Banking System-An Overview, organized by Idhaya College for Women, Sarugani on 17.09.2012.
- Delivered a special lecture on Youth Week Celebration- “Indian Culture” organized by Seethalakshmi Aachi College for Women, Pallathur on 10.01.2012.
- Delivered a special lecture on Bliss Fest-2012 “Role of youth in nation building” organized by Sarada Niketan College, Amaravathipuram on 22.01.2012.

Orientation/Refresher/MOOC/FDP/other courses attended:

Name of the Course	Conducted by	Course Period		Place
		From	To	
Two Week capacity building programme for faculty member and research scholar	STRIDE CELL, Alagappa University	12 th June 2020	23 rd June 2020	Karaikudi
Financial Education Resource Person Training Program	SEBI–National Institute of Securities Markets, Mumbai	9 th Dec. 2012	12 th Dec. 2012	Mumbai
Refresher Course in Business Studies (Management)	University Grants Commission-Academic Staff College, Bharathiyar University, Coimbatore	6 th Oct. 2010	26 th Oct. 2010	Bharathiar University, Coimbatore
Orientation Programme	University Grants Commission-Academic Staff College, Madurai Kamaraj University, Madurai.	5 th May 2010	1 st June 2010	Madurai Kamaraj University, Madurai.
Refresher Course in Commerce with the theme of Financial Sector Reforms and IT Applications in Commerce	University Grants Commission-Academic Staff College Bharathiyar University, Coimbatore	1 st Nov. 2006	21 st Nov. 2006	Bharathiyar University, Coimbatore
Refresher course in Department of Education	Alagappa University	7 th Nov 2005	27 th Nov 2005	Karaikudi
Refresher Course in Bank Management	University Grants Commission-Department of Bank Management, Alagappa University, Karaikudi	30 th Sep. 1996	28 th Oct. 1996	Alagappa University, Karaikudi

Social Interest and Initiatives

- Acted as a resource person and presented a paper on financial Literacy to the members of the public in the Financial Literacy Awareness programme organized by the Department of Banking Management in Sankarapuram village which is organized as a part of Financial

Literacy Awareness week celebrated by the RBI on March 1, 2023.

- Organised Village Placement Programmes and conducted Socio-Economic Surveys in Villages viz., Chockalingampudur, V.Surakudi and Ilangudi for the benefit of rural people
Collaborating with the students of the Department of Bank Management, Alagappa University during 2005- 2015.
- Organized and Delivered Lecture on Financial Literacy meant for the school students at Vidyaa Giri Higher Secondary School, Puduvayal viz. NISM Pocket Money Programme during March 2014.
- Acted as the University Representative for DDE examination of Alagappa University, at Tuticorin, Tirunelveli, Salem Erode and Namakkal centres during 2009-2014.
- Acted as the University Representative for DDE exams, at Tuticorin (May 2009), Thirunelveli (Dec 2009), Salem (Dec 2010), and Erode (May 2011).
- Values of National Integration imparted in the young minds i.e., students by coordinating the examinations of Vivekananda Academy of Cultural Sciences organized by the Vivekananda Kendra, Kanyakumari during March 2005 to 2009.
- Conducted coaching classes on **Test of English Language** meant for Bank competitive examinations for the students of colleges in and around karaikudi as well as for the students of Department of Banking Management since 1995.

Date: 26.02.2024

Place: Karaikudi

C. Yogalakshmi

Dean, Senior Professor