



**Dr. C. Yogalakshmi**  
**Professor**

### Contact

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**Academic Qualifications: M.Com., M.Phil., Ph.D.**

**Teaching Experience: 25 Years**

**Research Experience: 25 Years**

### Additional Responsibilities

1. Co-ordinator, Centre for Nehru studies
2. Co-ordinator, Swami Vivekanandha Centre for Higher Research and Education, Alagappa University during December 2013 to June 2016
3. Co-ordinator, Women Harassment Prevention Cell during 2010 to 2015

## Areas of Research

1. Banking
2. Insurance
3. Capital marketing

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	-	02
	M.Phil.	-	-
Project	PG	150	-

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
05	10	05	50	05

Cumulative Impact Factor (as per JCR) : 7.64

## Funded Research Projects

### Ongoing Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	AURF				.20

## Distinctive Achievements / Awards

1. Financial Education Trainer Certified by the SEBI
2. Awarded the Best Research Paper Award in September 2009 by the National Conference organised by the Tamil Science Congress.

## Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 10

S. no	Name of the Event	Capacity	Remarks
1.	Special Lecture on Elimination of Violence against women on 23.11.2013	Co-Ordinator, Women Harassment Prevention Cell, Alagappa University	Organized
2.	Contribution of Swami Vivekanada 12.1.2014 Jointly with Computer center, Alagappa University	Co-Ordinator, Swami Vivekanda Centre, Alagappa University	Organized
2.	Personality Development - Swami Vivekanda's Perspective-Organized and Delivered the inaugural address on 12.8.2014 in Alagappa University	Co-Ordinator, Swami Vivekanda Centre, Alagappa University	Organized
3.	Orientation Program on Worth Ethics-Delivered the Welcome Address at Vivekanadhakendra, Kanyakumari on 19.9.2014 to 20.9.2014	Co-Ordinator, Swami Vivekanda Centre, Alagappa University	Organized
4.	Special Lecture on Elimination of Violence against Women. Delivered the Welcome address on 23.11.2014 in Alagappa University	Co-Ordinator, Women Harassment Prevention Cell, Alagappa University	Organized
5.	Contribution of Swami Vivekanada 12.1.2014 Jointly with Computer center, Alagappa University	Co-Ordinator, Swami Vivekanda Centre, Alagappa University	Organized
6.	Contribution of Swami Vivekanada 12.1.2015	National Youth day Celebration, Alagappa University	Organized

7.	The National Youth Day Celebration on 12.1.2016	Co-Ordinator, Swami Vivekanda Centre, Alagappa University	Organized
8.	Technology Trends in Indian Banking Sector in the Department of Bank Management on 25.02.2016	Co-ordinator-cum Professor Department of Bank Management	Organized
9.	NISM Pocket Money Programme 16.3.2013	Shri Vidhyaa Giri Mat.Hr.Sec.School, Puduvayal	Organized
10	Children'S Day Celebration by the Centre for Nehru studies, Alagappa University on 14.11.2016	Co-ordinator, the Centre for Nehru studies	Organised

### Events Participated

#### Conferences / Seminars / Workshops: 31(Recent)

Sl. No	Name of the Conference/Seminar/ Work-Shop	Date and Place of Conference, etc	Title of Paper Presented / Attended
1	Entrepreneurship-Esteem	Sri Sarada Niketan College for Women, Amaravathipudur on 13-08-2011	Entrepreneurship Technovation
2	Tamil Illakiathil Melanmai Thathuvangal	Department of Tamil, Alagappa University on 22-09-2011	Valluvamum Ramakathium Vazangum Melanmai Kotpadugal
3	World Tourism day celebrations	Department of International Business and Commerce, Alagappa University on 27-09-2012	Pilgrims Tourism
4	Professional Ethics of Teacher Educators	Department of Education, Alagappa University and Council for Teacher Education, Tamilnadu	Teacher's Ethics

		state centre, Karaikudi on 03-01-2012	
5	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
6	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
7	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
8	National conference on Emerging Entrepreneurial and Economic Environment	Alagappa Institute of Management, Alagappa University on 10.03.2012	Entrepreneurship with Societal concern
9	International Seminar on Financial Markets; Issues and Challenges - 2013	Bharathidasan University, Trichy on 6.1.2013	Foreign Direct Investment in India
10	International Tamil Conference on Kambaramayanam	Kamban Kazhagam, Karaikudi on 23.3.2013 to 24.3.2013	Rama kaathai Vahukkum melanmai thathuvangal
11	National Level Faculty Capacity Building Programme	Sri Sarada Niketan College for Women, Amaravathipuram on 7.1.2013	Emerging Trends in Contemporary Business World 2013
12	NISM Pocket Money Programme	Shri Vidhyaa Giri Mat.Hr.Sec. School, Puduvayal on 16.03.2013	Investment in Securities Market
13	Emerging Development in Accounting &	Department of Corporate Secretaryship, Alagappa	Attended

	Taxation	University, 17.09.2013-18.09.2013	
14	International 3 in-1 Conclave	School of Management, Alagappa University, karaikudi 20.09.2013 – 22.09.2013	Attended
15	Personality Development Swami Vivekanda's Perspective-Delivered the inaugural address	Co-Ordinator, Swami Vivekanda Centre, Alagappa University, 12.08.2014	Organized
16	Orientation Program on Worth Ethics-Delivered the Welcome Address	Co-Ordinator, Swami Vivekanda Centre, Alagappa University, 20.09.2014 – 21.09.2014	Organized
17	Special Lecture on Elimination of Violence against Women. Delivered the Welcome address	Co-Ordinator, Women Harassment Prevention Cell, Alagappa University, 23.11.2014	Organized
18	Duties & Responsibilities of Mother on the eve of international Mother day	Resource Person, Alagappa University, 12.05.2015	Attended
19	Contribution of Swami Vivekananda	National Youth day Celebration, Alagappa University, 12.01.2015	Organized
20	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
21	National Seminar on Emerging Trends in Indian Insurance	Department of Bank Management, Alagappa	Attended

	Industry	University, 23.03.2016	
22	National Seminar on Technology Trends in Indian Banking Sector	Department of Bank Management, Alagappa University, 25.02.2016	Attended
23	The National Youth Day Celebration - 2016	Swami Vivekanandha Centre, Alagappa University, 12.01.2016	Attended
24	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
25	NABARD Sponsored National Conference on Avenues in Acro-based industries for rural development	Sri Venkateswara College, Peravurani of Arts and Science for Women, 30.12.2015	Presented a Paper Role of Village and Cottage industries for Economic Development
26	International Conference on Emerging Trends in Management Science	Department of Business Administration, Loyola College, Thiruvannamalai, 17.02.2016	Presented a Paper Retail Banking
27	National Conference on Recent Trends in Management Research(ALUMASc)	School of Management, Alagappa University, 19.02.2016	Presented a Paper Financial Inclusion & Agricultural Development Forecasting a New Scenario In India
28	National Conference on Recent Trends in Management Research(ALUMASc)	School of Management, Alagappa University, 19.02.2016	Presented a Paper Recent Trends in Electronic Banking in India
29	National Conference on Recent Trends in Management Research(ALUMASc)	School of Management, Alagappa University, 19.02.2016	RIGS as A Tool of System ethically important Financial Market Infrastructure(SIFMIS) an Analysis
30	National Seminar on Consumer Protection	Dept. Corporate Secretaryship , Alagappa	Financial Depositors Protection

		university during 26.8.2016 to 27.8.2016	
31	National Seminar on Current Trends in Internet marketing	Loyala College, Thiruvannamalai, on 6.9.2016.	Current E-Commerce Market landscape in India- An Analysis.

### **Other Training Programs**

1. Participated in the training programme on Financial Education organised by the SEBI during 09.12.2012 to 12.12. 2012.

### **Academic Bodies (such as Board of Studies etc.,)**

1. Board of Studies, Department of Bank Management – Special Invitee

### **Resource persons in various capacities**

Number of Invited / Special Lectures delivered: 16

### **Others**

1. Articles published in Newspapers / Magazines : 30

### **Social Interests and Initiatives**

1. Organised Village Placement Programmes and conducted Socio-Economic Surveys in Villages viz., Chockalingampudur and V.Surakudi for the benefit of senior MBA (B&I) students of the Department of Bank Management, Alagappa University.

### **Recent Publications**

1. Dr.C.Yogalakshmi, (2011) Articles on Financial Performance of Indian Bank Vs Other Public Sector Bank-A Comparative Study, Management Dynamics Vol-3, No.1, Page-61-77 Published by School of Management Alagappa University,
2. Dr.C.Yogalakshmi, (2011) Research Paper on Financial Inclusion, Conference Proceeding, Page.37-41, Published by Department of International Business and Commerce, Alagappa University, March 2011, -, -
3. Dr.C.Yogalakshmi, (2013) Ramakadhai Vahankum Mellanmai Thathuvangal , March 2013, Page : 130-135, -, ISBN : 97-81-922092-6-5

4. Dr.C.Yogalakshmi, S.Siddharthan, Efficiency of Business Corresponds in Select District of Tamil Nadu , Indian Journal of Applied Research, Vol.6 Issue 2, ISSN 2249-555X , pp9- 16(Impact Factor 3.919)
5. Dr.C.Yogalakshmi, S.Suresh, (2016) IPO Research in India. A literary Review, Global Journal for Research Analysis, Vol.5 Issue-6, June 2016, 3.62, ISSN:2277-8160 (Impact Factor 3.62)
6. Dr.C.Yogalakshmi, S.Siddharthan, (2016) An Analysis if Financial Inclusion initiatives at Odisha Gramya Bank , Emerald Emerging Market case studies Vol.6 No.3, Oct.2016 P.P.20, ISSN:2045-0621
7. Dr.C.Yogalakshmi, S.Suresh, (2016) Recent Trends in Bancassurance in India., Emerging Trends in Indian Insurance Sector,
8. Dr.C.Yogalakshmi, B.Sudha (2016) "Retail Banking Challenges and Strategies – An Overview" Bonfring International Journal of Industrial Engineering and Management Science, ISSN 2321-4643.
9. Dr.C.Yogalakshmi, .Siddharthan, (2016),"Financial Inclusion and Agricultural Development-Forecasting a New Scenario in India", Shanlax International Journal of Management,Vol.3, Special Issue 2, ISSN.2321-4643, pp.25-31
10. Dr C.Yogalakshmi,(2016),"Recent Trends in Electronic Banking in India",Shanlax Journal of Management", Vol.3, Special Issue 2,ISSN 2321-4643, pp176-178
11. Dr C.Yogalakshmi,(2016),"RTGS as a tool of systematically important Financial market Infrastructure (SIFMIS)- An Analysis", Vol.3 Special Issue 2, ISSN 2321-4643, pp363-367.