

Name : Dr.V.Sengamalam

Designation/Present position : Assistant Professor

Official Address for communication : Department of Commerce,
St.Joseph's college of Arts and Science
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Broad field of Research : HRM



Qualification : M.Com., M.Phil.,

Degree	Subject	Institution	Year
Ph.D.	Commerce	Bharathidasan University,Trichy	2015
MBA	Finance	Bharathiyar University	2011
M.Phil	Commerce	Bharathidasan University,Trichy	2005
PG	Commerce	Bharathidasan University,Trichy	2004
UG	Commerce	Bharathidasan University,Trichy	2002

Discipline/Area of specialization : Finance,HRM,Marketing

Teaching Experience/Employment history :

Designation	From	To	University/Institution
Assistant Professor Department of Commerce	01.07.2004	30.04.2011	Dhanalakshmi Srinivasan College of Arts and Science for women,Perambalur
Assistant Professor Department of Commerce	20.06.2011	31.10.2011	St.Joseph's college of Arts and Science for women,Hosur
Assistant Professor Department of Commerce	02.12.2015	Till date	St.Joseph's college of Arts and Science for women,Hosur

M.Phil./Ph.D. Candidates guided/awarded : M.Phil: 3

Ph.D.: 1 doing

Editorial Activity/Journal Reviewer : nil

Workshops / Seminars Attended :

1. Two days Faculty Workshop on **“NSE”** organized by NSE at **Baharathidasan university** on 7th and 8th Nov 2008

International Conferences / Seminars Attended/Presented:

1. Presented a paper named **“Contribution of GST in India”** in the **International Conference** at Padmavani Arts and Science for women, Salem on **sep 9th 2017**.
2. Presented a paper named **“E-Banking”** in the **International Conference** at **Morappur Kongu College of Arts and Science, Morappur** on **14th Sep 2017**.
3. Presented a paper named **“A study on working capital management of sundaram fasteners limited, hosur”** in the **International Conference** at **St.Joseph’s college of Arts and Science for women ,Hosur** on **August 9th 2019**.
4. Presented a paper named **“Consumer preference towards selected two wheelers in hosur”** in the **International Conference** at **St.Joseph’s college of Arts and Science for women ,Hosur** on **August 9th 2019**.

National Conferences / Seminars Attended/Presented:

1. Presented a paper named **“VAT- Trade and Commerce”** in the **National Conference** at **Erode Arts and Science College** on **Sep 2nd & 3rd 2005**.
2. Presented a paper named **“Marketing strategy on tourism products”** in the **National Conference** at **St.Joseph’s college of Arts and Science, Cuddalore** on **Sep 10th & 11th 2005**.
3. Presented a paper named **“Emerging trends in mobile communication”** in the **National Conference** at **Cauvery college, Trichy** on **March 14th and 15th 2006**.
4. Presented a paper named **“The new trust of women entrepreneur”** in the **National Conference** at **Dhanalakshmi Srinivasan college , Perambalur** on **Feb 23rd 2008**.
5. Presented a paper named **“Financial intermediaries in the 21st century”** in the **National Conference** at **Bharathidasan university, Trichy** on **Sep 12th & 13th 2009**.
6. Presented a paper named **“Product positioning strategy”** in the **National Conference** at **Dhanalakshmi Srinivasan college , Perambalur** on **Sep 24th 2009**.
7. Presented a paper named **“Product positioning strategy”** in the **National Conference** at **Dhanalakshmi Srinivasan college , Perambalur** on **Sep 24th 2009**.

8. Presented a paper named **“Regulation of capital market -SEBI”** in the **National Conference** at **Bharathidasan university, Trichy** on **Sep 9th & 10th 2010**.
9. Presented a paper named **“Growth of Service sector”** in the **National Conference** at **Navarasam Arts and Science college for women, Erode** on **Dec 30th 2010**.
10. Presented a paper named **“Role of HR management in a changing environment SEBI”** in the **National Conference** at **Jamal Mohamed college, Trichy** on **Sep 9th & 10th 2010**.
11. Presented a paper named **“Regulation of capital market -SEBI”** in the **National Conference** at **Bharathidasan university, Trichy** on **Feb 4th 2011**.
12. Presented a paper named **“A study on impact of online banking on customer satisfaction in Krishnagiri district with special reference to Hosur”** in the **National Conference** at **St. Joseph, s college of Arts and Science for women, Hosur** on **Sep 1st 2016**.
13. Presented a paper named **“Social psychological factors related to consumerism and consumer behavior, consumer consumption ”** in the **International Conference** at **Periyar Universtiy, Salem** on **July 29th 30th 2019**.

Papers published:

1. **“Corporate Goverance and its importance”**, Indian Economic Panorama Vol.(21)No(3) on Oct 2011.
2. **“Strategic human resource management”**, HRD times ,ISSN.No-0976-7401 Vol(15). Dec 2015.
3. **“Furthering financial inclusion through financial literacy and credit counseling”**, Financial inclusion A way equitable growth ISBN:978-81-909104-0-8, Jan 2014.
4. **“The fact about job satisfaction”**, International journal of management review Vol.1, April 2014, ISSN:2348-4373.
5. **“A study on impact of online banking on customer satisfaction in Krishnagiri District with special reference to Hosur”**, Indo global journal of commerce and economics, ISSN No.2393-9796.9796.Vol.3 Issue 4 Nov 2016.
6. **“Effect of credit cards on Individual financial position”**, Indo global Journal of commerce and economics, ISSN No:2393-9736, Vol3-Issue 4, Nov 2016

7. **“Employee motivation in Duroflex company at Hosur”**, Journal of Emerging technologies & Innovative research ,ISSN(2349-5162),Vol 5,Issue 12,Dec 2018.