

**CAUVERY COLLEGE FOR WOMEN  
(AUTONOMOUS)  
STAFF PROFILE**

**PERSONAL INFORMATION**

1. Name : Dr.D.Sarala
2. Date of Birth : 07.05.1982
3. Address :

Residential	Office
No. 2348, Thiruvelluvar Avenue, Pichandar Kovil Post, No.1. Tolgate, Trichy –621216	Cauvery College for Women, Annamalai Nagar, Trichirappalli-620018

**ACADEMIC INFORMATION**

4. Designation & Department: Associate Professor in Department of Commerce

5. Educational Qualification:

Degree	Year	College/University
B.B.M	2003	Trinity College For Women\ Periyar University, Salem
M.Com	2005	Cauvery College For Women/Bharathidhasan University, Trichy
M.Phil	2007	Bharathidhasan University
M.B.A	2010	Aalagappa University
Ph.D	June 2017	Bharathidhasan University, Trichy.

6. Researcher ID :

Google Scholar	<a href="https://scholar.google.com/citations?view_op=new_articles&amp;hl=en&amp;imq=Dr.D.Sarala&amp;authuser=1#">https://scholar.google.com/citations?view_op=new_articles&amp;hl=en&amp;imq=Dr.D.Sarala&amp;authuser=1#</a>
ORCID	<a href="https://orcid.org/0000-0002-5894-4093">https://orcid.org/0000-0002-5894-4093</a>
SCOPUS ID	<a href="https://id.elsevier.com/settings/redirect?code=OF0-1OPhUSTLNs6TAX7Jy16xdAc405IJVSdre2gU">https://id.elsevier.com/settings/redirect?code=OF0-1OPhUSTLNs6TAX7Jy16xdAc405IJVSdre2gU</a>
Mendeley	<a href="https://id.elsevier.com/settings/redirect?code=9y0qeX8NsJHjnEKWaw9xVS0B9fxFjypJq9VBnism">https://id.elsevier.com/settings/redirect?code=9y0qeX8NsJHjnEKWaw9xVS0B9fxFjypJq9VBnism</a>
Web of Science/ Publons	<a href="https://publons.com/dashboard/summary/">https://publons.com/dashboard/summary/</a>

VIDWAN	<a href="https://vidwan.inflibnet.ac.in/profile/205784/MjA1Nzg0">https://vidwan.inflibnet.ac.in/profile/205784/MjA1Nzg0</a>
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**7. Experience** : 14 Years

**8. Areas of Specialization** : Banking and Marketing

**9. Languages known** : English & Tamil

**10. Subjects Taught** :

<b>UG</b>	Business Management, Management Accounting, Accounting & Book Keeping-II, Accounting & Book Keeping-III Labour Laws, Management Information system, Value Education, Marketing, Advertisement Management, Insurance Management, Environment Studies, Cost Accounting, Business Accounting, Business Communication, Business Law ,Financial Accounting, Office Management, Banking Theory Law And Practices, Computer Applications in Business, Entrepreneurial Development, Service Marketing, Business Economics, CRM and its Tools, Partnership Accounting, Auditing, Financial Accounting –I, Universal Human Values, Entrepreneurial Development, Financial Accounting – II, Organizational Behaviour, Modern Banking, Accounting Package- Practical, Entrepreneurship & Small Business Management, Business Correspondence and Reporting, Management Principles & its Application, Company Law and secretarial Practices.
<b>PG</b>	Entrepreneurial Development Corporate Laws and Research Methodology.

**11. Research Supervision:**

	<b>Thesis Completed</b>	<b>Pursuing</b>
<b>M.Phil</b>	-	-
<b>P.hD</b>	-	-

## 12. Details of Publications:

Journal Name& Volume	Year of Publication	ISBN Number	Name of the Paper	Impact Factor
E-Services and its Emerging Issues in the Global Business Environment Cauvery Research Journal, Vol.5,Issue:1&2,(special issue),	12,13,sep 2011	ISSN NO:0975- 1300	E-Payments	-
UGC Sponsored Two Days National Seminar on Financial Inclusion for Inclusive Growth-Issues & Challenges Seminar Special Edition Volume 2	26 <sup>th</sup> April 2013		SBI Micro Finance to Rural Credit	
International Conference on Emerging trends in Management,Commerce ,Education&Economics Volume2.	Vol 6, Issue – 2,Pge No February2 015		A Study on customers Attitude towards Credit Cards with Special Reference to State Bank of India in Tiruchirappalli City Corporation	
International Journal of Computer science and Engineering.	Feb2015, 133-134	E- ISSN:234 7 – 2693	A Study On Customer Satisfaction Towards Internet Banking In HDFC Bank At Thillai Nagar, Trichy.	Impact Factor 3.022.
Web of Science IE Scientific research Publishing, DOI:10.4236/Jssm. 2019.125045.	19 <sup>th</sup> August 2019, 649 -664	ISSN Online :1940 – 9907,	Service Quality of Mobile Banking Services in ICICI Bank Limited,	ImpactFact or:1.27,h5in dex– 13.

### 13. Details of Papers Presented:

<b>Date</b>	<b>Organizer</b>	<b>Name of the Seminar</b>	<b>Paper Name</b>
Jan 8,92011	Bharathidasan University	International seminar on Emerging Capital Markets, Issues and Challenges	Debt Market and Instruments
12,13Sep2011	Cauvery College For Women	E-Services and its Emerging Issues in the Global Business Environment	E-Payments
15 <sup>th</sup> Feb2013	Sri Ganesh College of Arts and Science, Salem	National Conference on Prospects of FDI in promoting Retail Trade in India	Inflation in India
22 <sup>nd</sup> Feb2013	Sri Ganesh School of Business Management, Salem	International Conference on Competency Building Strategies in Business and Technology for Sustainable Development	Marketing of Banking Services by SBI in Tiruchirappalli
23 <sup>rd</sup> Feb2013	PGP College of Arts and Science,	National Level Seminar on Emerging Challenges and Opportunities with Globalization	A study on Credit Risk Management by banks – With Special Reference to SBI and KVB in Tiruchirappalli
26 <sup>th</sup> & 27 <sup>th</sup> April2013	Periyar E.V.R. College,Trichy-23	UGC Sponsored Two Days National Seminar on Financial Inclusion for Inclusive Growth-Issues & Challenges	SBI Micro Finance to Rural Credit
13 <sup>th</sup> Feb2015	Swami Vivekanada Institute of Management, Tanjore	International Conference on Emerging trends in Management, Commerce, Education & Economics2015	A Study on customers Attitude towards Credit Cards with Special Reference to State Bank of India in

			Tiruchirappalli City Corporation
24 <sup>th</sup> and 25 <sup>th</sup> January 2018	Srimad Andavan arts and science college	Two Day National Conference on Transforming Technology	A Study On Customer Satisfaction Towards Internet Banking In HDFC Bank At Thillai Nagar, Trichy.

#### 14. Details of Seminars/Conferences/Workshops Attended:

Year& Date	Organizer	Title	National/ International	Topic
23 <sup>rd</sup> &24 <sup>th</sup> Oct 2010	Dept. of Commerce and Financial Studies BDU and Smart Journal	Art of writing research article in commerce and management	National	
27 <sup>th</sup> Oct- 2 <sup>nd</sup> Nov 2010	Dept, of life long learning and Department of commerce & financial studies –BDU	UGC's Training workshop on application of Statistical packages in commerce and management research.	State	
Jan 8,9 2011	Bharathidasan University Debt Market and Instruments	International seminar on Emerging Capital Markets, Issues and Challenges	International	

12,13Sep 2011	Cauvery College For Women	E- Services and its Emerging Issues in the Global Business Environment	National	E-Payments
15 <sup>th</sup> Feb2013	Sri Ganesh College of Arts and Science, Salem	National Conference on Prospects of FDI in promoting Retail Trade in India	National	Inflation in India
22 <sup>nd</sup> Feb2013	Sri Ganesh School of Business Management, Salem	International Conference on Competency Building Strategies in Business and Technology for Sustainable	International	Marketing of Banking Services by SBI in Tiruchirappal li
		Development		
23 <sup>rd</sup> Feb20 13	PGP College of Art sand Science, Namakkal	National Level Seminar on Emerging Challenges and Opportunitie s with Globalizatio n	National	A study on Credit Risk Management by banks – With Special Reference to SBI and KVB in Tiruchirappalli

26 <sup>th</sup> &27 <sup>th</sup> April 2013	Periyar E.V.R.College Trichy-23	UGC Sponsored Two Days National Seminar on Financial Inclusion for Inclusive Growth- Issues & Challenges	National	SBI Micro Finance to Rural Credit
18 <sup>th</sup> &19 <sup>th</sup> August 2014	Cauvery College for Women.	Two Day International Conference on Integration and Implementati on of Research to Become a Reflexive Researcher	International	
13 <sup>th</sup> Feb2 015	Swami Vivekanada Institute of Management, Tanjore	International Conference on Emerging trends in Management ,Commerce, Education &Economics 2015	International	A Study on customers Attitude towards Credit Cards with Special Reference to State Bank of India in Tiruchirappal li City Corporation

10 <sup>th</sup> feb2018	Primax Foundation & Seshadripuram Academy of Business Studies. Bengaluru	Thesis & Article writing: From Copper strip to gold Bar.	one day Faculty Deveopment Program	
05.06.2019 - 10.06.2019		Capacity Building Workshop on E-Content Development	05.06.2019 – 10.06.2019	
24 <sup>th</sup> and 25 <sup>th</sup> January 2018	Srimad Andavan arts and science college.	Two Day National Conference on Transforming Technology	National	A Study On Customer Satisfaction Towards Internet Banking In HDFC Bank At Thillai Nagar, Trichy.
20 <sup>th</sup> Decem ber 2018	Cauvery College for Women	Microsoft (One Note, Innovation Educator	One Day Work shop	
22.09.2021 to 05.10.2022	Srimad Andavan Arts and Science College (Autonomous)	14 days Professional Programme on Recent Trends in Commerce (Virtual Mode)	14 days Professional Programme	Recent Trends in Commerce
12.10.2023 To 19.10.23	The Kerala State Higher Education	7 Day National Level online FDP on	7 Day Faculty Development Programme	Curriculum Framework in line with NEP 2020, OBE and AI



	Council (KSHEC)	Curriculum Framework in line with NEP 2020, OBE and AI Advanceme nts		Advancements
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**15. Details of Seminars / Conferences / Workshops Organized:**

Date	Title	National / International	Topic
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**16. Details of Orientation / Refresher Course Attended:**

Date	Title of the Course	Organizer
-	-	-

**17. Details of Study Materials / Books written and published:**

S.No.	Title	Authors Name	Year	Publisher
1	Financial Services	Dr.D.Sarala Shilpa A. Talreja Dr.R.Ayswarya	April 2024	CHARULATHA Publications Chennai -33

**18. Details of Chairing as Resource Person:**

Nature of Position	Institution Name	Topic / Competition / Function	Date
Resource Person	Blossom Special School, Holy Cross College, Trichy.	World Women's Day	16.03.20 19
Judge	Holy Angle school of business, Siruvachur.	Paper Presentation	
Judge	Arabindo School, Trichy.	English Elocution competition	
Resource Person	Saratha College for	Emerging Trends in	03.09.20

	Women, Perambalur.	Commerce and Management”	19
Resource Person	Cauvery College for women, Trichy.	Awareness Program on Recent Trends in commerce and management.	31.08.20 19
Resource Person	Cauvery College for women, Trichy.	Consumer Awareness	31.08.20 18
Resource Person Special Address	Srimad Andavan Arts and Science College (Autonomous)	Consumer Awareness is a key to Smart Shopping	20.09.20 23

**19. Administrative Positions held in the College:**

Nature of Position	Year
-	-

**20. Details of In-Charge / Membership in Committees for Autonomous:**

Name of the Committee	College Name	Nature of Position	Date
Scrutiny Committee for evaluating the E- Content Video Lessons	Department of Commerce Voc (BFSI) Holy Cross College (A), Trichy- 02	Subject Expert	05.11.2024

**21. Details of Incharge/Participation in Extra curricular Activities:**

(NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities):

Nature of Activity	Period of Incharge
Busy Bee Club	2013 -2014
Citizen Consumer Club	2018 -2019 to Till Date
Sports	2021-2022
Cultural	2024-2025

**22. Details of Participation in Consultancy, Training, Development etc.:**

**Consultancy Details:**

S.No.	Name of the Institution	Date	Amount Received (Rs)

1	Raj Vidya Bhavan Girls High School, Dhanalakshmi Nagar, Thuraiyur – 621 010	28.02.2024	20,000
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**23. Details of Membership in Academic Bodies/ Board of Studies:**

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**24. Details of Membership of Professional Bodies:**

Commerce and Management Association - Life Time Membership

**25. Countries visited academically:**

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**26. Any other information :**

- E-content

S.No.	Name of the faculty	Subject	Uploaded date	University/ Institution
1.	Dr.D.Sarala Assistant Professor, PG & Research Department of Commerce.	Inflation	2019	Cauvery College for Women, Trichy.

**FDP**

➤ **Lockdown Activity**

S.No.	Nature of Activity	Title of Activity	Date & Time	Beneficiary	Resource Person	Name of Host Institute
1.	FDP	Faculty Development Programme – Webinar On Education 4.0	5.05.2020 10.30AM		Dr.K.Karunakaran , M.Sc., Ph.D, Principal and Secretary Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore	IQAC & Department of Bio Technology Cauvery College for Women (Autonomous)
2.	FDP	Faculty Development Programme on The Art of Story Telling in Academic Writing	9.05.2020 10.00 AM		Dr.Thamaraiselvi Natarajan Professor Department of Management Studies, NIT, Trichy.	UG & Research Department of Business Administration Cauvery College for Women (Autonomous) Tiruchirappalli - 18
3.	Webinar	Webinar on Recent Insight of Cyber Security	7.5.2020 5 PM - 6PM		Dr.Smitha Sivashankar, Senior Lecture,	Department of Computer Application,

					Kings Own Institute & Course Advisory Board & Head of Programs, Sydney Institute of Commerce & Science, New South Wales 2000, Australia	Information Technology and Computer Science, Cauvery College for Women (Autonomous)
4.	FDP	Faculty Development Programme on Virtual Teaching Tool – Moodle	11.5.2020 to 15.5.2020		Mr.Parveen Kumar Sharma Assistant Professor at Maharishi Markandeshwar University, Mullana	IQAC Cauvery College for Women (Autonomous) Tiruchirappalli - 18
5.	FDP	FDP - Webinar on Faculty to Administration	8.5.2020 10.30AM-11.30AM		Dr. Godwin Tennyson, Dean (Administration), Chair Person(PG Programme in Management), Professor(Operations Management & Quantitative Techniques), Indian Institute of Management, Tiruchirappalli	UG & Research Department of Business Administrative, Cauvery College for Women(Autonomous), Trichy
6.	Webinar	Digital Tools for Engaging Students	13.5.2020 10AM-11AM		Mr.G.Laxminarayanan BE (EEE)., B.Tech., PGDM., Associate Director, Deloitte, Bangalore	Internal Quality Assurance Cell Cauvery College for Women (Autonomous)
7.	Webinar	National webinar on Scope for Entrepreneurship in Value Added products – COVID – 19	27.5.2020 10.30 AM		Dr. P.G Thenmozhi Asst. Professor, Krishi vigyan Kendra, Kundrakudi. & Dr.A. Moraji, Professor Dept. of Corporate Secretaryship, Alagappa University, Karaikudi.	Department of Economics Seethalakshmi Achi college for women, Pallathur, Sivagangai District
8.	Webinar	Two days Webinar on Developing Leadership Skills &	18.5.2020-19.5.2020 4PM-5PM		Dr. K.Veerakumar, Head Department	Department of Commerce & Management, Bhar

		Stress free Leadership			of Business Administration, NGM College(Autonomous), Pollachi Dr. M.Neela, Associate Professor, Department of Business Administration, Cauvery College For Women, (Autonomous)	athiyar Arts and Science College for Women, Deviyakurichi.
9.	Webinar	Role of Artificial Intelligence in E - commerce	20.5.2020 10.30AM		Mr.T.Vigneshwaran (Founder and CEO Nandha Infotech)	Busy Bee Club PG & Reasearch Department Of commerce, Cauvery College for Women (Autonomous), Trichy
10.	FDP	Three Days FDP on Economic Downturn and Phenomenal Progress	14.5.2020 – 16.5.2020 10.00 AM		Dr.K.Ramesh kumar Professor of Economics Alagappa University, Karaikudi. Mrs. Sandra Shamir Almeida Assistant Professor of Commerce Viva College of Arts, Commerce and Science, Mumbai (VIRAR) Dr.M. Neela Associate Professor of BBA Cauvery College for Women , Trichy	Department of Business Administration Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Coimbatore.
11.	FDP	FDP on English Language Teaching in the Viral Era	4.05.2020 10.30AM		Dr.P.Nagaraj Associate professor Dept. Of English and Foreign Languages, Bharathiar University, Coimbatore	PG Department of English Cauvery College for Women (Autonomous) Tiruchirappalli - 18
12.	FDP	Faculty Development	31.5.2020		Prof. R. Amjad Hasan,	IQAC & Department of

		Webinar on PSYMAN 1.0			International Affiliate, American Psychological Association.	English, Cauvery College for Women (Autonomous)
13.	Online Workshop	Online Workshop on Handmade Face Mask	02.6.2020 10.30 AM		Mrs. Thulasi kannan Fevicryl specialist Pidilite Industries - Mumbai	Department of Economics Seethalakshmi Achi college for women, Pallathur, Sivagangai District
11.	Webinar	Webinar on Effective Energy Management Practices of Farmers in COVID – 19	03.6.2020 10.30 AM		Dr.W.Julice Sudhir Assistant Professor of Corporate secretaryship, Agurchand Manmull Jain College, Chennai. Dr.M.Tamilselvan Assistant Professor of Agriculture Research Station Pattukottai.TN Dr.A.Morarji Professor of Department of Corporate Secretaryship, Alagappa University, Karaikudi	Alagappa university Karaikudi. & ICSSR New Delhi
14.	FDP	Empowering the Millennial Mentors	1.6.2020-5.6.2020 10AM-11AM		Dr.M.Neela Associate Professor, Cauvery College for Women(Autonomous), Trichy Shri.Ajay V A, Director of International Foundation, CEO IF Zignature Firms Dr.Kolachina Srinivas, Associate Professor, KL Business School, Andhra Pradesh Dr. Deepika Kholi, Assistant	Yuvakshetra Institute of Management Studies, Palakkad, Kerala

					Professor, Khalsa College of Education, Amristsar, Punjab Dr.M.Gurusamy Prof & Head, Brindavan College, Bangalore, Karnataka	
15.	Webinar	State Level webinar on “ COVID-19 and Consumer Rights”	11.6.2020 6.00 PM To 7.30PM		Mr.R.Balasubramanian, District Secretary & General Secretary, Federation of Consumer Organization of Tamil Nadu and pandicherry, Erode District Consumer Protection Centre. Erode. Mr.M. Ananthan, advocate District Secretary, TN Progressive Writer and Artists Association, coimbatore	Erode Arts and Science College(Autonomous), Erode, & Erode District Consumer Protection Centre, Erode.
16.	Webinar	International webinar on “Resilience: The Secret to Success in the workplace”	27.6.2020 4 to 5 PM		Dr. Sonia Singh, Group HR Director, LIN SCAN Advanced Pipelines and Tank Services, UAE & Director, Toss Global Management, UAE	Alpha arts and science College, Porur, Chennai
17.	Webinar	Webinar on” Renewable Energy and Environmental Conservation”	28.6.2020 4 to5		Dr.P.C.Pant Scientist G (Retd) Ministry of New and Renewable Energy	Atal Bihari Vajpayee trust, ABHAV Foundation
18.	National Webinar	National Eco-Livelihood webinar on “ Green Skills for Eco-Livelihood Development (Aatm Nirbhar bharat)	05.7.2020 4 to 5		Pawan K Kaushik, Scientist F FRCLE Agartala (Tirupura)	Atal Bihari Vajpayee trust, ABHAV Foundation
18.	Quiz	Tradecom Quiz	05.5.2020			Jamal Mohamed College (Autonomous),

						Trichy - 20
19	Quiz	Covid 19 Awareness Quiz	6.5.2020			Unnat Bharath Abhiyan, Government of India & Cauvery College for Women (Autonomous), Trichy – 18
20	Quiz	Covid 19 Awareness Quiz	6.5.2020			Jamal Mohamed College (Autonomous), Trichy - 20
21.	Quiz	Government Initiative & Schemes	04.5.2020			Thakur College of Science & Commerce
22.	Quiz	Test Your Immunity on Fact Versus Fake News on COVID - 19	15.5.2020			Sakthi Institute of Information and Management Studies, Coimbatore-642 001
23.	Quiz	E – Commerce quiz	05.6.2020			Papu degree college Triveni Road, Yeshwanthapur, Bengaluru.
24.	Quiz	National Level Online E-Quiz on Library and Information Science	07.6.2020			Government Arts college, Trichy-22
25.	Quiz	National Level Quiz on COVID – 19.	26.5.2020			Annai Fathima College of Arts and Science, Alampatti, Tirumangalam
26.	E-Quiz	Impact of COVID-19 in Indian Economy	13.6.2020			Seethalakshmi Achi college for Women, Pallathur, Sivagangai District.
27.	Parents Teachers Meet	Virtual Parents Teachers Meet	10.5.2020 10.30AM			PG & Research Department of Commerce, Cauvery College for Women (Autonomous), Trichy
28.	BOS	Virtual Board of Study Meeting	28.5.2020 10AM			PG & Research Department of Commerce, Cauvery College for Women (Autonomous), Trichy
29.	Students Activity	Online workshop	9.06.2020		Mrs. Thulasi kannan	Citizen Consumer club of Cauvery



					Fevicryl Specialist Pidilite Industries – Mumbai	College for Women (Autonomous), Trichy – 18
30.	FDP	Educational Leadership	July – Sep 2022 (8 weeks)	-	-	NPTEL
31.	FDP	ICT Tools for Teaching and Learning	January 16-22 2023	-	-	Ramanujam College University of Delhi