



Dr. B. Menaka
Assistant Professor

Contact

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Academic Qualifications: M.Com., M.B.A., M.Phil., Ph.D.

Teaching Experience: 04 Years 5 months

Research Experience: 03 Years 7 months

Additional Responsibilities

1. Coordinator for Village Placement program (VPP).

Areas of Research

1. Marketing & Finance

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	-	-
	M.Phil.	-	2
Project	PG	-	-

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
4	4	4	5	-

Cumulative Impact Factor (as per JCR) : 6.60

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 01

1. Two- Day Workshop on ICT Based Innovative Teaching Methods in Business Studies, Department of Commerce and International Business and Higher Education Innovation Cell, 23rd and 24th of January 2017.

Events Participated

Conferences / Seminars / Workshops: 9

1. National conference on "Swami Vivekanandar: A Youth Icon" organised by Swami Vivekananda Centre for Higher Research and Education, Alagappa University, Karaikudi during 24th October 2016.
2. International conference on "Tamil Culture – A Multi-dimensional Perspective" Organised by Centre for Tamil Culture, Alagappa University, Karaikudi during 22nd October 2016.
3. Orientation programme to YRC programme officers of the colleges affiliated to Alagappa University, Organised by Indian Red Cross & Youth Red Cross Alagappa University, Karaikudi during 7th October 2016.

4. International conference on “Data science and Analytics” Organised by Department of Computer Science, Alagappa University, Karaikudi during 27th & 28th September 2016.
5. International conference on “Emerging trends in social science research” Organised by Department of Social Work & Department of Women Studies, Alagappa University, Karaikudi during 1st September 2016.
6. National conference on “Emerging trends in Indian Insurance Sector” Organised by Department of Bank Management, Alagappa University, Karaikudi during 23rd March 2016.
7. National conference on “Technology trends in Indian Banking Sector” Organised by Department of Bank Management, Alagappa University, Karaikudi during 25th February 2016.
8. National conference on “Recent trends in Management Research” Organised by Faculty of Management, Alagappa University, Karaikudi during 19th February 2016.

Other Programs

1. Participated and donated blood Organized by Youth Red Cross (YRC) and Department of Commerce, Alagappa University during 30th September 2016.
2. Participated in the NSS camp on the theme “Youth for cleanliness” held at Villar Village, Thanjavur, Organised by Bharathidasan University, Tiruchirappalli from 14/02/2004 to 28/02/2004.
3. Awarded Tally 9.0 in Apollo Computer Education Ltd., A Unit of Apollo Colleges Group, Chennai.
4. Awarded Desk Top Publication (DTP) in Bonsecours College for Women, Thanjavur.

Recent Publications

1. **Menaka. B** & Ganapathi. R. (2016). Consumer protection: Issues and Impediments in rural areas. Consumer Protection and Empowerment in India. (ISBN No: 978-81-928690-1-8), pp.472-476.
2. **Menaka. B** & Ganapathi. R. (2016). Corporate governance mechanisms in India. Primax International journal of Commerce and Management Research (ISSN No: 2321-3604), pp.34-40. (IF-2.532)
3. **Menaka. B** & Ganapathi. R. (2016). A study on consumer’s purchase and satisfaction of commodities through fair price shops (FPS) in Madurai District. Primax International journal of Commerce and Management Research (ISSN No: 2321-3604), pp.52-59. (IF-2.532)
4. **Menaka. B** & Ganapathi. R. (2015). Rural marketing in India: A potential goldmine. International journal of research & business innovation. (ISSN:2321 -5615) Vol.3 No.3, pp.51-59. (IF-1.53)

5. **Baladevi. M & Menaka. B (2017)**, GST in India – A Key Tax Reform, International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN: 8193331648, page no. 160-163.
6. **Menaka. B (2017)**, “Emerging trends on Entrepreneurial Education Innovation”, One Day National Level Seminar on Innovative Practices in Modern Business.
7. **Menaka. B (2017) & Baladevi. M**, “Determinant of environmental product and process innovation”, Indo Global Journal of Commerce and Economics, vol. 4 Issue no. 1.
8. **Menaka. B & Suganya. G (2017)**, “Tourism management information system based on mobile technology”, Indo Global Journal of Commerce and Economics, vol. 4 Issue no. 1.
9. **Menaka. B (2017)**, “Entrepreneur Role in Economic Development”, National Level Seminar on Corporate Entrepreneurship.