

## PROFILE

Name : Dr. N. Barathi Dasan

Qualification : M.Com.,M.Phil.,Ph.D.,

Date of Birth : 24-06-1972

Date of Joining in TN.  
Collegiate Educational Service : 28-02-2011

Designation : Assistant Professor

Department : Commerce

Email Address : nbd2001@gmail.com                      Mobile :9500146373

Specialization : HR, Marketing

Total Teaching Experience : **UG:** 16    years    **PG:** 14    years

Total Research Experience :    5 years

Research Field : HR

No. research papers published : National level - 1 ; International level –

No. of M.Phil./Ph.D. guided : M.Phil- 2 ; Ph. D    - nil

No. of Books published :

Seminar/Workshops/Symposia  
Participated and paper presented : 9

S.No.	Seminar/ Conference	Organized By	Title	Date
1	National Seminar	Department of Commerce, Kumararani Meena Muthaiah college of Arts and science , Chennai – 600 035.	Globalisation- emerging trends	28 <sup>th</sup> January 2005
2	National Conference	Department of Commerce. Periyar university salem	Issues and Challenges in financial sector	2nd February 2005
3	UGC Sponsored National Seminar	AVVM SRI Pushpam college Poondi, thanjur dist	Emerging issues of Non- Banking finance companies in India	18 <sup>th</sup> and 19 <sup>th</sup> Feb, 2005
4	UGC sponsored	Department of Commerce	Entrepreneurial	13 <sup>th</sup> &14 <sup>th</sup>

	National Conference	SDNB Vaishnav College Chormpet, Chennai	development programme- technical implications	September 2005
5	National level workshop	Sri Sai Ram Institute of management studies Chennai-44	Research methodology and application of SPSS	7 <sup>th</sup> March 2007
6	National seminar	Department of Bank management	Next Generation banking-Managing Challenges	6 <sup>th</sup> September 2007
7	National seminar	PG & Research Department of commerce, D.G.Vaishnav College	Emerging trends in service sector in India	17 <sup>th</sup> &18 <sup>th</sup> December 2007
8	UGC National seminar	Department of Commerec University of Madras	Retail marketing-challenges and opportunities	18 <sup>th</sup> February 2008
9	Workshop	Department of Commerce, University of Madras	Workshop on the application of statistical tools and techniques for Researchers	17 <sup>th</sup> &18 <sup>th</sup> December 2009

Membership in Professional Bodies : nil

Other Academic Activities : Placement officer 2011 to 2012 Dr.Ambedkar Govt. Arts College, Vyasarpadi, Chennai-37.

Board of studies member for B.Com (A&F) SDBN college, Chormpet, Chennai

Question paper setter

Resource Person for Bharathidasan university, Pondicherry University, Annamalai University, IGNOU, TNOU, Allagapa University and Madurai Kamaraj University.

Resource Person for Tamil Nadu EDI

Awards/Rewards/Fellowship/

any other Recognition : nil

### **Dr. N. Barathi Dasan – Publications**

**Dr.N. Barathi Dasan**, “*A Study on Customer perception about the e-banking services provided by the commercial banks in Chennai city*” Kaveripakkam College Journal of Management Research ISSN 2249 -6459. Vol.4 Issue no:13 Dec 2014 Pages 11-17.

Dr.N. Barathi Dasan, “*Factors influencing the customers to prefer the usage of BSNL Mobile services: - A Study with Special reference to Chennai City*” DB Jain College -Journal of Business Research Vol. 1 Issue no: 14 July/Sept.-2014 Pages 58-66.