

**Name** : **Ms. S.LOGANAYAGI**

**Qualification** : M.com., M.Phil., MBA., SET.

**Designation** : Assistant Professor  
PG & Research Department of Commerce

**Years of**

**Experience** : **UG** : 14 years 2 months **PG** : 9 years

**Email Id** : sakthiloga2004@gmail.com

**Areas of**

**Specialization** : Accounting and Finance

### **Publications**

1. Loganayagi S., “Predictive Bankruptcy of the Altman’s Z’s Scores: A Case Study on Cement Manufacturing Companies in Tamil Nadu.” in National Conference on Success through Synergy on 2<sup>nd</sup> and 3<sup>rd</sup> February, 2018 organised by Bhaktavatsalam Memorial College, Chennai, pg. no.293, **ISBN : 978-81-936440-6-5.**
2. Loganayagi S., “Purchase intention of Generation Z towards Green products.” in International Conference on Contemporary Practices in Commerce, Business and Management on 10<sup>th</sup> and 11<sup>th</sup> August, 2017 organised by Bhaktavatsalam Memorial College, Chennai, pg. no.302, **ISBN : 978-93-81992-35-7**
3. Loganayagi S., “Challenges and Trends in E- Learning-A Special reference to Cuddalore District, Tamil Nadu” in Global Journal of Multidisciplinary Studies on 30<sup>th</sup> November, 2016 with Impact Factor 2.389, **Vol, Issue, pg. no., ISSN : 2348-0459**
4. Loganayagi S., “Managing the working capital in Banking Sector: A Case Study on Public and Private sector Banks in India.” International Conference on Native Economy, Commerce and Trade on 3<sup>rd</sup> and 4<sup>th</sup> March, 2016 organised by Bhaktavatsalam Memorial College, Chennai, pg. no.29, **ISBN : 978-93-81992-44-9**
5. Loganayagi S., “Emerging Young Women Entrepreneurs in Tamil Nadu” in National Conference on Emerging Trends and Challenges of Women Entrepreneurship in India on 10<sup>th</sup> February, 2014 organized by K.C.S. Nadar College, Chennai, pg.no., **ISBN : 978-93-81992-71-5**
6. Loganayagi S., “Evaluation of an Employee Morale in Human Resource Management” in National Conference on Challenges in Business Practice on 2<sup>nd</sup> and 3<sup>rd</sup> March, 2012 organised by Bhaktavatsalam Memorial College, pg. no.451, **ISBN : 978-93-81430-42-2.**

7. Loganayagi S., “CSR of Human Resources with respect to Retention Management” in the State Level Seminar on Implementation of CSR Initiatives in Service Sector for “Nurturing Economic Development Through Corporate Social Responsibility on 24<sup>th</sup> February, 2012 organised by Shri Krishnaswamy College for Women, Chennai, **pg. no. ISBN :978-93-81195-11-6**

**Presentations**

1. Presented a paper “Predictive Bankruptcy of the Altman’s Z’s Scores: A Case Study on Cement Manufacturing Companies in Tamil Nadu.” in National Conference on Success through Synergy on 2<sup>nd</sup> and 3<sup>rd</sup> February, 2018 organized by Bhaktavatsalam Memorial College, Chennai.

**Conferences/Workshops/Seminar/Webinars Participated**

1. Participated in a National webinar on “Career Guidance Program” on 21<sup>st</sup> May, 2021 conducted by Bhaktavatsalam Memorial College for Women.
2. Participated in a National webinar on “Impact of TDS due to Covid-19” on 20<sup>th</sup> June, 2020 conducted by Bhaktavatsalam Memorial College for Women.
3. Participated in a National webinar on “An entrepreneur after Covid-19- An opportunity” on 17<sup>th</sup> June, 2020 conducted by Bhaktavatsalam Memorial College for Women.
4. Participated in a National webinar on “Future prospects in Stock market” on 16<sup>th</sup> June, 2020 conducted by Bhaktavatsalam Memorial College for Women.
5. Participated in an International webinar on “Strategic approach to overcome Covid-19 in Marketing environment” on 13<sup>th</sup> June, 2020 conducted by Bhaktavatsalam Memorial College for Women.
6. Participated in a Two Days National Level Workshop on “Emerging Trends in Research and Developing Excellence” on 26<sup>th</sup> and 27<sup>th</sup> September, 2019 organized by Bhaktavatsalam Memorial College for Women.
7. Participated in a Faculty Development Program on “Pedagogy and Personal Effectiveness” on 30<sup>th</sup> March, 2019 organized by Bhaktavatsalam Memorial College for Women.
8. Participated in a Two Days National Level Workshop on “Capital Market Operations and Online Trading” on 15<sup>th</sup> February, 2019 organized by Bhaktavatsalam Memorial College for Women and MCUBE Academy.
9. Participated in a Faculty Development Program on “Stock Market - Real Time Trading” on 11<sup>th</sup> February, 2019 organized by Bhaktavatsalam Memorial College for Women and MCUBE Academy.

10. Participated in a One Day Basic training program on “Human Rights for Women and Children” on 7<sup>th</sup> April 2018 organized by Bhaktavatsalam Memorial College for Women, sponsored by NHRC, New Delhi.
11. Participated in National Conference on Success through Synergy on 2<sup>nd</sup> and 3<sup>rd</sup> February, 2018 organised by Bhaktavatsalam Memorial College for Women.
12. Participated in International Conference on Contemporary Practices in Commerce, Business and Management on 10<sup>th</sup> and 11<sup>th</sup> August, 2017 organised by Bhaktavatsalam Memorial College for Women.
13. Participated in a Faculty Development Program on “Practical knowledge required for accounts Professional’s on 04<sup>th</sup> February, 2017 organized by V.I.I Institute Pvt. Ltd., organized by Bhaktavatsalam Memorial College for Women.
14. Participated in International Conference on Native Economy, Commerce and Trade on 3<sup>rd</sup> and 4<sup>th</sup> March, 2016 organised by Bhaktavatsalam Memorial College for Women.
15. Participated in a Two Days National Level Workshop on “AMOS ” on 6<sup>th</sup> and 7<sup>th</sup> February, 2015 Organized by Bhaktavatsalam Memorial College for Women.
16. Participated in a Two Days National Level Workshop on “SPSS ” on 20<sup>th</sup> and 21<sup>st</sup> February, 2014 organized by Bhaktavatsalam Memorial College for Women.
17. Participated in National Conference on Emerging Trends and Challenges of Women Entrepreneurship in India on 10<sup>th</sup> February, 2014 organized by K.C.S. Nadar College, Chennai,
18. Participated in a Faculty Development Program on “Effective Teaching Strategies for Accounting and Finance” on 29<sup>th</sup> October 2013 organized by Bhaktavatsalam Memorial College for Women and MCUBE Academy.
19. Participated in a Two Days National Level Workshop on “Research Methodology and Statistical Tools” on 15<sup>th</sup> and 16<sup>th</sup> February, 2013 organized by Bhaktavatsalam Memorial College for Women.
20. Participated in National Conference on Challenges in Business Practice on 2<sup>nd</sup> & 3<sup>rd</sup> March, 2012 organized by Bhaktavatsalam Memorial College for Women, Chennai.
21. Participated in the State Level Seminar on 24<sup>th</sup> February, 2012 organised by Shri Krishnaswamy College for Women, Chennai.

#### **Books/Chapters Published**

1. “Corporate Accounting ” book published in September 2021, **ISBN : 978-93-87882-22-5**

#### **Awards / Recognition**

1. Cash Award for presenting an Outstanding Paper in National Conference on Success through Synergy on 2<sup>nd</sup> and 3<sup>rd</sup> February, 2018.
2. Guest Lecture on “Reading Eminence and Cognizance” in NDLI on 4<sup>th</sup> March 2019.

#### **Memberships (such as Academic Council, BoS, Editorial Board)**

1. National Digital Library of India

**Other Achievements (such as Resource Person , Chief Guest)**

1. Chief Guest in ShriKannikaParameswari College, Chennai