

Name : Dr. M. Kalimuthu
Designation : Professor
Department : Commerce with Professional Accounting
Qualification : M.Com., M. Phil., Ph.D., PGDCA.
Experience : Teaching: 17 Years 3 Months Research: 12 Years
Area of Specialization(s) : Finance, Marketing and Human Resource Management
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
PGDCA	Commerce	Bharathiar University, Coimbatore.	2012
Ph.D	Commerce	Bharathiar University, Coimbatore.	2015
M.Phil	Commerce	Madurai Kamarajar University, Madurai.	2006
M.Com	Commerce	A P A College of Arts & Culture, Palani.	2003
B.Com	Commerce	A P A College of Arts & Culture, Palani.	2001

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	1
M. Phil.	4	-

Research Publications (Indexed)

- M. Kalimuthu, **A Study on Consumer Behaviour and Perception Towards Marketing of Computer Hardware In Individual**, Indo Global Journal of Applied Management Science with ISSN No: 23-7892, Page No: 126-136.
- M. Kalimuthu, **Innovative Project Management Practices for Sustainable Growth and Development**, AE International Journal of Multidisciplinary Research with ISSN No: 2348-6724. (Page No: 87-89)
- Dr.M.Kalimuthu, **An Analytical Study on Financial Performance of JK Cements**

Limited, European Journal of Commerce and Management Research with Volume - 4, Issue - 2, 15. (Page No: 45-49)

- Dr.M.Kalimuthu, **A Study on Purchase Behaviour and Customer Satisfaction towards Selected Departmental Stores In Coimbatore**, IJARIE with Volume - 3, Issue - 2, 17. (Page No: 2789 - 2793)
- Dr.M.Kalimuthu, **Banking on E-Cash: Challenges and Opportunities**, A Journal of Intercontinental Management Research Consortium with ISSN No: 2347-1670, Volume - 6, Issue - 1, Feb-18. (Page No: 87 - 91).
- Dr.M.Kalimuthu, **Challenges of Rural Women Entrepreneurs**, Journal of Management and Science with ISSN No: 2249-1260, Issue - 3, Feb-18. (Page No: 96 - 99). UGC Approved Journal No: 49291
- Dr.M.Kalimuthu, **Challenges and Problems of Women Entrepreneurs in 21st Century**, Shanlax International Journal of Commerce with ISSN No: 23-4168, Volume - 6, Issue - 3, Feb -18, Impact factor -3.017 (Page No: 06 - 12). UGC Approved Journal No: 441.
- Dr.M.Kalimuthu, **Green Marketing In India – Future Opportunity for Business**, LITERARY FINDINGS – International Journal of Multidisciplinary Research with ISSN No: 2278-2311, Feb-18. (Page No: 42 - 51).
- Dr.M.Kalimuthu, **E – Filing Procedures Of Income Tax Returns**, International Journal of Innovative Research Explorer with ISSN No: 2347- 6060, Volume - 5, Issue - 2, Feb-18, Impact factor -5.2 (Page No: 147-151).
- Dr.M.Kalimuthu, **A Study on Consumer Satisfaction In Hotel Industry (With Special Reference to Annapoorna Group of Hotels In Coimbatore, Tamilnadu)**, RESEARCH REVIEW International Journal of Multidisciplinary with ISSN No: 2455 - 3085, Sep-18, Impact factor - 5.214 (Page No: 41 - 52).
- Dr.M.Kalimuthu, **Promotional Institutions and Schemes for Development of Indian Women Entrepreneurs**, International Journal of Business and Administration Research Review with ISSN No: 2348 - 0653, Volume - 1, Issue - 23, July- Sep-18, Impact factor - 5.471 (Page No: 14 - 18).
- Dr.M.Kalimuthu, **Financial Performance of Steel Industry In India**, RESEARCH REVIEW International Journal of Multidisciplinary with ISSN No: 2455-3085, Sept 2018, Impact factor - 4.184 (Page No: 508 - 515).
- Dr.M.Kalimuthu, **Goods and Service Tax In India: Problems And Prospects**, Journal of Intercontinental Management Research Consortium with ISSN No: 2347-1670, Volume - 7, Issue - 2, Feb 2019, Impact factor – 6.613 (Page No: 88 - 97).
- Dr.M.Kalimuthu, **Awareness on Employment Registration In Coimbatore City - A Study**, Shanlax International Journal of Commerce with ISSN No: 2320-4168, Volume - 7, Issue - 3, Feb-19, Impact factor -4.118 (Page No: 62 - 71).

- Dr.M.Kalimuthu, **Mobile and Internet Banking Service Experience of Youngsters In Canara Bank (With Special Reference to Tiruvallur District)** at THINK INDIA JOURNAL with ISSN No: 0971-1260, Volume – 22, Issue – 10-Nov-19. (Page No: 1862 - 1868).
- M. Kalimuthu, **On Overview of Block chain Technology in Indian Banking Sector**, Parishodh Journal with ISSN No: 2347- 6648, Volume – IX, Issue - III, Mar 2020, Impact factor – 6.3.(Page No: 5092 - 5096) **UGC – CARE List – Group I Journal.**
- M. Kalimuthu, **A Study on Employees Perception of E-Banking With Special Reference to Selected Commercial Banks in Chennai District**, Alochana Chakra Journal with ISSN No: 2231- 3990, Volume – IX, Issue - IV, April 2020, Impact factor – 6.3.(Page No: 4318 - 4324)**UGC – CARE List – Group I Journal.**
- M. Kalimuthu, **A Study on Risk of Stock Returns by the Day of the Week in India**, Alochana Chakra Journal with ISSN No: 2231- 3990, Volume – IX, Issue - IV, April 2020, Impact factor – 6.3.(Page No: 4318 - 4324)**UGC – CARE List – Group I Journal.**
- M. Kalimuthu, **Financial Performance of Steel Authority of India Limited (SAIL) , Alochana Chakra Journal**with ISSN No: 2231- 3990, Volume – IX, Issue - IV, April 2020, Impact factor – 6.3 (Page No: 2931 - 2955). **UGC – CARE List – Group I Journal.**
- M. Kalimuthu, **A Study on Significant Difference in Share Price Movements in Indian Stock Market**, Alochana Chakra Journal with ISSN No: 2231- 3990, Volume – IX, Issue - IV, April 2020, Impact factor – 6.3.(Page No: 2956 - 2970)**UGC – CARE List – Group I Journal.**
- M. Kalimuthu, **A Study on Consumer Opinion towards Quality and Satisfaction in Hotel Industry (With Special Reference to Annapoorna Group of Hotels in Coimbatore, Tamilnadu**, International Journal of Research In Computer Application and Management with ISSN No: 2231- 1009, Volume – X, Issue - VII, July 2020. (Page No: 01 - 04)
- M. Kalimuthu, **A Study on Customers Satisfaction towards Uber Eats Online Food Delivery Services with Special Reference to Coimbatore City**, EPRA International Journal of Environmental Economics, Commerce and Educational Management with ISSN No: 2348 – 814X, Volume – VII, Issue - IV, November 2020,Impact factor – SJIF:7.572, ISI:0.815. (Page No: 37 - 41)
- M. Kalimuthu, **A Study on Financial Performance Analysis of Hindustan Petroleum Corporation Limited**, EPRA International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020, Impact factor – SJIF:7.001. (Page No: 260 - 266)
- M. Kalimuthu, **Awareness and Perceptions towards Crop Insurance Schemes with Special Reference to Coimbatore District**, EPRA International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020, Impact factor – SJIF: 7.001. (Page No: 255 - 259)

- M. Kalimuthu, **A Study on Impact of Celebrity Advertisements in Sales Promotion of Reliance Trends with Special Reference to Coimbatore City**, EPRA International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020,Impact factor – SJIF:7.001. (Page No: 355 - 358)
- M. Kalimuthu, **A Study on Factors Influencing Usability of Refrigerator with Special Reference to Coimbatore District**, EPRA International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020,Impact factor – SJIF: 7.001.(Page No: 192 - 196)
- M. Kalimuthu, **A Study on Marketing Problems Faced by Coconut Producers with Special Reference to SulurTaluk**, EPRA International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020, Impact factor – SJIF: 7.001. (Page No: 181 - 186)
- M. Kalimuthu, **Customer Satisfaction towards DTH Services with Special Reference to Coimbatore City**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VI, Issue - XI, November 2020,Impact factor – SJIF: 7.032. (Page No: 211 - 214)
- M. Kalimuthu, **A Study on Consumer Satisfaction of Whirlpool Home Appliances**, EPRA International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020,Impact factor – SJIF: 7.001. (Page No: 476 - 480)
- M. Kalimuthu, **A Study on Consumer Satisfaction towards Female Beauty Creams in Himalaya Products (with Special Reference to Coimbatore City)**, EPRA International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020,Impact factor – SJIF: 7.001. (Page No: 487 - 491)
- M. Kalimuthu, **A Study on Customer Satisfaction and Perception towards Max Fashion Brand (with Special Reference to Coimbatore City)**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VI, Issue - XI, November 2020,Impact factor – SJIF: 7.032. (Page No: 536 - 539)
- M. Kalimuthu, **A Study on Consumer Satisfaction towards Ramraj Cotton with Special Reference to Coimbatore City**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VI, Issue - XI, November 2020,Impact factor – SJIF: 7.032.(Page No: 476 - 480)
- M. Kalimuthu, **Saving Habit and Investment Awareness among the Rural Household with Special Reference to Nanjundapuram Panchayat**, EPRA International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020, Impact factor – SJIF: 7.001. (Page No: 319 - 321)
- M. Kalimuthu, **A Study on Work Place Environmental Parameters and Occasional Health Problems among Women Construction Workers in Coimbatore**, EPRA

International Journal of Research and Development with ISSN No: 2455 – 7838 (Online), Volume – V, Issue - XI, November 2020, Impact factor – SJIF: 7.001. (Page No: 446 - 451)

- M. Kalimuthu, **Internet Banking – An Accelerator in Banking Sector**, DogoRangsang Research Journal with ISSN No: 2347 – 7180 (Online), Volume – XI, Issue - 03, March 2021, Impact Factor: 7.12 (Page No: 121 - 124) **UGC – CARE List – Group I Journal**.
- Published a paper on **Study on Challenges and Problems of Tea Plantation Workers (with special reference to Nilgiris District)**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VII, July 2021, Impact factor – SJIF: 8.047. (Page No: 472 - 475)
- M. Kalimuthu, **Parental View on Impact of Media Advertisement on Junk Food among Children (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VII, July 2021, Impact factor – SJIF: 8.047. (Page No: 660 - 663)
- M. Kalimuthu, **A Study on Students Perception on Educational Loan (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VII, July 2021, Impact factor – SJIF: 8.047. (Page No: 508 - 511)
- M. Kalimuthu, **A Study on Financial Performance of Hero Motocorp Limited**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VII, July 2021, Impact factor – SJIF: 8.047. (Page No: 489 - 492)
- M. Kalimuthu, **A Study on Challenges and Problems Face by Women Employees in Select IT Companies (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VII, July 2021, Impact factor – SJIF: 8.047. (Page No: 476 - 479)
- M. Kalimuthu, **Consumer Preference towards Brooke Bond (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VII, July 2021, Impact factor – SJIF: 8.047. (Page No: 624 - 628)
- M. Kalimuthu, **Financial Performance of City Union Bank**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VII, July 2021, Impact factor – SJIF: 8.047. (Page No: 681 - 683)
- M. Kalimuthu, **A Study on Consumer Satisfaction towards Branded Two-Wheeler Tyres (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VIII, August 2021, Impact factor – SJIF: 8.047. (Page No: 94 - 96)
- M. Kalimuthu, **A Study on Problems Face by Street Vendors in Coimbatore City” at EPRA International Journal of Multidisciplinary Research** with ISSN No: 2455 – 3662

(Online), Volume – VII, Issue - VIII, August 2021, Impact factor – SJIF: 8.047. (Page No: 87 - 90)

- M. Kalimuthu, **Consumer Buying Behaviour towards Gold Jewellery (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VIII, August 2021, Impact factor – SJIF: 8.047. (Page No: 01 - 04)
- M. Kalimuthu, **Stress Management among Employees in Bannari Amman Sugars Ltd. at Sathyamangalam**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VIII, August 2021, Impact factor – SJIF: 8.047. (Page No: 175 - 178)
- M. Kalimuthu, **Financial Performance Analysis of ACC Cement Limited**, EPRA International Journal of Multidisciplinary Research with ISSN No: 2455 – 3662 (Online), Volume – VII, Issue - VIII, August 2021, Impact factor – SJIF: 8.047. (Page No: 48 - 50)
- M. Kalimuthu, **A Study on Consumer Preference and Satisfaction about Select Branded Clothing for Men (with special reference to Tirupur city)**, EPRA International Journal of Research & Development with ISSN No: 2455 – 7838 (Online), Volume – VI, Issue - VIII, August 2021, Impact factor – SJIF: 8.013. (Page No: 46 - 49)

National:

- M. Kalimuthu, **Performance Of Tnstc Coimbatore Limited- Before And After The Amalgamation 1998 - 1999 To 08 - 09** in WIDE spectrum Research Journal with ISSN No: 2250-2815. (Page No: 12 – 24).
- M. Kalimuthu, **Analysis Of Productivity In Tamilnadu State Transport Corporation, Coimbatore Limited, And Coimbatore Division** in WIDE spectrum Research Journal with ISSN No: 2250- 2815. (Page No: 43-57).

Other Publications: International / National Journals

- M. Kalimuthu, **A Study on the Services of the Govt. Bus Ttransport Corporation at Palani**, Challenges and Issues in Services Marketing with ISBN – 978-81-907494-2-8.
- M. Kalimuthu, **A Study on Rural Consumer Attitude Towards Selection of Selected Home Appliances**, Role of Banking Sector in Rural Economic Development with ISBN – 978-81-9808-1-9.
- M. Kalimuthu, **A Study on Customer Satisfaction of Selected Private Sector Banks, Crowd Sourcing – A New Management Paradigm** with ISBN – 978-93-81537-02-2.
- M. Kalimuthu, **A Study on Consumer Attitude Towards Window Display on Readymade Garments**, Innovative Strategies for Global Competitiveness with ISBN – 978-93-81537-03-2.
- M. Kalimuthu, **Impact of FDI on Indian Retail Trade**, Foreign Direct Investment in Retail Industry in India – Boon & Bane with ISBN – 978-93-5067-214-3.

- M. Kalimuthu, **A Study on Effectiveness of Organisation Climate In CIBI International, Perundurai**, MAGNETIC with ISBN – 978-93- 81537-05-3.
- M. Kalimuthu, **A Study On Consumer Protection Act In India**, Consumer Protection with ISBN – 978-93-80539-11-9.
- Dr. M. Kalimuthu, **A Review on Wakening The Force In Women Entrepreneurs In Indian Economic - Present Scenario**, Entrepreneurship and Women Empowerment with ISBN – 978-93-87862-15-9.
- Dr. M. Kalimuthu, **A Study on Consumer Satisfaction In Hotel Industry (With Special Reference to Annapoorna Group of Hotels In Coimbatore, Tamilnadu)**, Financial Inclusion – Reach the Unreached” with ISBN – 978-93-5311-963-8.

Presentations in Conference

- **Mobile Banking**, one day National Level Conference on *Financial Inclusion through Mobile Technology*, Post Graduate and Research Department of Commerce, Vidyasagar College of Arts and Science, Udumalpet, 05-Feb-11.
- **Mobile Banking**, one day National Level Seminar on *Technological Innovation in Banking Sector*, Department of Commerce(SF), PSGR Krishnammal College for Women, Coimbatore, 09-Feb-11.
- **Mobile Banking**, one day National Level Seminar on *M-Commerce*, Department of Commerce and Research, VLB Janakiammal College of Arts and Science, Coimbatore, 11-Feb-11.
- **Women Entrepreneurship in Small Scale Industries**, UGC Sponsored Seminar on *Women Entrepreneurship in Tamilnadu - Opportunities and Challenges*, Department of Women’s Studies, Bharathiar University, Coimbatore, 04-Mar-11.
- **Services of the Government Bus Transport Corporations at Palani**, one day National Level Conference on *Challenges and Issues in Services Marketing*, SNR Institute of Management Sciences, SNR Sons College, Coimbatore, 17-Mar-11.
- **A Study on Rural Consumer Attitude towards Selection of Selected Home Appliances (With Special Reference to Pollachi Taluk Rural Area Only)**, Indian Council of Social Science Research (ICSSR) Sponsored one day National Level Seminar on *Role of Banking Sector in Rural Economic Development*, Post Graduate and Research Department of Commerce with Computer Application, Dr.N.G.P. Arts and Science College, Coimbatore, 23-Sep- 11.
- **Impact of Global Recession in Banking Companies**, one day National Level Seminar on *Impact of Global Recession in Banking Companies*, Post Graduate and Research Department of Commerce, Sree Ramu College of Arts and Science, Pollachi, 06-Jan-12.

- **A Study on Customer Satisfaction of Selected Private Sector Banks**, one day National Level Conference on *Crowd Sourcing – A New Management Paradigm*, Sree Narayanaguru Institute of Management Studies, Coimbatore, 4-Feb-12.
- **A Study on Consumer Attitude towards Window Display on Readymade Garments**, one day National Level Conference on *Innovative Strategies for Global Competitiveness*, RVS Institute of Management Studies and Research, Coimbatore, 11-Feb-12.
- **Effectiveness of Organisation Climate**, two days National Level Seminar on *MAGNETIC*, Sree Narayanaguru College, Coimbatore, 16 & 17-Feb-12.
- **A Study on Consumer Protection Act in India**, one day National Level Conference on *Consumer Protection*, Kamadhenu Arts and Science College, Erode, 22-Feb-12.
- **Impact of FDI on Indian Retail Trade**, two days National Level Seminar on *Foreign Direct Investment in Retail Industry in India –Boon or Bane*, St. Xavier's College, Palayankottai, 23 & 24-Feb-12.
- **Impact of Euro-Zone Debt Crisis on the Indian Economy in Selected Sectors**, one day National Level Seminar on *Impact of Euro-Zone Debt Crisis on the Indian Economy*, Vidyasagar College of Arts and Science, Udumalpet, 27-Feb-12.
- **Cooperative Societies**, one day National Level Conference on *Emerging Trends in Banking Sector*, SNR Institute of Management Science & SNR Sons College, Coimbatore, 17-Mar-12.
- **Corporate Finance - Structural Changes and Emerging Paradigms in India**, one day National Level Conference on *Corporate Finance – Structural Changes & Emerging Paradigms*, Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore, 08-Feb-13.
- **Contemporary Accounting – Standards and Issues in India**, one day National Conference on *Contemporary Accounting – Standards and Issues in India*, Department of Commerce & Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College, Coimbatore, 07-Oct-13.
- **Innovative Project Management Practices for Sustainable Growth and Development**, one day National Level Conference on *Strategies for the Sustainable Industrial Development – Road Map to Make in India*, Department of Commerce & Administration, Vidyasagar College of Arts and Science, Udumalpet, 23-Feb-15.
- **Co-Operatives Finance for Inclusive Development**, one day International Seminar on *The Role of Social Enterprises in the Globalised Economy*, Department of Co-operation, Tiruppur Kumaran College for Women, Tiruppur, 25-Aug-15.
- **Indian Finance – Growth and Issues**, one day National Level Seminar on *Indian Financial System*, Department of Commerce, Dr.SNS Rajalakshmi College of Arts and

Science, Coimbatore, 09-Feb-16.

- **Green Marketing**, one day National Level Conference on *Green Marketing – Emerging Opportunities and Challenges*, Department of Commerce with Computer Applications & MIB, S.N.R. Sons College, Coimbatore, 10-Feb-16.
- **Challenges and Opportunities of New Digital Economy in India**, one day International Conference on *New Digital Economy in India - Challenges and Opportunities*, Department of Commerce, Rathinam College of Arts and Science, Coimbatore, 18-Aug-17.
- **Digitalization in Service Sectors – Today and Tomorrow**, one day National Level Conference on *Digitalization in Service Sectors – Today and Tomorrow*, Department of Commerce – BPS and A&T, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sep-17.
- **Digital India – Transforming India in to a Knowledge Economy**, one day National Level Conference on *Digital India and Its Transformation*, Department of Commerce, Kongunadu Arts and Science College, Coimbatore, 10-Jan-18.
- **Banking on E-Cash: Challenges and Opportunities**, one day National Level Seminar on *Cash Vs. Cashless Trade: Challenges & Opportunities*, Department of Commerce & Commerce with Computer Application, Nandha Arts and Science College, Erode, 09-Feb-18.
- **Challenges of Rural Women Entrepreneurs**, ICSSR Sponsored one day National Level Seminar on *Women Empowerment and Rural Entrepreneurship in the Formation of Self Help Groups: Challenges and Opportunities*, Department of Cooperation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16-Feb-18.
- **Challenges and Problems of Women Entrepreneurs in 21st Century**, one day National Level Seminar on *Paradigm Shift in Indian Economy – Hopes and Challenges*, PG Department of Commerce with Computer Application, Ananda College, Devakottai, 21-Feb-18.
- **Green Marketing in India – Future Opportunity for Business**, one day National Level Seminar on *Green Marketing*, PG and Research Department of Commerce, Selvamm Arts and Science College, Namakkal, 24-Feb-18.
- **E-Filing Procedures of Income Tax Returns**, one day National Level Seminar on *E-Filing of Tax Returns*, PG Department of Commerce, AJK Arts and Science College, Coimbatore, 27-Feb-18.
- **Promotional Institutions and Schemes for Development of Indian Women Entrepreneurs**, one day International Conference on *Women Empowerment in Digital India*, PG & Research Department of Commerce & Business Administration, Padmavani Arts and Science College for Women, Salem, 31-Aug-18.

- **Digital Economy in India - Challenges and Opportunities**, two days International Conference on *Impact of Digital Economy in India*, PG and Research Department of Commerce & Commerce (CA), Bharathidasan College of Arts and Science, Erode, 12-Sept-18.
- **A Review on Wakening the Force in Women Entrepreneurs in Indian Economic – Present Scenario**, one day National Level Conference on *Entrepreneurship and Women Empowerment*, Faculty of Management, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Sept-18.
- **Financial Performance of Steel Industry in India**, one day International Conference on *Innovation in Management Practices*, Department of Commerce, Sankara College of Science and Commerce, Coimbatore, 26-Sept-18.
- **Customer Satisfaction in Hotel Industry**, one day National Level Seminar on *Financial Inclusion – Reach the Unreached*, Department of Commerce with BPS, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sept-2018.
- **Core Banking and Future Trends**, one day National Level Conference on *Changing Contours of Indian Financial System*, Department of Commerce, Kongunadu Arts and Science College, Coimbatore, 25-Jan-19.
- **E-Commerce in India**, one day National Level Conference on *Future Scenario of Service Sectors in Indian Economy*, Department of Commerce, A.V.P. College of Arts and Science, Tirupur, 29-Jan-2019.
- **Goods and Service Tax in India: Problems and Prospects**, one day National Level Seminar on *Indian Business Environment: Past Reforms and Challenges Ahead*, Department of Commerce and Commerce with CA, Nandha Arts and Science College, Erode, 15-Feb-2019.
- **Digital Banking – An Overview**, one day National Seminar on *Recent Trends in Banking Sector*, PG and Research Department of Commerce, Selvamm Arts and Science College, Namakkal, 16-Feb-2019.
- **Application of Artificial Intelligence in Accounting and Finance**, one day National Level Seminar on *Application of Artificial Intelligence in Accounting and Finance*, Department of Commerce with Accounting & Finance, Sri Ramakrishna College of Arts and Science, Coimbatore, 16-Feb-2019.
- **Role of Digital Commerce in India**, one day National Level Symposium on *ADIVIDYA 2K19*, Sri Krishna Adithya College of Arts and Science, Coimbatore, 16-Feb-2019.
- **Awareness on Employment Registration in Coimbatore City – A Study**, one day National Seminar on *New Frontiers in Business, Management and Technology*, Department of Commerce with CA, Ananda College, Devakottai, 20-Feb-2019.

- **Business Innovation through Technological Advancement**, one day International Conference on *Business Innovation through Technological Advancement*, School of Commerce, Rathinam College of Arts and Science, Coimbatore, 01-Mar-2019.
- **Rural Entrepreneurship: A Catalyst for Rural Development**, one day International Conference on *Emerging Trends in Entrepreneurial Development in India*, PG and Research Department of Commerce, Selvamm Arts and Science College, Namakkal, 26-Aug-2019.
- **Current Trends in E-Commerce Solutions in Trade Practices**, one day International Conference on *Current Trends in E-Commerce Solutions in Trade Practices – A Global Scenario*, Department of Commerce with (CS), (B&I), (Fin), SNMV College of Arts and Science and Institute of Management, Coimbatore, 04-Sept-2019.
- **Innovation in Insurance Industry in India**, one day National Level Conference on *Insurance and Technology – Emerging Challenges*, Department of Commerce with BPS, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sept-2019.

Participation in Conference

National:

- National Conference on **Emerging Education Models for 21st Century Learner** organised by Association of Principals of Colleges of Bharathiar University and UGC Human Resource Development Centre, Bharathiar University, Dr. N.G.P. Arts and Science College, Coimbatore, 1-Aug-15.

Participation in Workshop

- **Changing Scenario in Rural Marketing**, Department of Commerce, Sree Ramu College of Arts and Science, Pollachi, 22-Feb-11.
- **E-Banking**, PG & Research Department of Commerce, Sree Narayanaguru College, Coimbatore, 14-Feb-12.
- **National Children Science Congress -12**, National Council for Science and Technology Communication, Department of Science and Technology, Govt. of India and Sree Ramu College of Arts and Science, Pollachi, 17-July-12.
- **Industrial Motivation Camp**, Department of Commerce, Vidyasagar College of Arts and Science, Udumalpet, 24-Sep-12.
- **E-Business & E-Commerce – Its Emerging Trends**, Department of Commerce (E-Commerce), NGM College, Pollachi, 23-Aug-17.
- **Entrepreneurship and Business Solutions**, Department of Business Administration, NGM College, Pollachi, 22-Feb-18.

- **Fallacies in Social Science Research**, Govt. Arts and Science College, Kangayam, 07-Feb-19.
- **Rural Immersion – Community Engagement**, Mahatma Gandhi National Council of Rural Education, Hyderabad in collaboration with Dr. N. G. P. Arts and Science College, Coimbatore, 21-Sept-2019.
- **Basics of Research, Writing Research Papers, Academic Research Report Writing and Tools for Research**, Research Cell, Sankara College of Science and Commerce, Coimbatore, 9-April-20 to 10-April-20.
- **Self Development**, Department of Business Administration, Sri Sarada Niketan College of Science for Women, Karur, 20-April-20 to 21-April-20.
- **Smart Research**, IQAC, Govt. First Grade College, Kanakapura, Karnataka, 7-May-20 to 9-May-20.
- **Design Thinking in Digital Marketing**, Department of Management Studies, Vignan's Foundation for Science, Technology & Research, Deemed to be University, Guntur, Andhra Pradesh, 24-May-20.
- **Excellence in Research**, Department of Business Administration, School of Commerce and Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, 27-Jan-21 to 2-Feb-21.

Participation in Faculty Development Programme

- **Capacity Building for College Teachers on Student – Teacher Relation**, American College, Madurai, 12-Sept-07.
- **Challenges in the Current Educational Scenario**, Sree Ramu College of Arts and Science, Pollachi, 29-Aug-09.
- **Effective Teaching Skills and Class Room Management**, Sree Ramu College of Arts and Science, Pollachi, 8-June-11 to 13-June-11 (**6 Days**).
- **Job Satisfaction and Team Building**, Sree Ramu College of Arts and Science, Pollachi, 12-June-2012 to 13-June-2012 (**2 Days**).
- **Handling the Youth and Love your Job**, Sree Ramu College of Arts and Science, Pollachi, 20-Sept-14.
- **Entrepreneurship – Initiate and Ignite**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, 17-Sept-18 to 29-Sept-18 (**12 Days**).

- **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore 3-Dec-18 to 9-Dec-18 (7 Days).
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 27-May-2019 to 2-June-19 (7 Days).
- **Art of Effective Teaching**, PSGR Krishnammal College for Women, Coimbatore, 12-Feb-20.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 13-April-20 to 20-April-20. (7 Days).
- **Recent Trends In Artificial Intelligence and Impact on Teaching Professionals**, Rathnavel Subramaniam College of Arts and Science, Coimbatore, 22-April-20 to 24-April-20 (3 Days).
- **Entrepreneurship: Research, Critical Thinking and Innovation**, Acharya Institute of Graduate Studies, Bangalore, 22-April-20 to 28-April-20 (7 Days).
- **Art of Writing Research Article in Hi-Indexed Journals**, Nehru Arts and Science College, Coimbatore, 29-April-20 to 30-April-20 (2 Days).
- **COVID-19 Pandemic: Strategies for Effective Work-Life Balance of Academicians**, Karpagam College of Engineering, Coimbatore, 4-May-20 to 8-May-20 (5 Days).
- **Recapitulating Billion Years of Bharathiya Wisdom for Molding Millennials**, Arasu College of Arts and Science for Women, Karur, 8-May-20 to 12-May-20 (5 Days).
- **NAAC Awareness Programme for Faculty**, Marathwada Mitra Mandal Institute for Technology, Pune from 8-May-20 to 14-May-20 (7 Days).
- **Tally with GST**, Rathinam College of Arts and Science, Coimbatore, 11-May-20.
- **Improving Your Research Visibility - Research Impact and Metrics**, Velalar College of Engineering and Technology, Erode, 11-May-20 to 13-May-20 (3 Days).
- **Impact on AI in Education and Industry Post COVID-19**, Nallamuthu Gounder Mahalingam College, Pollachi, 11-May-20 to 14-May-20 (4 Days).
- **Innovation to Academicians**, Ramachandra College of Engineering, Eluru, Andhra Pradesh, 11-May-20 to 16-May-20 (6 Days).

- **The Art of Teaching**, Nallamuthu Gounder Mahalingam College, Pollachi, 12-May-20.
- **IPR Awareness**, Keyway Research, Hyderabad, Tirupati on 13-May-20.
- **Resilient Business Strategies: Preparing for A Pandemic World**, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, 14-May-20 to 16-May-20 (**3 Days**).
- **Economic Meltdown Poses Threat to Financial Stability – COVID 19**, Rathinam College of Arts and Science, Coimbatore, 16-May-20.
- **Nurturing Entrepreneurship - Law & ICT Perspectives**, Nallamuthu Gounder Mahalingam College, Pollachi, 16-May-20 to 22-May-20 (**7 Days**).
- **Applied Research in Multidisciplinary Studies**, Sona College of Technology, Salem, 18-May-20 to 19-May-20 (**2 Days**).
- **Challenges in Higher Education During Post Covid-19**, Kovai Kalaimagal College of Arts and Science College, Coimbatore, 18-May-20 to 23-May-20 (**6 Days**).
- **Effective Learning and Teaching Methods of Business Practices**, Kalasalingam Business School and Kalasalingam Academy of Research and Education, Krishnankoil, 19-May-20 to 25-May-20 (**7 Days**).
- **Emotional Intelligence**, Veltech Ranga Sanku Arts Colleg, Avadi, Chennai, 20-May-20.
- **Impact of Post Covid-19 Scenario in Banking and Insurance Sector**, Nallamuthu Gounder Mahalingam College, Pollachi, 20-May-20 to 27-May-20 (**7 Days**).
- **Data Science – Research Opportunities**, Sri Ramakrishna College of Arts and Science, Coimbatore, 21-May-20.
- **Artificial Intelligence**, Vardhaman College of Engineering, Hyderabad, 22-May-20 to 26-May-20 (**5 Days**).
- **Beyond Academic Excellence – A Reality Show**, Nallamuthu Gounder Mahalingam College, Pollachi, 25-May-20 to 31-May-20 (**7 Days**).
- **Researching Structuring & Writing Proposal**, Rathinam College of Arts and Science, Coimbatore, 27-May-20.
- **Education – Past, Present & Future”** Rajapalayam Rajus College, Rajapalayamon, 28-May-20.

- **Modern Pedagogy Using Online Teaching Techniques**, Arulmigu Palani Andavar Arts College for Women, Palani, on 29-May-20.
- **Research Methodology and Pedagogy for Tertiary Education**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 15-June-21 to 21-June-21 (7 Days).
- **Business Analytics**, Acharya Institute of Technology, Bengaluru, 29-July-21 to 31-July-21(3 Days).
- **Term Insurance Checklist**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 30-July-21.
- **Experimental Teaching – Corporate Cognizance**, Sri Ramakrishna College of Arts and Science, Coimbatore, 9-Aug-21 to 13-Aug-21 (5 Days).
- **Research Excellence and Academic Development**, Sri Ramakrishna College of Arts and Science, Coimbatore, 1-Sept-21 to 8-Sept-21 (7 Days).
- **Digital Citizenship for New Age Teachers**, Sri Ramakrishna College of Arts and Science, Coimbatore, 4-Oct-21 to 8-Oct-21 (5 Days).

Conference / Seminar / Workshop Organized

- Organizing Secretary, National Conference on **Implications of FINTECH in Indian Economy** organized by Department of Commerce, Commerce with Professional Accounting and Commerce Finance, Dr.N.G.P. Arts and Science College, Coimbatore on 4- Mar-2020.
- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored National Workshop on **Advanced Research Methodology & Statistical Data Analysis for Research Scholars** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 11-Dec-19 to 13-Dec-19.
- Organizing Secretary, *EDII* sponsored **Entrepreneurship Awareness Camp (4 Camps)** organized by Entrepreneurship Development Cell, Dr.N.G.P. Arts and Science College, Coimbatore in 2019-2020. (**1st Camp** – 24 to 26.9.2019, **2nd Camp** – 12 to 14.12.2019, **3rd Camp** – 8 to 10.1.2020 and **4th Camp** 12 to 14.2.2020)
- Organizing Secretary, *EDII* sponsored **Entrepreneurship Awareness Camp (2 Camps)** organized by Entrepreneurship Development Cell, Dr.N.G.P. Arts and Science College, Coimbatore in 2018-2019. (**1st Camp** – 21,23 to 24.8.2018, **2nd Camp** – 24 to 26.9.2018)

ommittee Member, National Conference on **Disruptions In Banking Sector In Current Scenario** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 28-Feb-18.

- Organizing Secretary, *EDII* sponsored **Entrepreneurship Awareness Camp (2 Camps)** organized by Entrepreneurship Development Cell, Dr.N.G.P. Arts and Science College, Coimbatore in 2017-2018. (**1st Camp** – 21 to 23.8.2017, **2nd Camp** – 12 to 14.10.2017)
- Committee Member, *National Human Rights Commission, New Delhi* sponsored One day Training Programme on **Human Rights And Values – Promotion And Protection** organized by Department of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore on 19-Jan-17.
- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored National Conference on **Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges** organized by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 8-Sept-16.

- ommittee Member, *National Bank for Agriculture and Rural Development (NABARD)* sponsored National Conference on **Venture Capital for Sustainable Rural Entrepreneurship and Economic Development** organized by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 18-Feb-16. C

Member in BoS

- Member, Board of Commerce, Dr. N.G.P. Arts and Science College (Autonomous) since 2015-16 to 2016-17.
- Member, Board of Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College (Autonomous) since 2017.

Editorial / Review Board Member

- Peer-Reviewer, **Asia Pacific Journal of Multidisciplinary Research**, Lyceum of the Philippines University, **Since 2020**.
- Editorial Board Member, *National Conference on Implications of FINTECH in Indian Economy*, Abstract book published by Department of Commerce, Commerce with Professional Accounting and Commerce Finance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, with ISBN No: 978-81-943062-5-2. (**4-Mar-20**)
- Editorial Board Member, *One Day National Level Seminar on Disruptions in Banking*

Sector in Current Scenario, book Published by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous),Coimbatore and Non-Olympic Times, Coimbatore, with ISBN 978-81-935722-5-2. **(28-Feb-2018)**

- Editorial Board Member, *Indian Council of Social Science Research (ICSSR)* sponsored National Conference on **Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges**, book Published by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore. **(8-Sept-2016)**
- Editorial Board Member, *National Bank for Agriculture and Rural Development (NABARD)* sponsored National Conference on **Venture Capital for Sustainable Rural Entrepreneurship and Economic Development**, book Published by Department of Commerce and Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore. **(18-Feb-2016)**

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Citizen Consumer Club Coordinator Award	Govt. of Tamil Nadu	11 - 12
Centum Result Achiever Award	Sree Ramu College of Arts and Science College, Pollachi.	08 - 09 09 - 10
Best Youth Red Cross Programme Officer	Indian Red Cross Society, Coimbatore Branch.	19 - 20