

Name : Dr. N. RAMYA

Designation : Associate Professor

Department : Commerce with Professional Accounting

Qualification : M.B.A., PGDRM., M.Com., Ph. D.

Experience : Teaching: 12 Years Industry: 9 Months Research: 6 Years

Area of Specialization(s) : Retail Management and Finance

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ACADEMIC QUALIFICATIONS

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Management	CMS Institute of Management Studies, Coimbatore	2020
M. Com.	Commerce	Directorate of Distance Education, Annamalai University, Cuddalore	2016
PGDRM	Retail Management	Directorate of Distance Education, Madurai Kamaraj University, Madurai	2011
M.B.A.	Finance and Marketing	KCT Business School, Kumaraguru College of Technology, Coimbatore	2009
B. Com.	Commerce and Business Management	Avinashilingam University for Women, Coimbatore	2007

ADDITIONAL QUALIFICATIONS

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Certificate	Marketing Management	NPTEL	2018

RESEARCH PUBLICATIONS (INDEXED)

INTERNATIONAL

- Dr.N.Ramya, Anuja J., Vijay Raj K., **THE EFFECTS OF CRUDE PRICE IN INDIAN ECONOMY**, International Journal of Research Publication and Reviews (Open Access, Peer Reviewed & International Journal), with ISSN 2582-7421 (Online), Impact Factor – 5.536, Volume – 2, Issue – 9, September 2021, Pg. No. 783 to 787.

- Dr. N. Ramya, Ms. S. Kavidharani, Ms. R. Swathi, **ROLE OF INFORMATION TECHNOLOGY IN WOMEN EMPOWERMENT**, International Journal of Innovative Research in Technology (IJIRT) (Monthly Peer Reviewed & Open Access Journal), with ISSN 2349-6002 (Online), Impact Factor – 5.87, Volume – 8, Issue – 4, September 2021, Pg. No. 474 to 478.
- Dr. N. Ramya, Ms. V. Anusurya, Ms. M. Keerthana, **A STUDENT’S PERCEPTION TOWARDS ONLINE AND OFFLINE CLASSES DURING THIS COVID-19 PANDEMIC**, International Journal of Innovative Research in Technology (IJIRT) (Monthly Peer Reviewed & Open Access Journal), with ISSN 2349-6002 (Online), Impact Factor – 5.87, Volume – 8, Issue – 4, September 2021, Pg. No. 436 to 442.
- Dr.N.Ramya, Nithish K.K., **A STUDY ON CUSTOMER SATISFACTION ON KTM MOTORCYCLE (WITH SPECIAL REFERENCE TO COIMBATORE CITY)**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838 (Online), SJIF Impact Factor – 7.001, ISI I.F. Value : 1.241, DOI: 10.36713/epra2016, Volume – 5, Issue – 12, December 2020, Pg. No. 148 to 152.
- Dr.N.Ramya, Mr.Rishinandhan M., **A STUDY ON PROBLEMS FACED BY MIGRANT LABOURS WITH SPECIAL REFERENCE TO TIRUPUR REGION**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 11, November 2020, Pg. No. 326 to 330.
- Keerthana S ., Dr.N.Ramya, **A STUDY ON EVALUATION OF EFFECTIVENESS OF VISUAL MERCHANDISING WITH SPECIAL REFERENCE IN BIG BAZAAR TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 11, November 2020, Pg. No. 295 to 300.
- Dr.N.Ramya, Mr.K.Madhanraj, **A STUDY ON PASSENGERS SATISFACTION TOWARDS SOUTHERN RAILWAY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE JUNCTION**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838 (Online), SJIF Impact Factor – 7.001, ISI I.F. Value: 1.241, DOI: 10.36713/epra2016, Volume – 5, Issue – 11, November 2020, Pg. No. 642 to 646.
- Ms.R.Kousika, Dr.N.Ramya, **A STUDY ON CUSTOMERS SATISFACTION TOWARDS ONLINE BANKING TRANSACTIONAL SERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 10, October 2020, Pg. No. 109 to 113.
- Dr.N.Ramya, Mr.L.Karuppasamy, **A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-

3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 9, September 2020, Pg. No. 142 to 147.

- Dr.N.Ramya, Mr.R.Anandha Krishnan, **A STUDY ON PREFERENCE AND LEVEL OF SATISFACTION TOWARDS POST OFFICE SAVING SCHEME**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 9, September 2020, Pg. No. 94 to 97.
- Ms.R.Dharshini, Mrs.N.Ramya, **A STUDY ON CUSTOMER’S SATISFACTION ON SERVICE QUALITY IN BANKING SECTORS WITH SPECIAL REFERENCE TO HDFC BANK**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, DOI: 10.36713/epra2016, Volume – 5, Issue – 3, March 2020, Pg. No. 628 to 633.
- Ms.Divya Bharathi R., Mrs..N.Ramya, **A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF INDIAN OIL CORPORATION LIMITED**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, DOI: 10.36713/epra2016, Volume – 5, Issue – 3, March 2020, Pg. No. 250 to 255.
- Ms.N.Ajithadevi, Mrs..N.Ramya, **A STUDY ON BRAND EQUITY OF ONLINE FOOD DELIVERY APPLICATIONS WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, DOI: 10.36713/epra2016, Volume – 5, Issue – 3, March 2020, Pg. No. 186 to 193.
- Ms.N.Ramya and Dr.A. Mohamed Ali, **A STUDY ON CONSUMER’S PERCEPTION TOWARDS ONLINE SHOPPING**, OUR HERITAGE JOURNAL (UGC Care Approved International Indexed and Referred Journal), with ISSN 0474-9030, Impact Factor – (SJIF) 4.912, Volume – 68, Issue – 30, February 2020, Pg. No. 2397 to 2403.
- Ms.N.Ramya, Ms.Monisha A., Ms.Nithya V., Ms.Shrinidhi S., **WRAP-UP OF JET AIRWAYS - REASONS**, EPRA International Journal of Research and Development (IJRD) (International Peer Reviewed Open Access), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.241, Volume – 4, Issue – 10, October 2019, Pg. No. 114 to 115.
- Ms.N.Ramya and Dr.A. Mohamed Ali, **CORPORATE RETAILING: AN OVERVIEW**, EPRA International Journal of Research and Development (IJRD) (International Peer Reviewed Open Access), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.241, Volume – 4, Issue – 9, September 2019, Pg. No. 32 to 35.
- Ms.N.Ramya, Ms.A.Kowsalya and Ms.K.Dharanipriya, **SERVICE AUALITY AND ITS DIMENSIONS**, EPRA International Journal of Research and Development (IJRD), Volue – 4, Issue – 2, Pg.No.38 to 41, February 2019, ISSN 2455-7838 (Online), Impact Factor – 6.093. (Google Scholar, ResearcherID, Academia, entireweb, iam Researcher, ESJI, WZB MIZ, AB MED, Clarivate Analysis)
- Ms.N.Ramya and Dr.A. Mohamed Ali, **A STUDY ON PUBLIC AWARENESS AND**

LEVEL OF ADOPTION OF VARIOUS MODES OF CASHLESS TRANSACTION (WITH SPECIAL REFERENCE TO COIMBATORE CITY), International Journal for Science and Advanced Research in Technology (IJSART) (International Peer Reviewed Open Access), Volume – 4, Issue – 7, Pg. No. 913 to 919, July 2018, ISSN 2395-1052 (Online), Impact Factor – 5.388.(Google Scholar, Academia.ed, issuu Indian science.in, Academic Resource Index- ResearchBi)

- Ms.N.Ramya and Dr.A. Mohamed Ali, **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS AMUL PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Applied Research (IJAR) (Peer Reviewed Journal, Referred Journal, Indexed Journal), Volume – 4, Issue – 7, Pg. No. 353 to 357, July 2018, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – RJIF 5.2. (Index Copernicus International, Google Scholar)
- Ms.N.Ramya, Ms.C.Akshaya, Ms.M.Haripriya and Ms.S.Jamuna, **A STUDY ON CONSUMER PERCEPTION TOWARDS CADBURY CHOCOLATE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Applied Research (IJAR) (Peer Reviewed Journal, Referred Journal, Indexed Journal), Volume – 3, Issue – 11, Pg. No. 79 to 82, October 2017, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – RJIF 5.2. (Index Copernicus International, Google Scholar)
- Ms.D.Sivasakthi, Ms.N.Ramya and Ms.S.Brindha, **EVALUATING THE PERFORMANCE OF SELECTED PUBLIC SECTOR BANKS USING CAMEL MODEL**, International Journal of Applied Research (IJAR) (Peer Reviewed Journal, Referred Journal, Indexed Journal), Volume – 3, Issue – 9, Pg. No. 509 to 513, September 2017, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – RJIF 5.2. (Index Copernicus International, Google Scholar)
- Ms.N.Ramya, Mr.P.Kanagaraj, Ms.P.Dhanya and Ms.J.Ashwini, **AN OVERVIEW OF CROWD FUNDING**, Quest International Multidisciplinary Research Journal (Peer Reviewed International Journal), Volume – VI, Issue – I,– Pg. No. 46 to 50, January- March, 2017, ISSN 2278-4497, Quality Impact Factor – 6.89 (CARS), Thomson Reuters Research ID: B-9682-2016. (UCG, Google Scholar, Index Copernicus, Index Copernicus, Global Impact Factor, Australia, Directory of Research Journal Indexing.
- Ms.N.Ramya, Dr.A. Mohamed Ali, and Ms.A.Bhuvaneshwari, **A STUDY ON CONSUMER BUYING BEHAVIOUR IN DEPARTMENTAL STORE (WITH SPECIAL REFERENCE TO COIMBATORE CITY)**, International Journal of Applied Research (IJAR) (Peer Reviewed & Referred International Journal), 3(3), Pg. No. 734 to 737, March 2017, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – 5.2. (Index Copernicus International, Google Scholar)
- Ms.N.Ramya, Ms.D.Sivasakthi and Dr.M.Nandhini, **CASHLESS TRANSACTION: MODES, ADVANTAGES AND DISADVANTAGES**, International Journal of Applied Research (IJAR) (Peer Reviewed & Referred International Journal), 3(1), Pg. No. 122 to 125, January 2017, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – 5.2. (Index Copernicus International, Google Scholar)
- Ms.N.Ramya and Dr.A. Mohamed Ali, **FACTORS AFFECTING CONSUMER BUYING BEHAVIOR**, International Journal of Applied Research (IJAR) (Peer Reviewed & Referred International Journal), 2(10), Pg. No. 76 to 80, October 2016, ISSN 2394-7500

(Print), ISSN 2394-5869 (Online), Impact Factor – 5.2. (Index Copernicus International, Google Scholar)

- Dr.P.Jayasubramanian, Ms.N.Ramya, and Ms.M.Rohini, **A STUDY ON INFORMATION, COMMUNICATION TECHNOLOGIES LEARNING PRACTICES IN EDUCATIONAL INSTITUTIONS IN COIMBATORE**, International Journal of Applied Research (IJAR) (Peer Reviewed & Referred International Journal), 1(8), Pg. No. 480 to 485, August 2015, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – 5.2. (Index Copernicus International, Google Scholar)

NATIONAL

- Ms.N.Ramya and Ms.D.Sivasakthi, **GST AND ITS IMPACT ON VARIOUS SECTOR**, Journal of Management and Science, Special Issue No.1, Pg. No. 65 to 69, September, 2017, ISSN 2249-1260 (Print), ISSN 2250-1819 (Online). (UGC, EBSCO, Springer)
- Ms.N.Ramya, **RETAILING BUSINESS MODEL - FRANCHISING, PARIPEX** – Indian Journal of Research (Peer Reviewed & Referred International Journal), Volume: 3, Issue: 4, Pg. No. 53 to 55, April 2014, ISSN 2250-1991, Impact Factor – 1.6714. (Index Copernicus International, Google Scholar, Research Gate, Indian Citation Index, Open J-Gate, DRJI, Cosmos, WorldCat, IndianScience.in, DRJI, etc.,).

OTHER PUBLICATIONS: INTERNATIONAL / NATIONAL JOURNALS

- Ms.N.Ramya, **IMPACT OF VISUAL MERCHANDISING REGARDS TO CONSUMER BUYING BEHAVIOUR**, European Journal of Commerce and Management Research (EJCMR) (Double Blind, Peer Reviewed & Referred International Journal), Special Issue: 1, Pg. No. 154 to 157, 2015, ISSN 2051-8080, Impact Factor – 6.77.
- Ms.N.Ramya and Ms.D.Sivasakthi, **FINANCIAL INCLUSION IN INDIA THROUGH SHG-BANK LINKAGE PROGRAMME**, Indian Council of Social Science Research (ICSSR) sponsored National Conference on “Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges”, Pg. No. 158 to 165, ISBN 819076502-7, Edited and Published by Department of Commerce and Department of Commerce with Professional Accounting Dr.N.G.P. Arts and Science College, Coimbatore.
- Ms.N.Ramya, **STRATEGIES FOR SUCCESSFUL UNORGANIZED RETAILING**, One Day National Level Seminar on “Professionalising Unorganized Sector – A Corporate View”, Pg. No. 74 to 81, ISBN 819077894-3, Edited and Published by Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore.
- Dr.P.Jayasubramanian, Ms.N.Ramya and Ms.P. Suruthi Nivas, **EMPOWERMENT OF WOMEN ENTREPRENEURSHIP IN INDIAN CONTEXT**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Economic

Empowerment of Women through Entrepreneurship – Problems and Prospects”, Pg. No. 52 to 58, ISBN 978-81-920808-8-8, Edited and Published by Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore.

- Dr.P.Jayasubramanian and Ms.N.Ramy, **IMPACT OF GLOBALISATION ON INDIAN AGRICULTURE**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Role of Agribusiness in Sustainable Rural Entrepreneurship Development”, Pg. No. 756 to 761, ISBN 978-81-920808-7-1, Edited and Published by Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore.
- Dr.P.Jayasubramanian and Ms.N.Ramya, **BANKING HABITS IN RURAL INDIA**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Problems and Prospectus of Rural Banking and Its Impact on Empowerment of Rural Households”, Pg. No. 448 to 452, ISBN 978-81-920808-6-4, Edited and Published by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting Dr.N.G.P. Arts and Science College, Coimbatore.
- Ms.N.Ramya, **RETAIL EVOLUTION, MODERN TRENDS AND BUSINESS OPPORTUNITIES IN INDIA**, Second National Conference on “Recent Advancement In Business Practices”, Pg. No. 49 to 56, ISBN 978-93-80657-87-5, Edited by Dr. K. Nanthini, Dr. S. Shanthi, Ms . Priya Kalyanasundaram and Mr. P. Mathivanan, Nehru Institute of Management Studies, Coimbatore, Published by Shanlax Publications, 61, T.P.K. Main Road, Vasantha Nagar, Madurai – 625003.
- Ms.N.Ramya, **FOREIGN DIRECT INVESTMENT IN INDIAN RETAIL SECTOR**, Emerging Trends in Banking Sector, Pg. No. 43 to 48, ISBN 978-81-7273-585-2, First Edition, Editor-in-chief by Dr.A.Ramachandran, Director, SNR Institute of Management Sciences, SNR Sons College, Coimbatore, Published by AUTHORSPRESS, E-35, Jawahar Park, Laxminagar, New Delhi – 110092.
- Ms.N.Ramya, **CROWD SOURCING – IT’S APPLICATION IN MARKETING ACTIVITIES AND IT’S SUCCESSFUL PRINCIPLES**, “Crowd Sourcing – A New Management Paradigm” – ‘Karikayukta 2012’, Pg. No. 35 to 41, ISBN 978-93-81537-02-2, First Edition, Edited by Dr. Rajeswari Krishnan, Mr. P. Radha Krishnan and Ms. Devi Premnath, Sree Narayana Guru Institute of Management Studies, Coimbatore, Published by NCRC Publications, 687, Oppanakara Street, Coimbatore – 641001.

PRESENTATIONS IN CONFERENCE

- **A STUDY ON CONSUMER’S PERCEPTION TOWARDS ONLINE SHOPPING**, National Level Seminar on “INCLUSIVE BANKING IS ELUSIVE: A Retrospective Analysis for Prospective India” on the topic “” organized by Department of Commerce with Computer Applications, Nandha Arts and Science College, Erode, 7th February 2020.
- **ARTIFICIAL INTELLIGENCE AND HUMAN INTELLIGENCE**, One Day National Level Seminar on “Application of Artificial Intelligence in Accounting and Finance”, Department of Commerce with Accounting and Finance, Sri Ramakrishna College of Arts

and Science, Coimbatore in association with Dextrasys Technologies (P) Ltd., Tiruchirappalli, 16th February 2019.

- **GST AND ITS IMPACT ON VARIOUS SECTOR**, One Day National Level Seminar on “Impact of Goods and Service Tax (GST)”, Post Graduate and Research of Department of Commerce with Computer applications, Dr.N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- **FINANCIAL INCLUSION IN INDIA THROUGH SHG-BANK LINKAGE PROGRAMME**, Indian Council of Social Science Research (ICSSR) sponsored National Conference on “Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges”, Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- **STRATEGIES FOR SUCCESSFUL UNORGANIZED RETAILING**, One Day National Level Seminar on “Professionalising Unorganized Sector – A Corporate View”, Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.
- **EMPOWERMENT OF WOMEN ENTREPRENEURSHIP IN INDIAN CONTEXT**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Economic Empowerment of Women through Entrepreneurship – Problems and Prospects”, Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, 16-Aug-16.
- **INNOVATION IN MODERN MARKETING**, International Conference on “Repositioning India – Emerging Dimensions”, Department of Commerce with Professional Accounting, SNR Sons College, Coimbatore, 16-Feb-16.
- **GREEN MARKETING – OPPORTUNITIES AND CHALLENGES**, National Level Conference on “Green Marketing – Emerging Opportunities and Challenges”, Department of B.Com.(CA)., & M.I.B., SNR Sons College, Coimbatore, 10-Feb-16.
- **IMPACT OF GLOBALIZATION ON INDIAN AGRICULTURE**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Role of Agribusiness in Sustainable Rural Entrepreneurship Development” Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, 20-Aug-15.
- **IMPACT OF GLOBALIZATION ON INDIAN EDUCATIONAL SERVICES**, National Conference on “Emerging Educational Models for 21st Century Learners (NCEEM-2015)”, Association of Principals of Colleges of Bharathiar University jointly with UGC Human Resource Development Centre of Bharathiar University, 1-Aug-15.
- **IMPACT OF VISUAL MERCHANDISING REGARDS TO CONSUMER BUYING BEHAVIOUR**, National Conference on “Managing Turbulence in Business”, Adithya School of Business, Coimbatore, 21-Feb-15.
- **BANKING HABITS IN RURAL INDIA**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Problems and Prospectus of Rural Banking and Its Impact on Empowerment of Rural Households”, Department of Commerce with Information Technology and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 18-Dec-14.

- **GLOBAL RETAILING TRENDS AND CHALLENGES**, National Level Conference on “Managerial Innovations and Challenges in Globalised Economy”, Department of Business Administration (MBA), KSR College of Engineering, Tiruchengode, 26- Sep-14.
- **RETAIL EVOLUTION, MODERN TRENDS AND BUSINESS OPPORTUNITIES IN INDIA**, Second National Conference on “Recent Advancement In Business Practices”, Nehru Institute of Management Studies, Coimbatore, 15-Mar-13.
- **A STUDY ON STORE LAYOUT AMONGST CUSTOMERS OF SHREE DEVI TEXTILES, COIMBATORE**, National Conference on “Management in New Era – Issues and Challenges”, Department of Management Science, Dr. G. R. Damodaran College of Science, Coimbatore, 14-Feb-13.
- **FOREIGN EXCHANGE RISK MANAGEMENT**, National Conference on “Corporate Finance – Structural Changes & Emerging Paradigms”, Department of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore, 8-Feb-13.
- **HUMAN RESOURCE CHALLENGES FACED BY SMALL AND MEDIUM ENTERPRISE IN RETAILING**, Indian Council of Social Science Research (ICSSR) sponsored One day National Seminar on “The Changing Dynamics of HR – an MSME Perspective”, Sasi Creative School of Business, Coimbatore, 24-Jan-13.
- **E-TAILING AND CHALLENGES OF E-TAILING IN INDIA**, One Day Conference on “New Vistas of Retail Marketing: Emerging Opportunities and Challenges”, Department of Management studies, Dr.N.G.P. Arts and Science College, Coimbatore, 11-Sep-12.
- **FINANCIAL INNOVATION AND EMERGING MARKETS**, National Level Seminar on “Financial Innovation and Emerging Markets”, Department of Commerce, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 17-Aug-12.
- **FOREIGN DIRECT INVESTMENT IN INDIAN RETAIL SECTOR**, National Conference on “Emerging Trends in Banking Sector”, SNR Institute of Management Sciences, SNR Sons College, Coimbatore, 17-Mar-12.
- **CONSUMER RIGHTS IN INDIA**, National Conference on “Consumer Protection” – ‘NCCP – 2012’, Citizen Consumer Club, Kaamadhenu Arts and Science College, Sathyamangalam in association with Civil Supplies and Consumer Protection Department, Government of Tamil Nadu, India, 22-Feb-12.
- **RETAILING BUSINESS MODEL - FRANCHISING**, National Level Conference on “Business Models”, Dr. SNS Rajalakshmi Institute of Management, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-12.
- **CROWD SOURCING – IT’S APPLICATION IN MARKETING ACTIVITIES AND IT’S SUCCESSFUL PRINCIPLES**, National Conference on “Crowd Sourcing – A New Management Paradigm” – ‘Karikayukta 2012’, Sree Narayana Guru Institute of Management Studies, Coimbatore, 4-Feb-12.
- **E-TAILING**, National Level Seminar on “Role of IT in Commerce and Industry” – ‘FINANCIA – 2012’, Department of Commerce, Sankara College of Science and Commerce, Coimbatore, 6-Jan-12 and awarded a best paper award.

PARTICIPATION IN CONFERENCE

NATIONAL

- VI Louis Pasteur Memorial National Symposium on **PERCEPTION OF MICROBES IN HUMAN HEALTH AND ENVIRONMENT PSPM 2013** organised by the Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore sponsored by Kovai Medical Center and Hospital, Coimbatore on 22-Aug-13.
- HEP- 2013 **ATTEMPT TO GUINNESS RECORDS EVENT** organised by World Hepatitis Alliance, Rotary International and VGM Hospital – Institute of Gastroenterology, Coimbatore on 28-July-13.
- Louis Pasteur Memorial Symposium on **HARNESSING MICROBES FOR HUMAN HEALTH AND RESOURCE RECUPERATION – ISHM 2012** organised by the Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore sponsored by Indian Council of Medical Research (ICMR), Department of Biotechnology, Government of India and Kovai Medical Center and Hospital, Coimbatore on 7-Aug-12 and 8-Aug-12.
- NAAC Sponsored Two day State Level Conference on **ACHIEVING ACADEMIC EXCELLENCE THROUGH INTERNAL QUALITY ASSURANCE CELL (IQAC)** organised by the Internal Quality Assurance Cell, Dr.N.G.P. Arts and Science College, Coimbatore on 9-Dec-11 and 10-Dec-11.
- Conference on **HOSPITAL PLANNING, DESIGN, ARCHITECTURE, QUALITY AND ACCREDITATION** organized by Medica Synergie Private Limited, Kolkata on 6-Aug-11 in Coimbatore.
- IV Louis Pasteur Memorial Symposium on **BIOPHARMACEUTICALS – THEIR APPLICATION IN DISEASE PREVENTION AND HEALTH PROMOTION – NSBP 2011** organised by the Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore on 4-Aug-11 and 5-Aug-11.
- National Conference on **ISSUES IN HIGHER EDUCATION** organized by Association of Principals of Colleges and University Grants Commission – Academic Staff College, Bharathiar University on 29-Oct-10.
- National Conference on **INTERVENTIONAL PULMONOLOGY** organized by Kovai Medical Center and Hospital, Coimbatore on 1-Aug-10.

PARTICIPATION IN WORKSHOP

- National Level Research Methodology Workshop on **“ART OF WRITING RESEARCH PAPER IN SCOPUS JOURNALS”** organized by Commerce Association, Kaamadhenu Arts and Science College, Erode on 10th April 2021.
- Two Days Online Workshop on **“BASICS OF RESEARCH, WRITING RESEARCH PAPERS, ACADEMIC RESEARCH REPORT WRITING, TOOLS FOR RESEARCH”** organized by Research cell, Sankara College of Science and Commerce, Coimbatore during 9th – 10th April 2020.
- **LaTeX** training organized at Sree Narayana Guru College in January 2020 semester, offered by the **Spoken Tutorial Project, IIT Bombay**, funded by the National Mission on Education

through ICT, MHRD, Govt. of India.

- One-day National Level Workshop on **“EMERGING PARADIGMS IN COMMERCE AND MANAGEMENT RESEARCH”** organised by Department of Management, Commerce and Commerce with Computer Applications, Pioneer College of Arts and Science, Coimbatore on 1st March 2019.
- National Workshop on **RESEARCH METHODOLOGY FOR SOCIAL SCIENCES** organised by PG and Research Department of Commerce, Kaamadhenu Arts and Science College, Sathayamangalam on 4-Jan-13.
- In Organizing a Two-days’ Workshop on **KOVAI LUMEN -2011**organised by Kovai Medical Center and Hospital, Coimbatore on 12-Mar-11 and 13-Mar-11.
- **ENTREPRENEURSHIP TRAINING PROGRAM** organised by KCT Business School and Entrepreneur Development Cell, Kumaraguru College of Technology, Coimbatore on 28-Nov-08 and 29-Nov-08.
- One-day Symposium on **ENTREPRENEURSHIP DEVELOPMENT** organised by KCT Business School and Entrepreneur Development Cell, Kumaraguru College of Technology, Coimbatore on 29-Aug-08.
- One-day Workshop on **CONSUMERISM AND STANDARDIZATION** organised by Department of Commerce and National Service Scheme, Avinashilingam University for women, Coimbatore on 1-Mar-06.

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME

- One Week International (Virtual) Faculty Development Program on **“DIGITAL CITIZENSHIP FOR NEW AGE TEACHERS”** organized by the Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore during 4th – 8th October 2021.
- Ten Days International Virtual FDP on **“ENTREPRENEUR SKILLS, INVESTMENT OPPORTUNITIES IN FINANCIAL MARKETS AND MANAGEMENT”** organized by the Department of Commerce, Institution Innovation Council and Faculty Development Cell, Rathinam College of Arts and Science, Coimbatore during 23rd August – 2nd September 2021.
- Six Days National Level Faculty Development Program on **“DIGITAL TEACHING METHODS IN HIGHER EDUCATION”** organized by the Department of Commerce with Computer Applications, Hindusthan College of Arts and Science, Coimbatore during 23rd – 28th August 2021.
- Online Faculty Development Program on **“TERM INSURANCE CHECKLIST”** organized by the Department of Commerce Banking and Insurance & Center for Faculty Development, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore on 30th July 2021.
- One Week Faculty Development Program on Spoken Tutorial, Free Open Source Software (FOSS) **“MOODLE LEARNING MANAGEMENT SYSTEM”** organized by Center for Virtual Learning, Dr. N.G.P. Arts and Science college, Coimbatore and Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India during 4th– 10th May 2020.
- Three Days National Level Online Faculty Development Program on **“RECENT TRENDS IN ARTIFICIAL INTELLIGENCE AND IMPACT ON TEACHING**

PROFESSIONALS” organized by the School of Business Management, Rathnavel Subramaniam College of Arts and Science, Coimbatore during 22nd – 24th April 2020.

- Two Days Online Faculty Development Program on **“VIRTUAL TEACHING”** organized by the Coimbatore Institute of Technology, Coimbatore and Teaching Learning Centre, under PMMNMTT, Department of Higher Education, MHRD, Govt. of India during 20th – 21st April 2020.
- Seven Days Faculty Development Program on **“NAAC REVISED ACCREDITATION FRAMEWORK AND OBE ASSESSMENT METHODOLOGY”** organized by the Faculty Development Cell and IQAC, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 27th May – 2nd June 2019.
- Seven Days Faculty Development Program on **QUALITY MEASURES IN HIGHER EDUCATION** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 3rd – 9th December 2018.
- Seven Days Faculty Development Program on **NAAC REVISED ACCREDITATION FRAMEWORK AND OBE ASSESSMENT METHODOLOGY** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 27-May-19 to 02-Jun-19.
- NPTEL-AICTE Faculty Development Programme on **MARKETING MANAGEMENT I** as one week full FDP for completing 8 Weeks NPTEL Course between Aug – Sep18.
- AICTE Sponsored Faculty Development Programme on **BUSINESS RESEARCH AND DATA ANALYSIS FOR SOCIAL SCIENCE** organised by MBA, Sri Ramakrishna College of Arts and Science, Coimbatore during 20-Nov-17 to 2-Dec-17.
- Faculty Knowledge Program organised by ICFAI Business School (IBS) on 10-Aug-17 at Coimbatore.
- One Day UGC Sponsored Faculty Development Program on **WOMEN AND BIODIVERSITY** organized by the Department of Women’s Studies, Bharathiar University, Coimbatore on 21-Sep-16.
- Professional Development Workshop on **INNOVATIVE TEACHING IDEAS FOR MANAGEMENT EDUCATORS** organised by KCT Business School, Kumaraguru College of Technology, Coimbatore on 26-Jul-12.
- Faculty Development Program **ENTERPRISE RESOURCE PLANNING USING SAP B1**organised by Dr.N.G.P. Business School, Dr.N.G.P. Institute of Technology, Coimbatore on 31-July-10.

PARTICIPATION IN WEBINAR/ ONLINE QUIZ

- Webinar on **“MANAGING YOUR FINANCES”** organized by ICFAI Business School, Bangalore on 25th July 2021.
- Webinar on **“PREPARING YOUR STUDENTS FOR A DIGITALIZED FUTURE”** organized by ICFAI Business School, Bangalore on 24th July 2021.
- Special Webinar on **“FUTURE OF HIGHER EDUCATION UNDER THE NEW NATIONAL EDUCATION POLICY - 2020”** with Prof. M K Sridhar Member, University Grants Commission Draft Committee Member - National Education Policy

organized by Association of Self-Financing Arts, Science and Management Colleges of Tamil Nadu (ASFASM) and Principals Welfare Cell (PWC) during 5th September 2020.

- Online Comm-Quiz Series 6.0 on **“FINANCIAL INSTITUTIONS AND BUSINESS”** organized by the Department of Commerce (CA), Nandha Arts and Science College, Erode during 18th August 2020 - 21st August 2020.
- National Level Online Test on **“BANKING SECTOR”** organized by the Hindusthan College of Arts and Science, Coimbatore during 8th June 2020 - 9th June 2020.
- National Level Online Quiz on **“BUSINESS BREVIS”** organized by the Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore on 28th May 2020.
- Online Quiz on **“E-QUIZ ON AWARENESS ON RETAILING”** organized by the Department of Management Sciences – Retail Management, PSG College of Arts and Science, Coimbatore on 14th May 2020.
- Online Quiz on **“QUIZ TIME 20:20”** organized by the Department of International Business and E-Cell, Sri Ramakrishna College of Arts and Science, Coimbatore on 10th May 2020.
- Online Quiz on **“WORLD HEALTH ORGANISATION AND COVID-19 PANDAMIC: A GENERAL AWARENESS QUIZ”** organized by the Department of B.Com. (Professional Accounting), PSGR Krishnammal College for Women, Coimbatore on 10th May 2020.
- National Level Awareness Quiz on **“TEST YOUR IMMUNITY ON FACT VERSUS FAKE NEWS ON COVID-19”** organized by the Sakthi Institute of Information and Management Studies, Coimbatore on 8th May 2020.
- Online Quiz on **“COVID-19 GENERAL AWARENESS ONLINE QUIZ”** organized by the Institution Innovation Council Cell, St. Anne’s College of Engineering and Technology, Panruti on 4th May 2020.
- Online Quiz on **“COVID-19 PANDEMIC AWARENESS ONLINE QUIZ”** organized by the Department of BBA (CA), Hindusthan College of Arts and Science, Coimbatore.
- Online Quiz on **“WORLD IPR DAY ONLINE QUIZ - 2020”** organized by the Karpagam Institute of Technology, Coimbatore in association with Institution’s Innovation Council (IIC).

CONFERENCE / SEMINAR / WORKSHOP ORGANIZED

- Committee Member, 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 4th March 2020.
- Committee Member, *Indian Council of Social Science Research (ICSSR - SRC)* sponsored Three Day National Workshop on **“ADVANCED RESEARCH METHODOLOGY AND STATISTICAL DATA ANALYSIS FOR RESEARCH SCHOLARS”** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore between 11th to 13th December 2019.
- Committee 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.
- 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-Sep-16.
 - Committee 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.
 - Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored One Day National Level Seminar on **PROBLEMS AND PROSPECTUS OF RURAL BANKING AND ITS IMPACT ON EMPOWERMENT OF RURAL HOUSEHOLDS** organized by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 18-Dec-14.
 - Committee Member, National Conference on **CONTEMPORARY ACCOUNTING – STANDARDS AND ISSUES** organised by the Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 7- Oct-13.
 - Committee Member, National level Conference on **BIO-MEDICAL WASTE MANAGEMENT** organised by the Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore, in association with confederation of Indian Industry (CII) sponsored by Defence Research and Development Organization (DRDO) and Kovai Medical Center and Hospital, Coimbatore on 28-Sep-12.
 - Committee Member, Dr. Purani Endowment Lecture on **ROLE OF GOVERNMENT IN HEALTH MANAGEMENT** delivered by *Honourable Mr. Karunakaran I.A.S., District Collector of Coimbatore* and organised by the Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore on 28-Dec-11.
 - Committee Member, National level Conference on **THE ROLE OF INFORMED CONSENT IN CLINICAL DECISIONS AND RESEARCH IN HOSPITALS** organised by the Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore, sponsored by Indian Council of Medical Research (ICMR) and Kovai Medical Center and Hospital, Coimbatore on 26-Aug-11.
 - Committee Member, National level Conference on **MEDICAL RECORDS MANAGEMENT** organised by the Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore on 26-Feb-11.

INVITED SPEAKER / SESSION CHAIR

- Invited Speaker, Guest Lecture on **“MARKETING RESEARCH – AN INTERNATIONAL IMPERATIVE”** for the Students of B.B.A. Business Process Management organized by Department of B.B.A. Business Process Management, PSGR Krishnammal College for Women (Autonomous), Coimbatore on 27th September 2021.
- Invited Speaker, Seminar on **“A TRACK TO PROFESSIONAL COURSES”** for the Students of B.Com. Finance organized by Department of Commerce Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore on 27th July 2019.

- Invited Speaker, Guest Lecture on **“ENGINEERING ECONOMICS AND FINANCIAL ACCOUNTING”** for the final year Students of (B.E.) Computer Science and Engineering organized by Department Computer Science and Engineering, Sri Shakthi Institute of Engineering and Technology, Coimbatore on 21st September 2015 (One Day).
- Invited Speaker, Guest Lecture on **“ENGINEERING ECONOMICS AND FINANCIAL ACCOUNTING”** for the final year Students of (B.E.) Computer Science and Engineering organized by Department Computer Science and Engineering, Sri Shakthi Institute of Engineering and Technology, Coimbatore on 9th October 2014 (One Day).

EDITORIAL / REVIEW BOARD MEMBER

- Acted as Editorial Board Member, *One Day Level National Seminar on **DISRUPTIONS IN BANKING SECTOR IN CURRENT SCENARIO***, book Published by Department of Commerce Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, and Non Olympic Times, Coimbatore with ISBN 978-81- 935722-5-2.
- Acted as Editorial Board Member in *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, with ISBN 819076502-7.
- Acted as Editorial Board Member in *Indian Council of Social Science Research (ICSSR)* sponsored One Day National Seminar on **“PROBLEMS AND PROSPECTUS OF RURAL BANKING AND ITS IMPACT ON EMPOWERMENT OF RURAL HOUSEHOLDS”**, book Published by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting Dr.N.G.P. Arts and Science College, Coimbatore, with ISBN 978-81-920808-6-4.

ONLINE CERTIFICATE COURSES

- One Week Online Certificate Course on **“Digital Teaching Techniques”** from the ICT Academy during 10th– 15th August 2020.
- Online Course on **“Social Media Marketing”** from the Sri Krishna Adithya College of Arts and Science, Coimbatore on 5th May 2020.
- **Employer – Employee Law** from ALISON on 14th June 2019.
- **Marketing Management – I**, 8 weeks Course with 62% (Elite Certification) along with 2 Credits recommended by NPTEL exams held on October 2018.
- **Content Marketing for B2B Enterprises** from UDEMY on 22nd October 2018.
- **Types of Health Insurance** from UDEMY on 8th October 2018.
- **Effective Small Business Marketing** from UDEMY on 21st January 2018.
- **Powerpoint Presentation – design powerpoint slides** from UDEMY on 1st January 2018.
- **Affiliate Marketing** from UDEMY on 27th December 2017.
- **The Dos and Don’ts of Social Media Etiquette** from UDEMY on 30th April 2015.
- **Creating a Social Media Strategy** from UDEMY on 30th April 2015.

- **How to write a Great Press Release** from UDEMY on 30th April 2015.
- **Escape Perfectionism, Gain Excellence** from UDEMY on 21st April 2015.
- **Effective Time Management – Get 10X more done in less time** from UDEMY on 21st April 2015.
- **Write Research Papers and Get your Research Published** from UDEMY on 21st April 2015.
- **Online Advertising Simplified** from UDEMY on 18th April 2015.
- **Brand like a Professional in 11days** from UDEMY on 18th April 2015.
- **Business Communication – Fundamentals of Business Writing** from ALISON on 16th April 2015.
- **Introduction to Marketing: Basics and Fundamentals** from UDEMY on 16th April 2015.
- **Master Advance Microsoft Excel with Excel Guru** from UDEMY on 27th January 2015.

MEMBERSHIP IN PROFESSIONAL BODIES

Name of the Professional Body	Nature of membership	Duration
Coimbatore Management Association	Member	2012-2018
Indian Academicians and Researchers Association	Member	Since 2019