

**Name** : Dr. N. RAMYA

**Designation** : Associate Professor

**Department** : Commerce with Professional Accounting

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

**Experience** : Teaching: 13 Years Industry: 9 Months Research: 8 Years

**Area of Specialization(s)** : Retail Management and Finance

**Email (Official ID)** : ramyan@drngpasc.ac.in



### 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, Ms. T. Madhumitha, **A STUDY ON EVALUATION OF VISUAL MERCHANDISING WITH SPECIAL REFERENCE TO THE CHENNAI SILKS, COIMBATORE**, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:04, April-2023, Pg. No. 3334 to 3339.
- Dr.N.Ramya, Mr. S. J. Ranjith, **COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS USING CAMEL MODEL**, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:04, April-2023, Pg. No. 3007 to 3012.
- Dr.N.Ramya, Ms. S. Indhu, **A STUDY ON FACTORS INFLUENCING CUSTOMERS SWITCHING BEHAVIOUR IN THE TELECOMMUNICATION INDUSTRY WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:04, April-2023, Pg. No. 2963 to 2967.
- Dr.N.Ramya, **IMPACT OF SOCIAL MEDIA TOWARDS BEHAVIOR: A SYSTEMATIC LITERATURE REVIEW**, Journal of Education: Rabindra Bharati University (UGC CARE Approved, Peer Reviewed & Referred Journal), with ISSN 0972-7175 , Volume – XXIII, Issue – 12(V), 2021, Pg. No. 168 to 178.
- 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**

- Dr.D.Sivasakthi and Dr.N.Ramya, **CRYPTOCURRENCY**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Role of Digitalization Sector in rural Economy”, Pg. No. 100 to 104, ISBN 978-93-5636-057-0, Edited and Published by Department of BBA (CA), Sankara College of Science and Commerce, Coimbatore.
- 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.
- 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.

- Dr. N.Ramya, Dr.D.Sivasakthi, Chapter in “Introduction to Strategic Management” title “**Total Quality Management**” Publisher IOT Academy Publishers, ISBN: 978-93-93622-19-8.

#### **PRESENTATIONS IN CONFERENCE/ SEMINAR**

- **A STUDY ON CONSUMER’S PERCEPTION TOWARDS ONLINE SHOPPING**, National Level Seminar on “INCLUSIVE BANKING IS ELUSIVE: A Retrospective Analysis for Prospective India” organized by Department of Commerce with Computer Applications, Nandha Arts and Science College, Erode, 7<sup>th</sup> 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, 16<sup>th</sup> 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.
- **ECONOMIC 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 21<sup>st</sup> 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/ SEMINAR**

- ICSSR-SRC (Hyderabad) sponsored Two Days National Level Online Seminar on “**DIGITAL FINANCIAL INCLUSION**” organized by Department of Management, Suguna College of Arts and Science, Coimbatore during 30<sup>th</sup> August 2022 – 31<sup>st</sup> August 2022.
- 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**

- Indian Council of Social Science Research Southern Regional Centre (ICSSR - SRC) sponsored a **Three Day National Workshop on Advanced Research Methodologies and Analytical Tools (SPSS, AMOS & R) for Social Science Researchers** organized by Research and Development Cell and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore during 29<sup>th</sup> to 31<sup>st</sup> March 2023.
- One Day Workshop on **“OUTCOME BASED EDUCATION (OBE)”** organized by Dr. N.G.P. Arts and Science College, Coimbatore in association with ipsr solutions limited on 04 March 2023.
- National Human Rights Commission, New Delhi sponsored Training Programme on **“Human Rights and Values – Promotion and Protection for Students”** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 23<sup>rd</sup> February 2023.
- Three Day National Workshop on **“OBE- A TRANSFORMATIVE FRAMEWORK IN COMMERCE EDUCATION”** organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala, Kerala during 15<sup>th</sup> and 16<sup>th</sup> December 2022.
- ICSSR sponsored National Level Workshop on **“MICRO & MACRO ISSUES OF RESEARCH DESIGN IN SOCIAL SCIENCE RESEARCH”** organized by Department of Sociology, Government College of Arts and Science, Aurangabad on 7<sup>th</sup> January 2022.
- Workshop on **“NPTEL E-AWARENESS WORKSHOP”** organized by NPTEL on 6<sup>th</sup> January 2022.
- 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 10<sup>th</sup> 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 9<sup>th</sup> – 10<sup>th</sup> 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 1<sup>st</sup> 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**

- 5 Days International Faculty Development Programme on **“AI APPLICATIONS AND ITS IMPACT ON BUSINESS PRACTICES”** organized by the Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore during 18<sup>th</sup> to 22<sup>nd</sup> April 2023.
- Two Days Faculty Development Program on **“FINTECH”** organized by Imarticus Learning Private Limited during 17<sup>th</sup> and 18<sup>th</sup> March 2023.
- International Virtual Faculty Development Program on **“PERSONALITY GROOMING-HANDLING STRESS AND EMOTIONAL INTELLIGENCE”** organized by IQAC and Department of Commerce with Information Technology, PPG College of Arts and Science, Coimbatore during 02<sup>nd</sup> to 06<sup>th</sup> January 2023.
- International Faculty Development Programme on **“PROFESSIONAL PROGRESSION IN COMMERCE AND MANAGEMENT”** organized by Department of Corporate Secretaryship, Information Systems Management and Business Administration, Justice Basheer Ahmed Sayeed College for Women, Chennai, India in Association with Tamil Nadu Advanced Technical Training Institute, Chennai, India during 14<sup>th</sup> - 20<sup>th</sup> December, 2022.

- UGC–Approved Short-Term Professional Development Programme on **“IMPLEMENTATION OF NEP-2020 FOR UNIVERSITY AND COLLEGE TEACHERS”** organized by the Staff Training and Research Institute of Distance Education, Indira Gandhi National Open University, New Delhi under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching during 07<sup>th</sup> - 15<sup>th</sup> October 2022 and obtained ‘A’ Grade.
- International Faculty Development Program on **“DIGITAL MARKETING”** organized by the KV Institute of Management and Information Studies, Coimbatore during 3<sup>rd</sup> – 5<sup>th</sup> March 2022.
- Online Faculty Development Program on **“INTRODUCTION TO MUTUAL FUND”** organized by the Department of Commerce Accounting and Taxation & Centre for Faculty Development, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore on 27<sup>th</sup> December 2021.
- A Seven Days Faculty Development Program on **“OBE-ROAD AHEAD TO ADVANCE EDUCATIONAL QUALITY AND ENHANCE GLOBAL MOBILITY”** organized by IQAC and CDC, Kongunadu Arts and Science college (Autonomous), Coimbatore during 10<sup>th</sup> – 17<sup>th</sup> November 2021.
- 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 4<sup>th</sup> – 8<sup>th</sup> 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 23<sup>rd</sup> August – 2<sup>nd</sup> 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 23<sup>rd</sup> – 28<sup>th</sup> 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 30<sup>th</sup> 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 4<sup>th</sup>– 10<sup>th</sup> 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 22<sup>nd</sup> – 24<sup>th</sup> 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 20<sup>th</sup> – 21<sup>st</sup> 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 27<sup>th</sup> May – 2<sup>nd</sup> 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 3<sup>rd</sup> – 9<sup>th</sup> December 2018.
- 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 **“STRATEGY FOR PERSONAL FINANCE MANAGEMENT”** organized by Department of Business Management, Telangana University, Nizamabad, Telangana in collaboration with Association of Mutual Funds in India (AMFI) on 5<sup>th</sup> January 2022.
- National Level Webinar on **“NATIONAL EDUCATION POLICY – VISION TO ACTION”** organized by Internal Quality Assurance Cell, Sankara College of Science and Commerce, Coimbatore on 31<sup>st</sup> December 2021.
- Webinar on **“MANAGING YOUR FINANCES”** organized by ICFAI Business School, Bangalore on 25<sup>th</sup> July 2021.

- Webinar on **“PREPARING YOUR STUDENTS FOR A DIGITALIZED FUTURE”** organized by ICFAI Business School, Bangalore on 24<sup>th</sup> 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 5<sup>th</sup> 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 18<sup>th</sup> August 2020 - 21<sup>st</sup> August 2020.
- National Level Online Test on **“BANKING SECTOR”** organized by the Hindusthan College of Arts and Science, Coimbatore during 8<sup>th</sup> June 2020 - 9<sup>th</sup> June 2020.
- National Level Online Quiz on **“BUSINESS BREVIS”** organized by the Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore on 28<sup>th</sup> 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 14<sup>th</sup> 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 10<sup>th</sup> 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 10<sup>th</sup> 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 8<sup>th</sup> 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 4<sup>th</sup> 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, Indian Council of Social Science Research Southern Regional Centre (ICSSR - SRC) sponsored a **Three Day National Workshop on Advanced Research Methodologies and Analytical Tools (SPSS, AMOS & R) for Social Science Researchers**

organized by Research and Development Cell and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore during 29<sup>th</sup> to 31<sup>st</sup> March 2023.

- Committee Member, National Human Rights Commission, New Delhi sponsored Training Programme on “**Human Rights and Values – Promotion and Protection for Students**” organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 23<sup>rd</sup> February 2023.
- Committee Member, National Conference on “**Social Innovation and Business Sustainability**” organized by Department of Commerce, Commerce with Professional Accounting, Commerce Finance and Commerce with Cost Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 09<sup>th</sup> February 2023.
- Organized Youth Parliament Session (Tarun) as Script Writer in Dr.N.G.P. Arts and Science College, Coimbatore on 24<sup>th</sup> August 2022 under the **National Youth Parliament Scheme (NYPS) of Ministry of Parliamentary Affairs, Government of India.**
- 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 4<sup>th</sup> 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 11<sup>th</sup> to 13<sup>th</sup> 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 27<sup>th</sup> 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 27<sup>th</sup> 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 21<sup>st</sup> 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 9<sup>th</sup> 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 10<sup>th</sup>– 15<sup>th</sup> August 2020.
- Online Course on “**Social Media Marketing**” from the Sri Krishna Adithya College of Arts and Science, Coimbatore on 5<sup>th</sup> May 2020.
- **Employer – Employee Law** from ALISON on 14<sup>th</sup> 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 22<sup>nd</sup> October 2018.
- **Types of Health Insurance** from UDEMY on 8<sup>th</sup> October 2018.
- **Effective Small Business Marketing** from UDEMY on 21<sup>st</sup> January 2018.
- **Powerpoint Presentation – design powerpoint slides** from UDEMY on 1<sup>st</sup> January 2018.
- **Affiliate Marketing** from UDEMY on 27<sup>th</sup> December 2017.
- **The Dos and Don'ts of Social Media Etiquette** from UDEMY on 30<sup>th</sup> April 2015.
- **Creating a Social Media Strategy** from UDEMY on 30<sup>th</sup> April 2015.
- **How to write a Great Press Release** from UDEMY on 30<sup>th</sup> April 2015.
- **Escape Perfectionism, Gain Excellence** from UDEMY on 21<sup>st</sup> April 2015.
- **Effective Time Management – Get 10X more done in less time** from UDEMY on 21<sup>st</sup> April 2015.
- **Write Research Papers and Get your Research Published** from UDEMY on 21<sup>st</sup> April

2015.

- **Online Advertising Simplified** from UDEMY on 18<sup>th</sup> April 2015.
- **Brand like a Professional in 11days** from UDEMY on 18<sup>th</sup> April 2015.
- **Business Communication – Fundamentals of Business Writing** from ALISON on 16<sup>th</sup> April 2015.
- **Introduction to Marketing: Basics and Fundamentals** from UDEMY on 16<sup>th</sup> April 2015.
- **Master Advance Microsoft Excel with Excel Guru** from UDEMY on 27<sup>th</sup> January 2015.

## MEMBERSHIP IN PROFESSIONAL BODIES

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