

**Name** : Dr.D.Sivasakthi  
**Designation** : Associate Professor  
**Department** : Commerce with Professional Accounting  
**Qualification** : M.Com., M.B.A., M.Phil., Ph.D.  
**Experience** : Teaching: 10.6 Years Industry: - Research: 8 Years  
**Area of Specialization(s)** : Marketing and Finance  
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### ACADEMIC QUALIFICATIONS

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Sri Ramakrishna College of Arts & Science, Coimbatore	2018
M. Phil.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2011
M.B.A.	Banking and Finance	Directorate of Distance Education, Alagappa University, Karaikudi	2008
M. Com.	Commerce	Sree Narayana Guru College of Arts & Science, Coimbatore	2008
B. Com.	Commerce	Sri Krishna Arts & Science College, Coimbatore	2006

### RESEARCH PUBLICATIONS (INDEXED)

#### INTERNATIONAL:

- Dr.D.Sivasakthi, Ms.Ananya.N, **A STUDY ON INFLUENCE OF ADVERTISING ON BRAND AWARENESS AND CONSUMER'S PREFERENCE TOWARDS KALYAN JEWELLERS SHOWROOM (COIMBATORE)**, EPRA International Journal of Research and Development (IJRD), with ISSN (Online): 2455-7838, Impact Factor: 7.001, Vol.5, Issue 11, November 2020, PP.81-85.
- Dr.D.Sivasakthi, Ms.Geethanjali.P, **A STUDY ON CUSTOMER SATISFACTION TOWARDS AMPERE ELECTRIC BIKE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), with ISSN (Online): 2455-7838, Impact Factor: 7.001, Vol.5, Issue 11, November 2020, PP.97-101.
- Dr.D.Sivasakthi, Ms.Banupriya.S, **A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG SMART PHONES WITH SPECIAL REFERENCE TO COIMBATORE**, EPRA International Journal of Research and Development (IJRD), with ISSN (Online): 2455-7838, Impact Factor: 7.001, Vol.5, Issue 11, November 2020, PP.267-271.

- Dr.D.Sivasakthi, Mr.Sridhar.P, **A STUDY ON CUSTOMER SATISFACTION AND PREFERENCE TOWARDS ZOOM CAR**, EPRA International Journal of Research and Development (IJRD), with ISSN (Online): 2455-7838, Impact Factor: 7.001, Vol.5, Issue 11, November 2020, PP.302-306.
- Dr.D.Sivasakthi, Ms.C.Poorni, **A STUDY ON CONSUMER'S BUYING BEHAVIOUR TOWARDS AROMA MILK WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), with ISSN (Online): 2455-7838, Impact Factor: 7.001, Vol.5, Issue 11, November 2020, PP.373-377.
- Dr.D.Sivasakthi, Ms.H.Saritha, **A STUDY ON CUSTOMER SATISFACTION TOWARDS VICCO TURMERIC AYRUVEDIC CREAM WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN (Online): 2455-3662, Impact Factor: 7.032, Vol.6, Issue 11, November 2020, PP.472-475.
- Dr.D.Sivasakthi, Mr.Ragul.S, **A STUDY ON CUSTOMERS SATISFACTION TOWARDS RELIANCE JIO 4G SERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Environmental Economics, Commerce and Educational Management, with ISSN (Online): 2348-814X, Impact Factor: 7.572, Vol.7, Issue 4, November 2020, PP.48-52.
- Dr.D.Sivasakthi, Ms.P.Devika, Ms.S.Dharani, Ms.R.Sangeetha, **FALLOUT OF BSNL: A BONE OF CONTENTION IN TELECOMMUNICATION INDUSTRY**, EPRA International Journal of Research and Development (IJRD), with ISSN (Online): 2455-7838, Impact Factor: 6.260, Vol.4, Issue 10, October 2019, PP.126-127.
- Dr. D.Sivasakthi, C.Nandhini, R.Priyadharshini And D.Vanathi, **TAXI SERVICES IN INDIA**,EPRA International Journal of Research and Development (IJRD), Vol.4, Issue 03, PP.34-39, Mar-19 , ISSN (Online): 2455-7838, Impact Factor:6.093 (Google Scholar, ResearcherID, Academia, entireweb, iam Researcher, ESJI, WZB MIZ, AB MED, Clarivate Analysis)
- Dr. D. Sivasakthi and Dr.S.Gandhimathi, **A STUDY ON PUBLIC AWARENESS ON DISPOSAL AND RECYCLING OF HOUSEHOLD WASTE ( WITH SPECIAL TO PARSN SESH NESTLE, COIMBATORE)**, International Journal for Science and Advance Research in Technology, Vol.4, Issue 10, PP.354-357, Oct-18, ISSN (Online): 2395-1052, Impact Factor: 5.388(Google Scholar, Academia.ed, issuu Indian science.in, Academic Resource Index-ResearchBi)

- Ms.D.Sivasakthi, Ms.S.Dhivyalakshmi and Dr.M.Nandhini, **DIGITALIZATION IN EDUCATION SECTOR**, Asia Pacific Journal of Research,PP.12-14, Sep -17, ISSN (Print): 2320-5504, ISSN (Online): 2347-4793, Impact Factor: 6.58. (Indexed in UGC)
- Ms.D.Sivasakthi, Ms.N.Ramya and Ms.s.Brindha, **EVALUATING THE PERFORMANCES OF SELECTED PUBLIC SECTOR BANKS USING CAMEL MODEL**, International Journal of Applied Research, Vol. 3, Issue 9, PP.509-513, Aug - 17,ISSN(Print): 2394-7500, ISSN (Online): 2394-5869, 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, Volume 3, Issue 1, PP.122-125, Jan-17, ISSN (Print): 2394-7500, ISSN (Online): 2394-5869, Impact Factor: 5.2(Index Copernicus International, GoogleScholar).
- Ms.D.Sivasakthi and Ms.S.Gandhimathi,**A STUDY ON INVESTOR'S ATTITUDE TOWARDS POST OFFICE SAVING SCHEMES IN CHINNIAMPALAYAM**, International Journal of Applied Research, Volume 2, Issue 12, PP.76-79, Dec-16, ISSN (Print): 2394-7500, ISSN (Online): 2394-5869, Impact Factor: 5.2(Index Copernicus International, Google Scholar).
- Dr.M.Nandhini and Ms.D.Sivasakthi,**FINANCIAL PERFORMANCE OF SELECTIVE INDIAN PUBLIC SECTOR BANKS**, International Journal of Multidisciplinary Research and Development, Volume 02, Issue 11, pp.12-15, Nov-15, ISSN: 2379-5979 (print) ISSN: 2349-4182 (online), Impact Factor – 5.742 (Academia.edu, RJIFACTOR, Research Gate, ORCiD, ProQuest, publons, CiteFactor, OPEN LIBRARY, International Standard Serial number, DOAJ,ROAD, Indian Citation Index, Scribd, Crossref,Index Copernicus International, Indianscience.in, Google Scholar, EBSCO, etc..).
- Dr.M.Nandhini and Ms.D.Sivasakthi,**AN ANALYSIS OF SELECTIVE INDIAN PUBLIC SECTOR BANKS USING CAMEL APPROACH**,International Journal of Applied Research, Volume 01, Issue 09, pp.626-630, Jul-15,ISSN: 2394-7500 (print) ISSN: 2394-5869 (online), Impact Factor – 5.2 (Index Copernicus International)

- Dr.P.Jayasubramanian, Ms.D.Sivasakthi and Ms.K.AnanthiPriya, **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING**,International Journal of Applied Research, Volume 01, Issue 08, pp.489-495, Jun-15,ISSN: 2394- 7500 (print) ISSN: 2394-5869 (online), Impact Factor – 5.2 (Index Copernicus International, Google Scholar).
- Dr.M.Nandhiniand Ms.D.Sivasakthi,**A STUDY ON LEVERAGE ANALYSIS OF TVS MOTOR COMPANY LIMITED**,International Journal of Multidisciplinary Research and Development, Volume 02, Issue 02, pp.643-645, Feb-15,ISSN: 2349-5979 (print) ISSN: 2349-4182 (online), Impact Factor – 3.672(Academia.edu, RJIFACTOR, Research Gate, ORCiD, ProQuest, publons, CiteFactor, OPEN LIBRARY, International Standard Serial number, DOAJ,ROAD, Indian Citation Index, Scribd, Crossref,Index Copernicus International, Indianscience.in, Google Scholar, EBSCO, etc..).
- Dr.M.Nandhiniand Ms.D.Sivasakthi,**A STUDY ON CUSTOMER ATTITUDE PERCEPTION TOWARDS BRANDED BROAD BAND**,Intercontinental Journal of Marketing Research Review, Volume 02, Issue 04, pp.45-49, Apr-14,ISSN: 2347-1670 (print) ISSN: 2321-0346 (online), Impact Factor – 0.612 (ProQuest, Google Scholar, Research Gate, ecgi, SSRN, GIF)
- Dr.M.Nandhiniand Ms.D.Sivasakthi,**A STUDY ON INVESTMENT PATTERN OF RETAIL INVESTORS IN MUTUAL FUND, WITH SPECIAL REFERENCE TO FRANKLIN TEMPLETON INVESTMENTS IN COIMBATORE CITY**,International Journal of Applied Research and Studies, Volume 02, Issue 11, pp.677-684, Nov-13, ISSN 2278-9480, Impact Factor – 0.258.

### **NATIONAL:**

- Ms.N.Ramya and Ms.D.Sivasakthi, **GST AND IMPACT ON VARIOUS SECTOR**, Journal of Management & Science, Special Issue No.1, PP.65-69, Sep-17, ISSN (Print): 2249-1260, ISSN (Online): 2250-1819 (UGC, EBSCO, Springer).
- Ms.D.Sivasakthi, Ms.S.Pavithra and Mr.X.Daniel Arul Leo, **IMPACTS OF GST ON INDIAN ECONOMY**, Journal of Management & Science, Special Issue No.1, PP.141-146, Sep-17, ISSN (Print): 2249-1260, ISSN (Online): 2250-1819 (UGC, EBSCO, Springer).

- Dr.M.Nandhiniand Ms.D.Sivasakthi, **A STUDY ON INVESTMENT PATTERN WITH SPECIAL REFERENCE TO SMALL AND MEDIUM CAPITALIZATION COMPANIES (FOR WAYS2WEALTH SECURITIES (PVT.) LTD, COIMBATORE)**,Indian Journal of Applied Research, Volume 03, Issue 9, pp.71-73, Sep-13, ISSN 2249- 555x, Impact Factor – 0.8215 (Index Copernicus International, Google Scholar, Research Gate, Indian Citation Index, Open J-Gate, DRJI, Cosmos, WorldCat, IndianScience.in, Quality Factor, DJOF, ScopeMed).

#### **OTHER PUBLICATIONS: INTERNATIONAL / NATIONAL JOURNALS**

- Ms.N.Ramya and Ms.D.Sivasakthi, **FINANCIAL INCLUSION IN INDIA THROUGH SHG – BANK LINKAGE PROGRAMME**, National Conference on Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges, pp.158-165, 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.D.Sivasakthi and Mr.R.Dharmaraj, **CREATING AN ENABLING ENVIRONMENT FOR WOMEN ENTREPRENEURSHIP**, One Day National Seminar on Economic Empowerment of Women through Entrepreneurship – Problems and Prospects, pp.456-462, ISBN: 978-81-920808-8-8,Edited and published by Post Graduate and Research Department of Commerce With Information Technology, Dr.N.G.P. arts and Science College, Coimbatore.
- Ms.D.Sivasakthi andMs.B.Vinodhini, **INVESTMENT BANKING**,International Conference on “Global Finance: Issues and Challenges”, pp.258-260, ISBN 978-93- 5196-090-4, Edited and Published by PG Department of Commerce (Finance and Computer Applications), SNR Sons College (Autonomous), Coimbatore.

#### **PRESENTATIONS IN CONFERENCE**

- **ICT IN COMMUNICATION**, One Day National Level Seminar on ArtificialIntelligence in Accounting and Finance in Association with Dextrasys Technologies (P) Ltd, Tiruchirappalli, Department of Commerce with Accounting & Finance, SriRamakrishna College of Arts & Science (Autonomous), Coimbatore , 16Feb-19.

- **DIGITALIZATION IN EDUCATION SECTOR**, National Conference on Digitalization in Service Sectors-Today & Tomorrow, Department of Commerce With BPS and Department of Commerce With A & F, Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore , 27-Sep-17.
- **GST AND ITS IMPACT ON VARIOUS SECTOR**, One day National Level Seminar on Impact of Goods and Services Tax (GST), Post Graduate and Research Department of Commerce With Computer Applications, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 27-Sep-17.
- **IMPACT OF GST ON INDIANECONOMY** , One day National Level Seminar on Impact of Goods and Services Tax (GST), Post Graduate and Research Department of Commerce With Computer Applications, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 27-Sep-17.
- **FINANCIAL INCLUSION IN INDIA THROUGH SHG – BANK LINKAGE PROGRAMME**, 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, 08-Sep-16.
  - **STRATEGIES FOR SUCCESSFUL UNORGANIZED RETAILING**, One day National Level Seminar on Professionalizing unorganized Sector – A Corporate View, Post Graduate and Research Department of Corporate Secretaryship, Dr. N.G.P. arts and Science College, Coimbatore, 24-Aug-16.
- **CREATING AN ENABLING ENVIRONMENT FOR WOMEN ENTREPRENEURSHIP**, One Day National Seminar on Economic Empowerment of Women through Entrepreneurship – Problems and Prospects, Post Graduate and Research Department of Commerce With Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore, 16-Aug-16.
- **HUMAN RESOURCES**, International Conference on Repositioning India – Emerging Dimensions, Department of Commerce With Professional Accounting, S.N.R. Sons college, 16<sup>th</sup> Feb 2016.

- **CORPORATE SOCIAL RESPONSIBILITY**, International Conference on Contemporary issues and challenges of Indian business in global scenario, Department of commerce with professional accounting, SNR Sons College (Autonomous) Coimbatore, 20-Feb-15.
- **DISASTER MANAGEMENT**, National Level Conference on Managerial Innovations and Challenges in Globalised Economy, Department of Business Administration, KSR College of Engineering, Tiruchengode, 26-Sep-14.
- **INVESTMENT BANKING**, Inter National Conference Global finance: issues and challenges, Department of commerce with finance and computer applications, SNR Sons College (Autonomous) Coimbatore, 27-Aug-14.
- **YOUNG ENTREPRENEURSHIP**, National level seminar on the power of entrepreneurship – driving India's growth in 21<sup>st</sup> century, Department of commerce (PA), SNR Sons College. Coimbatore, 21-Feb-14.
- **ACCOUNTING INFORMATION SYSTEM**, National Conference on Contemporary Accounting – Standards and Issues, Department of commerce and Commerce (PA), Dr.N.G.P. Arts and Science College, Coimbatore, 07-Oct-13.
- **FOREIGN EXCHANGE RISK MANAGEMENT**, National Conference on Corporate Finance – Structural Change and Emerging Paradigms, Department of commerce, Dr.N.G.P. Arts and Science College, Coimbatore, 08-Feb-13.
- **YOUTH ENTREPRENEURSHIP & SUSTAINABILITY**, One day state conference on Fostering Entrepreneurship Training- A path to success, Department of commerce (CA), SNR Sons College. Coimbatore, on 28<sup>th</sup> Sep 2012.
- **GLOBAL MARKETING STRATEGIES**, National conference on Recent trends in Marketing, Department of commerce and commerce (CA), Sri Ramakrishna Mission Vidyalaya College of Arts & Science, Coimbatore, 28<sup>th</sup> Aug 2012.

#### **PARTICIPATION IN CONFERENCE**

- National Conference on **EMERGING EDUCATION MODELS for 21<sup>st</sup> Century Learner (NCEEM-2015)** organised by the Association of Principals of Colleges of Bharathiar University jointly with UGC Human Resource Development Centre of Bharathiar University, Coimbatore on 1-Aug-15.

## **PARTICIPATION IN WORKSHOP**

- World Record on **“LONGEST VIRTUAL EVENT ON VISION 2030: IMPORTANCE OF ENHANCING LIFE SKILLS FOR REACHING HIGHER HEIGHTS”** organized by Tamil Nadu Teachers Education University, Chennai on 18<sup>th</sup> June 2021.
- 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> Mar-19.
- Indian Academy of Science (IASc), Indian National Science Academy(INSA) and The National Academy of Sciences India(NASI) Sponsored Science Academies’ Lecture Workshop on **HEALTHCARE ANALYTICS** organised by Department of Management Studies, Dr. N.G.P. Institute of Technology, Coimbatore on 26 & 27<sup>th</sup> Sep-17.
- One Day Workshop on **RESEARCH ANALYSIS USING SPSS**organised by Department of Management of Science, Dr.G.R.Damodaran College of Science, Coimbatore on 15<sup>th</sup> Jul 2015.

## **PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME**

- 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 on 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.
- Seven Days Online Faculty Development Programme on **“RESEARCH METHODOLOGY AND PEDAGOGY FOR TERTIARY EDUCATION”** organized by the Internal Quality Assurance Cell and Center for Faculty Development, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 15<sup>th</sup> – 21<sup>st</sup> June 2021.
- One Day National Level Faculty Development Program on **“AN APPLICATION OF SPSS IN SOCIAL SCIENCE RESEARCH”** organized by the School of Business Management, Rathnavel Subramaniam College of Arts and Science, Coimbatore on 21<sup>st</sup> January 2021.



- One Week Faculty Development Program on Spoken Tutorial, Free Open Source Software (FOSS) **“FRONT ACCOUNTING”** 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.
- 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** organised by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 3 to 9<sup>th</sup> Dec-18.
- 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.
- **REINVENTING CLASSROOM DYNAMICS-TOWARDS ENHANCING LEARNER AUTONOMY** organized by Department of Science and Humanities, Dr.N.G.P. Institute of Technology, Coimbatore on 22-Jul-11.
- *Insurance for Business Process Service* organised by Tata Consultancy Services at P.S.G College of Arts and Science, Coimbatore on 23<sup>rd</sup> May-16 – 27- May - 16.

#### 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 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 08-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<sup>th</sup> Feb 2016.
- 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 Conference on **CORPORATE FINANCE – STRUCTURAL CHANGES & EMERGING PARADIGMS** organised by the Department of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore on 8-Feb-13.

#### **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

- **Cyber Security Threat Intelligence** UDEMY on 04<sup>th</sup> January 2019.
- **Types of Health Insurance** UDEMY on 28<sup>th</sup> September 2018.
- **Innovation and Technology in Accounting** UDEMY on 28<sup>th</sup> December 2017.
- **Marketing Unplugged: 3 Steps to Attract More Dream Clients** UDEMY on 28<sup>th</sup> December 2017.
- **Your Business Superpower: Grow Your Business In Less Time** from UDEMY on 20<sup>th</sup> May 2015.
- **Cover Letter Writing That Converts Interviews!** From UDEMY on 20<sup>th</sup> May 2015.
- **Create Income Opportunities By Learning Power Writing** from UDEMY on 20<sup>th</sup> May 2015.
- **Creative Writing Sample Lesson** from UDEMY on 21<sup>st</sup> May 2015.
- **Infinite Banking Simplified** from UDEMY on 25<sup>th</sup> May 2015.
- **CHITA High- Performance Business Leadership Training** from UDEMY on 25<sup>th</sup> May 2015.
- **Conceptual Framework of Accounting, YOU NEED TO KNOW for CPA** from UDEMY on 25<sup>th</sup> May 2015.
- **Creating a Social Media Strategy** from UDEMY on 28<sup>th</sup> May 2015.
- **12 Lead Generations Strategies-Used By Sales Experts** from UDEMY on 1<sup>st</sup> December 2015.
- **A World of Difference: Exploring Intercultural Communication** from UDEMY on 1<sup>st</sup> December 2015.
- **Product Management 101** from UDEMY on 2<sup>nd</sup> December 2015.
- **How to Incorporate Your Business on Your own: Quick & Easy** from UDEMY on 2<sup>nd</sup> December 2015.