

Name : Dr.D.Sivasakthi

Designation : Associate Professor

Department : Commerce with Professional Accounting

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

Experience : Teaching: 11 Years 6 Months Industry: -Research: 9 Years

Area of Specialization(s) : Marketing and Finance

Email (Official ID) : sivasakthi@drngpasc.ac.in



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 JOURNAL:

- Dr.D.Sivasakthi, Ms.R.Santhiya, **A STUDY ON FINANCIAL PERFORMANCE OF ULTRATECH CEMENT LIMITED**, 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. 2930 to 2933.
- Dr.D.Sivasakthi, Mr.D.Siva Karthik, **A STUDY ON FINANCIAL PERFORMANCE OF SUN PHARMACEUTICALS INDUSTRIES LIMITED**, 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. 3015 to 3018.

- Dr.D.Sivasakthi, Ms.Anushya, **A STUDY ON FINANCIAL PERFORMANCE OF HINDUSTAN UNILEVER LIMITED**, 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. 2926 to 2929.
- Dr.D.Sivasakthi, Mr.G. Xavier Henry, **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS LG SMART TV WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN (Online): 2455-3662, Impact Factor: 8.047, Vol.7, Issue 11, November 2021, PP.82-84.
- Dr.D.Sivasakthi, Ms.Thabasvini.B.J., **A STUDY ON FINANCIAL PERFORMANCE OF ASHOK LEYLAND LIMITED**, EPRA International Journal of Environmental Economics, Commerce and Educational Management, with ISSN (Online): 2348-814X, Impact Factor: 7.743, Vol.8, Issue 08, August 2021, PP.08-11.
- Dr.D.Sivasakthi, Ms.R.Selvapriya, **A STUDY ON FINANCIAL PERFORMANCE OF APOLLO TYRES**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN (Online): 2455-3662, Impact Factor: 8.047, Vol.7, Issue 08, August 2021, PP.139-141.
- Dr.D.Sivasakthi, Ms.M.Kiruthika, **A STUDY ON CONSUMER AWARENESS TOWARDS SOLAR WATER HEATER WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN (Online): 2455-3662, Impact Factor: 8.047, Vol.7, Issue 07, July 2021, PP.599-602.
- Dr.D.Sivasakthi, Ms.C.Sudha, **A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL NETWORK WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Environmental Economics, Commerce and Educational Management, with ISSN (Online): 2348-814X, Impact Factor: 7.743, Vol.8, Issue 07, July 2021, PP.17-20.
- Dr.D.Sivasakthi, Mr.Joshu Joel D.Silva. L, **A STUDY ON CUSTOMER PREFERENCE TOWARDS ROYAL ENFIELD WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN (Online): 2455-3662, Impact Factor: 8.047, Vol.7, Issue 07, July 2021, PP.668-671.
- Dr.D.Sivasakthi, Ms.K.Christy Saral, **A STUDY ON IMPACT OF LOCKDOWN LIFESTYLE OF PEOPLE IN COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN (Online): 2455-3662, Impact Factor: 8.047, Vol.7, Issue 07, July 2021, PP.512-515.

- Dr.D.Sivasakthi, Ms.R.A.Aswathy, **A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES IN INDIAN BANK WITH SPECIAL REFERENCE TOWARDS COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN (Online): 2455-3662, Impact Factor: 8.047, Vol.7, Issue 07, July 2021, PP.360-363.
- 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, D.Vanathi, **TAXI SERVICES IN INDIA**,EPRA International Journal of Research and Development (IJRD), Vol.4, Issue 03, PP.34-39, March 2019 , ISSN (Online): 2455-7838, Impact Factor:6.093 (Google Scholar, Researcher ID, Academia, entire web, I am Researcher, ESJI, WZB MIZ, AB MED, Clarivate Analysis).
- Dr. D. Sivasakthi, 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, October 2018, ISSN (Online): 2395-1052, Impact Factor: 5.388(Google Scholar, Academia.ed, issuu Indian science. in, Academic Resource Index-Research Bi).
- Ms.D.Sivasakthi, Ms.S.Dhivyalakshmi, Dr.M.Nandhini, **DIGITALIZATION IN EDUCATION SECTOR**, Asia Pacific Journal of Research,PP.12-14, September 2017, ISSN (Print): 2320-5504, ISSN (Online): 2347-4793, Impact Factor: 6.58. (Indexed in UGC).
- Ms.D.Sivasakthi, Ms.N.Ramya, 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, August 2017,ISSN(Print): 2394-7500, ISSN (Online): 2394-5869, Impact Factor: 5.2(Index Copernicus International, Google Scholar).
- Ms.N.Ramya, Ms.D.Sivasakthi, Dr.M.Nandhini, **CASHLESS TRANSACTION: MODES, ADVANTAGES AND DISADVANTAGES**, International Journal of Applied Research, Volume 3, Issue 1, PP.122-125, January 2017, ISSN (Print): 2394-7500, ISSN (Online): 2394-5869, Impact Factor: 5.2(Index Copernicus International, Google Scholar).
- Ms.D.Sivasakthi, 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, December 2016, ISSN (Print): 2394-7500, ISSN (Online): 2394-5869, Impact Factor: 5.2(Index Copernicus International, Google Scholar).

- Dr.M.Nandhini, 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, November 2015, ISSN: 2379-5979 (print) ISSN: 2349- 4182 (online), Impact Factor – 5.742 (Academia.edu, RJIFACTOR, Research Gate, ORCID, ProQuest, publons, Cite Factor, 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, 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, July 2015,ISSN: 2394-7500 (print) ISSN: 2394-5869 (online), Impact Factor – 5.2 (Index Copernicus International).
- Dr.P.Jayasubramanian, Ms.D.Sivasakthi, Ms.K.AnanthiPriya, **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING**, International Journal of Applied Research, Volume 01, Issue 08, pp.489-495, June 2015,ISSN: 2394- 7500 (print) ISSN: 2394-5869 (online), Impact Factor – 5.2 (Index Copernicus International, Google Scholar).
- Dr.M.Nandhini, 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, February 2015,ISSN: 2349-5979 (print) ISSN: 2349- 4182 (online), Impact Factor – 3.672(Academia.edu, RJIFACTOR, Research Gate, ORCID, ProQuest, publons, Cite Factor, OPEN LIBRARY, International Standard Serial number, DOAJ,ROAD, Indian Citation Index, Scribd, Crossref, Index Copernicus International, Indian science.in, Google Scholar, EBSCO, etc..).
- Dr.M.Nandhini, 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, April 2014,ISSN: 2347-1670 (print) ISSN: 2321-0346 (online), Impact Factor – 0.612 (Pro Quest, Google Scholar, Research Gate, ecgi, SSRN, GIF).
- Dr.M.Nandhini, 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, November 2013, ISSN 2278-9480, Impact Factor – 0.258.

NATIONAL JOURNAL:

- Ms.N.Ramya, Ms.D.Sivasakthi, **GST AND IMPACT ON VARIOUS SECTOR**, Journal of Management & Science, Special Issue No.1, PP.65-69, September 2017, ISSN (Print): 2249-1260, ISSN (Online): 2250-1819 (UGC, EBSCO, Springer).
- Ms.D.Sivasakthi, Ms.S.Pavithra, Mr.X.Daniel Arul Leo, **IMPACTS OF GST ON INDIAN ECONOMY**, Journal of Management & Science, Special Issue No.1, PP.141-146, September 2017, ISSN (Print): 2249-1260, ISSN (Online): 2250-1819 (UGC, EBSCO, Springer).
- Dr.M.Nandhini, 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, September 2013, ISSN 2249- 555x, Impact Factor – 0.8215 (Index Copernicus International, Google Scholar, Research Gate, Indian Citation Index, Open J-Gate, DRJI, Cosmos, WorldCat, Indian Science.in, Quality Factor, DJOF, ScopeMed).

OTHER PUBLICATIONS: INTERNATIONAL / NATIONAL – SEMINAR & CONFERENCE

- Dr.D.Sivasakthi, 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, 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, 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, Ms.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.

BOOK CHAPTER PUBLICATION

- 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

- **ICT IN COMMUNICATION**, One Day National Level Seminar on Artificial Intelligence in Accounting and Finance in Association with Dextrasy Technologies (P) Ltd Tiruchirappalli, Department of Commerce with Accounting & Finance, Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore, 16th Feb 2019.
- **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 , 27thSep 2017.
- **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, 27thSep 2017.
- **IMPACT OF GST ON INDIAN ECONOMY**, 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, 27thSep 2017.
- **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, 08thSep 2016.
- **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, 24thAug 2016.
- **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, 16thAug2016.

- **HUMAN RESOURCES**, International Conference on Repositioning India – Emerging Dimensions, Department of Commerce With Professional Accounting, S.N.R. Sons college, 16th 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, 20thFeb 2015.
- **DISASTER MANAGEMENT**, National Level Conference on Managerial Innovations and Challenges in Globalised Economy, Department of Business Administration, KSR College of Engineering, Tiruchengode, 26thSep 2014.
- **INVESTMENT BANKING**, Inter National Conference Global finance: issues and challenges, Department of commerce with finance and computer applications, SNR Sons College (Autonomous) Coimbatore, 27thAug 2014.
- **YOUNG ENTREPRENEURSHIP**, National level seminar on the power of entrepreneurship – driving India’s growth in 21st century, Department of commerce (PA), SNR Sons College. Coimbatore, 21thFeb 2014.
- **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, 07thOct 2013.
- **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, 08thFeb 2013.
- **YOUTH ENTREPRENEURSHIP & SUSTAINABILITY**, One day state conference on Fostering Entrepreneurship Training- A path to success, Department of commerce (CA), SNR Sons College. Coimbatore, on 28th 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, 28th Aug 2012.

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 30th August 2022 – 31st August 2022.

- International Hybrid Seminar on **AUDITING – GEAR TO ECONOMIC REVIVAL** organized by Department of Commerce with Professional Accounting, PSG College of Arts and Science, Coimbatore on 25th March 2022.
- National Conference on **EMERGING EDUCATION MODELS For 21st 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 1st August 2015.

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 29th to 31st 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 04th 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 23rd Feb 2023.
- 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 7th Jan 2022.
- Workshop on **NPTEL E-AWARENESS WORKSHOP** organized by NPTEL on 6th Jan 2022.
- 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 18th 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

1st March 2019.

- 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 26th & 27th Sep 2017.
- One Day Workshop on **RESEARCH ANALYSIS USING SPSS** organised by Department of Management of Science, Dr.G.R.Damodaran College of Science, Coimbatore on 15thJul2015.

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME

- Two Days Faculty Development Program on **FINTECH** organized by Imarticus Learning Private Limited during 17th and 18th 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 02nd to 06th Jan 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 14th - 20th Dec 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 17th - 25th Oct 2022 and obtained **A“ Grade**.
- 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 27th Dec 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 on 23rd – 28th Aug 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.

- 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 15th – 21st 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 21st 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 4th– 10th 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 27th May – 2nd 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 3rd to 9thDec-18.
- **REINVENTING CLASSROOM DYNAMICS-TOWARDS ENHANCING LEARNER AUTONOMY** organized by Department of Science and Humanities, Dr.N.G.P. Institute of Technology, Coimbatore on 22rd Jul-11.
- **INSURANCE FOR BUSINESS PROCESS SERVICE** organised by Tata Consultancy Services at P.S.G College of Arts and Science, Coimbatore on 23rd to 27th May-16.

PARTICIPATION IN WEBINAR

- 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 5th 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 31st December 2021.

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 29th to 31st 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 23rd Feb 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 09th Feb 2023.
- 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 Dec 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 28th Feb 2018.
- 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 08thSep 2016.

- 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 18th 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 18thDec-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 7th 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 8th Feb-13.

INVITED SPEAKER

- 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.

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 04th January 2019.
- **TYPES OF HEALTH INSURANCE** UDEMY on 28th September 2018.
- **INNOVATION AND TECHNOLOGY IN ACCOUNTING** UDEMY on 28th December 2017.
- **MARKETING UNPLUGGED: 3 STEPS TO ATTRACT MORE DREAM CLIENTS** UDEMY on 28thDecember 2017.
- **YOUR BUSINESS SUPERPOWER: GROW YOUR BUSINESS IN LESS TIME** from UDEMY on 20th May 2015.
- **COVER LETTER WRITING THAT CONVERTS INTERVIEWS!** From UDEMY on 20th May 2015.
- **CREATE INCOME OPPORTUNITIES BY LEARNING POWER WRITING** from UDEMY on 20thMay 2015.
- **CREATIVE WRITING SAMPLE LESSON** from UDEMY on 21st May 2015.
- **INFINITE BANKING SIMPLIFIED** from UDEMY on 25th May 2015.
- **CHITA HIGH- PERFORMANCE BUSINESS LEADERSHIP TRAINING** from UDEMY on 25thMay 2015.
- **CONCEPTUAL FRAMEWORK OF ACCOUNTING, YOU NEED TO KNOW FOR CPA** from UDEMY on 25th May 2015.
- **CREATING A SOCIAL MEDIA STRATEGY** from UDEMY on 28th May 2015.
- **12 LEAD GENERATIONS STRATEGIES-USED BY SALES EXPERTS** from UDEMY on 1stDecember 2015.
- **A WORLD OF DIFFERENCE: EXPLORING INTERCULTURAL COMMUNICATION** from UDEMY on 1st December 2015.
- **PRODUCT MANAGEMENT 101** from UDEMY on 2nd December 2015.
- **HOW TO INCORPORATE YOUR BUSINESS ON YOUR OWN: QUICK & EASY** from UDEMY on 2nd December 2015.