

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Certificate course	“Modern Human Resource Management – Recruitment and Selection Process”	Alison	04.05.2020
	Developing Soft Skill and Personality	Swayam	2020
	Personality Development	Swayam	2022
	Corporate Social Responsibility	Swayam	2023
	Principles of Management	Swayam	2024

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D (Management)	2	Nil

Book Publications

1. “Competency Mapping” in HRD Times in Volume 10, Issue 2, February 2008, PP. 19 -21.
2. “HR Practices in Hospital Administration” in HRD Times in Volume 10, Issue 6, June 2008, PP. 31 -33.
3. “Emotional Intelligence” in HRD Times in Volume 11, Issue 5, May 2009, PP.24 – 25.
4. Chapter entitled on “FDI and Growth in service sectors” published in the book “FDI and Growth in service sectors in India” in Dominant Publishers, ISBN- 81-7888- 611- 1 in Edition 1 2008, pp. 181 -194.
5. Chapter entitled on “Sustainable Growth of Agriculture in the Global Era”, published in the book “Agriculture under Globalization” in Dominant Publishers- ISBN- 81- 7888-564-6 in Edition 1, 2008, pp.177 - 191.

6. Chapter entitled on “Impact of ICT in Higher Education”, published in the book “Information Technology in Financial Sectors” in Selp Publication – ISBN-978-93- 80509-00-6 in Edition 1, September 2010, pp. 063 - 071.
7. Chapter entitled on “Rural Housing in India”, published in the book “Rural Economic Issues and Challenges” in Divine Publishers – ISBN- 978- 81-920478-05 in Edition 1, 2011, pp. 591 -604.
8. Chapter entitled on “Financial proficiency in virtual gold assets”, published in Raja Publishers, 2015, First Impression, ISBN: 978-93-80391, volume1, Issue 2, pp.91-92.
9. Chapter entitled on “Financial Literacy on DUPONT Analysis”, published in Raja Publishers, Jan-Mar, 2016, First Impression, ISBN: 978- 80390-57-2, volume1, Issue 2, Jan-Mar 2016, pp.89-90.
10. Chapter entitled on “Factors Contributing Towards the Investment of Gold Metal in India” published in the book “Risk and Investment Management” in Native Tribe Publications – ISBN: ASIN: B08P3B7K15 / ISBN - 13: 979-8570729377, Volume 1, Nov 2020, pp. 16 -27.
11. Article included “Equal pay for Equal Work”, “Protection of women from Domestic Violence” entitled in a book “Role of Indian Laws in Women Empowerment”, Shanlax Publications, Madurai, First Edition, January 2023, ISBN: 978-93-95422- 91-8, p.43, p.113.
12. published an article in the book “Impact of Digital Payment System in the Indian Economy” entitled topic on “Impact of Digital Payment on Indian Economy” Published by Chaulatha publications, Chennai, ISBN:13:978-93-5577-890-1, September 2023, p.60-61.

Presentations in Conference

International:

1. “Managerial Roles of Physicians in the Indian Health Care System” in the International Conference Compendium “Personal Dynamism in Organisation Development” ISBN- 978-93-80767-15-4, January 2012, pp. 23 -26.
2. “A study on employee engagement in decision making process”, Conference Proceedings “Talent Management for the new age Indian Organisations: Creating New Priorities”, International Journal of Human resource management and research, Peer reviewed Bi- Monthly journal, Trans stellar Journal publications and Research Consultancy, Special edition Jan 2015, ISSN 2249-6874, pp. 81-86.
3. Social Entrepreneurship in India”, International Conference organized by Srinivasan College of Arts and Science, Permabalur on 31.01.2023 & 01.02.2023.
4. “Strategies for Quality Improvement in Banking Education”, International Conference jointly organized by the Department of Educational Technology of Bharathidasan University, Society for Educational

- Technology, Research and Development and Tamilnadu State Council for Higher Education on 5-6 March 2005.
5. “Innovative Global Marketing in the Digital Age”, International Conference organized by the Adaikalamatha Institute of Management, Thanjavur on 29-30 September 2005.
 6. “Managerial Roles of Physicians in the Indian Health Care System”, International Conference organized by the PG and Research Department of Commerce, Bishop Heber College, Tiruchirappalli on 12th March 2012.
 7. “Corporate Valuation of Reliance Industries Limited”, International Conference organized by the PG and Research Department of Business Administration, JJ College of Arts and Science, Pudukkottai on 5-6 September 2014.
 8. “Environment Accounting and Firm’s Profitability”, International Conference organized by Adaikalamatha Institute of Management and Research, Adaikalamatha College, Thanjavur on 13th September 2014.
 9. “IT Companies in India: Challenges & Opportunities”, International Conference organized by Nehru institute of Technology, Coimbatore.
 10. “Investor risk perception in share trading”, International conference, Sri Ganesh School of business management, Salem, 20.2.2015.
 11. “The single Index Model & the Construction of optimal portfolio with CNX Pharma Scrips”, International conference organized by Jamal Institute of Management, Trichy on 8- 9 January 2015.
 12. “A study on employee perception towards career stability in Gig economy with reference to Rustomjee Academy for Global Careers, Ahemadabad”, International conference organized by Jamal Institute of management, Trichy, 17th February 2018.

National:

1. “VAT the Process of Business Taxation”, UGC sponsored National Level Conference organized by the PG and Research Department of Commerce, Erode Arts College, Erode on 2-3 September 2005.
2. “A study on employee engagement in decision making process”, National conference, St. Joseph College, Trichy on 4-5 February 2015.
3. “Marketing Strategies of Tourism Development”, National Level Conference organized by the Department of Commerce and Business Administration, Aadhavan College of Arts and Science, Manapparai, Tiruchirappalli on 18th December 2010.
4. “Problems and prospects faced by women entrepreneurs”, National conference, St. Joseph College, Trichy 10-11 February 2015.

5. "Women entrepreneurship in India: opportunities and challenges", National conference, St. Joseph College, Trichy 10-11 February 2015.
6. "A study on employee perception towards prospects and challenges in Gig economy with reference to IGlsoft IT innovations, Chennai", National conference organized by KV Institute of Management and Information Studies, Coimbatore, 6th April 2018.

Participation in Seminars

1. "Marketing of Banking Sectors in the Globalized Scenario with Special Reference to Housing Finance", UGC sponsored National Level Seminar organized by the Department of Commerce, Annamalai University, Chidambaram on 5-6 March 2003.
2. "Marketing Strategies in the New Millennium for Communication", UGC sponsored State Level Seminar organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 1-2 September 2004.
3. "How to be a Successful Entrepreneur", UGC sponsored State Level Seminar organized by the PG and Research Department of Commerce, Urumu Dhanalakshmi College, Tiruchirappalli on 18-19 November 2004.
4. "Problems and Prospects of Developing Rural Entrepreneurship in India", UGC sponsored State Level Seminar organized by the PG and Research Department of Commerce, Urumu Dhanalakshmi College, Tiruchirappalli on 18-19 November 2004.
5. "Emerging Trends in the Financial Services Industries", National Level Seminar organized by the Department of Commerce, St. Joseph's College, Tiruchirappalli on 12-13 January 2005.
6. "Emerging Global Scenario in E-Banking", National Level Seminar organized by the Department of Business Administration, PGP College of Arts and Science, Namakkal on 22nd January 2005.
7. "NBF's Customer Service: A Strategy for Competition", UGC sponsored National Level Seminar organized by the PG and Research Department of Commerce, A.V.V.M Sri Pushpam College, Thanjavur on 18-19 February 2005.
8. "The Role of Index Numbers in Value Education", State Level Seminar organized by the Department of Mathematics, Dhanalakshmi Srinivasan College of Arts and Science, Perambalur on 24-25 February 2005.
9. "Changes and Challenges for Global Business Operations", National Level Seminar jointly organized by Ministry of Human Resource Development and the Department of Corporate Secretaryship, Kongu Arts and Science College, Erode on 18-19 August 2005.

10. "Globalisation and IT Intervention in India", UGC sponsored State Level Seminar organized by the Department of Co-operation, Tranquebar Bishop Manikam Lutheran College, Porayar on 19-20 August 2005.
11. "The Role of Innovation in Co-operative Societies in India", National Level Seminar organized by the Department of Commerce, Periyar University, Salem on 19-20 August 2005.
12. "The Future Marketing Challenges to Life Insurance", National Level Seminar organized by the Department of Commerce, St. Joseph's College, Tiruchirappalli on 10-11 September 2005.
13. "Problems of Child Labour in India", UGC sponsored State Level Seminar organized by the PG and Research Department of Economics, Jamal Mohamed College, Tiruchirappalli on 27-28 September 2005.
14. "E-Banking: The Best Way to Serve" UGC sponsored National Level Seminar organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 8-10 November 2005.
15. "Knowledge Management", UGC sponsored National Level Seminar organized by the PG and Research Department of Economics, St. Joseph's College, Tiruchirappalli on 4-5 December 2005.
16. "Challenges and Opportunities faced by Agricultural Sector in Globalised Economy", National Level Seminar organized by the PG and Research Department of Commerce, Cauvery College, Tiruchirappalli on 14-15 March 2006.
17. "Empowering Women Through SHG", National Level Seminar organized by the PG and Research Department of Commerce, A.V.V.M Sri Pushpam College, Poondi, Thanjavur on 17th March 2006.
18. "Quality Education in E-Banking", UGC sponsored National Level Seminar organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 14-15 September 2006.
19. "Poverty Eradication through IT Development", UGC sponsored National Level Seminar organized by the PG and Research Department of Commerce, Urumu Dhanalakshmi College, Tiruchirappalli on 28-29 September 2006.
20. "Future Prospects of Financial Sector", National Level Seminar organized by the Department of Commerce and Business Administration, Pavender Bharathidasan College of Arts and Science, Tiruchirappalli on 24-25 January 2007.
21. "Merchant Banking", International Seminar jointly organized by the Department of Commerce and Business Administration, Cauvery College for Women and Bharathidasan University, Tiruchirappalli on 7-8 April 2007.
22. "Impact of IT in Service Marketing", International Level Seminar organized by the Department of Commerce and Business Administration, Vivekanandha College of Arts and Science for Women, Namakkal on 11th February 2010.

23. "Interest Free Banking and Self-Help Groups", UGC sponsored National Level Seminar organized by the PG and Research Department of Economics, Jamal Mohamed College, Tiruchirappalli on 25th November 2010.
24. "Financial Engineering and Innovation", UGC sponsored International Level Seminar organized by the Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli on 8-9 January 2011.
25. "Investment Opportunities and Challenges", UGC sponsored State Level Seminar organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 12th January 2011.
26. "Public Financing of Health Services in India", National Level Seminar organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 22nd February 2012.
27. "Public Financing of Health Care Services in India", International Seminar organized by the Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli on 5-6 January 2013.
28. "Medical Tourism in India", National Level Seminar organized by the Department of Commerce and Business Administration, Dhanalakshmi Srinivasan College of Arts and Science, Perambalur, on 6th February 2013.
29. "Corporate Social Responsibility – Component of Firm's Identity", National Level Seminar jointly organized by ICSSR and the Department of Life Long Learning, Bharathidasan University, Tiruchirappalli on 28-29 March 2014.
30. "The Leadership Shock", State Level Seminar organized by the Department of Business Administration, Srimad Andavan Arts and Science College, Tiruchirappalli on 12th September 2014.
31. "Shrink the Shrinkage in Indian Hyper Markets", National Level Seminar jointly organized by the Federation of Tamil Nadu Trader's Association, Tiruchirappalli and the PG and Research Department of Commerce, Urumu Dhanalakshmi College, Tiruchirappalli on 19-20 September 2014.
32. "Recent trends in Mutual Funds in India", International seminar, Bharathidasan University, Trichy on 10-11 January 2015.
33. "Impact of IT service in banking sector", National seminar, Aiman College of Arts & Science, Trichy on 29.1.2015.
34. "Financial proficiency in virtual gold assets", UGC sponsored national seminar, Urumu Dhanalakshmi College, Trichy, 11-12 September 2015.
35. "Financial literacy on Dupont Analysis", UGC sponsored national seminar, Urumu Dhanalakshmi College, Trichy, 11-12 September 2015.
36. "CSR with Reference to LIC towards Investors", National Seminar organized by Shrimati Indira Gandhi College, Trichy on 13th February 2016.

37. "E-Commerce in India", National Seminar organized by St. Joseph's College, Trichy on 14th February 2016.
38. "Financial Markets-R3", National seminar organized by Shrimati Indira Gandhi College, Trichy on 20th February 2016.
39. "Corporate Governance & Business Ethics", National Seminar organized by Jamal Mohamed College, Trichy on 19th January 2017.
40. "Leading a successful change intervention in a modern organization", National Seminar organized by Shrimati Indira Gandhi College, Trichy on 25th February 2017.
41. "Corporate governance as a key to sustainability: A review", International seminar organized by Shrimati Indira Gandhi College, Trichy, 18 and 19th June 2018.
42. "Impact on digital payment system on Indian Economy" International seminar organized by Urumu Dhanalakshmi College, Trichy on 08.09.2023.

Participation in Workshop

1. "Protection of women from domestic violence" National level workshop organized by Pasumpon Muthuramalinga Thevar College, Madurai on 06.01.2023.
2. "Equal pay for equal work" National level workshop organized by Pasumpon Muthuramalinga Thevar College, Madurai on 06.01.2023.

Participation in Faculty Development Programme

1. On 16.05.2020 & 17.05.2020 attended a National Level Faculty Development Programme through online on "Proposals for Funding Agencies (UGC-STRIDE and ICSSR-IMPRESS) Preparation and Submission Protocol" at Patrician College of Arts and Science, Chennai.
2. On 18.05.2020 attended a National Level Faculty Development Programme through online on "My Life, My Pride, My Career" at Patrician College of Arts and Science, Chennai.
3. On 20.05.2020 & 21.05.2020 attended a Faculty Development Programme through online on "Emerging Web Based Pedagogical Practices" at Annammal college of Education for Women, Thuthukudi.
4. Faculty Development Programme attended through online on the topic "Mobility in the Noble Profession" organized by Shrimati Indira Gandhi College, Tiruchirappalli on 23.11.2020.
5. Attended a Faculty Development Programme organized by Tamil Nadu Skill Development Corporation in association with NSE Academy for Naan Mudhalvan Program held at Bharathidasan University, Tiruchirappalli from 17.07.2023 to 21.07.2023.

6. One day International Faculty Development Programme attended on the topic “Teaching and Research Perspective of finance” organized by the PG and Research Department of Commerce, Shrimati Indira Gandhi College, Tiruchirappalli on 25.07.2023.
7. Attended Five Days Faculty Development Program on “FIN – PRO” as a part of Naan Mudhalvan Program at Bharathidasan University from 17.07.2023 to 21.07.2023.
8. Attended Malaviya Mission Teacher Training Programme of University Grants Commission organised by UGC- Malaviya Mission Teacher Training Centre, Bharathidasan University, Tiruchirappalli through online on Orientation and sensitization programme from 19.02.2024 to 28.02.2024.
9. Attended five days Faculty Development Programme on “Redefining Research Skills: Enriching Research and Publications” at Shrimati Indira Gandhi College, Tiruchirappalli from 01.04.2024-05.04.2024.

Member in BoS

1. Board of Studies Member for MBA and Human Resource Management under Bharathidasan University, Tiruchirappalli for the period of three years from 01.04.2012.
2. Member on Ad-hoc Committee in MBA Hospital Administration and MBA Logistics and Supply Chain Management under Bharathidasan University, Tiruchirappalli.
3. Nominated as University Representative to Board of Studies in MBA Programme at Bishop Heber College, Tiruchirappalli for Two Years from 2013-2015.
4. Appointed as a Member to inspect the SMOT School Business, Chennai for offering the new additional Post Graduate Diploma Courses in January 2013.
5. Appointed as a one-man Committee to review the functioning of Off- Campus programme at SMOT School Business, Chennai in February 2013.
6. Appointed as a Board of Studies Member in World Class Curriculum Development Cell of Bharathidasan University, Tiruchirappalli from 2013- 2015.
7. Appointed as a Doctoral Committee Member for the Ph.D. Research Scholars in Bharathidasan University, Tiruchirappalli since 2007.
8. Appointed as a Board of Studies Member for Media and Entertainment under Bharathidasan University, Tiruchirappalli from 2012 to 2015.
9. Appointed as a Chairman of the Board of Studies for MBA under

Bharathidasan University, Tiruchirappalli for the period of three years from 01.07.2018.

10. Appointed as a Member of the Board of Studies for BBA under Bharathidasan University, Tiruchirappalli for the period of three years from 01.07.2018
11. Appointed as a Member of the Board of Studies in MBA Programme at Bishop Heber College, Tiruchirappalli for Two Years from 2019-2022.
12. Appointed as a Member of the Board of Studies for MBA under Bharathidasan University, Tiruchirappalli for the period of three years from 2021 – 2024.