

## BIO-DATA

NAME & QUALIFICATION	: Dr. J. FRANCIS MARY M.Com., M.B.A., M.Phil., SET., Ph.d.
DESIGNATION	: Assistant Professor
DEPARTMENT NAME	: PG & RESEARCH DEPARTMENT OF COMMERCE
Email id	: francismary@sigc.edu
Specialization if any	: Human Resource Management
Total Teaching Experience	: 26 years
Research Experience	: 16 years
Guide ship	: Both M. Phil and Ph. D in Management
No. of Scholars pursuing Ph. D	: 1
No. of Scholars completed M. Phil:	52

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### **Publications in National and International Magazines/Books/Journals:**

#### **Publications in Magazines:**

1. “Competency Mapping” in HRD Times in Volume 10, Issue 2, February2008, PP. 19 -21.
2. “HR Practices in Hospital Administration” in HRD Times in Volume 10, Issue6, June 2008, PP. 31 -33.
3. “Emotional Intelligence” in HRD Times in Volume 11, Issue 5, May2009, PP.24 - 25

#### **Chapter in Books:**

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.

7. 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.
8. 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.

#### **Publications in Conference Proceedings:**

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.

#### **Publication in Journals**

##### **Scopus Indexed Journals:**

1. “Evaluation of Financial Distress in Metal And Mining Industry Using Grover Model”, in Journal of Xi'an University of Architecture & Technology, **Indexed in Scopus**, with Impact factor 3.7, ISSN: 1006-7930, Volume 12, Issue 2, March 2020, pp. 468-475.
2. “Assessing the Impact Of Inflation Rate On Cardamom Price in India”, in Journal of Xi'an University of Architecture & Technology, **Indexed in Scopus**, with Impact factor 3.7, ISSN 1006-7930, Volume 12, Issue 3, March 2020 pp. 1787 - 1794.

##### **Web of Science Indexed Journal:**

- “Impact of Covid 19 On Cashless Transaction in India” In Strad Research, indexed in Web of Science, ISSN No: 0039-2049, July 2020, Volume VII, Issue VII, Certificate ID: SR - 2570, pp.467-475.

##### **UGC Care listed Journals:**

1. “Progress and Prospects of PMAY Scheme in India.”, in The International journal of analytical and experimental modal analysis, a Peer reviewed / referred Monthly Journal, with Impact Factor 6.3, indexed in **UGC Care** Google Scholar, ISSN 0886-9367, Volume 12, Issue 1, January 2020, pp. 1887 -1895.

2. "Introduction of Demonetization and Changes in Cashless Transaction in India.", in A Journal of Composition Theory, Peer reviewed / referred Multi-Disciplinary Journal, Impact Factor 5.7, indexed in **UGC Care**, Google Scholar, ISSN 0731-6755, Volume 13, Issue1, January 2020, pp. 657 – 665.
3. "Forecasting the Relationship Between Gold Price and Domestic Inflation in India" in AEGAEUM JOURNAL, indexed in UGC Care Group II Journal, ISSN: 0776-3808, May 2020, Volume VIII, Issue V, Certificate ID: AGM.J-304, pp.590 - 599.

**Listed in Other International Journals:**

1. "Core Banking" in the Journal of Financial Services and Management- ISSN-0976-1632- Volume 1, Issue 3, October-December 2010, pp. 71 -81.
2. Role of Accounting in Promoting Good Corporate Governance and Sustainable Management" in Shivani Journal of Research in Management with ISSN-2277-5463, Volume 1, Issue 1, April 2012, pp. 79 -83.
3. "A Study on Current Industrial Scenario with Reference to HR Challenges" in Asian Journal of Research in Business Economics and Management, A peer Reviewed Refereed Monthly International Journal- ISSN- 2250-1673, January 2013, pp. 181 -196.
4. "Environmental Accounting and Firm profitability" in International Journal of Business Intelligence and Innovations, Double Blind Quarterly Refereed Journal, ISSN 2348 4705, Volume 1, Issue 1, September 2014, pp. 216 - 218.
5. "Shrink the shrinkage in Indian Hyper Markets", National Level seminar proceedings, Urumu Dhanalakshmi College, Trichy, September 2014, ISBN 978-9380394-50-3, Special issues, Raja Publishers, Trichy, pp. 55-57.
6. "Factors affecting the share price movement of Large cap IT companies- An empirical study", Nehru Journal of Management and Research, December 2014, ISSN 2230-7974, Vol.1, Issue13, pp. 93-99.
7. "A study on Exchange Rate Movement and Stock Market Volatility", Nehru Journal of Management and Research, December, 2014, ISSN 2230-7974, Volume 1, Issue 13, pp. 99-107.
8. "The single Index Model & the construction of optimal profile with CNX Pharma Scrips", International Journal of Management, Jan 2015, ISSN 0976-6502, Volume 6, Issue 1, , Journal Impact Factor: 7.230, pp. 87-96.
9. "Problems and prospects faced by the women entrepreneurs", Primax international journal of commerce and management research, Special edition, Feb 2015, blind peer-reviewed, referred journal, Impact factor 4.532, ISSN: 2321-3604, pp.18-22.

10. "Women entrepreneurship in India: opportunities and challenges, Primax international journal of commerce and management research, Special edition, Feb 2015, Double blind peer-reviewed, referred journal, Impact factor 4.532, ISSN 2321-3604, pp. 60-66.
11. "Investor risk perception in share trading", Journal INDO-Global journal of applied management science, Quarterly international, ISSN 2320-7892, Volume 3, Issue 1, April 2015, pp. 109-113.
12. "An Examination on Students perception of Employability Skills: Voice from Non-Engineering Graduates in Tamil Nadu", Journal of Business Administration Research Review, ISSN: 2348-0653, E-ISSN: 2347-856X, Impact Factor: 3.072, Peer reviewed Journal, Listed & Indexed Jan-Mar 2016, pp. 277- 281.
13. "A Study on competency mapping of enhance employability skills of Arts & Science students in Tamil Nadu", International Journal of Management & Social Science Research Review, Volume 1, Issue 5, E-ISSN: 2349-6746, ISSN: 2349-6738, Impact Factor:3.996, Peer Reviewed & Indexed Journal, May 2016, pp. 226 – 231.
14. "A Study on Employee perception towards career stability in Gig economy with reference to Rustomjee Academy for Global Careers, Ahemadabad", Special Issue on Advanced Management Changes and Challenges in Knowledge Era Journal of Management and Science, Published by Non-Olympic Times, Feb 2018, Volume 1, Special Issue 3, Peer reviewed journal, indexed in google scholar, research gate, issue, UGC listed journal, ISSN: 2250-1819, E-ISSN: 2249-1260, pp. 130-135.
15. "A study on employee perception towards prospects and challenges in Gig economy with reference to IGlowsSoft IT Innovations, Chennai", KVIM journal of management, Published by KV institute of management, Information studies, Coimbatore, April 2018, Volume 4, Issue 1, double blind peer reviewed journal, ISSN: 2395-2156, pp. 130 -135.
16. "Corporate Governance Practice in Media Industry with Special Reference to New Delhi Television Limited (NDTV)", in International Journal of Research and Analytical Reviews, Peer reviewed, Open access Journal, with Impact factor 5.75, Indexed in UGC, Academia, SSRN, Google Scholar, ISSN 2348-1269, Volume 6, Issue 1, February 2019, pp. 24 -35.
17. "Insurance Sector in India With Special Reference to Tourism Industry", in Primax Foundation, Surajpunj Journal for Multi-Disciplinary Research, Indexed in UGC, Academia, SSRN, Google Scholar, with Impact factor 6.1 ISSN 2394 – 2886, Volume 12, Issue 3, June 2019 pp. 283-288.
18. "Housing Finance Governance and Policy Implications in India" in International Journal of Multidisciplinary Educational Research, with Impact factor 6.514, January 2020, Volume IX, Issue 1(2), pp. 1887- 1895.

**Paper Presented in the National and International Seminars/Conferences:**

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 22<sup>nd</sup> 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. "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.
10. "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.
11. "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.

12. "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.
13. "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.
14. "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.
15. "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.
16. "Innovative Global Marketing in the Digital Age", International Conference organized by the Adaikalamatha Institute of Management, Thanjavur on 29-30 September 2005.
17. "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.
18. "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.
19. "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.
20. "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 17<sup>th</sup> March 2006.
21. "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.
22. "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.
23. "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.

24. "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.
25. "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 11<sup>th</sup> February 2010.
26. "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 25<sup>th</sup> November 2010.
27. "Marketing Strategies of Tourism Development", National Level Conference organized by the Department of Commerce and Business Administration, Adhvan College of Arts and Science, Manapparai, Tiruchirappalli on 18<sup>th</sup> December 2010.
28. "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.
29. "Investment Opportunities and Challenges", UGC sponsored State Level Seminar organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 12<sup>th</sup> January 2011.
30. "Public Financing of Health Services in India", National Level Seminar organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 22<sup>nd</sup> February 2012.
31. "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 12<sup>th</sup> March 2012.
32. "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.
33. "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 6<sup>th</sup> February 2013.
34. "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.
35. "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.

36. "Environment Accounting and Firm's Profitability", International Conference organized by Adaikalamatha Institute of Management and Research, Adaikalamatha College, Thanjavur on 13<sup>th</sup> September 2014.
37. "The Leadership Shock", State Level Seminar organized by the Department of Business Administration, Srimad Andavan Arts and Science College, Tiruchirappalli on 12<sup>th</sup> September 2014.
38. "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.
39. "IT Companies in India: Challenges & Opportunities", International Conference organized by Nehru institute of Technology, Coimbatore.
40. "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.
41. "Recent trends in Mutual Funds in India", International seminar, Bharathidasan University, Trichy on 10-11 January 2015.
42. "Impact of IT service in banking sector", National seminar, Aiman College of Arts & Science, Trichy on 29.1.2015.
43. "A study on employee engagement in decision making process", National conference, St. Joseph College, Trichy on 4-5 February 2015.
44. "Problems and prospects faced by women entrepreneurs", National conference, St. Joseph College, Trichy 10-11 February 2015.
45. "Women entrepreneurship in India: opportunities and challenges", National conference, St. Joseph College, Trichy 10-11 February 2015.
46. "Investor risk perception in share trading", International conference, Sri Ganesh School of business management, Salem, 20.2.2015.
47. "Financial proficiency in virtual gold assets", UGC sponsored national seminar, Urumu Dhanalakshmi College, Trichy, 11-12 September 2015.
48. "Financial literacy on Dupont Analysis", UGC sponsored national seminar, Urumu Dhanalakshmi College, Trichy, 11-12 September 2015.
49. "CSR with Reference to LIC towards Investors", National Seminar organized by Shrimati Indira Gandhi College, Trichy on 13<sup>th</sup> February 2016.
50. "E-Commerce in India", National Seminar organized by St. Joseph's College, Trichy on 14<sup>th</sup> February 2016.
51. "Financial Markets-R3", National seminar organized by Shrimati Indira Gandhi College, Trichy on 20<sup>th</sup> February 2016.



52. "Corporate Governance & Business Ethics", National Seminar organized by Jamal Mohamed College, Trichy on 19<sup>th</sup> January 2017.
53. "Leading a successful change intervention in a modern organization", National Seminar organized by Shrimati Indira Gandhi College, Trichy on 25<sup>th</sup> February 2017.
54. "A study on employee perception towards prospects and challenges in Gig economy with reference to I GlowSoft IT innovations, Chennai", National conference organized by KV Institute of Management and Information Studies, Coimbatore, 6<sup>th</sup> April 2018.
55. "A study on employee perception towards career stability in Gig economy with reference to Rustomjee Academy for Global Careers, Ahmedabad", International conference organized by Jamal Institute of management, Trichy, 17<sup>th</sup> February 2018.
56. "Corporate governance as a key to sustainability: A review", International seminar organized by Shrimati Indira Gandhi College, Trichy, 18 and 19<sup>th</sup> June 2018.
57. "Women Entrepreneurship", International Conference organized by Srinivasan College of Arts and Science, Perambalur on 31.01.2023 & 01.02.2023.
58. "Equal pay for Equal Work", "Protection of women from Domestic Violence", National Workshop organized by Pasumpon Muthuramalinga Thevar College, Madurai, on 06.01.2023.

**Seminars/Workshops Attended:**

1. Participated in the one-day Training Program on "Internal Audit as per ISO 9001:2000 International Standard for Quality Management Systems" held at ACME (India) Quality Management Services, Chennai on 9<sup>th</sup> June 2003 which elevated to be an ISO Co-Ordinator.
2. Participated in the one-day Seminar on "The Role of Research and Publication in Higher Education" jointly organized by Scan Foundation Indian Professors.Com Chennai at Cauvery College for Women, Tiruchirappalli on 10<sup>th</sup> January 2004.
3. Participated in the Two-Day Intercollegiate Workshop on "Entrepreneurial Development" held at Shrimati Indira Gandhi College, Tiruchirappalli on 8-9 October 2004.
4. Participated in the two days UGC sponsored refresher course on "Environment education for teachers of all subjects", Bharathidasan University, Tiruchirappalli on 1-21<sup>st</sup> November 2004.
5. Participated in the Regional Level Workshop on "Computer Applications in Research in Social Sciences" organized by PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 14-20 November 2005.
6. Participated in the one-day International Seminar on "Dynamic Management in Global Era" at Dhanalakshmi Srinivasan College of Arts and Science, Perambalur 16<sup>th</sup> June 2006.
7. Participated in the one-day Regional Workshop on "Post-Recession Challenges in HRM" at Shrimati Indira Gandhi College, Tiruchirappalli on 11<sup>th</sup> October 2011.

8. Participated in the one-day International Workshop on “Effective Teaching of Finance” held at Bharathidasan University, Tiruchirappalli on 19<sup>th</sup> May 2011.
9. Participated in the one-day National Workshop on “Publishing Research Articles in Business Management” held at Bharathidasan University, Tiruchirappalli on 3-4 November 2012.
10. Participated in the one-day Workshop for the Board of Studies Members on “Reform of Undergraduate and Postgraduate Curriculum for Enhancing Employability” at Bharathidasan University, Tiruchirappalli on 24<sup>th</sup> January 2013.
11. Participated in the two-day workshop on “Innovative Curriculum Designing & Evaluation”, Bharathidasan University, Tiruchirappalli on 13– 14 September 2015.
12. Participated in the two day workshop on “Financial modeling using Spread sheet”, St. Joseph Institutes of Management, Tiruchirappalli on 16-17 December 2016.
13. Participated in one day international workshop on “Good writing of publication”, Shrimati Indira Gandhi College, Tiruchirappalli on 29 June 2017.
14. Participated in the National Conference on “Fifth Edition YUTRY- Entrepreneurship conference and Start Up Competition Sharpen Your Saw” at Hotel Sangam on 01.02.2019 & 02.02.2019.
15. Participated the National Workshop on “Institutional Assessment and Accreditation” at Bharathidasan University on 01.03.2019 & 02.03.2019.
16. Participated in the Faculty Development Program on “Securities Market” at Bharathidasan University on 15.02.2020.
17. A National Level Workshop attended on 28.05.2020 & 30.05.2020 entitled “Data Analysis using SPSS” at The American College, Madurai.

**Refresher Course Attended:**

- UGC Sponsored Inter-Disciplinary Refresher Course for Teachers of all Subjects on “Educational Technology, Curriculum Development and Evaluation Techniques” from 01.11.2004 to 21.11.2004 at Bharathidasan University, Tiruchirappalli.

**Faculty Development Programme Attended:**

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.

### **Completion of Certificate Course**

A short- term online Certificate Course on “**Modern Human Resource Management – Recruitment and Selection Process**” completed on 04.05.2020 from Alison.

### **Book Reviewer**

1. Suggested as a Manuscript Reviewer on International Marketing by Mc Graw Hill Education, Uttar Pradesh in August 2008.
2. Suggested as a Manuscript Reviewer on Financial Management by Mc Graw Hill Education, Uttar Pradesh in November 2012.

### **Books Published**

1. Marketing Management- Akaram Publications- ISBN 978-93-80342-14-6.
2. Organisational Behaviour – Akaram Publications-ISBN-978-93-80342-13-9.
3. Human Resource Management – Akaram Publications-ISBN-978-93-80342- 12-2.

### **Member on Board of Studies**

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.