

STAFF PROFILE



1) Name: Dr. M. Sindhuja

2) Designation: Associate Professor

3) Department: Commerce

4) Qualifications:

Academic: M.Com., M.B.A., Ph.D.,

Additional:

5) Experience (in years): Teaching: 13 Research: 13

6) Area of Specialization: Marketing, Finance and Management

7) Contact: E-mail: sindhu.asmi@gmail.com Mobile Number: 9486257756

8) Grants Received (Conference/Workshop/Seminar/any other):

Event Title	Agency	Fund Received	Date
NIL	NIL	NIL	NIL

9) Project Completed:

Project Title	Agency	Fund Received	Duration
NIL	NIL	NIL	NIL

10) Project ongoing:

Project Title	Agency	Fund Received	Duration
NIL	NIL	NIL	NIL

11) Research Guidance:

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	1	4
M. Phil.	1	

Ph.D. Scholars under the Guidance

Sl. No.	Name of the Scholar	Register Number	Date of registration	Title of the Thesis	Pursuing / Submitted/ Awarded
1	Ms. S. Lakshmiprabha	P5487	06-10-2018	Buying Behavior Of The Consumers Towards Organic Products – A Study In Coimbatore District	Submitted on 09/03/2023
2	Mr. Ashbin Mathew	P5586	27-11-2018	Impact Of Fixed Charges Payment On Operational Efficiency Of An Organization - A Study In Kerala State	Pursuing
3	Ms. Rajeev P	P5587	27-11-2018	Impact Of Revaluation Of Biological Assets On The Profitability Of The Companies – A Study With Reference To Kerala And Tamilnadu”	Pursuing
4	Mr. S. Ranjith	MKU22PFOC10334	14-02-2022	Export Entrepreneurship in Madurai District – A SWOT Analysis	Pursuing

5	MS. A. Preethi Jabakani	MKU24PFOC11603	16-09-2024	Consumers' Perception and Behaviour Towards Electric Vehicles In Madurai District: A Study	Pursuing
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12) Research Publications:

	International	National
Total Number of Publications	18	

List of International Publications:

Sl. No.	Date	Title of the Paper	Journal	Volume, Page No and Impact Factor No of Co-author	ISSN/ ISBN No.	Main author/Co-author
1	Mar-14	“Micro finance and Women Entrepreneurship” – a study of milk vendors	Primax International journal of Commerce and Management Research	Volume II special Issue Page No: 8-12 Topic:2	ISSN: 2321-3604	Main author
2	Mar-14	“Financial performance of steel industries – Sail and TATA – a comparison	Primax International journal of Commerce and Management Research	Volume II Special Issue Page No: 13-18 Topic:3	ISSN2321-3604	Co-author
3	Apr-14	A study on the career trajectories of women employees in information technology (IT) industry with special reference to Chennai city	IOSR journal of Mechanical and Civil Engineering(IOSR-JMCE) (www.iosrjournals.org)	Page No: 56-63	e- ISSN 2278-1684 p-ISSN: 2320-334X	Co-author
4	Dec-14	A financial analysis of Indian and foreign steel industries: a comparison	International journal of research in commerce, IT & Management (http://ijrcm.org.in)	Volume IV Issue No12 (Dec) SI No. 48-51 Topic:11	ISSN: 2231-5756	Main author

5	2 nd Feb 2017	Entrepreneurship Development through E-Business	International Journal of Science Technology and Management	Vol. No. 6 Page No. 75 – 82 Impact Factor: 2.012	Issue No 02 ISSN(O):2394-1537 ISSN (P):2394-1529	Main author
6	2017	Digital marketing in Hotel Industry	Shanlax International Journal of Commerce International conference on Recent Trends in Digital Marketing In the Global Business (Held on 24th Feb 2017)	Impact Factor 2.5	ISSN :2320-4168 VOLUME 5 SPL ISSUE:1 Page No: 178-185	Author
7	2017	Growth and Performance of medium and small scale industry in India	International Journal of Industrial Economic and Management (European Economic Research Publications)	Issue no 4 1.35 (Five-year Impact factor – 1.215) Page No 189-196	ISSN 1370 – 5450	Co-author
8	Jan-19	MC KINSEY 7s Model and its application to Marketing Function	Journal of Applied Science and Computations (JASC Journal) UGC approved Journal Volume 6 Issue I ISSN NO 1076-5131 http://www.jasc.com/VOLUME-6-ISSUE-1-JANUARY-2019-1/ A Peer reviewed /Referred Journal SCOPUS SUGGESTED JOURNAL ID: 50E0TF02C8886FF83	Volume 6 Issue I Page no 1807-1814 Article no: 235 Impact Factor 5.8	ISSN NO 1076-5131	Main author
9	Oct-19	A Study on Factors Influencing Consumer Preference towards Organic Products in Coimbatore City	International Journal of Law Management and Humanities www.ijlmh.com Volume 2 Issue 4 ISSN:2581-5369	Volume 2 Issue 4 Page No 1-11 Impact factor 2.008	ISSN:2581-5369	Co-author

10	Mar-20	E-Commerce in Travel Industry and Its Impact	Studies in Indian Places Names UGC Care Journal	Volume 40, Issue: 82, Page No: 651-659	ISSN: 2394-3114	Main author
11	Apr-20	E- Commerce in Travel Industry	Purakala, UGC Care Journal	Volume 31 Issue 17 Impact Factor 5.60 Page No: 644-651	ISSN 0971-2143	Main author
12	19th July 2021	Analyze Liquidity and Profitability in Organization	Scopus Indexed Ugc Care Group-L1 Certified Journal Palarch's Journal of Archaeology of Egypt/Egyptology 18(9). www.palarch.nl/index.php	Volume - 18(9) ISSN NO: 1567-214X Page No 971-980	ISSN NO: 1567-214X	Co-author
13	2021	Biological assets on the profitability of the Agricultural Organization	Scopus Indexed Ugc Care Group-L1 Certified Journal Palarch's Journal of Archaeology of Egypt/Egyptology 18(9) www.palarch.nl/index.php	Volume - 18(8)Page No. 991-1000	ISSN NO: 1567-214X	Co-author
14	2021	A Study on buying behavior of consumers towards organic products in Coimbatore District	Journal of Fundamental and Comparative Research	Volume 7 No.11(I) Page No 55 - 59	ISSN 2277-7067	Co-author

15	Mar-22	A Study on Issues and Challenges In Rural Entrepreneurship in India	Shanlax International Journal of Management	Volume 9 Special Issue 1 Impact Factor 3.122 Page no 50-56	E- ISSN: 2581-9402 P-ISSN: 2321-4643	Co-author
16	May-22	A Study on Buying behavior of consumers towards organic Cosmetic products in Madurai City	SNC Journal of Academic Research in Humanities and Sciences(SJARHS) Peer Reviewed Academic Journal	Volume 9 Special Issue: 1 Sl.No. 8 Page No: 36 to 40	E- ISSN: 2582-0397 P-ISSN: 2321-788X	Co-author
17	Dec-22	Online Shopping and its influence on Behavioural shift among Consumer	Journal of Teacher Learner and Society	Volume 1 Number 231 Sl No. 6 Page No 38-43	ISSN 2348-8409	Author
18	Aug-23	A Study Of Chilli Cultivation and Marketing: Prospects and Problems in Usilampatti Taluk, Madurai District	Zeichen Journal	Volume 9, Page No: 70-76	ISSN No: 0932-4747	Co-author

List of National Publications:

13) Chapters in Books: 18

ARTICLES/CHAPTERS PUBLISHED IN BOOKS

Sl.No.	Date	Title with Page Nos.	Book Title, editor & publisher	Organizers	Sponsors/ Publisher	Publications	ISBN No
1	25 th & 26 th March 2015	Benefits of Yoga	UGC Sponsored National Seminar on "Sound Body Sound Mind fitness through	Dept of Phy Education, GTN Arts College, Dindigul	UGC	Shanlax Press, Madurai	ISBN 978-93-5212-379-7 Page No: 12-13

			Yoga and Sports”				
2	Feb-16	Women Entrepreneurship through online trading (A special study with reference to Madurai city)	International research conference (Imprints of Madurai in Literature)	Volume II Page No. 1162-1167 Topic:198	Sri Meenakshi Government College	Pavai Publications	ISBN978-81-7735-850-6
3	19 th Jan 2017	Impact of demonetization issues on Economy, Investment and Mutual Fund	National seminar on New Dimensions of Management in the Globalized Era – 2017	Department of Management Studies, Madurai Kamaraj University	Department of Management Studies, Madurai Kamaraj University	Shanlax Publications, Madurai	ISBN: 978-93-85977-91-6 Page No: 484-487
4	9 th Feb 2018	A study on Post-Demonetization Effects in Mutual Funds	International Conference on New Dimensions of Management in the Globalized Era – 2018	Department of Management Studies, Madurai Kamaraj University	Department of Management Studies, Madurai Kamaraj University	Shanlax Publications, Madurai	ISBN:978-93-87102-71-2 Page No. 30-35
5	16 th March 2018	“Make in India and its Impact on Gross Domestic Product”	International Conference on Make in India-Vision into Reality	Department of Commerce, Vivekananda College	Vivekananda College	Forschung Publications, Chennai	ISBN:978-93-87865-01-03 Page No: 56-59
6	43405	Paradigm shift in Travel and Tourism Business	Paradigm Drift in Business Theory and Practices	Department of Management Studies Sri Vidya College of Engineering and Technology (Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai) Virudhunagar, Tamilnadu, India	Sri Vidya College of Engineering and Technology Virudhunagar, Tamilnadu, India	Sri Vidya College of Engineering and Technology	ISBN 978-81-931500-2-3 Vol. I Issue No 3 Page No. 94-102

7	43405	A study on Stress among female students in Madurai city with Reference to Arts and Science college”	Paradigm Drift in Business Theory and Practices	Department of Management Studies Sri Vidya College of Engineering and Technology (Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai) Virudhunagar, Tamilnadu, India	Sri Vidya College of Engineering and Technology Virudhunagar, Tamilnadu, India	Sri Vidya College of Engineering and Technology	ISBN 978-81-931500-2-3 Vol. I Issue No 3 Page No.71-75
8	43739	A Study on Consumer Awareness Towards Organic Food Products in Coimbatore District	Evolution of Business Management Ethos in India	Department of Business Administration, Virudhunagar Hindu Nadar’s Senthilkumara Nadar College, Virudhunagar	Virudhunagar Hindu Nadar’s Senthilkumara Nadar College, Virudhunagar	Virudhunagar Hindu Nadar’s Senthilkumara Nadar College Editor Dr.G.Murugesan & Dr.M.Jaisun	ISBN NO 978-81-942052-1-0 Page No 39-45 Sl. No.6
9	Jan 2020	Automobile Industry current challenges and its Impact on sales	Sustainability, Transformation, Development in Business and Management Editor Prof. Justin Manohar & Dr.S.C.B Samuvel Anbu Selvan	Department of Commerce The American College, Madurai	Council of Scientific and Industrial Research (CSIR) New Delhi	Book Shanlax Publications	Edition : First Page No 162 to 170 Chapter 32 ISBN NO 978-93-89658-48-4

10	22 nd and 23 rd May 2021	Gender Ideology and Its Impact On Women Entrepreneurship Growth	4th International conference On Covid-19 Post Corona Virus Recent Trends, Research And Technologies - An Opportunity For Future Business (IC-C19PCVRTRTGFO-2021)	Mangalmay Institute of Management and Technology Web: www.mangalmay.org	Mangalmay Institute of Management and Technology Web: www.mangalmay.org	KAAV Media Pvt Ltd	ISBN-978-81-952035-9-8 SI No 58 Pg no 43-44
11	29th April 2021	India's Cybercrime Legislation and Enforcement Mechanisms - With Special Reference to Cyber Stalking	Legal Strategies to Prevent and Challenges to Control of Cyber Violence against Women and Girls	Department of Commerce, PasumponMuthuramalinga Thevar College, Usilampatti, Madurai	ICSSR sponsored Webinar	Department of Commerce, Pasumpon Muthuramalinga Thevar College, Usilampatti, Madurai	ISBN:978-81-946383-5-3 Page No.224 to 226 Sl.No.36
12	25 th and 26 th June 2021	Societal Gender Ideology and its Impact on Women	International Conference on Ecofeminism	Sathu Vaswani Institute of Management of Girls	All India Council for Technical Education (AICTE)	Sathu Vaswani Institute of Management of Girls	ISBN No. 978-81-954143-5-2 SI No 13 Pg No.84-96
13	25 th and 26 th June 2021	A Study on Buying Behaviour of Consumers Towards Organic Food Products in Kovilpatti	International Conference on Ecofeminism	Sathu Vaswani Institute of Management of Girls	All India Council for Technical Education (AICTE)	Sathu Vaswani Institute of Management of Girls	ISBN No. 978-81-954143-5-2 SI No 15 Pg No.103-111

14	Dec, 2022	Growth of E Commerce and Its Impact on Logistics Business Chapter: 35 Page No. 287-297	Emerging Trends and Innovations in Business, Commerce and Management for Sustainable Entrepreneurship Peer-Reviewed Book (International Edition)	Internal Quality Assurance Cell, PG Department & Research Centre in Commerce	Rajapalayam Rajus' College, Rajapalayam	Rajapalayam Rajus' College Editor Mr. R.Vishnu shankar, RAJAPALAYAM RAJUS' COLLEGE,	ISBN 978-93-5737-352-4 Page No.287 to 297
15	Dec, 2023	Blockchain Technology And Its Impact On Banking Industry	Sustainability and Technological Advancement in Business	Department of Commerce and Accounting and Finance - Shift II Patrician College Of Arts And Science, Chennai & Bishop Ambrose College, Coimbatore Published by MAPS Publishing, Solutions, Chennai	Patrician College Of Arts And Science, Chennai & Bishop Ambrose College, Coimbatore	Published by MAPS Publishing Solutions, Chennai	ISBN: 978-93-92063-75-6 Page No: 73-82 Sl.No. 56
16	5&6 Jan 2024	Foreign Trade Policy and its Impact on Export Entrepreneurship	Commerce And Management in the Digital Age: Trends, Challenges & Innovations	Department of Commerce The American College, Madurai Publisher: Shanlax Publications, Madurai – 625003, Tamil Nadu, India	The American College School of Commerce, Madurai & St.Joseph's University School of Business, Karnataka	Shanlax Publications, Madurai	ISBN 978-81-968663-7-2 Page No. 59-70
17	45627	Business Transition from Traditional Operations to AI Based Business Operations	Emerging Trends in Artificial Intelligence, Entrepreneurship & Sustainability	BMS College of Commerce and Management, Editors: Dr. Preethi Stanley Dr. Priya Srinivasa Dr. Pratibha Singh	BMS College of Commerce and Management, V.V. Puram, Bangalore-560 004,Karnataka, India.	PRIMAX Publications, MSME UDYAM Reg.: UDYAM-KR-03-0102733 Registrati on No. 48/198/S/0162/2013 Bengaluru, Karnataka, India	ISBN : 978-93-92993-53-4 Sl.No. 10 Page No. 10

18	6th and 7th Jan 2025	Transition of Business from Traditional Operations to AI based Business Operations	International Conference on Artificial Intelligence in Commerce and Management	The American College School of Commerce, Madurai Dr. A. Martin David Dr. R. Mary Sophia Chitra	The American College School of Commerce, Madurai	Shanlax Publications, Vasantha Nagar, Madurai 625003, Tamil Nadu, India	ISBN: 978-93-6163-437-6 Sl.No. 22 Page No. 130-139
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14) Other Publications (Proceedings):

International: 19

National: 3

FULL PAPERS PUBLISHED IN CONFERENCES/ SEMINARS/ WEBNIARS PROCEEDINGS

Sl. No.	Date	Paper Title	Conference/Seminar	Organizer	ISSN/ ISBN No.	Main author/ Co-author	Level
1	11 th and 12 th April 2014	A study on the career trajectories of women employees in information technology (IT) industry with special reference to Chennai city	International conference on Recent Trends in Engineering and Management	Indra Ganesan College of Engineering	e- ISSN 2278-1684 p-ISSN: 2320-334X Page No: 56-63	Co-author	International
2	25 th & 26 th March 2015	Benefits of Yoga	UGC Sponsored National Seminar on "Sound Body Sound Mind fitness through Yoga and Sports"	Dept of Phy Education, GTN Arts College, Dindigul	ISBN 978-93-5212-379-7 Page No: 12-13	Main author	National
3	Feb-16	Women Entrepreneurship through online trading (A special study with reference to Madurai city)	International research conference (Imprints of Madurai in Literature)	Department of Tamil, Meenakshi Govt women's Arts college, Madurai	ISSN 978-81-7735-850-6 Page No 1162-1167 Topic:198	Main author	International
4	19 th Jan 2017	Impact of demonetization issues on Economy, Investment and Mutual Fund	National seminar on New Dimensions of Management in the Globalized Era – 2017	Department of Management Studies, Madurai Kamaraj University	ISBN: 978-93-85977-91-6 Page No: 484-487	Main author	National

5	2 nd and 3 rd Feb 2017	Entrepreneurship Development through E-Business (2 days)	International conference on Recent Trends in Engineering science, Humanities and Management	Department of Commerce, Sri S Ramasamy Naidu Memorial College, Sattur	Issue No 02 ISSN(O):2394-1537 ISSN (P):2394-1529 Page No 75 – 82	Main author	International
6	Apr-17	Digital marketing in Hotel Industry	International conference on Recent Trends in Digital Marketing In the Global Business (Held on 24th Feb 2017)	Department of Commerce (SF) Sourashtra College, Madurai	ISSN :2320-4168 VOLUME 5 SPL ISSUE:1 Page No: 178-185	Main author	International
7	9 th Feb 2018	A study on Post-Demonetization Effects in Mutual Funds	International Conference on New Dimensions of Management in the Globalized Era – 2018	Department of Management Studies, Madurai Kamaraj University	ISBN:978-93-87102-71-2	Main author	International
8	16 th March 2018	“Make in India and its Impact on Gross Domestic Product”	International Conference on Make in India-Vision into Reality	Department of Commerce, Vivekananda College	ISBN:978-93-87865-01-03 Page No: 56-59	Main author	International
9	1st & 2nd Feb 2019	MC KINSEY 7s Model and its application to Marketing Function	International Conference on Innovations in Business and Management	Department of Commerce, The American College	Issue I ISSN NO 1076-5131 807-1814 (Article no 235)	Main author	International
10	Oct-19	A Study on Consumer Awareness Towards Organic Food Products in Coimbatore District	International Conference on Evolution of Business Management Ethos	Department of Business Administration, Virudhunagar Hindu Nadar’s Senthilkumara Nadar College, Virudhunagar	ISBN NO 978-81-942052-1-0 Page No 39 to 45 Sl. No.6	Co-author	International
11	24 th Jan 2020	Automobile Industry current challenges and its Impact on sales.	International Conference on Sustainability, Transformation, Development in Business and Management	Department of Commerce, The American College, Sponsored by Council of Scientific and Industrial Research(CSIR) New Delhi,	ISBN NO 978-93-89658-48-4 1	Main author	International
12	29 th April 2021	India's Cybercrime Legislation and Enforcement Mechanisms-with special reference to Cyber Stalking	ICSSR sponsored International Webinar on Legal Strategies to prevent and challenges to control of cyber violence against women and girls	Pasumpon Muthuramalingam Thevar College	ISBN No: 978-81-946383-5-3 SI No 30 Pg No 162-164	Co-author	National

13	22 nd and 23 rd May 2021	Gender Ideology and Its Impact On Women Entrepreneurship Growth	4th International conference On Covid-19 Post Corona Virus Recent Trends, Research And Technologies -An Opportunity For Future Business (IC-C19PCVRTRTGFO-2021)	Mangalmay Institute Of Management And Technology Web: www.mangalmay.org	ISBN- 978-81-952035-9-8 SI No 58 Pg no 43-44	Main author	International
14	25 th and 26 th June 2021	Societal Gender Ideology and its Impact on Women	International Conference on Ecofeminism	Sathu Vaswani Institute of Management of Girls	ISBN No. 978-81-954143-5-2 SI No 13 Pg No.84-96	Main author	International
15	25 th and 26 th June 2021	A Study on Buying Behaviour of Consumers Towards Organic Food Products in Kovilpatti	International Conference on Ecofeminism	Sathu Vaswani Institute of Management of Girls	ISBN No. 978-81-954143-5-2 SI No 15 Pg No.103-111	Co-author	International
16	Mar-22	A Study on Issues and Challenges In Rural Entrepreneurship in India	International Conference on Global Business Management Strategies(ICGBMS-2022)	Department of Aviation Management Department of Hospitality and Airline Catering Management Annai Fathima College of Arts and Science	E- ISSN: 2581-9402 P-ISSN: 2321-4643 Impact Factor 3.122 Page no 50-56	Co-author	International
17	17-12-2022	Online Shopping and its influence on Behavioural shift among Consumer	International Webinar on Recent Trends in online Marketing	MWN Publications, Kallupalam, Kanyakumari District	Volume 1 Number 231 SI No. 6 Page No 38-43	Main author	International
18	5TH & 6TH JANUARY 2023	Growth of E Commerce and Its Impact on Logistics Business	International Conference ICBD 4.0 on Business Dynamics and Sustainable Development	The American College School of Commerce, Madurai & St.Joseph's University School of Business, Karnataka	ISBN 978-81-968663-7-2 Page No. 59-70	Main author	International
19	2023-2024	15th December 2023	Blockchain Technology And Its Impact On Banking Industry	The International Conference on Sustainability and Technological Advancement in Business	Patrician College Of Arts And Science, Chennai & Bishop Ambrose College, Coimbatore	ISBN: 978-93-92063-75-6 Page No: 73-82 SI.No. 56	Main author

20	2023-2024	5th & 6th Jan 2024	Foreign Trade policy 2023 and its Impact on Export Entrepreneurship	International Conference on commerce and Management in the Digital Age: Trends, Challenges and Innovations	The American College School of Commerce, Madurai & St. Joseph's University School of Business, Karnataka	ISBN:978-81-968663-7-2 Page No: 37-48 Sl.No. 7	Main author
21	2024-2025	5th and 6th Dec 2024	Business Transition from Traditional Operations to AI Based Business Operations	International Conference on Emerging Trends in Artificial Intelligence, Entrepreneurship & Sustainability	BMS College of Commerce and Management, V.V. Puram, Bangalore-560004, Karnataka, India.	ISBN : 978-93-92993-53-4 Sl.No. 10 Page No. 10	Main author
22	2024-2025	6th and 7th Jan 2025	Transition of Business from Traditional Operations to AI based Business Operations	International Conference on Artificial Intelligence in in Commerce and Management	The American College School of Commerce, Madurai	ISBN: 978-93-6163-437-6 Sl.No. 22 Page No. 130-139	Main author

15) Books Published: NIL

16) Presentation in Seminar / Conference:

International Level: 10 National Level: 4

Sl. No	Date	Paper Title	Conference/Seminar	Organizer	Main author/ Co-author
1	12-13 Jan 2006	“Self Help Group and Rural Development”	National Seminar on “ Green productivity in small and Medium Enterprises	Department of Rural industries and Management Gandhigram Rural Institute	Main author
2	22 & 23 Dec - 2007	Microfinance support to Micro Enterprises	XXVIII Annual conference of Association of Economist of Tamil Nadu	The American College, Madurai	Main author
3	24 th Jan 2009	“Women Entrepreneurship and Self Help Groups in Dindigul”	Workshop on Methodology in Social science Research	PG and Research Dept GTN College, Dindigul	Main author
4	13th & 14th July 2017	Demonetization and its Impact on Banking Sector	UGC sponsored Two-day National Level Seminar On Climate change, Environment and Agricultural development in India	Department of Economics, GTN Arts College, Dindigul	Main author

5	1 st and 2 nd Aug 2018	Environment and Sustainable Development Through Swachh Bharat Mission – ESDTSBM-2018	ICSSR Sponsored 2days National Seminar	Department of Economics, GTN Arts College, Dindigul	Main author
6	24 th Jan 2020	Automobile Industry current challenges and its Impact on sales.	International Conference on Sustainability, Transformation, Development in Business and Management	Department of Commerce The American College Sponsored by Council of Scientific and Industrial Research(CSIR) New Delhi	Main author
7	22nd and 23rd May 2021	Gender Ideology and Its Impact On Women Entrepreneurship Growth	4 th International conference On Covid-19 Post Corona Virus Recent Trends, Research And Technologies - An Opportunity For Future Business (IC-C19PCVRTRTGFO-2021)	Mangalmay Institute Of Management And Technology Web: www.mangalmay.org	Main author
8	25th and 26th June 2021	Societal Gender Ideology and its Impact on Women	International Conference on Ecofeminism	Sathu Vaswani Institute of Management of Girls	Main author
9	19th March 2022	A Study on Issues and Challenges In Rural Entrepreneurship in India	International Conference on Global Business Management	Department of Aviation Management Department of Hospitality and Airline Catering Management Annai Fathima College of Arts and Science	Co-author
10	17th Dec 2022	Online Shopping and its influence on Behavioural shift among Consumer	International Webinar on Recent Trends in online Marketing	Organized by Research Centre, Department of Commerce, Muslim Arts College, Alahiamandapam, KK District, TN and MWN Publications, Kallupalam, Kanyakumari District	Main author
11	5th & 6th Jan 2023	Growth of E Commerce and Its Impact on Logistics Business	International Conference ICBD 4.0 on Business Dynamics and Sustainable Development	The American College School of Commerce, Madurai & St.Joseph's University School of Business, Karnataka	Main author
12	15th December 2023	Blockchain Technology And Its Impact On Banking Industry	International Conference on Sustainability and Technological Advancement in Business	Patrician College Of Arts And Science, Chennai & Bishop Ambrose College, Coimbatore	Main author
13	5th & 6th Jan 2024	Foreign Trade policy 2023 and its Impact on Export Entrepreneurship	International Conference on commerce and Management in the Digital Age: Trends, Challenges and Innovations	The American College School of Commerce, Madurai & St.Joseph's University School of Business, Karnataka	Main author
14	5th and 6th Dec 2024	Business Transition from Traditional Operations to AI Based Business Operations	International Conference on Emerging Trends in Artificial Intelligence, Entrepreneurship & Sustainability	BMS College of Commerce and Management, V.V. Puram, Bangalore-560 004,Karnataka, India.	Main author
15	6th and 7th Jan 2025	Transition of Business from Traditional Operations to AI based Business Operations	International Conference on Artificial Intelligence	The American College School of Commerce, Madurai	Main author

PAPERS PRESENTED IN CONFERENCES/ SEMINARS/WEBINARS

Sl. No	Date	Paper Title	Conference/Seminar	Organizer	Main author/ Co-author	Level
1	12-13 Jan 2006	“Self Help Group and Rural Development”	National Seminar on “ Green productivity in small and Medium Enterprises	Department of Rural industries and Management Gandhigram Rural Institute	Main author	National
2.	24 th Jan 2009	“Women Entrepreneurship and Self Help Groups in Dindigul”	Workshop on Methodology in Social science Research	PG and Research Dept GTN College, Dindigul	Main author	National
3.	13th &14th July 2017	Demonetization and its Impact on Banking Sector	UGC sponsored Two-day National Level Seminar On Climate change, Environment and Agricultural development in India	Department of Economics, GTN Arts College, Dindigul	Main author	National
4.	1 st and 2 nd Aug 2018	Environment and Sustainable Development Through Swachh Bharat Mission – ESDTSBM-2018	ICSSR Sponsored 2days National Seminar	Department of Economics, GTN Arts College, Dindigul	Main author	National

17) Participation in Conference: 10

18) Participation in Seminar: 6

19) Participation in Workshop: 8

PARTICIPATION IN PROGRAMMES/SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOPS					
Sl.No	Date	Topic	Programmes/Seminars/Conferences/Symposia / Workshops	Organizer	Level
1	04-03-2006	Research in Commerce	One day Workshop	Commerce Research Centre, HKRH college of Uthamapalayam	National
2	06-11-2006	Psychological experiment and testing	One day Workshop	Hariprasad Institute of Behavioral Studies (HIBS)	National
3	Aug-07	Research Orientation	One day Workshop	Mother Teresa Women's University	State
4	Jan-09	Research Orientation	One day Workshop	Mother Teresa Women's University	State
5	23-02-2015	Application of Multivariate analysis in Research	One day Workshop	Internal Quality Assurance Cell – Organised by Saraswathi Narayanan college, Madurai	National
6	11-08-2015	1 st Installation of Office Bearers Programme	Programme	Rotaract club of Saraswathi Narayanan college	College
7	11-08-2015	I – Project “Green India” Tree plantation	Programme	Rotaract club of Saraswathi Narayanan college	College
8	11-09-2015	Orientation Programme	Programme	Rotaract club of Saraswathi Narayanan college	College
9	19-09-2015	II – Project ,” Kaiyalatha Thalaiyalathu” teaching to put sign for the uneducated peoples.	Programme	Rotaract club of Saraswathi Narayanan college	College
10	30-12-2015	One day state level workshop on formulating the research problems (organising committee member)	One day Workshop	Saraswathi Narayanan college- Post Graduate and Research Department of Commerce.	State

11	29-01-2016	RYLA – MASS 2016	One day Leadership Training	Rotaract club of Saraswathi Narayanan college	Intercollegiate
12	02-02-2017and 03-02-2017	Recent Trends in Engineering science, Humanities and Management	International conference	Sri S Ramasamy Naidu Memorial College, Sattur, Tamil Nadu(India)	International
13	06-02-2017	RYLA – MASS 2017	One day Leadership Training	Rotaract club of Saraswathi Narayanan college	Intercollegiate
14	24-02-2017	Recent Trend in Digital Marketing in the Global Business	International conference	Department of Commerce, Sourashtra college, Madurai	International
15	13-07-2017 to 14-07-2017	Climate change, Environment and Agricultural Development in India – “CCEADI-2017”	UGC sponsored two days National Seminar	Department of Economics GTN Arts College	National
16	25-07-2017	Installation and orientation programme	Programme	Rotaract club of Saraswathi Narayanan college	College
17	12-10-2017	Dengue Awareness programme	Programme	Rotaract club of Saraswathi Narayanan college	College
18	26-12-2017	How to prepare for competitive Examinations	Programme	Rotaract club of Saraswathi Narayanan college	College
19	16-03-2018	Good Food Good Life	Programme	Rotaract club of Saraswathi Narayanan college	College
20	16-03-2018	“Make in India and its Impact on Gross Domestic Product”	One day International Conference	Vivekananda College	International
21	21-03-2018	RYLA - MASSS 2018	Programme	Rotaract club of Saraswathi Narayanan college	College
22	29-06-2018	Professional Career Guidance	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College

23	18-07-2018	Installation and orientation programme	Programme	Rotaract club of Saraswathi Narayanan college	College
24	01-08-2018 to 02-08-2018	Environment and Sustainable development through Swachh Bharat Mission –“ ESDTSBM 2018”	ICSSR sponsored two days National Seminar	Department of EconomicsGTN Arts College	National
25	28-08-2018	Goods and Services Tax (GST)	One day workshop Goods and Services Tax (GST)	Department of Commerce Sourashtra College	International
26	05-09-2018	Tree plantation	Programme	Rotaract club of Saraswathi Narayanan college	College
27	24-09-2018	Three days Training Camp on Life skill Education for Girls	Programme	Rotaract club of Saraswathi Narayanan college	College
28	22-12-2018	Securities and Exchange Board of India – Faculty programme on Financial Education	Faculty Development Programme	IQAC – Sarasawathi Narayanan college	College
29	10-01-2019	RYLA – MASS 2019	One day Leadership Training	Rotaract club of Saraswathi Narayanan college	College
30	10-01-2019	Food Wastage Awareness Programme	Programme	Rotaract club of Saraswathi Narayanan college	College
31	1-02-2019 and 02-02-2019	Innovations in Business and Management	International Conference	The American College	International
32	02-03-2019 to 03-03-2019	28 th Rotaract District conference	Conference	Rotary District Organization	Inter-collegiate
33	14-08-2019	5 th Installation and Orientation Programme	Programme	Rotaract club of Saraswathi Narayanan college	College
34	17-08-2019	Activity based teaching and class room Management organized by IQAC – Sarasawathi Narayanan college	One day Workshop	IQAC-Saraswathi Narayanan college	College
35	14-09-2019	Saplins Plantation Programme	Programme	Rotaract club of Saraswathi Narayanan college	College

36	20-09-2019	Child Abuse prevention Programme	Programme	Rotaract club of Saraswathi Narayanan college	College
37	28-01-2020	Commodities and Share Market	Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
38	24-01-2020	Sustainability, Transformation, Development in Business and Management	International Conference	Department of Commerce, The American College, Sponsored by Council of Scientific and Industrial Research(CSIR) New Delhi	International
39	21-04-2020 to 30-04-2020	Creation of Basic E-Content, Animated E-Content, Stop Motion Animation, Editing E-Content, Creating Interactive E- Content and Uploading the E- Content on the Web	10 days free online Workshop	Universal Teachers Academy, Puducherry, India Regd No 377/2009	National
40	11-08-2020	⁶ th Installation and Orientation Programme Chief Guest District Chairman Rtn. Saravana Raj Rotary Youth Exchange	Programme	Rotaract club of Saraswathi Narayanan college	College
41	16-02-2021	A Tool for Educational Transformation	Seminar	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
42	18-02-2021	An approach to Revised NAAC Frame Work with Special Reference to OBE	Seminar	Internal Quality Assurance Cell – Organised by Saraswathi Narayanan college, Madurai	College
43	16-03-2021	Professional and Ethical Responsibilities of the pedagogues	Seminar	Internal Quality Assurance Cell – Organised by Saraswathi Narayanan college, Madurai	College

44	22-05-2021 to 23-05-2021	4 th International conference On Covid-19 Post Corona Virus Recent Trends, Research And Technologies -An Opportunity For Future Business (IC-C19PCVRTRTGFO-2021)	Two days International Conference (online)	Mangalmay Institute Of Management And Technology Web: www.mangalmay.org	International
45	25-06-2021 to 26-06-2021	Societal Gender Ideology and its Impact on Women	Two days International Conference (online)	International Conference on Ecofeminism, Sathu Vaswani Institute of Management of Girls	International
46	18-08-2021	Importance of Vaccination in fight against Covid 19 an awareness program	Programme	Department of Anatomy, Velammal Medical College Hospital and Research Institute, Madurai, Tamil Nadu	College
47	29-10-2021	Enriching Curriculum with Web Resource	Seminar	Saraswathi Narayanan college- Post Graduate and Research Department of Commerce, Madurai.	College
48	18-11-2021	Seminar on Employment Opportunities for Commerce and Management	Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
49	19-03-2022	International Conference on Global Business Management	Conference	Department of Aviation Management Department of Hospitality and Airline Catering Management Annai Fathima College of Arts and Science	International
50	13-May-22	SWAYAM /MOOC- the Gateway to Effective Teaching	Workshop	Internal Quality Assurance Cell (IQAC), Saraswathi	College

				Narayanan College	
51	15-09-2022	8 th Installation Programme & orientation Programme	Programme	Rotary Club of Saraswathi Narayanan College Sponsored Rotary Club of Madurai Elite	College
52	27-10-2022	Guest Lecture "Self Enrichment and Self Enhancement in the Digital Age" Challenges and opportunities	Lecture	PG & Research Department of Commerce, Saraswathi Narayanan College	College
53	29-10-2022	Academic Accreditation and Next level of Academics	Programme	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
54	03-11-2022	Recent Trends in Commerce and Industry	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
55	28-12-2022	Trading - Earning Opportunity through Learning	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
56	15-02-2023	Research & IPR for Sustainable Development	Seminar	The Research and Development Cell, Intellectual Property Right Cell & Fatima College of Alumnae Association, Fatima College, Madurai	National
57	11-01-2023	Marketing	Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College

58	17-03-2023	An Overview on the working style of Indian Stock Market	Guest Lecture	PG & Research Department of Commerce, Saraswathi Narayanan College	College
59	13-10-2023	Careers in Commerce and Business	PG & Research Department of Commerce, Saraswathi Narayanan College	Inauguration of Commerce Association Cum Seminar	College
60	18-10-2023	Research and Development Cell & Intellectual Property Right Cell	seminar	Research and Development Cell & Intellectual Property Right Cell, Fatima College, Madurai	National
61	19-12-2023	“Saving and Investment Awareness Programme”	seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
62	05-02-2024	Live Smart with Financial Literacy	Programme	Finance and Economic Literacy Club of Saraswathi Narayanan College	College
63	09.02.2024	Passion for Teaching	College Training Programme	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
64	08-03-2024	Financial Freedom for Women	Programme	Finance and Economic Literacy Club of Saraswathi Narayanan College	College
65	14.08.2024	Earning while Learning	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College

66	21-09-2024	Awareness programme about preparation for NAAC Peer Team Visit	Programme	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
67	19-12-2024	Seminar on career as Company Secretary 19 th Dec 2024	Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
68	30-12-2024	Unlock your Future	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
69	08-01-2025	Content Strategy	Programme	D2L Desire to Learn Company	College Level
70	10-01-2025	Securing your Future with Financial Literacy	Programme	Financial and Economic Literacy Club of Saraswathi Narayanan College	College
71	02-04-2025	swayam plus	Programme	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
72	01-07-2025	Celebration of CA Day and GST Day	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
73	04-07-2025	Cooperative Education and Training	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
74	01-09-2025	Job and Career Opportunities in our Country	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
75	27-11-2025	Career Guidance on Financial Literacy	Programme	Financial and Economic Literacy Club of	College

				Saraswathi Narayanan College	
76	05th & 6th Dec 2025	Indian Knowledge System	National Conference	IKS, Saraswathi Narayanan College	National Level
77	19-01-2026	An Investment Awareness programme on Mutual Fund	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
78	22-01-2026	An Awareness Programme on TNPSC, TNUSRB, SSC, RRB and UPSC	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
79	17-02-2026	Cybersecurity and Fraud Deduction in Fintech Platforms	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
80	06-03-2026	Financial Awareness and Financial Literacy at an early age	Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College
81	09-03-2026	Budget Highlights 2026	Online Programme	Financial and Economic Literacy Club of Saraswathi Narayanan College	College Programme

20) Participation in Orientation Programme/ Induction Programme/ Short term Courses:

Orientation / Refresher / Other Equivalent Courses Attended				
Name of the Course	Name of the Academic Staff College / University / Institution	Duration in days	Period	
			From	To
Orientation Course	UGC- HRDC BHARATHIYAR UNIVERSITY, COIMBATORE	28	06.05.2015	02.06.2015

Refresher Course in Business Studies	UGC- HRDC MADURAI KAMARAJ UNIVERSITY, MADURAI	21	02-11-2016	22-11-2016
Refresher Course in Gender Studies	UGC- HRDC MADURAI KAMARAJ UNIVERSITY, MADURAI	14	10-10-2019	23-10-2019
Online Interdisciplinary Refresher Course in Advanced Research Methodology	TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE, UNIVERSITY OF DELHI UNDER THE AEGIS OF MINISTRY OF EDUCATION PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING	14	22-01-2022	05-02-2022
Two-week Online Interdisciplinary Refresher Course in Advanced Research Methodology	TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE, UNIVERSITY OF DELHI UNDER THE AEGIS OF MINISTRY OF EDUCATION PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING	14	22-04-2023	06-05-2023
2-Week Online Subject Oriented Refresher Course in Entrepreneurship Development for Commerce/Management/ Tourism /Economics/Mass Communication and Media Technology	UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra, Haryana -136119	14	20-11-2024	03-12-2024

21) Participation in Faculty Development Programme:					
Sl.No.	Date	Topic	Programs/Seminars / Conferences/ Symposia / Workshops	Organizer	Level
1	13 th May 2020 to 19 th May 2020	Faculty Enrichment Program	6 days Faculty Enrichment Program	Mannar Thirumalai Naicker College, IQAC, Madurai	National
2	27 th May 2020 to 31 st May 2020	Faculty Development Program	Five Days Online Faculty Development Program	St. Joseph's College (Arts & Science), Kovur, Chennai (IQAC)	National
3	1 st June 2020 to 07 th June 2020	Effects of Covid – 19 on Global Economy	One week Faculty Development Program	Khadir Mohideen College (IQAC), Adiramapattinam, Thanjavur Dist	International
4	5 th and 6 th June 2020	Selection of Scholarly Journals, Web Visibility and Academic Identity	2 Days FDP	Seshadripuram First Grade College, Bengalur.(IQAC)	National
5	8 th June 2020 to 14 th June 2020	Revival of Health, Fitness and Entrepreneurial opportunities through physical Education	7 Days Faculty Development Program	Bharathiyar University, Coimbatore	International
6	13 th June to 19 th June 2020	Recent trends in Research and Applied Statistics	One Week Faculty Development Program	Sunrise University, Alwar	National
7	18 th June 2020 to 24 th June 2020	Research Methodology: Tools and Techniques	One Week Faculty Development Program	M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN, Dindigul	National
8	23 rd to 27 th June 2020	Reconfiguring the Mind: Post Covid consciousness	5 day Faculty Development Program	Jothi Nivas College, Bengaluru, Karnataka	International
9	9 th July to 13 th July 2020	Human Kinetics	5days Faculty Development Program	Dr.M.G.R Educational Research Institute, Chennai	National
10	16 th July 2020	Importance of Interdisciplinary Research and Developing the Next Generation Teachers for Higher Education	one day online Faculty Development Program	Erode Arts and Science College (Autonomous), Erode	National

11	17 th and 18 th July 2020	Enhancing Knowledge on Research Methodology, Online Teaching and Financial Management Techniques	2 days Faculty Development Program	The Quaide Milleth College for Men, Chennai(IQAC)	National
12	20th July to 21 July 2020	Innovation and Intellectual Property Rights	2 Days Faculty Development Program	Rajiv Gandhi National Institute of Intellectual property Management, Nagpur(IQAC)	National
13	5 th Aug to 7 th Aug 2020	Sports and Training	3 days Faculty Development Program	Dr.M.G.R Educational Research Institute, Chennai	National
14	4th March 2021	Learning Outcomes Based Curriculum Framework - LOCF	Faculty Development Program	Saraswathi Narayanan College, Madurai	College Level
15	12 th May to 15 th May 2021	Revised NAAC Accreditation Framework Perceptions	4 days Faculty Development Program	G.T.N Arts College, Dindigul	National Level
16	13th Jan to 19th Jan 2022	ICT BASED TEACHING, LEARNING AND ASSESSMENT	One Week Online National Faculty Development Program	Dr. Babasaheb Ambedkar Mahavidyalaya, Amravati and Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMNMTT) of Ministry of Education	National Level
17	25th Oct 2022	FDP on SWAYAM/MOOC the Gateway to Effective Teaching	One Day Faculty Development Program	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College

18	16th Nov 2022	Intellectual Property Rights - Break the Barriers - IPR Policy Implementation and IP Management	One-day Faculty Development Programme	Internal Quality Assurance Cell, Saraswathi Narayanan College in association with Startup TN, Madurai Regional Hub	College Level
19	26.12.2023 to 30.12.2023	SPSS in Research	5 Days Online Workshop on SPSS in Research	Star International Foundation for Research and Education	International
20	16.02.2024 and 17.02.2024	Two-Day Faculty Orientation Program on "Enrich-Empower-Excel" on 16 & 17 February 2024 - Training Programme	Two-Day Faculty Orientation Program	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
21	01.04.2025	FDP on Teaching and Learning Efficacy using Learning Management Platform	FDP Programme	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
22	27 Oct 2025 to 29 Oct 2025	FDP on Classroom Communication for Teaching & Mentoring	3 Day FDP Programme	ICT Academy	District Level
23	08-12-2025	Comprising Hand - on Training on AI	One day FDP	PG & Research Department of Commerce, Saraswathi Narayanan College	College
24	17-02-2026	Cybersecurity and Fraud Deduction in Fintech Platforms	Online FDP Programme	PG & Research Department of Commerce, Saraswathi Narayanan College	College

22) Conference/ Seminar/ Workshop Organized:

PROGRAMMES/ SEMINARS/CONFERENCES/SYMPOSIA/ WORKSHOPS ORGANIZED

Sl.No	Date	Programme	Name of the Institution	Level
1	11.08.2015	1 st Installation of Office Bearers Programme	Rotaract club of Saraswathi Narayanan college	College
2	11.08.2015	I – Project “Green India” Tree plantation	Rotaract club of Saraswathi Narayanan college	College
3	15.08.2015	Book Donation Programme	Rotaract club of Saraswathi Narayanan college	Regional
4	06.09.2015	Tree plantation	Rotaract club of Saraswathi Narayanan college	College
5	11.09.2015	Orientation Programme	Rotaract club of Saraswathi Narayanan college	College
6	19.09.2015	II – Project ,” Kaiyalatha Thalaiyalathu” teaching to put sign for the uneducated peoples.	Rotaract club of Saraswathi Narayanan college	Regional
7	29.09.2015	Drama Played	Rotaract club of Saraswathi Narayanan college	Regional
8	31.10.2015	Metting felicitated by Rtr. Lokesh Kumar & Rtn. Vigneshwaran	Rotaract club of Saraswathi Narayanan college	College
9	05.12.2015	III – Project “Helping to Needy” packing the necessary things for the people who suffered from flood	Rotaract club of Saraswathi Narayanan college	Regional
10	30.12.2015	One day state level workshop on formulating the research problems (organising committee member)	Post Graduate and Research Department of Commerce Saraswathi Narayanan college	State
11	29.01.2016	One day intercollegiate RYLA – MASS 2016	Rotaract club of Saraswathi Narayanan college	Intercollegiate
12	12.02.2016	Volunteers in Felicitation function for next governor.	Rotaract club of Saraswathi Narayanan college	Intercollegiate
13	06.02.2017	MASSS’17(Leader ship training programme)	Rotaract club of Saraswathi Narayanan college	Intercollegiate
14	25.07.2017	Installation and orientation programme	Rotaract club of Saraswathi Narayanan college	College
15	12.10.2017	Dengue Awareness programme	Rotaract club of Saraswathi Narayanan college	College
16	26.12.2017	How to prepare for competitive Examinations	Rotaract club of Saraswathi Narayanan college	College

17	10.01.2018	Child Abuse and Awareness Programme	Rotaract club of Saraswathi Narayanan college	Regional
18	16.03.2018	Good Food Good Life	Rotaract club of Saraswathi Narayanan college	College
19	21.03.2018	RYLA - MASSS 2018	Rotaract club of Saraswathi Narayanan college	Intercollegiate
20	29.06.2018	Professional Career Guidance	PG & Research Department of Commerce, Saraswathi Narayanan College	College
21	18.07.2018	Installation and orientation programme	Rotaract club of Saraswathi Narayanan college	College
22	02.08.2018	Organ Donation Awareness programme	Rotaract club of Saraswathi Narayanan college	College
23	05.09.2018	Tree plantation	Rotaract club of Saraswathi Narayanan college	College
24	10.09.2018	Child Abuse Programme	Rotaract club of Saraswathi Narayanan college	College
25	24.09.2018	Life skill Education for Girls	Rotaract club of Saraswathi Narayanan college	College
26	08.10.2018	Three days Training Camp on life Skill Education	Youth Welfare Department, Saraswathi Narayanan College	College
27	10.01.2019	RYLA – MASS 2019	Rotaract club of Saraswathi Narayanan college	Inter-collegiate
28	10.01.2019	Food Wastage Awareness Programme	Rotaract club of Saraswathi Narayanan college	College
29	14.08.2019	5 th Installation and Orientation Programme	Rotaract club of Saraswathi Narayanan college	College
30	17.08. 2019	One day FDP on Activity Based Teaching and Class Room Management	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
31	14.09.2019	Saplings Plantation Programme	Rotaract club of Saraswathi Narayanan college	College
32	20.09.2019	Child Abuse prevention Programme	Rotaract club of Saraswathi Narayanan college	Regional
33	20.10.2019	Yuva Madura – 3.0	Rotaract club of Saraswathi Narayanan college	Intercollegiate
34	28.01.2020	One day Seminar on Commodities and Share Market	PG & Research Department of Commerce, Saraswathi Narayanan College	College

35	10.06.2020 to 12.06.2020	International Level E-Quiz Competition on "Logistics and Supply Chain Management"	PG & Research Department of Commerce, Saraswathi Narayanan College	International Level
36	27.07.2020	Quality Sustenance In Rural Colleges -- Challenges And Strategies - Webinar	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	National Level
37	11.08.2020	6 th Installation and Orientation Programme	Rotaract club of Saraswathi Narayanan college	College
38	09.10.2020	Financial Literacy Awareness and investment opportunities in Capital Market	Rotaract club of Saraswathi Narayanan college	College
39	16.02.2021	A Tool for Educational Transformation	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College (One day Seminar)
40	18.02.2021	An Approach to Revised NAAC Framework with Special Reference to Outcome Based Education (OBE)	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College (One day Seminar)
41	12.03.2021	Mask Donation Programme	Rotaract club of Saraswathi Narayanan college	Regional
42	16.03. 2021	Professional and Ethical Responsibilities of the Pedagogues (One day Seminar)	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
43	15.08. 2021	7th Installation Programme (online)	Rotaract club of Saraswathi Narayanan college	College
44	08.09.2021	BSE'S Investor Awareness Programme on Principles of Investing (One day Seminar)	PG & Research Department of Commerce, Saraswathi Narayanan College	College
45	29.10.2021	Enriching Curriculum with Web Resources (One day Seminar)	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
46	18.11.2021	Seminar on Employment Opportunities for Commerce and Management (One day Seminar)	PG & Research Department of Commerce, Saraswathi Narayanan College	College
47	09.04.2022	Workshop on Tally	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College

48	13.05.2022	Workshop on SWAYAM /MOOC- the Gateway to Effective Teaching	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
49	15.09.2022	8 th Installation Programme & orientation Programme	Rotary Club of Saraswathi Narayanan College Sponsored Rotary Club of Madurai Elite	College
50	25.10.2022	FDP on SWAYAM/MOOC the Gateway to Effective Teaching	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
51	27.10.2022	Guest Lecture on Self-Enrichment and Self Enhancement in Digital Age	PG & Research Department of Commerce, Saraswathi Narayanan College	College
52	29.10.2022	One day Seminar on Academic Accreditation and Next level of Academics FDP organised for Teachers	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
53	03.11.2022	Recent Trends in Commerce and Industry - Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
54	16.11.2022	Intellectual Property Rights - Break the Barriers - IPR Policy Implementation and IP Management - Faculty Development Programme	Internal Quality Assurance Cell, Saraswathi Narayanan College in association with Startup TN, Madurai Regional Hub	College
55	28.12.2022	Trading - Earning Opportunity through Learning - Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
56	11.01.2023	Marketing - Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
57	01.03.2023	Hands-on Training on Busy Accounting Software for Non-Teaching Staff	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
58	17.03.2023	An Overview on the working style of Indian Stock Market - Guest Lecture	PG & Research Department of Commerce, Saraswathi Narayanan College	College

59	03.07.2023	Students Induction Programme	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
60	03.07.2023 to 07.07.2023	Bridge Course for first Year Students	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
61	26.07.2023	Investors Awareness Programme Seminar (online)	PG & Research Department of Commerce, Saraswathi Narayanan College	College
62	13.10.2023	Careers in Commerce and Business - Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
63	20.11.2023 to 24.11.2023	Five Days FDP on "Promising and Productive Pedagogical Practices"	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
64	19.12.2023	"Saving and Investment Awareness Programme" - Seminar	PG & Research Department of Commerce, Saraswathi Narayanan College	College
65	05.02.2024	Live Smart with Financial Literacy	Financial and Economic Literacy Club	College
66	09.02.2024	Passion for Teaching - Training Programme	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
67	16.02.2024 and 17.02.2024	Two-Day Faculty Orientation Program on "Enrich-Empower-Excel" on 16 & 17 February 2024 - Training Programme	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
68	08.03.2024	International Women's Day celebration " Financial Freedom for Women"	Financial and Economic Literacy Club, Youth welfare and Yoga Training Centre of Saraswathi Narayanan College, Madurai	College

69	14.08.2024	Earning while Learning	PG & Research Department of Commerce, Saraswathi Narayanan College	College
70	21.09.2024	Awareness programme about preparation for NAAC Peer Team Visit	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
71	19.12.2024	Seminar on career as Company Secretary 19 th Dec 2024	PG & Research Department of Commerce, Saraswathi Narayanan College	College
72	30.12.2024	Unlock your Future	PG & Research Department of Commerce, Saraswathi Narayanan College	College
73	09.12.2024	Inter-School Quiz Competition	PG & Research Department of Commerce, Saraswathi Narayanan College	College
74	10.01.2025	Securing your Future with Financial Literacy	Financial and Economic Literacy Club of Saraswathi Narayanan College	College
75	01.04.2025	FDP on Teaching and Learning Efficacy using Learning Management Platform	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
76	02.04.2025	swayam plus	Internal Quality Assurance Cell (IQAC), Saraswathi Narayanan College	College
77	01-07-2025	Celebration of CA Day and GST Day	PG & Research Department of Commerce, Saraswathi Narayanan College	College
78	04-07-2025	Cooperative Education and Training	PG & Research Department of Commerce, Saraswathi Narayanan College	College
79	01-09-2025	Job and Career Opportunities in our Country	PG & Research Department of Commerce, Saraswathi Narayanan College	College
80	27-11-2025	Career Guidance on Financial Literacy	Financial and Economic Literacy Club of Saraswathi Narayanan College	College
81	05th & 6th Dec 2025	Indian Knowledge System	IKS, Saraswathi Narayanan College	National Conference
82	19-01-2026	An Investment Awareness programme on Mutual Fund	PG & Research Department of Commerce, Saraswathi Narayanan College	College
83	22-01-2026	An Awareness Programme on TNPSC, TNUSRB, SSC, RRB and UPSC	PG & Research Department of Commerce, Saraswathi Narayanan College	College

84	17-02-2026	Cybersecurity and Fraud Deduction in Fintech Platforms	PG & Research Department of Commerce, Saraswathi Narayanan College	College
85	06-03-2026	Financial Awareness and Financial Literacy at an early age	PG & Research Department of Commerce, Saraswathi Narayanan College	College
86	09-03-2026	Budget Highlights 2026	Financial and Economic Literacy Club of Saraswathi Narayanan College	College

23) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop:

Sl.No	Date	Topic	Name of the Institution	Level
1	12-10-2015	Career paths for Maths students – IBPS Exam	Saraswathi Narayanan college	College
2	2016	Career paths for Maths students – IBPS Exam	Saraswathi Narayanan college	College
3	2016	Career paths for English students– IBPS Exam	Saraswathi Narayanan college	College
4	2016	Career paths for commerce students– IBPS Exam	Saraswathi Narayanan college	College
5	2016	Career paths for chemistry students– IBPS Exam	Saraswathi Narayanan college	College
6	05-01-2017	How to prepare for the competitive Examinations?	Saraswathi Narayanan college	College
7	12-01-2017	Higher Education and Employment opportunity for Physics Students – IBPS Exam	Saraswathi Narayanan college	College
8	30-01-2017	Guest Lecture on “Equipping Students with Soft skill	Saraswathi Narayanan college	College
9	15-02-2017	Career paths for Mathematics Students	Saraswathi Narayanan college	College
10	15-02-2017	Career Guidance programme for English Literature Students	Saraswathi Narayanan college	College
11	2017	Career paths for commerce students– IBPS Exam	Saraswathi Narayanan college	College
12	22-08-2019	“Believe in You”	Vellaichamy Nadar College	College
13	08-08-2020	Challenges and Strategies for Human Resources – Post Covid	Department Of Commerce, Pasumpon Muthuramalinga Thevar College, Usilampatti	National (Webinar)
14	02-10-2021	Gandhian Values in Education	Mary Matha College of Arts and Science	College (Online)
15	07-02-2023	NSS - Noyatra Valve Kurai Vatra Selvam	Sourastra College, Madurai	College
16	19-12-2024	NSS Special Camp and special lecture delivered on the title "Iyarkaiyotu onriya valviyal murai"	Sourastra College, Madurai	College
17	06-03-2025	Financial Freedom of Women	Madurai Airport	Regional
18	07-03-2025	Nilai Marum ulagil Nilaikum endra Kanavil	Debating Society - Saraswathi Narayanan college	College

19	25-06-2025	Bridge Course - Campus Resource person - Topic Support Services at campus	Saraswathi Narayanan college	College
20	12-02-2026	Founders Day - Institution Goal Achievement	Saraswathi Narayanan college	College
21	18-02-2026	Industry 5.0 Workforce in the Digital Age	Vivekananda College	National Conference

24) Other Co-curricular / Administrative Responsibilities:

Committees Involved		
Sl. No	Durations	Committees
1	2013-2017	Women Entrepreneurship Development cell
2	2013-2017	Career Development Cell
3	2017- 2018	Internal Assessment
4	2018 onwards	Department Cultural co-coordinator
5	2015 – May 2023	Co- ordinator of Rotaract club of Saraswathi Narayanan college
6.	2019 – June 2025	Internal Quality assurance cell member
7.	June 2023 – Till date	Financial and Economic Literacy
8.	November 2025 – Feb 2026	Nodal officer for Tamil Nadu Government Free Laptop Scheme

25) Member in Board of Studies: NIL

26) Editorial/ Review Board Member: NIL

27) Membership in Professional Bodies:

1	External Examiner for M. PHIL (COMMERCE) VIVA –VOCE Examination held at Post Graduate and Research centre of Commerce, G.T.N Arts college, Dindigul on 22nd Aug 2016.
2	Received Recognition as a Supervisor of Madurai Kamaraj University to guide Ph.D. registrants in commerce (ID No: 1651) on 7th Nov 2017.
3	Acted as a Question Paper setter for GTN Arts college and Sri Sankara Arts and Science College
4	Member in Research Advisory Committee for Ph.D

5	Appointed as an External Subject Expert in the Research Advisory Committee for Part-Time research scholar for Mr. R. Ramkanna (MKU22PFOC10373) on 28-07-2025
6	Acted as a Question Paper setter for Vivekanandha College of Arts and Sciences for Women (Autonomous), Elayampalayam, Tiruchengode on August 2025

28) Awards received:

1.	Young Educator and Researcher Award – Given by “NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT” on 6th Teachers Day Award and Celebrations 2015.
2.	Certificate of Appreciation for the active participation and successful completion of training TEMFO'15 organized by Rotary International District 3000 held on August 2015.
3.	Prestigious Best Presentation Award received in the International Conference on " Covid-19 Post Corona Virus Recent Trends, Research and Technologies - An Opportunity for Future Business" held on 22-23 May 2021 organized by Mangalmay Institute of Management & Technology

29) Consultancy: NIL

30) Patents: NIL

31) Any other information:

Programmes/Webinars/conferences/Symposia /workshops participated - 81

Online Programmes/Webinars/E - conferences/Symposia /workshops - 140