

CURRICULUM VITAE

Dr. Marimuthu, K.N

Assistant Professor

Department of Management Studies

Manonmaniam Sundaranar University

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Qualification: MBA, M.Phil, Ph.D, M.Com, PGDCA, PGDPM, CGT, FDP (IIT-KGP)

Publications: 58 (ISSN-35+ISBN-23)

Paper Presentations: 73 (International-27 + National-46)

Conference/Seminar Conducted: 2

Conference Participated: 15

Ph.D Completed: 2 Awarded and 3 under Progress

MBA Project Completed: 57

Refresher Course/Research Methodology Course Attended: 18

Online One Week FDP/Workshop Participation: 11

Online FDP/Webinar Series/Workshop/Quiz Participation: 80

Invited Lecture/Key Note Speaker/Moderator/Resource Person: 6

MHRD Fellowship Award

Best Paper Award in the International Conference

Google Scholar Citations Index= 90 (H-Index=5 & i10-Index=3)

Teaching Experience: 8.5 Years

Resume: <https://www.msuniv.ac.in/Download/Pdf/511aef623d22488>

Field of Specialization: Accounting and Finance

Google Scholar ID: it9iSdUAAAAJ **Vidwan ID:** 95100

Scopus ID:

Research ID: <https://ui.ubd.edu.bn/rid30098>

Research Gate:

Orcid ID: <https://orcid.org/0000-0002-5543-2877>

Academia ID: <https://tv1.academia.edu/MARIMUTHUKN>

I. Educational Qualifications (Regular):

Ph.D awarded in the Department of Management Studies at Hyderabad Central University (HCU)

MBA and M.Phil Completed in Pondicherry Central University

M.Com completed in ANJAC affiliated with Madurai Kamaraj University

Additional Qualification (Regular):

PGDCA completed in ANJAC affiliated with Madurai Kamaraj University

PGDPM completed in ANJAC affiliated with Madurai Kamaraj University

CGT completed in ANJAC affiliated with Madurai Kamaraj University

II. Teaching Experience

- November 2016 onwards still now working as Assistant Professor (Stage-2) in the Department of Management Studies of **Manonmaniam Sundaranar University**, Tirunelveli-627012, Abishekapatti, Tirunelveli District, Tamil Nadu-India.
- (Jul-2016 to November 2016) →worked as an Assistant Professor in Mittal School of Business at Lovely Professional University, Phagwara-

Jalandhar-Punjab-144411.

- (Oct-2015 to Jun-2016) → worked as an Assistant Professor in KLU Business School at KL University, Green Fields, Vaddeswaram, Guntur, **Andhra Pradesh-522502.**
- (March-2015 to April-2015) → Worked as an Assistant Professor in School of Management at Indira Gandhi National Tribal University (A Central University established by an Act of Parliament) Amarkantak, **Madhya Pradesh-484886.**
- (Aug-2014 to Jan-2015) → Worked as an Assistant Professor in Bengaluru School of Management Studies of GITAM University, Bangalore Branch, **Karnataka-562163.**

III. Area of Interest: Finance and Accounting

Courses Taught: Financial Accounting Analysis, Security Analysis and Portfolio Management and Strategic Financial Management, Cost Management, Financial Services, Management Control Systems. Organizational Behaviour, General Insurance and Risk Management, Tax Planning and Management, International Trade and Foreign Exchange, Tribal Economics etc.

IV. Other Academic Services:

- Provided Research information and Tools and Techniques Guidance to the MBA Students
- Produced Good Results in Paper handled and University Ranks
- Guided MBA, M.Com students and M.Phil, Ph.D Scholars in their Projects
- Coordinated faculty teams when conducting GITAM & KL University exams under Trimester System and the same in MS University also.
- Served as External and Internal Examiners for University exams
- Reviewer of the International Journal on ICEHM
- Worked as a Deputy Superintendent of Examination Section of KLUBS at KLU-Vijayawada, Andhra Pradesh

V. Achievements

- ✓Produced 100% results in paper handled in the University
- ✓Headed my team during Research and Training Programmes in University Days.
- ✓Best Paper Award in the International Conference of Paper Presentation

VI. Professional Association Member

- ❖ Association of Economists of Tamil Nadu (AET)
- ❖ International Society for Research and Development (SR4150900298-Senior Member)
- ❖ International Associations of Academicians and Researchers (INAAR/1540)
- ❖ Ex-Member of Institute of Public Enterprise (IPE)
- ❖ International Centre of Economics, Humanities & Management (ICEHM)
- ❖ International Economics Development and Research Center (IEDRC)
- ❖ International Journal of Creative Research Thoughts (IJCRT ID: 113047)
- ❖ International Association of Academic plus Corporate (FRTJQC-CE004083)

National & International Conference/Workshop Organised

- ❖ Organised “One Day International Conference on Startups & Post COVID-19 Indian Economy” as an Organising Secretary and its organized by the Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli held on 27th August 2020.
- ❖ Organised “One Day National Workshop on Institute to Industry A Navigatory Workshop” as an Joint Organising Secretary and its organized by the Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli held on 2nd March 2020.

Editorial Board Member/Editor/Associate Editor:

1. Editorial Board Member for A R Research Publication and Conference World for the period 2017 to 2020. (Ref. No: CW/2017/1042) www.conferenceworld.in
2. Editorial Board Member (329) for International Journal of Management and Economics (Index Journal, Refereed Journal & Peer Reviewed Journal with Impact Factor: RJIF 8), ISSN: 2664-7060 Online-2664-7079. <https://www.managementjournals.net/board>
3. Editorial Board Member (331) for International Journal of Management and Commerce (Index Journal, Refereed Journal & Peer Reviewed Journal with Impact Factor: RJIF 8), ISSN: 2664-6846 Online-2664-6846. <https://www.managementjournal.in/board>
4. Editorial Board Member (329) for International Journal of Commerce and Economics (Index Journal, Refereed Journal & Peer Reviewed Journal with Impact Factor: RJIF 8), ISSN: 2664-7532 Online-2664-7532. <https://www.commercejournal.in/board>
5. Associate Editor for PRIMAX International Journal of Commerce and Management Research, ISSN: 2321-3612 Online: 2321-3604, Impact Factor: 7.184. <https://www.primaxjcmr.com/associateeditor.html>

Board of Studies at Colleges and Universities:

Member in the Board of Studies of Nehru Arts and Science College in Business Administration Board for the period of 3 Years from June 2022 to June 2025.

Doctoral Committee Member:

**Member of Doctoral Committee Meeting at PRIMS, Periyar University, Salem.
Member of Doctoral Committee Meeting at Department of Commerce, MSU.**

VII. ISSN Publication:

S. No	Journal Name & Authors	ISSN No	Published	Title
1	EXCEL International Journal of Multidisciplinary & Management Studies (EIJMMS) -Syed Azhar & Marimuthu, K.N	Online: 2249-8834 PP: 202-214	Vol-2 (1), Jan-2012	An Overview of Foreign Direct Investment in India

	<p>UGC Journal http://www.zenithresearch.org.in/images/stories/pdf/2012/Jan/EIJMMS/16_EIJMMS_VOL2_ISSUE1.pdf</p>			
2	<p>JS International Journal of Social Science (JSIJSC) -Dr.Mary Jessica & Marimuthu, K.N</p>	<p>1923-4023 Online: 2249-1538 PP:224-232</p>	<p>Vol-1 (5) May 2012</p>	<p>Micro Finance: Growth and Development in India</p>
3	<p>Asian Journal of Research in Business Economics and Management (AJRBEM) Marimuthu, K.N & Dr.P.S.Velmurugan UGC Journal https://indianjournals.com/ijor.aspx?target=ijor:ajrbem&volume=2&issue=7&article=009</p>	<p>2250-1673 Online: 2249-7307 PP:27-38</p>	<p>Vol-II (VII) July 2012</p>	<p>Impact of Recession on India's Export and aftermath of Global Meltdown</p>
4	<p>International Journal of Research in Commerce, Economics and Management -Marimuthu, K.N & Dr.Mary Jessica UGC Journal https://ijrcm.org.in/article_info.php?article_id=1982</p>	<p>Online: 2231-4245 PP: 67-73</p>	<p>Vol-II (VII) July 2012</p>	<p>Indian Textile Industry Growth and Development Opportunities and Challenges of Coimbatore Region</p>
5	<p>International Journal of Research in Commerce, IT and Management -Marimuthu, K.N UGC Journal https://ijrcm.org.in/article_info.php?article_id=1998</p>	<p>Online: 2231-5756 PP: 175-183</p>	<p>Vol-II (VII) July 2012</p>	<p>Opportunities of Indian Tourism industry (With special reference of Medical Tourism)</p>
6	<p>South Asian Journal of Marketing and Management Research -Marimuthu, K.N https://www.indianjournals.com/ijor.aspx?target=ijor:sajmmr&volume=2&issue=9&article=006</p>	<p>Online: 2249-877X PP:105-121</p>	<p>Vol-II (9) Sep 2012</p>	<p>E-Commerce Trends in The Current Scenario</p>
7	<p>Asian Journal of Research in Business Economics and Management (AJRBEM) Marimuthu, K.N & Dr.Selvakumar, M UGC Journal https://www.indianjournals.com/ijor.aspx?target=ijor:ajrbem&volume=2&issue=10&article=005</p>	<p>2250-1673 Online: 2249-7307 PP:31-42</p>	<p>Vol-II (X) Sep 2012</p>	<p>SWOT Analysis of Bajaj Two Wheelers in Virudhunagar District of Tamilnadu</p>

8	Asian Journal of Research in Business Economics and Management (AJRBEM) -Marimuthu, K.N https://www.indianjournals.com/ijor.aspx?target=ijor:ajrbem&volume=2&issue=10&article=018	Online: 2249-7307 PP: 215-227	Vol-II (X) Sep 2012	Green Business in India: Opportunities and Challenges
9	International Journal of Research in Management, Economics and Commerce (IJRMEC) -Marimuthu, K.N https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4169661	Online: 2250-057X PP: 365-377	Vol-II (XI) Nov 2012	Financial Performance of Textile Industry: A Study on Listed Companies of Tamilnadu
10	International Journal of Business, Management & Social Science -Marimuthu, K.N	Print: 2249-7463 PP: 23-28	Vol-II Issue-3(II) Nov 2012	Indian Insurance Sector Growth through FDI changes
11	International Journal of Marketing, Financial Services and Management Research (IJMFSMR) -Marimuthu, K.N UGC Journal	Print: 2277-3622 PP: 10-20	Vol-I (IV) Oct-Dec 2012	Indian Textile Industry Exports in the recent perspective (Opportunities and Challenges of FDI and SEZ)
12	EXCEL International Journal of Multidisciplinary & Management Studies (EIJMMS) -Marimuthu, K.N & Syed Azhar UGC Journal http://www.zenithresearch.org.in/images/stories/pdf/2013/FEB/EIJMMS/5_EIJMMS_VOL3_ISSUE2_FEB2013.pdf	Online: 2249-8834	Vol-3 (2), Feb-2013 PP:45-53	Privatization of Healthcare Industry in India: Prospects & Problems
13	International Journal of Innovative Research and Development (IJIRD) -Dr.Mary Jessica & Marimuthu, K.N https://www.internationaljournalcorner.com/index.php/ijird_ojs/article/view/134182	2278-7631 Online: 2278-0211	Vol-II (12) Dec-2013 PP: 228-236	Performance of Textile Industry in Tamil Nadu: Perspectives of General Manager
14	International Journal of Innovative Research and Development (IJIRD) -Marimuthu, K.N & Sankar Mukherjee UGC Journal	Online: 2278-0211 Print:	Vol-III (12) Nov-2014	Impact of Out-Bound Training (OBT) on MBA

	https://www.internationaljournalcorner.com/index.php/ijird_ojs/article/view/135490	2278-7631	PP: 389-391	Students in developing their Leadership Skill: A Study on South India
15	International Journal of Advanced Research (IJAR) -Dr. Marimuthu, KN https://www.journalijar.com/article/16475/ratio-analysis-of-textile-industry-in-tamil-nadu:-with-the-special-reference-to-cmie-listed-company/ https://www.journalijar.com/uploads/719_IJAR-16526.pdf	Online: 2330-5407 PP:2124-2148	Vol-5 (3) Mar-2017	Ratio Analysis of Textile Industry in Tamil Nadu: (With the Special Reference to NSE/BSE Listed Company)
16	Asia Pacific Journal of Research -Dr. Marimuthu, KN UGC Journal (6.58) https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4168772	2320-5504 Online: 2347-4793 PP:26-33	Vol-1 (4) Apr-2017	Factors influencing Investment decision on the Indian Textile Industry (With the Special reference to CMIE Listed Company from Tamil Nadu)
17	International Journal of Academic Research (6.023) -Dr. Marimuthu, KN and Dr. T. Helan https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4168923	Print: 2348-7666	Vol-4, Issue2(6) Aug-2017 PP: 1-4	Food Security in Agricultural Market: Problems and Challenges
18	Primax International Journal of Commerce and Management Research -Dr. Marimuthu KN & Dr. T. Helan	Online: 2321-3604 (4.532)	Special Issue Sept-2017 PP: 1-7	Role of Open Market Operations in Indian Financial Sector
19	International Journal of Enhanced Research in Management and Computer Applications -Dr. Marimuthu, KN, Tamilselvi, P, Thirumalaikumar, R and Umamaheswari, S	Online: 2319-7479	Vol-6 (10) Oct-2017 PP: 88-93	A Study on Job Satisfaction of

	http://data.conferenceworld.in/IETE/OCTOBER2017/43.pdf			Employee's in Rehoboth Motors Company in Tirunelveli District, Tamil Nadu
20	International Journal of Enhanced Research in Management and Computer Applications -Dr. Marimuthu, KN, Thirumalaikumar, R and Umamaheswari, S http://data.conferenceworld.in/ICSTM9/36.pdf	Online: 2319-7479	Vol-6 (10) Oct-2017 PP: 139-144	A Study on Quality of Work Life of Employees' in Arumugam Spinning Mills (P) Limited, Chatrapatti
21	International Journal of Creative Research Thoughts (IJCRT) (5.97) -Dr. Marimuthu, KN and B. Chandirasekar UGC Care List 49023 http://ijcrt.org/viewfull.php?&p_id=IJCRT1812430 http://www.ijcrt.org/papers/IJCRT1812430	Online: 2320-2882 (5.97)	Vol-6(2) Apr-2018 PP: 78-88	Quality of Management Education in India and Reengineering Process from Traditional to Modern: An Overview.
22	International Journal of Recent Research Aspects (IJRRA) -Dr. Marimuthu, KN and G. SoundaryaKodi UGC Journal https://www.ijrra.net/April2018/ConsComp2018_170.pdf	Online: 2349-7688	Vol-4 Apr-2018 PP: 731-735	A Study on the Financial Analysis of Sugarcane Mills in Tamil Nadu
23	International Journal of Advance and Innovative Research (IJAIR) -Dr. Marimuthu, KN and Dr. B. Ramesh UGC Care List -63571 https://iaraedu.com/pdf/ijair-volume-6-issue-1-xxxiii-january-march-2019.pdf	Online: 2394-7780	Vol-6 (1) (XXXIII) Jan-Mar 2019 PP: 8896	A Study on Financial Literacy in Tirunelveli District
24	Sadakath – A Research Bulletin -Dr. Marimuthu, KN & G. Soundarya Kodi UGC Referred Journal=64130	Print: 2347-7644	Vol-6 (3) March 2019 PP: 276-283	A Study on Effect of Family Budgeting and Budgetary Control System measuring in the Rural Area Special

				Reference to Tenkasi Taluk
25	Journal of Emerging Technologies and Innovative Research (JETIR) -Dr. Marimuthu, KN, Dr. T. Babu Rajendra Prasad & K. Merlin Chithra Selvi UGC Care List-63975 (7.95) https://www.jetir.org/view?paper=JETIR1906316	Online: 2349-5162	Vol-6 (6) June-2019 PP:173-200	Employees Engagement in Software Solution
26	Think India Journal -Dr. Marimuthu, KN, Dr. Syed Azhar & Dr. B. Ramesh UGC Care List https://thinkindiaquarterly.org/index.php/think-india/article/view/15156/10307	Online: 0971-1260	Vol-22 (10) Nov-2019 PP: 8797-8802	Financial Health of Select Telecompanies in India
27	Our Heritage Journal -Dr. Marimuthu, KN, Dr. Syed Azhar & Ashwariya UGC Care List https://archives.ourheritagejournal.com/index.php/oh/article/view/1789/1710	Online: 0474-9030	Vol-68(1) Jan-2020 PP: 7200-7209	A Study on Awareness Level and Factors influencing Investor's Decision in Commodity Market
28	Studies in Indian Place Names -Dr. Marimuthu, KN & S. Umamaheswari UGC Care List https://www.tpnindia.org/index.php/sipn/article/view/7271/6994	Online: 2394-3114	Vol-40(58) Apr-2020 PP: 109-118	A Study on Superior Subordinate relationship in Sattur Taluk of Virudhunagar District
29	TEST Engineering and Technology -Dr. Marimuthu, KN & S. Ramar Scopus Journal http://testmagazine.biz/index.php/testmagazine/article/view/9881 http://testmagazine.biz/index.php/testmagazine/article/view/9881/7507	Online: 0193-4120	Vol-83 May-June 2020 PP: 15229-15238	Digital Innovation in Banking Sector: Customers Perception in Tenkasi District
30	Elementary Education Online - Vidyullatha, T, Rohit Sood, Phani Kumar SAS, Marimuthu KN, Boppudi Swanth, Durga Sasi Kiran, S Scopus Journal http://ilkogretim-online.org/?mno=73773 http://ilkogretim-online.org/fulltext/218-1618582357.pdf?1671435751	Online: 1305-3515	Vol-20(1) Mar-2021 PP: 2150-2157	A Study on Online Teaching & Evaluation of Students' Perspective in India
31	Wesleyan journal of Research; An International Research Journal (6.7)	0975-1386	Vol-14 No.	A Study on Investment

	-Dr. Marimuthu, KN & S. Ramar UGC Care List http://www.wesleyanjournal.in/Articles.aspx?department=HUMANITY%20AND%20SOCIAL%20SCIENCE&Volume=Vol%2014%20(JUNE,2021)%20ARTS		1(XVII) Mar-2021 PP: 38-42	Pattern & Behaviour of Women Employed in Private Companies in Tamilnadu – With Special Reference to Tenkasi District
32	The Journal of Oriental Research Madras -Dr. Marimuthu, KN, G. Soundarya Kodi & Dr. T. Helan UGC Care List	Online: 0022-3301	Vol- MMXXI- XCII- XXXIII Jun-2021 PP: 109-118	A Study on Service Quality of Cooperative Banks and Its Impact on Customer Satisfaction
33	Flusser Studies -Dr. Marimuthu, KN & S. Umamaheswari UGC Care List	Online: 1661-5719	Vol-30 May 2021 PP: 243-252	Work Environment Effects on Quality Work Life of Women Employees of Textile Mills in Virudhunagar District
34	The Journal of Oriental Research Madras -Dr. Marimuthu, KN & S. Umamaheswari UGC Care List 101002664	Online: 0022-3301	Vol- MMXXI- XCII- XXXIII Jun-2021 PP: 94-102	Quality of Work Life Impact on Women Employees Job Satisfaction of Textile Mills in Virudhunagar District.
35	European Chemical Bulletin Dr. Marimuthu, KN, S. Ramar & Dr. Vidyullatha, T SCOPUS Journal https://www.eurchembull.com/issue-content/savings-and-investment-pattern-of-bank-employees-in-tirunelveli-district-2745	Online: 2063-5346	Vol: 12 (Special Issue 1, Part-B) Apr-2023 PP: 1469-1480	Savings and Investment Pattern of Bank Employees in Tirunelveli District

Editor of Edited Volume Book:

FINTECH A Changing Paradigm – May 2022 by Excel India Publishers, First Edition May 2022, ISBN: 978-93-91355-71-5, An initiative of ICBM-SBE

Editors by: Dr. Syed Azhar, Dr. Marimuthu, KN., Dr.B.Ramesh & Ashish Balapur International Conference on Startups & Post Covid19 Indian Economy – Aug-2020 Shanlax Publications, ISBN: 978-93-90082-48-3, Sponsored by the Department of Management Studies, Manonmaniam Sundaranar University in Collaboration with RAKANSAS Business Consulting & Training (P) Ltd, Chennai.

Editors by: Dr. G. Magesh Kuttalam, Dr.M.Bhoopal & Dr. Marimuthu, KN

VIII. ISBN Publication:

	Book Title & Publisher	ISBN No	Title
1	“Changing Perspectives of Management Revisiting the Past, Analyzing the present and Exploring the Future” Vol.I Edited by R.T.Nirmal Kumar & K.Arul Rajan by HSI Publication	ISBN: 81-88223-00-X (Aug-2011) PP: 94-106	An overview of Medical Tourism in India
2	Emerging Strategies for Sustainable Growth & Competence” published by Department of Management Technology - Shri Ramdeobaba College of Engineering and Management-Sai Jyoti Publication	ISBN CD: 978-93-81432-16-7 (Mar-2012)	Issues and Challenges of E-Waste System in India
3	National Conference proceedings on “Sustaining Growth in the Era of Global Recovery” Published by Dept. of Management Studies, Vel Tech High Tech Dr.Rangarajan Dr.Sakunthala Engineering College, Chennai & Agasthiyar Noolagam-Tiruchi	ISBN: 978-93-80530-39-0 (Aug-2011) PP: 621-630	Slowdown effects on the Indian Economy and Exports (with special reference to textile export)
4	“New Paradigms and Perspectives for Business Excellence” edited by Shiva Shankar, K.C. published by Department of Studies and Research in Business Administration in Association with Center for Supply Chain Management & E-Commerce & Center for Quality Management, Registrar, Tumkur University, Karnataka. With Dr. Mary Jessica	ISBN: 978-81-924393-6-5 (Aug-2012) PP: 163-173	Growth and Development of FDI on Indian Economy
5	“Financial Inclusion and Inclusive Growth, Prospect and Retrospect” Edited by Dr. V. Mary Jessica & Dr. V. Venkata Ramana School of Management Studies, University of Hyderabad, published by Paramount Publishing House.	ISBN: 978-93-82163-39-8 (May-2012) PP: 226-245	Performance of SHG’s and Micro Finance in India
6	“Emerging Trends in Management towards Sustainable Development” Edited by the faculty of School of Management Studies, Vel Tech Dr.RR & Dr.SR Technical University, Published by Allied Publishers Private Limited, Chennai. With Dr. Mary Jessica	ISBN: 978-81-8424-794-7 (Sep-2012) PP: 70-74	Export Performance of India: FDI and SEZ Opportunities and Challenges
7	Governance for Excellence Edited by	ISBN: 978-	Financial Performance

	Dr.C.Selvaraj, Dr.K.C.John Sasi Kumar & Dr.K.Rajamani-Dept of Mgt Studies-Velammal College of Eng&Technology-Madurai, Published by JM International Publishers-Madurai.	81-925487-9-1 (Dec-2012) PP: 261-263	Analysis on Indian Textile Industry (A Study on Bombay Dyeing & Manufacturing Company)
8	National Conference on Paradigm for Sustainable Business: People, Planet and Profit organized by Department of Management Studies, Indian Institute of Technology Roorkee.	ISBN: 978-93-81583-94-4 (Mar-2013) PP: 1-7	Liquidity Management Efficiency of Indian Textile Industry: (A Study on Listed Companies from Tamil Nadu)
9	International Conference on Changes, Challenges and Strategic Reforms in Management organized by Department of Management Studies, Mohamed Sathak College of Arts and Science, Sholinkanallur, Chennai. Published by Mohamed Sathak Trust	ISBN: 978-81-926248-0-8 (Apr-2013) PP: 24-26	Liquidity Management Efficiency of Indian Textile Industry (Study on Listed Company of Tamil Nadu)
10	National Seminar on Melting Indian Rupee sponsored by ICSSR held on 18 th and 19 th September 2013 organized by Department of Management Studies, Ranipettai Engineering College, Vellore-TN.	ISBN: 978-81-909199-2-0 (Sept-2013) PP-926-943	Export Managers' Financial Perception towards Textile Industry Performance: A Study on Tamil Nadu
11	"Corporate Finance and Financial Services-Emerging Trends" Edited by Dr.K.Ramulu, School of Management Studies, University of Hyderabad, Published by Spectrum. With Dr. Mary Jessica	ISBN: 978-93-82829-42-3 (April-2014) PP: 45-56	Financial Performance of Indian Textile Industry: An Empirical Study on KG Denim Limited.
12	International Conference on Law, Management and Humanities (ICLMH'14) Edited by Dr.Jiri Strouhal, International Centre of Economics, Humanities and Management (ICEHM) held on 21 st to 22 nd June, 2014 at Bangkok, Thailand. Published by ICEHM. With Dr. Mary Jessica	ISBN: 978-93-84423-00-1 (June-2014) pp:27-31	Performance of Textile Industry in Tamil Nadu: Perspectives of Finance Managers
13	Research Issues in Applied Economics Edited by Dr. Kakali Majumdar and Dr. Pabitra Kumar Jena, published by Mc Graw Hill Education	ISBN (13): 978-93-392-2429-5 ISBN (10): 93-392-2429-9 (Dec-2015) PP: 270-282	Impact of Working Capital Management on Firm's Profitability and Liquidity: An Empirical Study of Lakshmi Mills Company Limited
14	Goods and Services Tax: Issues and Challenges Edited by Dr. B. Revathy, Dr. K. Rajamannar & Ms. M. Nithya in the National Seminar organized by the Department of Commerce, Manonmaniam Sundaranar	ISBN: 978-93-805099-3-8 (Mar-2017) PP: 359-364	Impact of GST on State Government Incomes

	University, Tirunelveli, Tamil Nadu held on 10 th and 11 th March 2017. With Dr. T. Helan		
15	Consumer Empowerment: Issues and Challenges Edited by Dr. C. Thilakam, Dr. Suresh Misra and Dr. E. Raja Justus in the National Seminar on Global Changes and Consumer Empowerment: Issues and Challenges Sponsored by Ministry of Consumer Affairs, Gol, organized by Department of Commerce, MSU, Tirunelveli held on 14 th & 15 th Sep, 2017. Published by Consumer Empowerment: Issues and Challenges With Dr. T. Helan	ISBN: 978-81-929959-4-6 (Sep-2017) PP: 72-75)	Consumer Attitude and Practices towards Food Safety with Special Reference to Food Adulteration
16	Future India Edited by Dr. B. Revathy in the International Conference on “India 2030” organized by the Department of Commerce MSU, Tirunelveli, during 1 st & 2 nd Sep, 2017. With Dr. T. Helan	ISBN: 978-93-84734-53-4 (Sep-2017) PP: 36-42	Impact of Environmental Factors on Green Revolution in India and the World
17	6 th International Conference on “Emerging Trends in Engineering, Technology, Science and Management” Conference Proceedings Edited by Dr. P. Rizwan Ahmed and Dr. Anil Rajput organized by The Institution of Electronics and Telecommunication Engineers, Ganganagar, Bengaluru, Karnataka, India during 7 th Oct-2017. With P. Tamilselvi, R. Thirumalai Kumar & S. Umamaheswari	ISBN: 978-93-86171-70-2 (Oct-2017) PP: 345-353	A Study on Job Satisfaction of Employee’s in Rehoboth Motors Company in Tirunelveli District, Tamil Nadu
18	9 th International Conference on Science, Technology and Management New Delhi, Organised by Indian Federation of United Nations Associations (IFUNA) Qutab Institutional Area, New Delhi, India during 14 th Oct-2017 With R. Thirumalai Kumar, S. Umamaheswari	ISBN: 978-93-86171-73-3 (Oct-2017) PP: 265-274	A Study on Quality of Work Life of Employees’ in Arumugam Spinning Mills (P) Limited, Chatrapatti
19	Second International Conference on “Sustainable Marketing Strategies-Issues and Challenges” Conference Proceedings Edited by Dr. P.Ravi	ISBN: 978-93-86638-50-2 (Dec-2017)	An Overview of Digital vs Traditional Marketing

	organized by Department of Management Studies at Manonmaniam Sundaranar University held on 14 th and 15 th Dec-2017 With R. Thirumalai Kumar	PP: 75-78	
20	Second International Conference on “Sustainable Marketing Strategies-Issues and Challenges” Conference Proceedings Edited by Dr. P.Ravi organized by Department of Management Studies at Manonmaniam Sundaranar University held on 14 th and 15 th Dec-2017 With S. Umamaheswari	ISBN: 978-93-86638-50-2 (Dec-2017) PP: 245-248	Sustainable Customer Relationship Management: An Overview
21	International Conference on the Global Relevance of Bit Coin as a Payment System, organized by Guru Shree Shanthivijai Jain College for Women, Chennai held on 29 th September 2018. With G. Soundaryakodi	ISBN: 978-93-85643-25-3 PP: 32-39 Dec-2018	Impact of Bit Coin on the Business and Economic Growth
22	International Conference on Startups & Post COVID-19 Indian Economy, Shanlax Publication, organized by Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli held on 27 th August 2020. With S.Ramar	ISBN: 978-93-90082-48-3 PP: 123-129 Aug-2020	Survival Issues facing Start-ups due to Covid-19 pandemic Shanlax Publications
23	National Conference on Multidisciplinary Research and Innovation Editors by Dr.E.Joseph Rubert, Ms.R.Sheela, Ms.L.N.Arthi & Ms. J.R.Auslien Nanci held on 10 th March 2023 at Arunachala College of Engineering for Women. With Ms.K. Merlin Chithra Devi	ISBN: 978-93-94428-52-2 PP: 116-126 March 2023	Policyholders Perception of Enactment on Insurance Companies Multi Spectrum Publications

IX. Paper Presentation of International Level Seminar/Workshop/Conference

1. International Symposium on “Global Business Opportunities and Challenges” on the topic of “Marketing Research” organised by the Forum of Commerce, Loyola College, **Chennai**, February 15-16, 2007.
2. “An analysis of Foreign Direct Investment in India” at International Conference on “Changing Structure of International Trade and Investment: Implications for Growth and Development” organized by Department of Economics, Jamia Millia Islamia Central University in collaboration with Centre for WTO Studies, IIFT and sponsored by ICSSR, **New Delhi-110025**, on 2-3

March, 2011.

3. "India's Export Challenges aftermath of Global Meltdown recovering stage" at International Conference on "Business, Strategy and Management-Game Changes in the aftermath of Recession: Managing Challenges in Global Economy" June 25th 2011, Organized by Veloxian Learning and Consultancy, **Kolkata**.
4. "An overview of Medical Tourism in India" at International Conference on "Changing Perspectives of Management: Revisiting the Past, Analysing the Present and exploring the Future" on 26th August, 2011, Organized by Surya Group of Institutions, Villupuram, **Tamil Nadu**.
5. "Indian Insurance Sector Growth through FDI changes" International Conference on Advances in Business, Management, Engineering, Technology and Social Science (IRCABMETSS 2012) on 3rd Nov-2012 organized by PDEA's Institute of Technical Education, Research & Management & Choice Institute of Management Studies & Research-**Pune**.
6. "Financial Performance of Textile Industry: A Study on Listed Companies of Tamil Nadu" 4th International Conference on Information Technology and Business Intelligence (ITBI-12) held on 23rd to 25th November 2012 organized by Institute of Management Technology Nagpur and IMIS **Bhubaneswar**.
7. "Financial Performance Analysis on Indian Textile Industry (A Study on Bombay Dyeing and Manufacturing Company)" International Conference on Governance for Excellence-Go EXCEL 2012, organized by the Department of Management Studies, Velammal College of Engineering & Technology, **Madurai-Tamil Nadu** during 12th & 13th Dec-2012. (BEST PAPER AWARD)
8. "Liquidity Management Efficiency of Indian Textile Industry (Study on Listed Company of Tamil Nadu)" International Conference on Changes, Challenges and Strategic Reforms in Management held on 30th and 31st January 2013 organized by PG Department of Management Studies, Mohamed Sathak College of Arts and Science, Sholinganallur, **Chennai**.
9. "Performance of Textile Industry in Tamil Nadu: Perspectives of General Manager" 5th International Conference on "IT and Business Intelligence" (ITBI-13) held at Jaypee University of Engineering & Technology, Guna, MP on 13th to 15th December, 2013 organized by Institute of Management Technology-**Nagpur**.
10. "Performance of Textile Industry in Tamil Nadu: Perspectives of Finance Managers" International Conference on Law, Management and Humanities (ICLMH'14) conducted by International Centre of Economics, Humanities and Management (ICEHM) held on 21st to 22nd June, 2014 at First Hotel-**Bangkok**, Thailand.
11. "Impact of Working Capital Management on Firm's Profitability and Liquidity: An Empirical Study of Lakshmi Mills Company Limited" ICSSR sponsored

International Conference on “Shifting Paradigm in Applied Economics and Management: Course Correction” held on 1st and 2nd August, 2014, Organized by Faculty of Management, Shri Mata Vaishno Devi University, Kakryal, Katra, **Jammu and Kashmir**.

12. “Impact of Out-Bound Training (OBT) on MBA Students in developing their Leadership Skill: A Study on South India” 6th International Conferences on IT and Business Intelligence held on 21st to 23rd Nov-2014 jointly organized by St. Ann’s College for Women and Institute of Management Technology-**Nagpur** at **Hyderabad**.

13. “Food Security in Agricultural Market: Problems and Challenges” 5th International Conference on Challenges and Opportunities for Sustainable Rural Development held on 28th & 29th Aug, 2017 Jointly organised by University of Mysore, Karnataka State Planning Board, Development Research Foundation, Mysore and ISBR, **Bangalore**.

14. “Impact of Environmental Factors on Green Revolution in India and the World” International Conference on India 2030 held on 1st and 2nd Sep-2017 organised by the Department of Commerce, MSU, **Tirunelveli**.

15. “A Study on Job Satisfaction of Employee’s in Rehoboth Motors Company in Tirunelveli District, Tamil Nadu” 6th International Conference on Emerging Trends in Engineering, Technology, Science and Management held on 7th Oct-2017 Organised by The Institution of Electronics and Telecommunication Engineers, Ganganagar, Bengaluru, **Karnataka**, India.

With P. Tamilselvi, R. Thirumalai Kumar, S. Umamaheswari

16. “A Study on Quality of Work Life of Employees’ in Arumugam Spinning Mills (P) Limited, Chatrapatti” 9th International Conference on Science, Technology and Management, held on 14th Oct-2017 Organised by Indian Federation of United Nations Associations (IFUNA) Qutab Institutional Area, **New Delhi**, India.

With S. Umamaheswari and R. Thirumalai Kumar.

17. Second International Conference on “Sustainable Marketing Strategies-Issues and Challenges” presented a paper on “An Overview of Digital vs Traditional Marketing” organized by Department of Management Studies at Manonmaniam Sundaranar University, **Tirunelveli** held on 14th and 15th Dec-2017.

18. Second International Conference on “Sustainable Marketing Strategies-Issues and Challenges” presented a paper on “Sustainable Customer Relationship Management: An Overview” organized by Department of Management Studies at Manonmaniam Sundaranar University, **Tirunelveli** held on 14th and 15th Dec-2017.

19. “A Study on the Financial Performance Analysis of Sugarcane Mills in Tamil Nadu” International Conference on Recent Trends in Multi-Disciplinary

Research (ICRTMDR-2018), held on 19th & 20th April, 2018, organized by V.O.Chindambaram College, **Thoothukudi**, Tamil Nadu.

20. Fourth International Conference on Advanced Marketing (ICAM) presented a paper on “A Study on Effectiveness of Working Environment in Pondicherry Co-operative Producers Limited, Pondicherry, Organised by Kalasalingam Business School, KARE & Department of Marketing Management, University of Kelaniya, **Sri Lanka** on June 28 & 29, 2018.

21. International Conference on the Global Relevance of Bit Coin as a Payment System, presented a paper on “Impact of Bit Coin on the Business and Economic Growth” organized by Guru Shree Shanthivijai Jain College for Women, **Chennai** held on 29th September 2018.

22. Two Day International Conference on “Significance of Joint Liability Group as Saviours of Rural Poor Students” presented a Paper on “Joint Liability Group as Saviours of Rural Poor Students” Organised by Department of Commerce, Periyar University, **Salem-11** held on 9th and 10th October, 2018.

23. International Conference on “Current Issues in Indian Economy” organized by PG and Research Department of Commerce, Bishop Heber College, **Tiruchy** held on 8th January 2020 paper presented on the title of “ A Study on Awareness Level and Factors influencing Investor’s Decision in Commodity Market.

24. International Conference on “Emerging Trends and Practices of Business Leadership in the Digital Era” organized by Department of Management Studies, University of Madras, **Chennai** held on 6th March 2020 paper presented on the title of “Digital Transformation on Banking Sectors in India”.

25. International Conference on “Emerging Trends and Practices of Business Leadership in the Digital Era” organized by Department of Management Studies, University of Madras, **Chennai** held on 6th March 2020 paper presented on the title of “A study on Superior Subordinate relationship in Sattur Taluk of Virudhunagar District”.

26. International Conference on “Advancement in Business in the Digital Era 2021” (Virtual Mode) organized by the Post Graduate Department of Commerce (SF), Jamal Mohamed College (Autonomous), Tiruchirappalli on 17th February 2021, paper presented on the title of “A Study on Investment Pattern and Behaviour of Women Employed in Private Companies in Tamilnadu – with Special Reference to Tenkasi District”

27. A Two Day International Conference on “Emerging Marketing Trends in 75 Years of Independent India”, organized by PG & Research Department of Commerce, Nadar Saraswathi College of Arts & Science, Theni held on 8th & 9th September, 2022, paper presented on the tile of “Towards Mutual Funds with Special Reference to Kadayanallur Taluk”.

28. Two Day International Conference on “Data Analytics in Business,

Marketing and Finance”, organized by Department of Commerce with Computer Application, Nadar Saraswathi College of Arts & Science, Theni held on 8th & 9th February, 2023, paper presented on the tile of “The Impact of Investment on Investors with Special Reference to the Working Women in Sankarankovil Taluk”.

29. International Conference on “Innovation and Entrepreneurship” presented paper on “Human Innovation: The Secret ingredient behind the World’s most Innovation Leaders”, organized by the Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli on 14th March 2023.

X. Paper Presentation of National Level Seminar/Workshop/Conference

1. Planning Commission sponsored the National Level Seminar on “International Trade & Marketing–Emerging Issues and Challenges after Liberalisation and Globalisation” on the topic of “International Marketing in India” organized by PG & Research Department of Commerce, Khadir Mohideen College, Adirampattinam, **Thanjavur**, 19-20 August, 2006.
2. UGC Sponsored National Level Seminar on “Commerce Education in the New Millennium-Challenges & Perspectives” on the topic of “Procedures of Import and Export” organized by the PG & Research Department of Commerce, Jamal Mohamed College, **Tiruchirappalli**, September 14-15, 2006.
3. UGC sponsored Two Day National Seminar on “Customer Relationship Management” on the topic of “Outstanding Customer Service” organized by the Department of Commerce, ANJAC, **Sivakasi**, January 19-20, 2007.
4. National Seminar on “IT-Enabled Business Services” on the topic of “Business Mobile Applications” organized by Department of Commerce with Computer Applications, Fatima College, **Madurai**, 1-2 March, 2007.
5. National Level Seminar on “Recent Trends in Services Marketing in India” on the topic of “Financial Services” organized by Department of Commerce, Rev. Jacob Memorial Christian College, Ambilikkai-**Madurai** on 7th February 2008.
6. National Level Seminar on “Reforms in Banking and Financial Sector” on the topic of “Non-Banking Companies” organized by Department of Commerce & Management, Karpagam Arts and Science College, **Coimbatore**. 15th February 2008.
7. National Level Seminar on “Reforms in Banking and Financial Sector” on the topic of “Mutual Funds in India” organized by Department of Commerce & Management, Karpagam Arts and Science College, **Coimbatore**. 15th February 2008.
8. One day National Level Seminar on “Impact of Globalisation on Industry

- & Commerce” on the topic of “Human Resource Management in Banking Industry” organized by Department of Commerce, Sourashtra College, **Madurai**, on 1st March 2008.
9. Sixth National Conference on “CRM: New Challenges for Indian Industries” on the topic of “CRM in Insurance Industry” organized by the Commerce Wing, Directorate of Distance Education, Annamalai University- **CHIDAMBARAM**, September 6, 2008.
 10. Sixth National Conference on “CRM: New Challenges for Indian Industries” on the topic of “CRM in UTI Bank” organized by the Commerce Wing, Directorate of Distance Education, Annamalai University- **CHIDAMBARAM**, September 6, 2008.
 11. National Conference on “Export Credit Insurance and Its contribution to India’s Exports Opportunities and Challenges” on the topic of “Agricultural Import Surges in Developing Countries” organized by Department of Commerce, School of Management, **Pondicherry University**, October 10-11, 2008.
 12. National Seminar on “Strategic Changes and Challenges in Management” on the topic of “E-Commerce through E-Banking” organized by the Department of Business Administration, Annamalai University, **CHIDAMBARAM** on October 18, 2008.
 13. Seventh National Conference on “Services Marketing: Trends, Challenges and Strategies” on the topic of “Critical Issues in India’s Financial Services” organized by the Commerce Wing, Directorate of Distance Education, Annamalai University, **CHIDAMBARAM** December 27, 2008.
 14. National Level Seminar on “The Global Financial Crisis and Its Impact on India” on the topic of “Global Financial Crisis & Financial Terrorism” organized by Department of Commerce, Navarasam Arts & Science College for Women, Arachalur, **Erode** Dist, on 7th February 2009.
 15. National Seminar on “Global Financial Meltdown-Causes, Impact and Remedies” on the topic of “Lessons to Avoid Next Global Financial Crisis” organized by Department of Commerce, Periyar University, **Salem** February 25-26, 2009.
 16. National Seminar on “Global Financial Crisis and its Impact on India” on the topic of “Rethinking of the International Financial System for Avoiding Next Global Financial Crisis” organized by Department of Commerce, E.M.G. Yadava Women’s College, **Madurai**, 4th March, 2009.
 17. TANSCHÉ sponsored National Seminar on “Consumer Rights and Protection” Topic of “General View of the Consumer Rights, Awareness and Consumer Protection in India” organized by Department of Commerce, Annamalai University, **CHIDAMBARAM** on March 27-28,

2009.

18. National Conference on “Global Economy the Great Meltdown? “Sub-Prime Crisis” The Opportunities and Challenges of India’s Vision” on the topic of “Global Financial Meltdown and Safeguarding India’s financial system” organized by Department of Master of Business Administration, SJB Institute of Technology, **Bangalore**, on 3rd and 4th April, 2009.
19. One day National Seminar on “Impact of World Economic Slowdown on Labour Market in India” Topic of “Global Slowdown Impacts Indian Labour Market in India” organized by the Department of Commerce, Selvam Arts and Science College, **Namakkal**, on 11th October, 2009.
20. “Performance of SHG & Micro Finance in India” at National Seminar on “Financial Inclusion and Inclusive Growth: Services: Prospect and Retrospect” October 28-30, 2010, Organized by School of Management Studies, **University of Hyderabad**.
21. “Privatization of Health-care in India: Prospects and Problems” at National Level Seminar on “Right to Health Care-Issues and Challenges” organized by Post Graduate and Research Department of Economics collaboration with Association of Economics of Tamil Nadu (AET), Gobi Arts and Science College, **Erode District, Tamil Nadu**. Sponsored by UGC, held on 4th and 5th February, 2011.
22. “Green Business in India: Opportunities and Challenges” at National Seminar on “Green Business” sponsored by the Management and organized by Department of Commerce, Ayya Nadar Janaki Ammal College, **Sivakasi**, held on 18th March, 2011.
23. “Slowdown effects on the Indian Economy and Exports (with special reference to Textile Export)” at National Conference on “Sustaining Growth in the era of Global Recovery (SGEGR-2011)” held on 26th & 27th August 2011, Organized by Vel Tech High Tech Dr.Rangarajan Dr.Sakunthala Engineering College, Avadi, **Chennai**.
24. “Innovation in Indian Banking Sector” at National Seminar on “Changing Business Practices in 21st century”, 11th & 12th November 2011 organized by Dept. of Master in Business Administration, CMR College of Engineering and Technology, **Hyderabad**.
25. “Indian Textile Industry Growth and Development-Opportunities and Challenges of Coimbatore Region” at National Research Conference on “Innovative Paradigms in Contemporary Management” (Pinnacle 2012) 28th January, 2012 organized by Department of Management Technology-S.B.Jain Institute of Technology, Management and Research, **Nagpur**.
26. “Opportunities of Indian Tourism industry (With special reference of Medical Tourism)” at National Research Conference on “Innovative

- Paradigms in Contemporary Management” (Pinnacle 2012) 28th January, 2012 organized by Department of Management Technology-S.B.Jain Institute of Technology, Management and Research, **Nagpur**.
27. “Micro Finance: Growth and Development in India” at AICTE sponsored National Conference on “Resource Management-A Focus on Inclusive Growth” 25th February 2012 organized by Department of Management Studies-Velammal College of Engineering & Technology, **Madurai**.
 28. “Issues and Challenges of E-Waste System in India” paper presented in VITARKA 2012 National Seminar on “Emerging Strategies for Sustainable Growth and Competence” 1st to 3rd March 2012 organized by Department of Management Technology – Shri Ramdeobaba College of Engineering and Management, **Nagpur**.
 29. “Growth and Development of FDI on Indian Economy” National Seminar on “FDI in Service Sector-Opportunities and Challenges” on 22nd to 23rd May 2012 organized by Department of Management and Commerce in Maulana Azad National Urdu University, **Hyderabad**.
 30. “Indian Textile Industry Exports in the recent perspective (Opportunities and Challenges of FDI and SEZ)” National Conference on “New Paradigms and Perspectives for Business Excellence” held on 4th August 2012 organized by Department of Studies and Research in Business Administration in association with RCSCM & EC and RCQM at Tumkur University, **Karnataka**.
 31. “Export Performance of India: FDI and SEZ Opportunities and Challenges” National Conference on Emerging Trends in Management towards Sustainable Development on 12th & 13th September 2012 organized by School of Management of Vel Tech Dr.RR & Dr.SR Technical University, Avadi, **Chennai**.
 32. “Financial Performance of Indian Textile Industry: An Empirical Study on KG Denim Limited” National Seminar on Corporate Finance and Financial Service-Emerging Trends organized by School of Management Studies, University of Hyderabad, **Hyderabad** during 14th to 16th February 2013.
 33. “Liquidity Management Efficiency of Indian Textile Industry: (A Study on Listed Companies from Tamil Nadu)” National Conference on Paradigm for Sustainable Business: People, Planet and Profit held on 8th and 9th March 2013 organized by Department of Management Studies, Indian Institute of Technology **Roorkee**.
 34. “Export Managers’ Financial Perception towards Textile Industry Performance: A Study on Tamil Nadu” National Seminar on Melting Indian Rupee sponsored by ICSSR held on 18 and 19th September 2013 organized by Department of Management Studies, Ranipettai

Engineering College, **Vellore**-TN.

35. "Airfare and Its Impact to Passenger' Perception towards Air Transportation "the 2nd National Conference on Management: Changing Perspectives and Practices" held on 1st February 2014 at Department of Management Technology of S. B. Jain Institute of Technology, Management and Research-**Nagpur** indexed by Social Science International Research Network.
36. "Impact of GST on State Government Incomes" in the National Seminar on Goods and Services Tax: Issues and Challenges organized by the Department of Commerce, Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu held on 10th and 11th March 2017.
37. "Factors influencing Investment Decision on the Indian Textile Industry: with the special reference to CMIE Listed Company from Tamil Nadu" in the National Conference on Contemporary Issues and Challenges in Business Management Practices organized by **Dr. Ambedkar Institute of Technology-Bengaluru** held on 12th Apr-2017.
38. "Consumer Attitude and Practices towards Food Safety with Special reference to Food Adulteration" presented in the Two Day National Seminar on Global Changes and Consumer Empowerment: Issues and Challenges Sponsored by Ministry of Consumer Affairs, GoI, organized by the Department of Commerce, MSU, **Tirunelveli**, Tamil Nadu held on 14th and 15th Sep. 2017.
39. National Level Seminar on Emerging Trends in Health Economics in India-Opportunities for Academics and Research presented a paper on "An Overview of Agents' Perception towards LIC of India" organized by Post Graduate Department and Research Centre in Economics, Pope's College, Sayarpuram, **Tuticorin** held on 5th March, 2018.
40. National Level Seminar on Emerging Trends in Health Economics in India-Opportunities for Academics and Research presented a paper on "Innovations in Medicine and Health Care" organized by Post Graduate Department and Research Centre in Economics, Pope's College, Sayarpuram, **Tuticorin** held on 5th March, 2018.
41. One Day National Seminar on "Indian's Water Crisis, Pollution and Management" presented a paper on "Water Crisis in India and Its Impact on Farmers" conducted by the Department of Economics, Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu held on 9th March-2018.
42. One Day National Seminar on "Opportunities and Challenges of Modern Marketing" presented a paper on "Impact on Digital Marketing on Indian Rural Banking" Organized by the Department of Commerce, DON BOSCO College, Keela Eral, **Tuticorin**, Tamil Nadu-628908 held on 24th

March, 2018.

43. UGC Sponsored One Day National Seminar on “Current Business and Economic Conditions in India” Presented a Paper on “A Study on effect of Family Budgeting and Budgetary Control System measuring in the rural area reference to Tenkasi Taluk” organized by the PG & Research Department of Commerce, Sadakathullah Appa College, **Tirunelveli** held on 14th February 2019.
44. Fourth One Day National Seminar on “Issues and Challenges in VUCA World” presented a paper on “A Study on Financial Literacy in Tirunelveli District” organized by the Department of Finance, ICBM-School of Business Excellence in collaboration with HMA & DIST held on 23rd March 2019.
45. One Day National Seminar on “Innovative Methods and Challenges in Accounting, Management and Financial Sectors” has presented a paper on “Financial Health of Select Telecom Companies in India” organized by ICBM-School of Business Excellence, Department of Finance in Association with Anveshana Educational and Research Foundation, **Hyderabad**, Telangana State held on 23rd November 2019.
46. Two Day National Seminar on “Sustainable Global Business: Current Trends and Challenges” has presented a paper on “Investors Perception towards Investment in Equity Derivatives in Tamilnadu”, sponsored by Indian Council of Social Science Research (ICSSR), organized by PG Department of Commerce, Sri Kaliswari College (Autonomous), Sivakasi on 24th & 25th August 2022.
47. National Conference on Multidisciplinary Research and Innovation has presented a paper on “Policyholders Perception of Enactment on Insurance Companies, sponsored by Arunachala College of Engineering for Women, Kanyakumari-629203, held on 10th March 2023.

XI. Paper Presentation of Regional and State Level Seminar/Conference

1. UGC Sponsored State Level Seminar on “Human Rights” on the topic of “Human Rights in India” Organized by the Department of Economics, ANJAC, **Sivakasi**, on March 26-28, 2007.
2. XXXII Annual Conference of Association of Economists of Tamilnadu (AET) hosted by Post Graduate & Research Department of Economics, Gopi Arts and Science College, Gobichettipalayam-638453, presented a paper on “Prospectus and Challenges of Coimbatore Region (With Special Reference to Textile Industry) held on 19th & 20th November 2011.
3. “Foreign Direct Investment in the Recent Scenario: Role of Indian Textile Industry” One Day State Level Seminar on Assessment of Impact of FDI on 17th Oct-2012 organized by Garden City College of Science and Management Studies-**Bangalore**.

XII. Participated Seminar, Workshop & Conferences

1. National Conference on “Export Credit Insurance and Its contribution to India’s Exports-Opportunities and Challenges” organized by Department of Commerce, School of Management, **Pondicherry University**, October 10-11, 2008.
2. International Conference on “Micro Finance” organized by Department of Commerce-School of Management, **Pondicherry University** during 21st – 23rd January 2009 and Sponsored by FMC and MCX.
3. National Level workshop cum seminar on “Indian Commodity Market Derivatives & Risk Management-The Road Ahead” Organized by the Department of Commerce, School of Management, **Pondicherry University**, on September 11-12, 2009.
4. National Seminar on “Sustainability of SHG-Issues and Challenges: The Way forward” organized by School of Management Studies University of Hyderabad collaboration with NABARD on 25th March, 2010 at Katriya Hotel and Towers, Rajbhavan Road, **Hyderabad**.
5. Seminar on “Management and Leadership” organized by Ramakrishna Math of Vivekananda Institute of Human Excellence, **Hyderabad-29**, on 12th January, 2011.
6. Seminar on “Challenges in Transition to IFRS in India” organized by Pendakanti Institute of Management (PIM), **Hyderabad** on Dec 07, 2012.
7. One Day Workshop on “Case Method of Teaching and Case Writing” organized by International Research Journal of Applied Finance (IRJAF, ISSN 2229-6891) RK Business School on 4th January, 2014, at Surana Udyog Hall, FAPCCI Building, Red Hills, Lakdikapool, **Hyderabad**.
8. A One-day Orientation Programme for Newly Recruited Teachers of Manonmaniam Sundaranar University (Under UGC-XII Plan) held at Manonmaniam Sunaranar University, **Tirunelveli District- Tamil Nadu** on 2nd December 2016.
9. Two Days National Workshop on Safeguarding Intellectual Property Rights & Commercialisation of patents organized by the Department of Animal Science, Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu held on 22nd and 23rd March 2017.
10. A One Day International Conference on Diaspora Aspects of Language, Literature and Culture, jointly organized by Centre for Diaspora Studies and Department of Tamil Studies of Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu held on 28th March 2017.
11. International Women’s Day Celebrations, Participated and Won I Prize in the ‘Face Painting’ Competition conducted by Centre for Women Empowerment and Women Studies at Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu held on 8th March, 2018.

12. “National Colloquium on Technology enabled Learning” organised by Manonmaniam Sundaranar University, **Tirunelveli** in collaboration with Indian Institute of Technology-Bombay and Ministry of Human Resource Development held on 19th Apr-2018.

13. Panel Discussion on “Follow Your Dreams” to commemorate the WORLD DREAM DAY organized by the Centre for Empowerment of Women and Women Studies, Manonmaniam Sundaranar University, **Tirunelveli** held on 25th September, 2018.

14. “One Day National Seminar on Recent Trends in Computing Technologies organized by Department of Computer Science and Engineering, Manonmaniam Sundaranar University, **Tirunelveli** held on 28th September, 2018.

15. Invited Talk on “Learning Forever in the Digital Global Village” organized by the Department of Management Studies, Manonmaniam Sundaranar University, **Tirunelveli**, Tamilnadu, India in Association with Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching held on 21st January 2020.

XIII. Attended on Refresher Courses/Workshops in Research Methodology:

1. **UGC Sponsored Refresher Course** in Research Methodology from May 28 to June 17, 2010 and obtained grade 'A' at UGC-Academic Staff College of University of Hyderabad, **Hyderabad**.

2. One Week Management Development Programme on “Statistical Modelling for Data Analysis (SMDA-2011)” from December 12-17, 2011 in **IIT Kharagpur, West Bengal**.

3. Two days' Workshop on “Research Methodology & Statistical Tools for Quality Research” 27th & 28th Dec, 2011 in Dr.YSR National Institute of Tourism & Hospitality Management (NITHM) at **Hyderabad**.

4. **One Week National Workshop** on “Research Methodology and Basic Econometric Applications” conducted by the Department of Economics, Central University of Tamil Nadu from 2nd to 7th March 2015 at **Thiruvarur**, Tamil Nadu.

5. **ICSSR sponsored Two Weeks Capacity Building Programme** for Faculty Members in Social Sciences organized by GIRI Institute of Development Studies, **Lucknow-Uttar Pradesh** during 30th May to 12th June 2016.

6. “Two Days Workshop on RESEARCH METHODOLOGY” conducted by Department of Management Studies, Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu held on 2nd and 3rd December 2016.

7. “One Day Workshop on Dr. B.R. Ambedkar’s Vision in Higher Education” organized by Department of Economics and Directorate of Distance & Continuing Education (B.Ed), Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu held on 20th April, 2017.

8. "Two Days Workshop on Statistical Computations using SPSS and R" organized by Department of Statistics (UGC-SAP Supported, DST-FIST sponsored), Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu held on 1st June to 2nd June, 2017.
9. "One Day Training on High Impact Teaching Skills (HITS)" organized by the Internal Quality Assurance Cell held at the Manonmaniam Sundaranar University, **Tirunelveli** on 19th July 2017.
10. "National Workshop on Companies Act, 2013 – Catalyst for Corporate Development" organized by the Department of Commerce, Manonmaniam Sundaranar University in Association with The Institute of Company Secretaries of India, **Madurai** Chapter on 4th Aug-2017.
11. One Day Training Programme on "Effective Utilisation of E-Resources" held on 10th Aug-2017 at University Library Organised by University Library & Internal Quality Assurance Cell under Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu-627012.
12. "A One Day Orientation Programme for Government, Aided and Autonomous College Teachers of Manonmaniam Sundaranar University" organized by Centre for Curriculum and Faculty Development and Department of Education held at Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu on 15th Sep, 2017.
13. A One Day Research Orientation Programme for Research Supervisors of Manonmaniam Sundaranar University, Tirunelveli, organized by Internal Quality Assurance Cell and Centre for Research, held at Manonmaniam Sundaranar University, **Tirunelveli** on 1st Nov-2017.
14. Four Weeks **UGC Sponsored Orientation Programme OR-90** organised by UGC-Human Resource Development Centre and Centre for professional Development in Higher Education at **University of Delhi** held on 21st Nov-2017 to 19th Dec-2017.
15. One Day Workshop on MOOCs through SWAYAM organized by Manonmaniam Sundaranar University, **Tirunelveli**, Tamil Nadu – 627012 held on 19th November, 2018.
16. Two Weeks **Faculty Development Programme** on "ENTREPRENEURSHIP" sponsored by National Science and Technology / Entrepreneurship Development Board (NSTEDB), Department of Science and Technology (DST), Govt. of India, New Delhi through Entrepreneurship Development Institute of India (EDII), Ahmedabad and Organized by Entrepreneurship Development Cell of National Engineering College, **Kovilpatti** from 3rd to 15th December 2018.
17. **UGC Sponsored Refresher Course** in Management and Business Studies conducted by UGC – Human Resource Development Centre, Bharathiyar University, **Coimbatore**-641046 (Ranked as No. 1 among the HRDCs in Tamil

Nadu by NAAC) held from 20.11.2019 to 03.12.2019 and obtained “A+” Grade.

18. **UGC Sponsored Refresher Course** in the Online Interdisciplinary refresher Course in Cognitive Economics, Commerce and Business Management conducted by UGC-HRDC Kannur University, Kannur, Kerala-670002 held from 20.01.2021 to 02.02.2021 and obtained Grade “A” Grade.

Orientation & Refresher Course Participation:

1. Four Weeks **UGC Sponsored Orientation Programme OR-90** organised by UGC-Human Resource Development Centre and Centre for professional Development in Higher Education at **University of Delhi** held on 21st Nov-2017 to 19th Dec-2017.

2. Two Weeks **Faculty Development Programme** on “ENTREPRENEURSHIP” sponsored by National Science and Technology / Entrepreneurship Development Board (NSTEDB), Department of Science and Technology (DST), Govt. of India, New Delhi through Entrepreneurship Development Institute of India (EDII), Ahmedabad and Organized by Entrepreneurship Development Cell of National Engineering College, **Kovilpatti** from 3rd to 15th December 2018.

3. **UGC Sponsored Refresher Course** in Management and Business Studies conducted by UGC – Human Resource Development Centre, Bharathiyar University, **Coimbatore-641046** (Ranked as No. 1 among the HRDCs in Tamil Nadu by NAAC) held from 20.11.2019 to 03.12.2019 and obtained “A+” Grade.

4. **UGC Sponsored Refresher Course** in the Online Interdisciplinary refresher Course in Cognitive Economics, Commerce and Business Management conducted by UGC-HRDC Kannur University, Kannur, Kerala-670002 held from 20.01.2021 to 02.02.2021 and obtained Grade “A” Grade.

5. **UGC Sponsored Online Refresher Course** in Commerce and Management conducted by UGC – Human Resource Development Centre, Bharathiyar University, **Coimbatore-641046** (Ranked as No. 1 among the HRDCs in Tamil Nadu by NAAC) held from 02.06.2022 to 15.06.2022 and obtained “A+” Grade.

Online One Week & Above FDP & Workshop Participation:

Sl. No	Name of the Programme	Name of the Organizer	Date
1	Ten Days Faculty Development Programme On “Innovative Knowledge Tuning For Academicians”	St.Peter’s Institute of Higher Education and Research, Avadi, Chennai	18.03.2020 To 27.03.2020
2	Three Days online faculty development programme(FDP), on “Academic process, Measures and metrics for NAAC accreditation”	Department of Management studies, & IQAC and Integrated Intelligent Research (IIR),Chennai	25.03.2020 To 27.03.2020

3	One Week FDP on “Insights into Quality Research and Innovation”	Research and Development Cell & Institution’s Innovation Council of Vivekanandha College of Engineering for Women	13.05.2020 to 20.05.2020
4	“Strategies & Challenges in Higher Education during COVID-19 Lockdown Period in India with reference to the World”	International E-Conference, organized by Government Vidarbha Institute of Science & Humanities, Amravati, India	15.05.2020 To 17.05.2020
5	Online FDP on New Challenges in Business Management Post Covid-19 Pandemic Scenario	Department of MBA, CMR Technical Campus, Hyderabad in association with TRYITFIRST	25.05.2020 to 31.05.2020
6	National Webinar Series (12 Sessions) on Knowledge Generation in Education during Covid-19 Pandemic – Qualitative Research	Bombay Teachers’ Training College, HSNC University, Mumbai & department of Education, University of Mumbai	01.06.2020 to 06.06.2020
7	One Week FDP on Online Medium	Manonmaniam Sundaranar University, Tirunelveli-627012.	09.07.2020 to 15.07.2020
8	AICTE Training and Learning (ATAL) Academy Online FDP on “Data Sciences”	University of Hyderabad Hyderabad	07.09.2020 to 11.09.2020
9	Seven Days National Level FDP on “Application of Tools & Techniques in Research Methodology & Accelerate to Publish Article in Scopus & Web of Science	Department of B.Com Professional Accounting & Accounting & Finance, Hindusthan College of Arts & Science An Autonomous College – Affiliated to Bharathiar University, Coimbatore-641028.	19.12.2020 to 24.12.2020
10	Three Week International Interdisciplinary Research Methodology Workshop for Research Scholars and Faculty Members	Shah-i-Hamadan Institute of Islamic Studies, University of Kashmir, Srinagar-190006.	21.12.2020 to 12.01.2021
11	Online Inter-disciplinary Refresher Course in cognitive Economics, Commerce & Business Management	University Grand Commission, Human Resource Development Centre Kannur University	20.01.2021 To 02.02.2021

Online FDP/Webinar Series/Workshop/Quiz Participation

S. No	Date	Name of the Programme	Topic	Organized by
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1	30.03.2020	National Webinar	How to Successful Instructional Designer in E-Learning	Zillion Cubes Learning Foundation
2	30.03.2020	National Webinar	“Advances in Biomass Energy Technology”	Department of Electrical Engineering, Poornima College of Engineering
3	05.04.2020	National Online course	“Mental Health & Well-being during Covid-19” Certificate ID: JEXD44-CE000015	Department of Psychology, Manonmaniam Sundaranar University, Tirunelveli.
4	05.05.2020	Quiz Competition	Covid-19 Awareness Quiz Competition	Nehru institute of Management studies
5	06.05.2020	National Webinar	How to be a Successful Instructional Designer in e-Learning	PSG College of Arts and Science, Coimbatore.
6	06.05.2020	National Webinar	“An Introduction on SIX SIGMA”	Dhrona Quality Academy, Rathinam Institute of Management.
7	08.05.2020	National Training course	R-training	the Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India.
8	08.05.2020	National Webinar	Python 3.4.3	The Spoken Tutorial Project, IIT Bombay, D.K.M. College for Women.
9	09.05.2020	National Online FDP	“Data science using Python and R-Programming	Department of Computer Science and Applications, D.K.M College for women, Vellore
10	09.05.2020	National Webinar	The India First Leadership	MHRD’s Innovation Cell
11	12.05.2020	National Online FDP	“CYBER SECURITY”	Department of CSE in Association with INDIAN SERVERS and CSI
12	12.05.2020	National Online FDP	“CYBER SECURITY ”	Chalapathi Institute of Engineering & Technology, Chalapathi Nagar, Lam, Guntur
13	13.05.2020	National Online FDP	“Powerful Webinar Presenter”	Loyola College, Department of Commerce (Shift II), Chennai
14	13.05.2020 to 15.05.2020 2:32:57	Three Days National Online Workshop	LMS Site Creation, Digital Classroom Creation, Course Content upload, Assessment through Assignments & Tests during COVID-19 Lockdown	Manonmaniam Sundaranar University Tirunelveli

15	15.05.2020	National Digi Talk	“Challenges in HR during and After COVID”	Nehru Institute of Management Studies, ‘Nehru Gardens’ Thirumalayampalayam, Coimbatore.
16	15.05.2020	National E-Quiz	“Covid-19 Awareness Quiz for Healthy India”	Mangalayatan University, Aligarh, Institute of Business Management and Department of Tourism & Hospitality Management
17	15.05.2020	National E-Quiz	“Covid-19 Awareness and Prevention”.	Rajapalayam Rajus’ College, Rajapalayam
18	15.05.2020	National E-Quiz	“Test your Immunity on Fact versus Fake News on Covid-19”	Sakthi Institute of Information and Management Studies Coimbatore
19	15.05.2020	National Self Development Programme	“Watering your Dream Seed”	Minerva Professional Training Centre, Soweripalayam, Coimbatore.
20	16.05.2020	National Webinar	“Methods and Tools for Qualitative Research Writing”	Department of Science and Humanities, Karpagam College of Engineering, Coimbatore.
21	18.05.2020	National Webinar	Impact of Covid-19 on Indian Economy	PG & Research Department of Economics, Sacred Heart college, Tirupattur.
22	18.05.2020	National Webinar	Kachchh Tourism and Culture: Opportunities and Challenges	Krantiguru Shyamji Krishna Verma Kachchh University, Bhuj-Kachchh.
23	18.05.2020	National E-Quiz	NBA Accreditation Awareness Quiz	Science Department Government Polytechnic Mumbai
24	18.05.2020 to 25.05.2020	National E-Quiz	“E-Quiz on Higher Education System”	Jamal Mohamed College (Autonomous), College with Potential for Excellence, Tiruchirappalli
25	19.05.2020	National Webinar	“Re-evaluating covid-19 for New Business Opportunity”	Thakur College of Science and Commerce, Mumbai.
26	19.05.2020	National Webinar	“Awareness Program on Outcome Based Education (OBE)”	Department of Aeronautical Engineering, MLR Institute of technology.
27	19.05.2020	National Webinar	“Webinar on Crypto Currency and Black Chain”	Chalapathi Institute of Engineering and Technology, Chalapathi nagar, Guntur.
28	19.05.2020 & 20.05.2020	National E-Quiz	“Sports E-Quiz Programme”	Department of Psychical Education and Sports, Manonmaniam Sundaranar University, Tirunelveli

29	20.05.2020	National Quiz - Faculty Awareness Programme	“Basic Economics”	Dharmapuram Adhinam Arts College, Dharmapuram, Mayiladuthurai
30	20.05.2020	National Webinar	Shakespearean Tragedies with Special Reference to Othello	Government Arts and Commerce College, At. Netrang, Dist. Bharuch
31	21.05.2020	National E-Quiz	E- Quiz on English Grammar (Basics)	Vivekanandha College of Arts& Sciences for Women, Elayampalayam - 637 205. Tiruchengode, Namakkal Dt.,
32	21.05.2020	National Webinar	POST COVID – 19: CHALLENGES AND OPPORTUNITIES The Garment & Textile Sector: Survive and Revive	Textile and Apparel Design Institute of Fashion Technology Faculty of Family&Community Sciences The Maharja Sayajirao University of Baroda, Vadodara
33	21.05.2020	International Webinar	Qualitative Research	Senior Lecturer of Social Work, The Catholic University of East Africa, Nairobi, Kenya
34	21.05.2020	National Webinar	“Emotional intelligence for teaching”	Nagarjuna College of Engineering and Technology
35	21.05.2020	National E-Quiz	“Business Environment”	Mangalayatan University, Aligarh, Institute of Business Management and Department of Tourism & Hospitality Management
36	21.05.2020	National E-Quiz	“Food Safety and Culinary Art”	Mangalayatan University, Aligarh, Institute of Business Management and Department of Tourism & Hospitality Management
37	22.05.2020	National Webinar	"Corona Pandemic and Indian Economy"	Sree Narayana College, Kollam
38	22.05.2020	National FDP	“Real Life Applications of Fuzzy Mathematics”	Departments of Arts, Science & Management Studies, St.Peter’s Institute of Higher Education and Research, Avadi, Chennai.
39	22.05.2020	National Webinar	POST COVID – 19: CHALLENGES AND OPPORTUNITIES Fashion Retail Landscape: The future 2021	Textile And Apparel Design Institute Of Fashion Technology Faculty of Family And Community Sciences The Maharja Sayajirao University Of Baroda, Vadodara
40	23.05.2020	National Webinar	“International Banking”	Department of Management Studies, Dayananda Sagar College of Engineering (DSCE), Bangalore

41	23.05.2020	International Webinar	Impact of Covid-19 on Indian Economy	Rathinam College of Arts and Science, Coimbatore.
42	24.05.2020	National Webinar	“ Future of Finance and Way Forward for Students and Professionals ”	Karpaga Vinayaga College of Engineering and Technology GST Road, Chinna Kolambakkam, Padalam
43	24.05.2020	National Webinar	“Current Research in Fuzzy Management”	PG & Research department of Mathematics. A.Veeriya Vandayar Memorial SRI Pushpam College
44	24.05.2020	Quiz	Commerce connect Quiz	Department of Commerce and Research Centre, Vivekananda College, Agasteeswaran, Kanyakumar
45	25.05.2020 3:00 PM	National Webinar	Introducing Psychoanalytical Literary Theory	Government Arts and Commerce College, At. Netrang, Dist. Bharuch, Gujarat
46	26.05.2020 4:00 PM	National Webinar	Macroeconomic Policy Response by India in Times of Covid-19	Government Arts and Commerce College, At. Netrang, Dist. Bharuch, Gujarat
47	26.05.2020	International Webinar	“Upskilling Librarians in the age of covid-19”	Geetha Jeevan Arts and Science College, Tutricorn.
48	27.05.2020	International Webinar	“One day International Webinar on Family Resilience During Covid-19 Pandemic”	D. K. School of social Works & Department of computer studies,CSIBER Kolhapur.
49	29.05.2020	National Webinar	“Migrant Workers in India : Problems and Prospects (With Special Reference to COVID-19)”	Shri Lal Bahadur Shastri Degree College, Gonda Affiliated to Dr. Rammanohar Lohia Avadh University, Ayodhya, Uttar Pradesh
50	29.05.2020	International Webinar	“Psycho social and political Impact of Covid-19”	Department of Psychology & Political science, Gandhi Memorial National college, Ambala Cantt
51	May 2020	Quiz	Covid-19 Quiz on Income Tax	PG & Research Department of Commerce, R.K. Shanmugam College of Arts and Science
52	31.05.2020	National Webinar	“Role of Nutrition in Every Walk of Life”	Government Arts and Commerce College, Bharuch, Gujarath
53	04.06.2020	National Webinar	“How to publish Research Article in SCI Journals using Info-Graphic Tools”	Rai University, Ahmedabad, Gujarat-India
54	05.06.2020 11am to12:30pm	National Webinar	“Essential of Environment Studies for Human Life”	Department of Environmental Biotechnology, Bharathidasan University, School of

				Environmental Sciences, Tiruchirappalli
55	05.06.2020	National Webinar	“Handmade Face Mask Making”	Women’s Study Centre, Madurai Kamarajar University, Madurai.
56	05.06.2020	National Webinar	“Profile of an Eminent Researcher”	Dr SNS Rajalakshmi College of Arts and Science, Coimbatore.
57	09.06.2020	National Webinar	Webinar Series- Wissen 1.0	Bharathidasan College of Arts and Science Erode
58	09.06.2020	National Webinar	“Design Consideration for Water and Waste Water Treatment Facilities”	Chalapathi Institute of Technology, Mothadaka.
59	11.06.2020	National Webinar	“Recent Trends in Automotive Industry”	Internal Quality Assurance Cell
60	11.06.2020	Prevention of coronavirus Disease	“Safety Against Covid-19 Awareness Program”	All India Institute of Public & Physical Health Sciences
61	13.06.2020	National Webinar	“Banking Assistance for Entrepreneur”	RUSA - 2.0 Entrepreneurship Career Hub, University of Madras
62	19.06.2020	National Webinar	" A Journey To Corporate Life "	PG & Research Department of Commerce, Don Bosco College, Dharmapuri.
63	30.06.2021	Workshop	“Online Workshop For Effective MS Office Excel Usage”	Bharathiar university Arts and Science college, Pollachi.
64	25.07.2020	National Webinar	“Patent Prosecution Challenges and Strategies in India”	The Frontiers Legal & Turnip Innovations
65	12.08.2020	National Webinar	“National Education Policy 2020: Issue & Challenges”	Bhavan’s Vivekananda College
66	18.08.2020	National Webinar	“Commodity Derivatives Market- A Complete Approach”	Department of Master of Business Administration, Sree Vidyanikethan Institute of Management, Tirupati.
67	21.08.2020	National Webinar	“EDITION III: Rural and Tribal Development in India”	Nizam College.
68	24.08.2020	National Webinar	Issues & Challenges of Migrants and Informal Workers: Scenario during Covid-19 times”	Institute of Public Enterprise, Hyderabad.
69	25.08.2020	National Webinar	“Issues and Challenges of Women in Indian Society during Covid-19”	Department of Commerce, School of Social Sciences

70	29.08.2020	National Webinar	“Patent protection for Innovation Driven Educational Institution”	The Frontiers Legal&Turnip Innovations.
71	11.09.2020	National Webinar	“Knowledge Management and Innovation”	Prof Sharda Prasad Tiwari Memorial Trust, Lucknow
72	24.09.2020	National Webinar	“Impact of Covid-19 on Economy & Measures initiated by the Government”	Department of Economics, Nizam College
73	24.09.2020	Webonferece	“change of work culture in in future with impact of pandemic situation”	Department of Commerce & Business Administration, Kodaikanal Christian College.
74	12.10.2020	National Webinar	Applications of Mathematic in Real life	Department of Mathematics, Cherraan’s Arts Science College, Thittupparai.
75	04.12.2020	Training Program	“One Day Online Train the Trainers Program on Entrepreneurship“	Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli and RAKANSAS Business Consulting and Training (P) Ltd., Chennai
76	25.02.2021	National Webinar	“Customs Law & its Importance in the Indian Indirect Taxation”	Department of Business Administration, Sree Narayana Guru college Affiliated to Bharathiar University, Coimbatore
77	19-20.03.2021	National	Training Program on Digital Layout and Marking of Track & Field	Manonmaniam Sundaranar University, Centre for Special and Movement Education, School of Education A Scheme under Pandit Madan Mohan Malaviya National Mission on Teachers and Training
78	20.03.2021	National	Union Budget-2021: Analysis and Way forward	Department of Commerce & IQAC, Badruka College of Commerce and Arts, Kachiguda, Hyderabad
79	06.10.2021 to 10.10.2021	National	Faculty Development Program on Rural Entrepreneurs and Sustainability	Faculty Development Centre Mahatma Gandhi National Council of Rural Education, Sponsored by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Education, Government of India
80	19 & 20.09.2022	National Seminar	Atmanirbhar Bharat: Need of the hour for reviving as	College of Management, SRM Institute of Science &

			Self-Reliant India amid the Pandemic Covid	Technology, Kattankulathur, Sponsored by ICSSR, Southern Regional Centre, Hyderabad
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Other University/Colleges Visited

- ❖ Appointed as a Subject Expert of the Inspection Commission for the Program of “Diploma in Logistics Management” at Sri Ram Nallamani Yadava College of Arts and Science, Nallamani Nagar, Kodikurichi, Tenkasi-627804 held on 23.08.2022.
- ❖ Appointed as **Subject Expert of the Inspection Commission** for the Program of **Advanced Diploma in Hotel Management & Catering Science** to visit the Paamagal VSD Centre, No. 1448, Pillayampettai Main Road, Ammachathiram (PO), Kumbakonam TK, Thanjavur District-612103 nominated by Director of Directorate of Vocational Education of Manonmaniam Sundaranar University, Tirunelveli visited on 30.06.2022.
- ❖ Attended and Acted as **Member-2 Subject Expert** of an Annual Inspection/Inspection Commission to visit J.P.College of Arts and Science, Ayikudi appointed by Dean, College Development Council of Manonmaniam Sundaranar University, Tirunelveli held on 23/05/2022.
- ❖ Appointed as **Scrutinizing Question Paper** with Schemes of M.A.-Public Administration & **Human Resource Development** by the Scrutiny Board Meeting for April 2022 Examination held on 19.05.2022 at Manonmaniam Sundaranar University, Tirunelveli.
- ❖ Attended and Acted as **Subject Expert** to recruit Assistant Professor in the Subject of **Business Administration in the Vyasa Arts and Science Women’s College** at Surandai, being Nominee of Vice-Chancellor, Manonmaniam Sundaranar University and Tirunelveli held on 18/03/2022.
- ❖ Appointed as a **Member of Annual Stock Verification/Audit Committee** – Physical Verification for the Financial Year 2020-21 for preparation of Stock Report in the Department of Management Studies of Manonmaniam Sundaranar University, Tirunelveli held on 20.01.2022.
- ❖ Appointed as **Member of Technical Committee (CCTV)** in the 28th & 29th Annual Convocation Committee of Manonmaniam Sundaranar University, Tirunelveli on 12.11.2021.
- ❖ Appointed as **Subject Expert of the Inspection Commission** for the Program of **Advanced Diploma in Hotel Management & Catering Science** to visit the Paamagal VSD Centre, No. 1448, Pillayampettai Main Road, Ammachathiram (PO), Kumbakonam TK, Thanjavur District-612103 nominated by Director of Directorate of Vocational Education of Manonmaniam Sundaranar University, Tirunelveli visited on 30.06.2022.
- ❖ Attended and Acted as **Member-2 Subject Expert** of an Annual Inspection/Inspection Commission to visit J.P.College of Arts and Science, Ayikudi appointed by Dean, College Development Council of Manonmaniam Sundaranar University, Tirunelveli held on 23/05/2022.
- ❖ Appointed as **Scrutinizing Question Paper** with Schemes of M.A.-Public Administration & **Human Resource Development** by the Scrutiny Board Meeting for April 2022 Examination held on 19.05.2022 at Manonmaniam Sundaranar University, Tirunelveli.
- ❖ Appointed as **Subject Expert to set the Question Paper** on “Managerial Economics and Financial Analysis (13A52501)” for B.Tech of Jawaharlal Nehru

Technological University, Ananthapur-515002 dated on 27.03.2023.

- ❖ Acted as **External Examiner** (I Year MBA Comprehensive Viva) in the Department of Management Studies at Periyar University, Salem held on 06/01/2022.

Resource person/Key Note Speaker/Moderator/Subject Expert in invited Lecture/ Seminar/ Conference/ Training/ Workshops:

- ❖ **Special Speech** gave on the topic of “**Tamil on Management**” conducted by Centre for Vivekananda Education at MSU in the Sundaranar Hall as on 11.4.2019.
- ❖ Delivered a **Special Lecture** as a **Guest Speaker** in the Department of Criminology and Criminal Justice at Manonmaniam Sundaranar University, **Tirunelveli** on the Topic of “**Management vs Criminology**” held on 11.07.2019.
- ❖ Acted as **Moderator** in a Two Day National Conference on “Sustainable Development through CSR Practices in Indian Industries” held on 17th & 18th July 2019, sponsored by IMPRESS – Indian Council of Social Science Research (ICSSR) – New Delhi and organized by PG Department of Commerce, Sri Kaliswari College, **Sivakasi**.
- ❖ **Delivered a Keynote Speaker for One Day Online National Conference on “Struggle, Survival and Stabilisation: Rebuilding Global Economy in the Post Covid-19 Age”**, held on 20 March 2021 through G-meet Platform organised by Pillai HOC College of Arts, Science and Commerce, Rasayani, Raigad, Maharashtra.
- ❖ **Delivered a Lecture on Workshop Titled “Business Plan Preparation”** Organised by Entrepreneurship Development Cell at Sri Kaliswari College, Sivakasi held on 30.03.2022.
- ❖ **Delivered a Valedictory Speech** in a “Two Day National Seminar on Sustainable Global Business: Current Trends and Challenges” sponsored by Indian Council of Social Science Research (ICSSR) organized by the PG Department of Commerce at Sri Kaliswari College, Sivakasi on 25.08.2022.
- ❖ **Appointed as a Session Chair for the International Conference on Innovative Practices in Management Concepts** Organised by Department of Business Administration, St. Mary’s College (Autonomous), Thoothukudi held on 21.02.2023.

NTA Observer Appointed at JEE/NEET/UGC CSIR, NET

- ❖ Appointed as Observer (NTA-TA-O-32715) for the Conduct of NEET (UG)-2021 by the National testing Agency on 12.09.2021 at SAV Balkrishna Senior Secondary School (NTA-EC-S-03024 [4113012] Sahayam Nagar, Kumarapuram Road, Vadakkankulam, Sangu Nagar, Tirunelveli.
- ❖ Appointed as Observer (NTA-TA-O-32715) for the Conduct of JEE (main) 2022 Session 1 (June 2022) by the National Testing Agency from 23.06.2022 to 29.06.2022 at MSP Velayutha Nadar Lakshmi Thaimmal Polytechnic College, Keelapavoor (NTA-EC-P-16770[EDU432]) 50/2 Pavoorchatram, Sivakamipuram, Alangulam TK, Tirunelveli.
- ❖ Appointed as Observer (NTA-TA-O-32715) for the Conduct of NEET (UG)-2022 by the National Testing Agency on 17.07.2022 at Vel’s Public School (NTA-EC-P-07705 [411312]), Sankarankovil Tirunelveli-627755.
- ❖ Appointed as Observer (NTA-TA-O-32715) for the Conduct of JEE (main) 2022 Session 2 (July 2022) by the National Testing Agency from 25.07.2022 to 30.07.2022 at MSP Velayutha Nadar Lakshmi Thaimmal Polytechnic College,

Keelapavoor (NTA-EC-P-16770[TN1301]) 50/2 Pavoorchatram, Sivakamipuram, Alangulam TK, Tirunelveli.

- ❖ Appointed as Observer (NTA-TA-O-32715) for the Conduct of CSIR UGC-NET June 2022 by the National Testing Agency from 16.09.2022 to 18.09.2022 at PSN COLLEGE OF ENGINEERING AND TECHNOLOGY [TN1502]) PSN Nagar, PSN College Road, Melathediyoar, Tirunelveli, Tamilnadu-627152.
- ❖ Appointed as Observer (NTA-TA-O-32715) for the Conduct of Ysasvi Entrance Test 2022 by the National Testing Agency on 25.09.2022 at PSN COLLEGE OF ENGINEERING AND TECHNOLOGY [TN1501]) PSN Nagar, PSN College Road, Melathediyoar, Tirunelveli, Tamilnadu-627152.
- ❖ Appointed as Observer (NTA-TA-O-32715) for the Conduct of UGC-National Eligibility Test (UGC-NET) December 2021 and June 2022 Merged Cycle (Phase-III) by the National Testing Agency from 29.09.2022 & 30.09.2022 and 08.10.2022 at PSN Institute of Technology and Science (TN15501) PSN Nagar, PSN College Road, Melathediyoar, Tirunelveli, Tamilnadu-627152.
- ❖ Appointed as Observer (NTA-TA-O-32715) for the Conduct of All India AYUSH Post Graduate Entrance Test (AIAPGET)-2022 by the National Testing Agency on 15.10.2022 at PSN Institute of Technology and Science (TN1501) PSN Nagar, PSN College Road, Melathediyoar, Tirunelveli, Tamilnadu-627152.

XV. Research Topics:

- **Ph.D:** Awarded on “*Determinants of Financial Performance of Textile Industry: A Study of Tamil Nadu*”
- **MBA:** project on the topic of “*Inter-Linkages between Asia, Europe and US Stock Markets: A Multivariate Co-integration Analysis*”
- **M.Phil** Dissertation on the topic of “*EVALUATION OF INDIA’S FOREIGN TRADE PERFORMANCE (With Special reference on the Impact of Global Economic Slowdown on India’s Exports)*”
- **M.Com** project on the topic of “*SWOT Analysis of Bajaj Two Wheelers in Sivakasi*” in ANJA College, Sivakasi-Madurai Kamaraj University.
- **PGDPM & PGDCA** project done in AJ College of Madurai Kamaraj University.

XVI. Research Project Guided and Awarded

- MBA Project submitted under my guidance on the topic of “*Working Capital Management in Small and Medium Enterprises*” in Bangalore School of Management Studies, GITAM University.
- Credit Appraisal Process of HDFC Bank in Vijayawada City
- A Study of Consumer Behaviour on Organic Food Products in Vijayawada City, etc
- Financial Performance of SBI Banks in city based branches: A study on Jalandhar City
- Market Orientation adopted by International Firm’s operating in Fast Food Industry in India: A Study on Punjab State

- Analysing feasibility of M-Commerce in India: A study in Jalandhar District
- Service Quality of Private and Public Sector Banks: A Study on Punjab State
- Major Project Proposal Send to ICSSR on “A STUDY OF FINANCIAL LITERACY IN SOUTH INDIA” in the month of September, 2017.

Ph.D under my Guidance:

S. No	Registration No	Scholar Name	Research Title	Role	Awarded/ Submitted
1	18124011062017	Soundarya Kodi, G	A Study on Customer Satisfaction of Cooperative Banks in Tirunelveli	Guide 10.01.2018	Awarded 19.09.2022
2	17214011062110	Umamaheswari, S	A Study on Quality of Work-Life among Textile Mill Employees in Virudhunagar District	Guide 10.08.2017	Awarded 18.08.2022
3	18134011062015	Merlin Chitra Selvi, K	Agents Perception Towards LIC of India & Their Customers in Tirunelveli Division	Co-guide 10.01.2018	Submitted
4	18224011025	Ramar, S	Perception of Policyholders on Schemes and Services of Life Insurance Companies with Special Reference to Tuticorin District	Guide 05.07.2018	Submitted
5	21224011062005	Dhanalakshmi G	Impact of Women Entrepreneur's on Growth & Development of Small & Medium Enterprises in Tuticorin District	Guide 25.01.2022	Under Progress
6		Murugan	Assessing the Effectiveness of the PMEGP through MSME Schemes among Entrepreneurs in Southern Districts of Tamilnadu	Guide 16.05.2023	Under Progress

MBA Research Project Guided and Awarded 2015-17

S. No	Reg. No	Students Name	Specialization
1	350601	Manikka Sundari S	Human Resource

2	350621	Mohamed Ibrahim S	Marketing
3	350622	Murugesan M	Human Resource
4	350630	Vaikundamani G	Finance

MBA Summer Internship Report Guided & Completed 2017

S. No	Reg. No	Students Name
1	360588	Tamil Selvi, P
2	360593	Meenakshisundaram, S.M
3	360602	Thillai Vanaraja, K
4	350609	Muthu, S

MBA Research Project Guided and Awarded 2018

S. No	Reg. No	Name	Topic
1	360575	M. Chitra	A Study on Export Procedure and Documentation in South Gate Shipping Service, Tuticorin
2	360579	M. Keerthana Nachiyar	A Study on Emotional Intelligence of Tamil Nadu State Transport Corporation Driving Employees' at Tenkasi Depot
3	360588	P. Tamilselvi	A Study on Financial Performance in Alliance Dental care Ltd, Chennai
4	360598	S. Peratchi Rathinam	A Study on Customer Satisfaction towards Tata Tiago for Susee Auto Limited, Tuticorin

MBA Summer Internship Project Report Guided & Completed 2018

S. No	Reg. No	Name	Topic
1	201740122011 13	S. Gowthaman	Vaighai Agro Products Limited – A Training Report with Special Reference to Corporate Office, Madurai.
2	201740122011 20	J. Johnbarath	A Study on Workers Absenteeism in Ramesh Flowers Private Limited, Thoothukudi.
3	201740122011 33	S. Mariammal	A Study on Employee Absenteeism in Rane (Madras) Limited in Varanavasi, Kancheepuram District.
4	201740122011 42	J. Pravinkumar	A Study on Employees' Satisfaction towards Welfare Facility at Royal Enfield (A Unit of Eicher Motors Ltd)-Chennai.
5	201740122011 48	C. Rani	A Study on Employees' Expectations Towards Workplace in Dr. Agarwal's Eye Hospital, Tirunelveli.
6	201740122011 56	E. Tamilarasi	A Study on Employee Morale in Sri Ganapathy Silks Sankarankoil (P) Ltd, Coimbatore.
7	201740122011 60	S. Yogalakshmi	A Study on Competency Analysis of Employees in Polyspin Private Limited in Rajapalayam

MBA Research Project Guided and Awarded 2018-19

S. No	Reg. No	Name	Topic
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1	20174012201119	Jeyalakshmi, P	A Study on Employees Opinion towards Health and Safety Measures in GVG Paper Mills (P) Limited, Udumalpet.
2	20174012201127	Krishnammal, C	A Study on Employees Participation in Management towards Precitech Manufacturing (P) Limited, Trichy.
3	20174012201130	Manikandan, R	A Study on Organisational Culture and its Impact on Employees Behaviour in Sri Kaderi Ambal Mills (P) Limited, Karaikudi
4	20174012201137	Muthulakshmi, M	A Study on Employee Morale in Asvini Fisheries (P) Limited, Pazhayakayal
5	20174012201145	Rajeshwari, N	A Study on Employees Attitude towards Organisational Culture in Rasi Seeds (P) Limited, Attur, Salem (Dt)
6	20174012201149	Rohini subhalakshmi, P	A Study on Reading Habit of the News Paper among Trichy Readers
7	20174012201157	Thirikoodalingam, V	A Study on Employees Opinion towards Performance Appraisal System Existing in ABT Industries Limited, Coimbatore

MBA Summer Internship Project Report Guided & Completed 2019

S. No	Reg. No	Name	Topic
1	20184012201114	S. Eswari	A Study on Customer Relationship Management in Shri Amman Steels and Allied Industries (P) Limited
2	20184012201122	S.A.Mohamed Jawath	A Study on Stress Management among Employees in JaiKrishnaa Auto Sales Private Limited, Coimbatore
3	20184012201132	J. Pavithra	A Study on Employer Employee Retention Relationship in Sarvam Safety Equipments (P) Limited, Villivakkam, Chennai.
4	20184012201142	P. Selvakumari	A Study on Effectiveness of Training and Development among Employees in Regenix Drugs Limited, Chennai
5	20184012201150	D. Sundari	A Study on Quality of Working Life Balance of Employees in Hi-Tech Arrai Private Limited, Madurai
6	20184012201156	K. Venkatesh	A Study on Customer Preference towards Maruti Suzuki Ertiga in JaiKrishnaa Auto Sales Private Limited, Coimbatore.
7	20184012201157	K. Vijaya Lekshmi	A Study on Employees Welfare Measures in VVV&Sons Edible Oils Limited, Virudhunagar.

**Main Project Guidance
Batch 2018 – 2020**

Sl.No	Reg.No	Name of Students	Specialization
1.	20184012201107	DURGA DEVI. S	Human Resource Management

2.	20184012201116	KANAGA LAKSHMI. S	Human Resource Management
3.	20184012201126	NAGARAJAN. C	Human Resource Management
4.	20184012201138	SAKTHIVEL MURUGAN. M	Human Resource Management
5.	20184012201151	SURESH KUMAR. G	Human Resource Management
6.	20184012201155	VANITHA. S	Human Resource Management
7.	20184012201157	VIJAYA LEKSHMI. K	Human Resource Management

**Summer Project/Internship Guidance
Batch 2019 – 2021**

Sl.No	Reg.No	Name of Students	Specialization
1.	20194012201159	Veeramariappan P	Production and Logistics
2.	20194012201110	Bennyhin Philip Sergen.C	Human Resources
3.	20194012201140	Rashitha Banu. J	Human Resources
4.	20194012201131	NADAR DHANALAXMI PAPA MUKAN	Finance
5.	20194012201152	R Suresh@muthukutti	Marketing
6.	20194012201120	Joshuva Naven. W.G	Human Resources
7.	20194012201157	S. Vasantha	Human Resources
8.	20194012201124	Mahakrishnan	Finance
9.	20194012201158	Veeramani Gopal	Human Resources

**Main Project Guidance
Batch 2020 – 2022**

Sl.No	Reg.No	Name of Students	Topic
1.	20204012201103	Agnimuthu, V	A Study on Financial Performance Analysis of Dr.Agarwal Eye Hospital limited at Chennai
2.	20204012201112	Divya A	Creating Mini Enterprise Resource Planning for Preparing Financial Statements for Rali Engineering Works at Tuticorin
3.	20204012201120	Mahalakshmi P	A Study on Foreign Exchange Transactions of Indian Bank in Tirunelveli Junction
4.	20204012201123	Mari R	A Comparative Analysis of Fund Performance of Select Schemes for the HDFC, ICICI & Axis Mutual Funds
5.	20204012201140	Ramalakshmi N	A Study on Financial Health of Tirunelveli District Central Co-operative Bank Limited Report
6.	20204012201152	Sudha P	A Study on Financial Performance of the Palayamkottai Urban Cooperative Bank Limited in Tirunelveli District
7.	20204012201154	Tamilarasi P	A Study on Financial Performance of a Port City Nidhi Limited in Tuticorin

Summer Project/Internship Guidance

Batch 2021 – 2023

Sl.No	Reg.No	Name of Students	Specialization
1.	20214012201132	E. Muthu Shanmugam	A Study on Employee Satisfaction towards Welfare Measures in Subam Papers Private Limited Vadukanpatti
2.	20214012201117	S. Kamali	A Study on the Benefits of Employees Incentive for Motivating Attendance at Subburaj Spinning Mills Private Limited, Thalayathu.
3.	20214012201148	M. Seenivasan	Dispatch Analysis of Select Items from Ramachandran Retail Pvt Ltd Warehouse, Enchakkal
4.	20214012201137	K. S. Rahul	An Study of Comparative Balance Sheet & Ratio Analysis is Susee Engineering & Automobiles in Tirunelveli
5	20214012201108	Dhanalakshmi. P	A Study on Employees Conflicts and Attrition in Kanna Silk, Thoothukudi.
6	20214012201141	Ramya. A	A Study on Employee Retention & Attitude in Winter Eratored Company at Surandai.
7	20214012201156	A. Ummul Iyman	A Study on Health & Safety Measures for Employees of Madura Coats Private Limited, Papanasam
8	20214012201124	Maha Sri. S	A Study on Efficiency Level of Employees Performance in Laxmi Metals at Pettai

Main Project Guidance**Batch 2021 – 2023**

Sl.No	Reg.No	Name of Students	Specialization
1	20214012201117	S. Kamali	HR
2	20214012201108	Dhanalakshmi. P	HR
3	20214012201141	Ramya. A	HR
4	20214012201124	Maha Sri. S	HR
5	20214012201153	Suman E	HR
6	20214012201150	Shalini S	HR
7	20214012201102	Alagudurai M	HR
8	20214012201138	Rajan C	HR
9	20214012201159	Vignesh K	HR

XVII. Extra-Curricular Activities

Sports Certificates : Volley Ball & Basket Ball

Hobby : Playing Chess, Kabadi, Running, Watch Movies and Cricket

Abroad Visited : Bangkok- Thailand (for Paper Presentation)

Languages Known :

Languages	Speak	Read	Write
Tamil	Yes	Yes	Yes
English	Yes	Yes	Yes
Telugu	Yes		
Hindi	Yes	Yes	Yes
Malayalam	Yes		

Statistical Software:

Learned	Learning
SPSS	R
MS Office	Matlab
E-Views	AMOS

Certificate Courses : CGT, Tally, Data Entry Operator

Achievements in MANO Day Sports Competition:

Event/Game	Position Secured	Date	Organised by
Cricket	Runner	3&4 April-2017	Centre for Physical Education
200M	Second	3&4 April-2017	Centre for Physical Education
Volley Ball	Winner	3&4 April-2017	Centre for Physical Education
Tug of War	Winner	6 th -8 th March-2018	Centre for Physical Education
Cricket	Runner	6 th -8 th March-2018	Centre for Physical Education
Volley Ball	Winner	6 th -8 th March-2018	Centre for Physical Education
100 M	Third	6 th -8 th March-2018	Centre for Physical Education
Volley Ball	Winner	28 th Jan to 1 st Feb-2019	Centre for Physical Education
Tug of War	Winner	28 th Jan to 1 st Feb-2019	Centre for Physical Education
Cricket	Winner	17 th March 2023	Centre for Physical Education
Volley Ball	Winner	17 th March 2023	Centre for Physical Education

Best Paper Award on : "Financial Performance Analysis on Indian Textile Industry (A Study on Bombay Dyeing and Manufacturing Company)" International Conference on Governance for Excellence-Go EXCEL 2012, organized by the Department of Management Studies, Velammal College of Engineering & Technology, Madurai-Tamil Nadu during 12th & 13th Dec-2012.

Google Scholar Citations: 90 Citations for the ISSN Online Journals

<http://scholar.google.co.in/citations?user=Y-grzLwAAAAJ&hl=en>



(Dr. MARIMUTHU, K.N)