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Director – Commerce and Management
Kamalam College of Arts and Science, Anthiyur-642122

Treasurer & Management Trustee
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Pollachi – 642001

Director & Business Analytics
Academic Resource Planning (ARP) – Project
EDUPASS Technologies
Karpagam Technology Incubation Centre,
Karpagam Academy of Higher Education, Coimbatore – 641 021

Service

18+ Years of Teaching and Research Experience in Commerce and International Business

Objective

Learning and applying various techniques of teaching to various levels of students by introducing interesting and creative activities in the class for students' development. A motivating and talent driven to inspire students to pursue academic and personal excellence. Consistently strive to create a challenging and engaging learning environment in which students become lifelong scholars and learners.

Educational Qualifications

- **Doctor of Philosophy in Commerce (PhD – Regular (Part Time)** from Bharathiar University, Coimbatore in the year 2017
- **Master of Philosophy in Computer Science (M.Phil.)** from Alagappa University, Karaikudi in the year of 2009
- **Master of International Business (MIB)** from NGM College in the year of 2004.
- **Master of Arts (MA) in Mass Communication and Journalism (MCJ)** from Alagappa University, Coimbatore in the year of 2009
- **Cleared State Level Eligibility Test (SET)** Conducted by Bharathiar University, Coimbatore in the year of 2012

Areas of Academic Interest

- **Marketing, Human Resource, International Business, Logistics**

Doctor of Philosophy Thesis

Title : **Usage of Information Communication Technology by exporters in Coimbatore District**

Supervisor : Dr. M. Rajapriya, Associate Professor, Department of Commerce, Sree Saraswathi Thyagaraja College, Pollachi - 642 107, Coimbatore, Tamil Nadu, India.

Description : Indian Organization are steadily modernizing their products, processes and business models and strategy to provide improved value chain in the trades. Information and Communication Technology (ICT) plays a key role in all the thrust areas of business operations like finance, production and manufacturing, sales & marketing, supply chain management, market research, human resource management and customer feedback for continuous improvement. This study would reveal the influencing factors, awareness and usage level, problems experienced and satisfaction in usage level by exporters is focused. Accordingly, it helps to formulate meaningful strategies that are helpful for making the industry abreast of the changes to the exporters. The level of understanding on various ICT tools, equipment and devices hinders adoption of ICT in the firm. Hence, by expanding the education and skills of the exporters, usage of ICT in business will expand the market and company potential. Large firms owned exporters in Coimbatore are increasingly doing well compared to medium and small exporters. The real potential of medium and small exporters will be realized once they use the technology in suitable place which leads to source of innovation and increase in employment contributing to economy growth. Government and industry bodies must have to come forward to focus more on making awareness in usage of ICT by supporting training programme for exporters to make them more competitive. From the study it is concluded that, exporters are in compulsion to change themselves by equipping to the modern business scenario and close the connectivity gap to survive and get success internationally.

Master of Philosophy Thesis

Title : **Indian marine products-A Study on Trade performance submitted on Dec 2007**

Supervisor : Dr. Maruthapandian, M.Com., M.Phil., Ph.D., B.G.L., Reader in Commerce, Nallamuthu Gounder Mahalingam College, Pollachi Associate Professor, Department of Commerce,

Description : Marine environment in India has a great potential with a vast coastline. In India, the marine fishing industry occupies an important place in the organized sector. Fisheries provide employment to millions of people directly and indirectly. With this focus the export performance of marine products, role and function of Marine product export development authority, Incentives and policies provided by marine industry and their utilization effect was analysed. For the purpose of analysis, statistical tools like averages, percentages, compound growth rate and trend analysis was used. The study suggests that the growth in the marine products trade would require an effective understanding of the prevailing competitive and regulatory world scenario and improvements in the quality of the product, value addition, infrastructure for processing the food, country's multilateral negotiations.

Experience (Academic)

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|---|---|
| <p>(i) Associate Professor
(01 July 2005 to 27 Apr 2020)</p> <p>Vice-Principal,
Head & Associate Professor
(10 Jun 2020 to 9 Nov 2021)</p> | <p>Department of Commerce (International Business),
Sree Saraswathi Thyagaraja College,
Pollachi – 642 107, Tamil Nadu, INDIA.</p> <p>Department of Commerce
SMS College of Arts and Science, Coimbatore</p> |
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Responsibilities:

Teaching and assisting in the delivery of academic education courses for undergraduates and post graduates, the courses include:

- Business Environment
- Strategic Management
- International Human Resource Management
- International Marketing and Brand Management
- Business Research Methods
- International Travel and Tourism services
- E-Commerce
- Enterprise Resource Planning
- International Transport Management
- Entrepreneurial Development
- India's Foreign Trade
- International Relations
- Foreign Trade Procedure and Documentation
- International Logistics Management
- Supply Chain Management
- Customer Relationship Management
- Retail Management
- EXIM Finance
- Financial Services
- Executive Business Communication
- Campus to Corporate
- Services Marketing
- Digital Marketing
- Management Information System

In addition, I'm involved in several administrative, academic, and cultural activities in the College/University, include:

- Organised Celebrations of national festivals like chirstmas, Deepavali, Onam , Navarathri function in college
- Observed the important days through the centers and clubs
- Initiated many centers and clubs to develop the students skill
- Selected as Senate member Bharathiar University **Dec 2020**
- Since **2010 to Apr 2020** served as a **Member of Board of Studies (BoS)** in Master of Commerce International Business (M.Com.(IB)) course at Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore,India

- Since **2018 to Apr 2020** served as a **University Nominee** in **Board of Studies (BoS)** to Department of economics with Logistics and Freight Management at **Sri G.V.G Visalakshi College for Women, Udumalpet, Tamil Nadu, India**
- In **2015 to Apr 2020** served as a **Question Paper Reviewer** in RVS College of arts and science to commerce course.
- Since **2005 to 2010** Served as Member in Internal and External examination committee at Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore, India
- Guiding Research Scholars leading to the degree of M.Phil.
- Guiding M.Com/M.Com.(IB) students for their final semester projects and Internship/ Institutional Trainings
- Since **2006** the Bharathiar University, Coimbatore, TamilNadu nominated as an **External Examiner** for both theory and practical examinations.
- Since 2004, member in '**Anti – ragging committee**', '**Graduation Day**', '**Freshers Day**', '**Discipline Committee**', '**Annual Day**', and '**Parents Meeting**'.

UGC Minor Research Proposal

- UGC Minor proposal has been sanctioned on Topic: "**Impact Of Information Communication Technology Among Entrepreneur In Coimbatore District**", dated 17th March 2014 for a grant of Rs 160000/- (One Lakh Sixty Thousand Rupees Only)

Experience (Administration)

(ii) Vice Principal

Responsibilities

- Participating in the recruitment, employment and orientation of new faculty
- Encouraging and facilitating professional development activities like Faculty Development Programme, Staff Development Programme, Webinars, MoUs activities, Extension activities, Outreach activities, Branding activities.
- Creating a forum among faculty to share their expertise as "Monday Musing" and among students as "Student Development Programme"
- Initiating operational policies of institution for Admission, Accounts, Marketing, Academic activities also.
- Providing a communication link between and among the faculty and the other levels of administration.
- Encouraging consideration of new program ideas at appropriate time based on need analysis.
- Dealing with student problems and providing solutions to their issues.
- Providing academic counseling to faculties
- Disseminating information of interest to students.
- Responding to student grievances and requests.
- Coordinating with all the faculty for having healthy and best practices in their department and to enable them to share exercises / practices across department for institution benefits.

(iii) Head -Department of Commerce

Responsibilities

- Responding to student grievances and requests.
- Coordinating the development of long term planning of the department
- Implementing and adhering the administrative policies
- Coordinating with all supportive departments and enhancing the skill of students
- To implement the academic activities to help the student to enhance the ability of students quality.

- Arranging FDP based on the interest need of the faculty in the specific subject to enhance the quality in their teaching
- To contribute to the development of the College curriculum by involvement in discussions, generation of ideas and decision-making.
- Guiding and assisting the department faculties to utilise the specialized skills and strengths of each teacher for the department and institution development activities .
- Monitoring the quality of teaching in the department and to ensure that it is of the highest possible standard.
- Build a team of faculty in the department and as a team involve the whole department in decision-making
- Making the faculty to work in coordination and commitment in focus to achieve the institution goal.
- Maintaining the efficient and proper record based on the accreditation process
- Conducting regular meeting and proper followup of the activities
- Delegating individual responsibility/ task to the appropriate faculty and having the work completion on time.

(iv) Member –IQAC Responsibilities

As a member of IQAC the following activities are done:

- Since 2014, member in IQAC and initiated the quality aspects of institution
- Worked for NAAC reaccreditation **Cycle – 3** on **November 2018** under NAAC revised guidelines and achieved '**A**' grade
- Since 2017, worked for NAAC reaccreditation process. Involved document preparations of 7 Criteria, preparing Self-Study Report (SSR), uploading documents to **NAAC HEI** websites and etc.,
- Preparing '**Annual Quality Assurance Report (AQAR)**' and submitting to NAAC every year
- Conducting IQAC review meetings periodically
- Implementing NAAC guidelines to Academic and Administrative processes
- Conducting '**Curriculum Audit**' every year.
- Conducting '**Academic Administrative Audit**' every year
- Review on teaching – learning process, structures and methodologies of operations
- Monitoring '**Tutor – Ward**' System
- Monthly review on Department Activities
- Supporting in the process of Conducting '**Institutional Review**' Process every year
- Conducting both Internal and External **ISO audit** every year
- Conducting '**Student Satisfaction Survey**' every year
- Conducting '**Green Audit**' every year
- Conducting '**Energy Audit**' every year
- Conducting '**IQAC Annual Meeting**' every year
- Organizing IQAC workshops/seminar/conferences
- Explore various '**Best Practices**' in the institution as well as department
- Releasing IQAC newsletter every year
- Implementing the mechanism for Catering to Student Diversity
- Implementing department wise '**Academic Plan**' based on academic calendar every year
- Preparing the recruitment policy based on UGC/AICTE and submitted to Management
- Giving the guidelines to extension activities and outreach programmes in terms of

- community issues, gender sensitivities.
- Review the functions of students '**Capability Enhancement Schemes**' every year
- Guidelines to organizing gender equity programmes
- Supporting '**IQAC Data Centre**' for the purpose of accreditation process
- Guidelines to implement Innovative Evaluation Process to measure the knowledge and skills acquired at various levels of the programmes
- Guidelines to organize the activities related to locational advantages and disadvantages
- Initiating to Collaboration Activities through MoUs
- Implementing '**Career Advancement Schemes**' for the promotional activities
- Preparing the reports of '**College Committee**' for submitting to Bharathiar University
- Supporting in preparation of '**Governing Body**', report of Sree Saraswathi Thyagaraja College, Pollachi

(v) Member- UGC – Extension of Autonomy Process

Responsibilities:

- Preparation of report on UGC revised guidelines
- Implementing UGC revised autonomous guidelines both academic and administrative process
- Preparing Annual Report regarding performance of the Institution and submitting to the UGC every year
- Constituted '**Curriculum Development Cell (CDC)**' for design and development of curriculum design and development
- Preparation of Students, Alumni, Parents and Employer feedback
- Collecting program evaluation feedback by student/alumni
- Collecting Institutional Evaluation feedback by student and alumni
- Collecting teacher feedback on curriculum
- Preparing '**Feedback Analysis Report**' and uploading into institutional websites
- Preparing '**Action Taken Report**' and uploading into institutional website
- Implementing '**Choice Based Credit System (CBCS)**' as UGC per UGC guidelines
- Implementing '**Academic Flexibility**' in the curriculum
- Constituting the composition and functions of **UGC Statutory Committees**
 - Governing Body
 - Academic Council
 - Finance Committee
 - Board of Studies
- Conducting Governing Body Meeting, preparing reports, minutes and uploading to website
- Conducting Academic Council Meeting, preparing reports, minutes and uploading to website
- Conducting Board of Studies Meetings, guiding for preparing minutes and reports
- Constituting the composition and functions of **UGC Non - Statutory Committees**
 - Academic Audit Committee
 - Admission Committee
 - Anti – Sexual Harassment Committee
 - Examination Committee

- Extra – curricular committee
- Grievance and Redressal Committee
- Planning and Evaluation Committee
- Student and Welfare Committee
- Library Committee
- Conducting UGC – non statutory meetings regularly, recording the minutes and preparing the reports every year
- Organizing ‘**Curriculum Development Workshop**’ every year
- Implementing ‘**Decentralization and Participative Management**’ as per UGC guidelines
- Organizing orientation programme on “**Revised Autonomous Guidelines –2018**”

(vi) Member- Outcome Based Education (OBE)

Responsibilities:

- Guidelines framed to designing the curriculum framework under CBCS and syllabus for Outcome Based Education in all UG and PG programmes
- Supporting for preparing the guidelines framed to Designing Programme Educational Objectives (PEOs), Programme Outcomes (POs), Programme Specific Outcomes (PSOs), and Course Outcomes (COs)
- Supporting for preparing the guidelines to define the ‘**Graduate Attributes (GA)**’ for all UG and PG programmes
- Guidelines giving to PEO – PO and PO – GA mapping with OBE parameters
- Defining different assessment pattern based on Outcome Based Education
- Guidelines giving to identify ‘**RUBRICS**’ for attainment of outcomes
- Guidelines giving to attainment of POs and COs

(vii) Coordinator Women Empowerment and Complaints Committee (WECC)

Responsibilities:

- Preparing the proposal for conducting **Nationwide competition to create awareness about legal rights of women** and submitting to The National Commission For Women and received Amount of Rs.28,500/-
- Conducted Two-day National level conference on “**Dalit Women and Struggle for Justice**” sponsored by National Commission for Women (NCW) for fund of Rs 90,000
- Arranged Special awareness program on “**Gender Sensitization**,” **Gender Equity**,” **Health and Hygiene**,” **College to Corporate**,” **Legal Awareness Program**,” **Cyber security**,” **Empowerment**,” **Sanitation to Girls**”etc.
- Gave presentation to educate girl students on women specific health issues, awareness among girl students on occupational, legal and constitutional rights.
- Monitor and Counsel girl students in gender specific or family issues
- Arranged Self Defense Training Programme – Karate Camp for Female Students
- Initiation for Vocational Educational Programme through MoU Institution

- Arranging events for Women's Day celebration
- Conducting competitions such as presentations, elocution, essay writing and painting to encourage girl students to express their ideas
- Monitor and counsel girl students in gender specific or family issues
- Arranged **Self Defense Training** - Karate Camp for female students
- Initiation for Vocational Educational Programme through MoU Institution
- Arranging events for Women's day celebration.
- Conducting competitions such as presentations, elocution, essay writing and painting to encourage girl students to express their ideas.
- Conducted workshops on chocolate making, glass painting, jewelry making, Artificial Flower making, Kitchen Gardening, Bridal Makeup and Entrepreneurial Activities
- In coordination with social work department of district collector office, Coimbatore "Women Helpline Program" was organized.
- Exhibition cum sales is arranged on March first week for promoting the entrepreneurial skills among the students
- Arranged a health checkup (Screening for **mammogram** and cervical cancer screening test for women faculties at free of cost through santhom church service society, Coimbatore, Ramakrishna hospital during the third week of November 2016.

(viii) Member ERP Software – Implementation(e-Governance)

Responsibilities:

- Preparing the Institutional documents for implementing ERP Software
- Implementing the modules of 'CAMU – ERP' software – OCTOZE Technologies, Chennai
- Conducting ERP – Demonstration to teaching, non – teaching and management members
- Conducting ERP – training to teaching and non – teaching members
- Implementing ERP in the following:
 - Student Admission
 - Staff details
 - Academic Plan
 - Outcome Based Education (Attainment of POs, COs and Rubrics)
 - Control of Examination
 - Assessment – Question Bank & Online Examination
 - Billing
 - Transportation
 - Hostel
 - Library
- Preparing the customization reports
- Preparing the notes (teaching contents) of lessons and uploaded into the ERP
- Monitoring the functionality of ERP software

(ix) Member- National Institutional Ranking Framework (NIRF)

Responsibilities:

- Collecting the documents from the academic and administrative departments for preparation of NIRF report every year
- Online submission of NIRF documents every year
- Report preparation and submitting to academic bodies such as UGC, NAAC and Collegiate Education every year
- Conducting orientation programmes on 'NIRF Parameters' every year

(x) Coordinator MCOM(IB) Student Association Activities

Responsibilities:

- Preparing 'Annual Plan' of student association activity every year
- Coordinating for organizing seminars/guest lectures/workshop and etc.,
- Organizing Inauguration / Valedictory functions
- Preparing department newsletters, magazines and etc.,
- Preparing placement brochures and coordinating with placements
- Organizing Industrial Visits, Internship Training programmes, and soft skill development programmes
- Settlement of accounts Student Association fund every year
- Organizing inter/intra collegiate competitions
- Conducting outreach programmes in and around local community
- Conducting Pongal Vizha in near by villages
- Organized 'Flash Mob' highlighting the importance of higher education

(xi) Member in College with Potential Excellence committee

Responsibilities:

- Preparing the supporting documents of College with Potential Excellence
- Preparing the Institutional Evaluation Report and submitting to Bharathiar University
- Preparing the presentation for Scrutinizing Committee at Bharathiar University,Coimbatore

(xii) Member Centre for Entrepreneurial Development

Responsibilities:

- Organizing Entrepreneurial skill development activities to students
- Initiated Women Entrepreneurial skill development activities
- Organised Webinars/Seminar/Workshop to students on Entrepreneurial opportunities
- Supporting to Signing of MoU with reputed organisation and Institution.

PROFESSIONAL DEVELOPMENTAL ACTIVITIES

1. Conducted Academic Administrative Audit (AAA) based on **Revised NAAC accreditation guidelines** at VLB Janaki Ammal College of Arts and Science, Coimbatore on 21stApril2019
2. Acted as resource person in Faculty Knowledge forum At Sree Saraswathi Thyagaraja college, Pollachi on topic “Role of Information Technology in Business”, “Proposal on Academic plan”
3. Acted as resource person in a two-day workshop on “**Outcome Based Education**” to Karpagam Academy of Higher Education, Coimbatore on 29th February 2020.

List of Subjects taught at Under Graduate / Post Graduate Levels:

<i>U.G. LEVEL</i>	<i>P.G. LEVEL</i>
<ul style="list-style-type: none">• Retail Management• Business Organization and Management• Principles of Management• Principles and Practices of Marketing• Executive Business Communication• India's Foreign Trade and Legislation• Brand Management• Insurance Law• E-Commerce• Export Management• Supply Chain Management• Enterprise Resource Planning• Human Resource Management• Management Information System• Campus to Corporate• Service Marketing• Marketing Management• Information Technology	<ul style="list-style-type: none">• International Human ResourceManagement• Global Strategic Management• Entrepreneurial Development• India Foreign Trade• International Business Environment• International Marketing and Brand Management• EXIM Finance• Foreign Trade Procedure and Documentation• International Logistics Management• Supply Chain Management• Customer Relationship Management• Advanced Modern Marketing• International Transportation Management• International Services Marketing• International travel, tourism and Hospitality Management• Business Research Methods• Information Technology for Business

Computing Skills:

Utilities

: MS-Office, Libre Office, SPSS, Gpower

Seminar/Conference/Workshop/FDP Attended (10):

1. One day training programme on “Soft skill development” organized by the placement and training centre of Nallamuthu Gounder Mahalingam College, Pollachi held on 9th Apr2004.
2. One day seminar on “Understanding **markets and building brands**” organized by the Nallamuthu Gounder Mahalingam College, Pollachi held on 21th Jan 2004.
3. National level workshop on “**International Economics & Documentation, customs procedure & formalities for import and export**” conducted by Thiruppur kumaran college for women, Thiruppur held on February 23rd2006.
4. Two-day Workshop on “**Professional pedagogy skills**” conducted by Sree Saraswathi Thyagaraja College, Pollachi and Bharathiar university, Coimbatore held on June 28th to 29th June2006.
5. State level Seminar on “**Foreign Exchange & Statistical tools in research**” conducted by Thiruppur kumaran college for women, Thiruppur held on August 23rd2006.
6. National Level Seminar on” Air **cargo Management**” Conducted by Rathnavel Subramaniam college of arts and science, Coimbatore held on September 20th2006.
7. National Level Seminar on “**Issues and Challenges in Higher Education**” Conducted by Sree Saraswathi Thyagaraja College, Pollachi held on 23rd January and 24th January2007.
8. Regional Level program on “**Export procedure and documentation** “conducted by Sardar Vallabhbhai Patel International school of textiles and management, Coimbatore, held on 3rd Sep to 4th Sep2010.
9. Faculty orientation programme on “**Research project: process & techniques**” conducted by Sree Saraswathi Thyagaraja College, Pollachi held on November 21st to 23rd 2006.
10. Attended Regular FDP conducted by our college, every third Saturday of the month and Refresher course for continuous 7 days during the semester beginning of the year.

PRESENTATION

INTERNATIONAL /NATIONAL /REGIONAL CONFERENCE/ SEMINAR/ SYMPOSIUM

1. Presented a paper on “**E-Banking services and advertisement**” in the national Level Conference on “Changing face of Indian Banking” conducted by GRD Damodaran college of science, Coimbatore held on Feb 21st2008.
2. Presented a paper on “**Rupee Appreciation BOON or BANE** “in the national level seminar on “Rupee Appreciation – A Paradox” conducted by Arulmigu Palaniandavar arts college for women, Palani held on Feb 22nd2008.
3. Presented two papers on “**E-Marketing – 7’C A New concept** “and “**Information communication & E-Marketing**” in the national level seminar on “E-Environment” conducted by Vellalar college for women, Erode held on Feb 29th2008.
4. Presented a paper on “**Talent management and emerges as a HR challenges** “in International level seminar on” Global management challenges “conducted by Nandha Engineering college, erode held on Oct 17th2008.
5. Presented a paper on “The **global financial crisis & challenges for banks**” in the national level seminar on “The global financial crisis and its impact on India” conducted by Navarasam arts & science college for women, Arachalur held on Feb 7th2009.
6. Presented a paper on “Carbon credit “in the national level seminar “**Management Avant –Garde**” conducted by Sree Saraswathi Thyagaraja college, Pollachi held on Mar 20th 2009.
7. Presented a paper on “**Corporate social responsibility** “in the national level seminar “strategy for retention of employees” conducted by Sri Ramakrishna Mission Vidyalaya college of arts and science held on Mar 23rd2009.

8. Presented a paper on **“Global recession remedial measure** “in the international level conference on “Rebooting strategies for global recession” conducted by Tirupurkumaran college for women, Tirupur held on Aug 20th2009.
9. Presented a paper on **“Recent trends in HR post recession period”** in the two-day UGC national level seminar on “HR trends in the post recession milieu” conducted by Dr. G. R Damodaran college of science, Coimbatore held on Aug 21st & 22nd2009.
10. Presented a paper on **“Higher education system in India** “in the UGC sponsored national level seminar on “Global financial crisis – Its impact on Indian Economy” conducted by N.G.M College, Pollachi held on 25th and 26th Aug2009.
11. Presented paper on **“Awareness on ethics & values among college teachers”** in two-day national level symposium on “Values & ethics for a sustainable Indian economic development” conducted by Shasun knowledge centre- Shri Shankarlal Sundarbai Shasun Jain College for women held on Aug 6th2011.
12. Presented a paper on **“A study on awareness on food safety and hygiene”** in the national level conference on “consumer protection” conducted by kammadhenu arts and science college, Erode in association with Civil supplies and consumer protection department, Government of Tamilnadu held on Feb 22nd2012.
13. Presented a paper on **“Challenges of Indian Economy On Euro Crisis** “in the national level seminar on “Impact of euro debt crisis on the Indian economy” conducted by Vidyasagar arts college, Udumalpet held on 27th Feb2012.
14. Presented paper on **“Bridging a digital divide in Indian MSME”** in the International conference on “Globalization is Irreversible” conducted by Sree Saraswathi Thyagaraja College, Pollachi with MSME department Commissionerate of industries & commerce, Govt of Tamilnadu & CODISSIA held on Mar 3rd2012.
15. Presented a paper on **“Women entrepreneur’s challenges and prospects in entering International market** “in the ICSSR sponsored state level seminar on “Problems and challenges of Micro and small Enterprises “conducted by Government arts College, Karur held on 6th Mar2013.
16. Presented a paper on **“Global climatic change and food security in a growing world”** in national level seminar on “Climatic change: realities and challenges” conducted by Erode arts college, Erode held on26.03.2008.
17. Presented a paper on **“Green supply chain management in India** “in the International conference on “Navigating the perspectives of Global business opportunities –Imperative and initiative” conducted by SNRs Sons College, Coimbatore held on Apr 082013.
Presented paper on **“Effects on HRM practice on ICT Usage”** in the national conference on “emerging trends in Human resources practices in India” conducted by SNR Institute of management science, Coimbatore held on Apr 10th2013.
18. Presented paper on **“Rural Financial Services”** in the International level conference on “Financial services- Issues and Challenges” conducted by P.K.R Arts College for Women, Gobichettipalayam held on13.08.2013.
19. Presented a paper on **“Role of Information communication Technology in mahatma Gandhi rural employment guarantee scheme”** in the UGC Sponsored State level seminar on “Rural diversification –Prospects & Challenges” organized by Government arts college, Karur held on Aug 28th2014.
20. Presented paper on **“Role of ICT in Decision Making of Indian Banking Industry”** in the International level conference on **“Contemporary Issues in Global Banking”** conducted by Kongunadu Arts and Science College, Coimbatore held on04.08.2016.
21. Presented paper on **“Role of Information Communication Technology on Women Entrepreneur”** in the National Seminar (Sponsored by ICSSR, New Delhi) on **“Economic**

Empowerment of Women Through Entrepreneurship Problems and Prospects” conducted by Dr. N.G P Arts and Science College, Coimbatore held on 16.08.2016.

22. Presented a paper on **“Crow Funding- Awareness of Crow Funding by Women Entrepreneur”** in the One-day National seminar on **“Dynamics of Crow Funding”** during 23.12.2016 organized by GVG Visalakshi College for Women, Udumalpet.
23. Presented a paper on **Awareness of Startup Schemes among graduates in Coimbatore region** in One day national conference on **“ STARTUP INDIA- The engine of economic growth”** during 14.02.2020 organized by Sree Saraswathi Thyagaraja College(Autonomous), Pollachi
24. Presented a paper on **“Role of Information Communication Technology in development of Indian Economy”** in the One day national conference on **“Pathway to Five trillion economy by 2024”** during 20.02.2020 organised by Sri Krishna Arts and Science College (Autonomous), Coimbatore
25. Participated in National webinar on **“Next Generation Technology for Sustainable Fisheries”** organised by Department of fisheries science and Department of Animal health and management, Alagappa University Karaikudi on 21.11.2020.
26. Participated in Short term online training program on **“An Induction program for Young Teachers”** Held from 17 to 20 Nov 2020 Organised by Vedavyasa Institute of Technology, Calicut Sponsored by AICTE

PUBLICATIONS

INTERNATIONAL JOURNAL PUBLICATIONS

1. **“Evaluation of Entrepreneurship awareness and skills among graduates in rural area among Coimbatore region”** in Research expo International Multidisciplinary Research Journal ISSN:2250-1630 Vol-V, Issue – X/ October ,2015 pp 4 to8.
2. **“Impact of Information and Communication Technology (ICT) Among Exporter: A Critical Review of Literature”** International Journal of research in commerce, IT and Management, Volume No. 5 (2015), Issue No. 12 (December) ISSN 2231-5756, pp 12 to20.
3. **“Wage structure in the Tirupur Textile Industry”** International Journal of Advance Research in computer Science and Management studies, Special Issue, Feb 2017, Vol 5, Issue 2. ISSN: 2321-7782(Online), pp 66 to71.
4. **“Awareness and Need of Ethics and Values in Education for Students: A Study among College Teachers in Pollachi Region”** International Journal of Current Research and Review, Vol 09 issue 08 (April) of IJCRR, ISSN:2231-2196(Print), ISSN: 0975-5241 (Online) pp 26 to31.
5. **“Role of ICT in Service Accessibility of Banking Operation Among Customers in Pollachi Region”**, Elixir International Journal -Elixir Financial Management, Elixir Fin. Mgmt. 105 (2017), Elixir ISSN 2229-712X, pp46308-46311.
6. **“Impact of Information communication technology on Entrepreneurial Traits among exporters in Coimbatore region”** International Journal of Management, IT and Engineering, Vol,7 Issue 6, July 2017, (ISSN 2249-0558) (print & online) Thomson Reuters Researcher ID: L-5180-2015.
7. **“Job Satisfaction In The Textile Industry Employees InTirpur, India”**, Assumption University-eJournal of Interdisciplinary Research (AU-eJIR), Vol.2. Issue.2, 2017, ISSN: 2408-1906, PP 79-84.

INTERNATIONAL CONFERENCE PUBLICATIONS

1. Presented a paper on **“Success stories of Pollachi women entrepreneur”** in the two day national conference on **“Rural entrepreneurship: An inclusive strategy for managing regional imbalance”** conducted by Sree Saraswathi Thyagaraja college, Pollachi held on 18 and 19th Dec 2013 and published as book edition 2014 published and printed by agasthiarnoolagam in pp(60-63) Volume-1, ISBN-978-81-920808-2-6
2. Presented paper **“Impacts and benefits of cloud computing on E-Commerce industry development”** in the International Conference on **“ Architecture, Software systems and Green Computing 2014 (ICASG 2014)”** conducted by Vinayaka Missions University AarupadaiVeedu Institute Of Technology, published in Ciit International Journal on software engineering and technology , Vol 6, No 9(2014)., pp 270-274, ISSN: 0974 – 9632.online address: <http://www.ciitresearch.org/dl/index.php/set/article/view/SE112014005>
3. Presented paper on **“Role of Information Communication Technology in Tourism Industry: A Global Perspective ”** in the two day national level seminar on **“Responsible Tourism: Perspectives for Sustainable Development- Issues and Prospects”** organized by Sree Saraswathi Thyagaraja college, Pollachi held on March 25th & 26th 2015 and published as a book in the edition 2016 Dominant Publishers and Distributors (P) Ltd, pp 342 to 352, ISBN 978-93- 84161-98-9.
4. Presented a paper on **“Role of Information Communication Technology in Banking Sector”** in the two-day International Seminar on **“Personal Financial Management”** organized by Sree Saraswathi Thyagaraja college, Pollachi held on 26.02.2016 & 27.02.2016 and published as a book in the edition 2016.
5. Presented a paper on **“Empowering Women Entrepreneur through Information Communication Technology”** in the Two-Day International Conference on **“Sustainable Development and Economic Growth on Global Perspective”** during 15.12.2016 & 16.12.2016 organized by Bharathiar University, Valparai, published in Roots International Journal of Multidisciplinary Researchers, ISSN: 2349- 8684, Nov. 2016, Vol. 3, pp 127-130, Impact factor 0.811