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**Educational Qualification:**

Degree	Subject	College / University & Place	Year Completed
B.Com	Commerce	S.V.N College, Nagamalai , Madurai - 19	2010
M.Com	Commerce	The American College ,Madurai -2	2012
M. Phil	Commerce	The American College, Madurai - 2	2013

**Specialisation in Teaching:** Marketing

**Specialisation in Research:** Marketing

**Articles Published in International Journals:**

Title of the book	ISSN number
Strategic integration and entrepreneurship innovation	2321-4168
Emerging marketing strategies and practice in competitive global environment	Under printing process

**Articles published in National Journals:**

Title of the book	ISBN number
Emerging trends in marketing of services in the global era	978-93-80686-89-9978-
productivity enhancement strategies	93-80657-60-8
Indian service sectors in the information and communication technology era: emerging trends, issues and prospects	978-93-83191-09-3
New dimensions of management in the globalized era	978-93-80657-40-0

**Conference / Seminar Presentations:**

<b>National /International</b>	<b>Place</b>	<b>Title of the paper</b>
National	St. Xavier's college. Palayamkottai.	The role of bank in the development of small enterprises
National	The American College, Madurai	Marketing of educational Services
National	The American College, Madurai.	Productivity of Advertising Marketing Management
National	Erode arts and science college	Indian retailing –trends and growth
State	Madurai institute of social science	Corporate social responsibility: An ethical value of business
National	Mannar Thirumalai Naicker college. Madurai	Education system in India
National	Ayya Nadar Janaki Ammal college, Sivakasi	Growth and development of life insurance industry
National	Madurai Kamaraj university	A study on performance of Life Insurance Corporation (LIC)of India
International	Meenakshi Pioneer college, sivakangai	Role of entrepreneur in economic development
International	Xavier college of engineering, Tirunelveli	Service sector contribution to growth of economy.