

PROFILE

Name : VIVEK N
Designation : Assistant Professor of
Commerce
Satellite Campus
Date of joining : 06th July, 2018
Mail : vivekautcbe@gmail.com
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Vidwan-ID : 100157
Orcid Id : 0000-0003-4380-655X



EDUCATIONAL QUALIFICATION: *MBA, UGC NET, M.Com, UGC NET, (Ph.D)*

| Degree / Exams Passed | Specialization | Institution Studied | Medium of Study | Year of Passing | Class Obtained and Aggregate |
|-----------------------|---------------------|--|-----------------|-----------------|--|
| Ph.D | Commerce | Madurai Kamaraj University Madurai | English | Pursuing | - |
| <i>NET</i> | Commerce | University Grants Commission New Delhi | English | 2018 | 93.8 percentile Qualified for Assistant Professor |
| <i>M.Com</i> | Commerce | DDE Manonmanium Sundaranar University, Tirunelveli | English | 2015 | Second Class |
| <i>NET</i> | Management | University Grants Commission New Delhi | English | 2012 | Qualified for Lectureship |
| <i>MBA</i> | Banking & Insurance | Anna University of Technology Coimbatore | English | 2011 | 8.96 FWD II Rank |
| <i>B.Com</i> | Commerce & Accounts | The American College, Madurai | English | 2009 | 81.2% FWD |

RESEARCH AREA

- Pursuing Doctorate in Commerce on titled “**CUSTOMER’S UTILITY TOWARDS THE DIGITAL MODES OF SERVICES IN PUBLIC AND PRIVATE SECTOR BANKS IN MADURAI DISTRICT OF TAMILNADU**” at **Madurai Kamaraj University, Madurai (Reg No : 5045 dated October 2018)**

TEACHING EXPERIENCE: 09 years

| S.No | Name of the Institution | Position | Period | | Total in Years |
|------|---|--|------------|------------|--------------------------|
| | | | From | To | |
| 1. | Anna University Regional Campus Madurai | Teaching Fellow in MBA | 30.08.2011 | 30.06.2018 | 6 Years and 10 Months |
| 2. | The American College Madurai | Assistant Professor of Commerce | 06.07.2018 | Till Date | 2 years and 1 month |

AWARDS RECEIVED: 04 Nos

1. Received “**BEST YOUNG FACULTY AWARD**” from Novel Research Academy, Puduchery on 9th November 2019
2. Received “ **BEST ACHIEVER AWARD** “ for producing 100% result in Enterprise Resource Planning and International Business Management Courses, from Anna University, Regional Campus, Madurai during May 2016
3. Received “**YOUNG EDUCATOR & RESEARCHER AWARD**” during the **05th SEPTEMBER 2015** from the National Foundation for Entrepreneurship Development, Chennai.
4. Received “**YOUNG EDUCATOR & RESEARCHER AWARD**” during the **05th SEPTEMBER 2014** from the National Foundation for Entrepreneurship Development, Chennai.

ADMINISTRATIVE ACCOMPLISHMENTS

| S.No | Nature of Role | Period |
|------|--|--|
| 1. | Project Coordinator – Department of MBA, AURCM | From August 2011 to May 2018 |
| 2. | Additional Chief Superintendent Conduct of CMWSSB 2017 Examinations. | 23 rd and 24 th September 2017 |

OTHER QUALIFICATIONS

- Completed 5 certificate courses in **Sanskrit Literature** from **Bharathiya Vidhya Bavan, Mumbai** and 3 certificate courses in **Sanskrit Literature** from **Indian Academy of Sanskrit Literature and Culture-Madurai** scoring first class in all the three courses.

PROJECTS GUIDED: 99

- Internship : 50 Completed
- MBA Final Project : 45 Completed
- B.Com (CA) : 04 Completed , 05 (on going)

TECHNICAL KNOWLEDGE

- SPSS
- POM
- TORA
- MS Office and Tally

PROJECTS UNDERGONE

| S.No | Category | Title | Company/Institution | Period |
|------|------------------|--|-------------------------------|--------|
| 1. | PG Final Project | “A Study on Customer Preference towards Intermediaries in Insurance Business”. | Bajaj Capital Ltd, Coimbatore | 2011 |

PUBLICATIONS DETAILS : 63 No's

| S.No | Category | Number (s) |
|------|------------------------------------|------------|
| 1. | Scopus Indexed Journals | 02 |
| 2. | Web of Science | 01 |
| 3. | UGC Listed Journals | 06 |
| 4. | International Journals | 17 |
| 5. | National Journals | 04 |
| 6. | International Conferences/Seminars | 09 |
| 7. | National Conferences/Seminars | 22 |
| 8. | Book Publications with ISBN | 02 |

PUBLICATION IN SCOPUS INDEXED JOURNALS: 02 Nos

1. Dr.P.Manivannan, Mr. S. Mohammed Hussain, **Vivek N** and Dr.D.Kesavan (2020), **“Perception of Undergraduate Students’ Towards Distance Education for Higher Studies: With Special Reference to Chennai Region”**, in the Scopus indexed journal titled **“Academic Leadership (Online Journal)”**, during July 2020, ISSN: 1533-7812 Vol-21-Issue-06-June-2020.
2. Dr.S.C.B.Samuel Anbu Selvan & **Vivek N (2020)** , **“Customer Perception towards the Digital Transformation in Banking Industry with Special Reference to Madurai City”**, in the Scopus indexed journal titled **“TEST Engineering and Management”**, during January – February 2020, ISSN: 0193-4120 , Page No. 6335-6340.

PUBLICATION IN WEB OF SCIENCE: 01 No

1. Dr.D.Kesavan, **N.Vivek**, S. Mohammed Hussain and Caroline Vincy (2020), **“Prospects and Determinants towards Work from home associated perception of IT Employees : with special reference to Chennai”**, in **ADALYA JOURNAL**, Volume 9, issue 7, July 2020, ISSN 1301-2746, Page no: 55-67.

PUBLICATION IN UGC LISTED JOURNALS : 06 Nos

1. **N.Vivek**, Dr.D.Mohanraj, Dr.D.Kesavan, Dr.V.Vetrivel (2020), **“Propelling Significance and Adoption Drag of Self-Servicing Channels For Banking Sector in India”** in **Tathapi an UGC CARE Journal and peer-reviewed open access journal**, ISSN 2320-0693, Vol-19-Issue-22-June-2020 (Pp 305-314)
2. Dr.S.C.B.Samuel Anbu Selvan & **Vivek N (2020)**, **“IMPACT OF COVID-19 ON THE INDIAN BANKING SECTOR”**, in **PURAKALA, An UGC-CARE Journal**, ISSN NO: **0971-2143**, (Pp 129 – 133).
3. Dr.S.C.B.Samuel Anbu Selvan & **Vivek N (2019)**, **“ROLE OF ENTREPRENEURSHIP IN WOMEN EMPOWERMENT”** , in the **International Journal of Analytical and Experimental Modal Analysis, An UGC-CARE Approved Group - II Journal (Scopus Indexed Till 1992)**, ISSN NO: **0886-9367**, (Pp 87 to 92).
4. S.Vijay Mallikraj & **Vivek N (2019)**, **“ Measuring The Intention To Stay: A Study Among Faculties Working In Self Finance Departments In Madurai District”** ,

Journal of Applied Science and Computation , ISSN: 1076 – 5131, Volume VI, Issue I, January 2019

5. Dr.S.C.B.Samuel Anbu Selvan & Vivek N (2019), “**Innovations in Indian Banking Sector – A Study**”, **Journal of Applied Science and Computation** , ISSN: 1076 – 5131, Volume VI, Issue I, January 2019
6. Dr.S.C.B.Samuel Anbu Selvan & Vivek N (2019), “**Indian Scenario of E- Banking** ”, **international multi disciplinary quarterly research Journal - AJANTA** , ISSN: 2277-5730, Volume VIII, Issue I, January- March 2019

INTERNATIONAL JOURNALS: 17 No's

1. Dr.S.C.B.Samuel Anbu Selvan & Vivek N (2020), “**Importance and Role of Entrepreneurship in Economic Development**”, **International Journal of Multidisciplinary Arts & Humanities**, Vol .1(1): 1-4, 2020
2. Nijanth Anand & Vivek N (2017), “**A Descriptive Study About the Changing Trends of Retail Distributorship in India**”, **North Asian International Research Journals**, ISSN: 2454 - 2326 , September 2017.
3. N.Vivek , E.Sangeetha, (2016), “**A Role on Personality Trait and Academic Achievement of Student**”, **North Asian International Research Journal of Multidisciplinary**, ISSN: 2454 - 2326 Vol. 2, Issue 10, October 2016
4. N.Vivek , E.Sangeetha, (2016), “**Rural entrepreneurship program-performance appraisal**”, **Indian Journal of Science Info**, ISSN 2455-4367, Vol.1, Issue IV, May-June 2016.
5. E.Shanmuga Priya, N.Vivek (2016), “**A Descriptive Study about the Management Concepts depicted in Great Indian Epic Mahabharata**” **World Wide Journal of Multidisciplinary Research and Development**, ISSN 2454-6615, Vol. 2, Issue 8, 2016
6. Veeramani.C, N.Vivek, N.Vijayakumar (2016), “**A study about the impact of socio economic factors on training of employees**”,**World Wide Journal of Multidisciplinary Research and Development**, ISSN 2454-6615, Vol. 2, Issue 5, June 2016
7. Vivek. N, Vijayakumar N (2016), “**A Descriptive Study about Human Capital Development and its impact on Firm Performance: Evidence from Developmental**

Economics”, North Asian International Research Journal of Multidisciplinary, ISSN: 2454 - 2326 Vol. 2, Issue 4 May 2016.

- 8. Vivek. N, Vijayakumar N (2016), “A Descriptive Study About Economic Empowerment of Women”, North Asian International Research Journal of Multidisciplinary, ISSN: 2454 - 2326 Vol. 2, Issue 4 April 2016.**
- 9. Vivek. N , P.Arul Edwin Fredrick & S.Gopinath, (2015), “Time Management and its relevance to Stress, Gender and Academic Achievement among the sample MBA students, with special reference to Madurai region”, e-Library Science research Journal, December 2015, ISSN : 23198435, Impact Factor- 2.2030**
- 10. Vivek. N & Bagavathi Sashikumar. Rm , (2015), A Study about “The Problems Faced by customers with regard to E-Banking services of selected banks, with special reference to Madurai city”, *International Journal of Research in Management, Economics and Commerce*, October 2015, ISSN: 2250-057X, Impact Factor – 5.662**
- 11. Vivek. N& Bagavathi Sashikumar. Rm , (2015),"A Study about Effective Time Management and Plan Execution for the Success of a Management- A Hermeneutics Study with special reference to Thirukkural , *North Asian International Research Journal of Multidisciplinary*, Vol 1 Issue 4 September 2015 ,with ISSN No : 2454 - 2326, with an Impact Factor : 1.20.**
- 12. Vivek. N & Bagavathi Sashikumar. Rm , (2015),"Customer Satisfaction Towards BSNL Landline Broadband In Madurai City", *Review of Research*, Vol 4 Issue 9 June 2015 ,with ISSN No : 2249-894X, with an Impact Factor : 3.1402 (UIF)**
- 13. Vivek. N , (2015), “ A Study about the Effectiveness of Training Provided at MMHRC, Madurai”, *Tactful Management Research Journal*, Volume - 3 | Issue - 8 | May – 2015, ISSN 22319-7943, with **2.1632 (UIF)****
- 14. Vivek. N& Arul Edwin Fredrick .P,(2015), “A Study About Structural Equation Modeling (SEM) and its Models -An Overview” *Golden Research Thoughts*, Vol 4 Issue 9 March 2015,ISSN No :2231-5063, with **3.4052(UIF)****
- 15. Vivek. N& Arul Edwin Fredrick .P,(2015),“A Descriptive Study about Stress Management Technique with special reference to the School Teachers”, *Indian Streams Research Journal*, Volume-5 | Issue-1 | Feb-2015,ISSN No :2230-7850,with **3.1560(UIF)****

16. **Vivek. N** (2014), “**A Descriptive study about Empowerment of Women in India Through Education**”, *Golden Research Thoughts*, Volume-3 | Issue-11 | May-2014, ISSN No:2231-5063 with **2.2052(UIF)**
17. **Vivek. N** (2014),“**A Descriptive study about the Conflict Management Technique**” with special reference to International Business, *Golden Research Thoughts*, Volume : III, Issue : X, April – 2014, ISSN No:2231-5063 with **2.2052(UIF)**

NATIONAL JOURNALS: 04 No’s

1. **N.Vivek** and **S.Mohamed Hussain** (2018), “**A Descriptive study about DOW Theory and its applications to the top sectors for Broad Market Analysis**” , **Business Plus, a Bi- Annual Journal, Volume 1. No.20, December 2018, ISSN 09759336.**
2. **Dr.S.C.B.SamuelAnbu Selvan** and **N.Vivek** (2018), “ **Digital Services of Indian Banking Sector- A Study**”, **Journal of Management**, Volume 6, Special Issue 1, October 2018, ISSN 2321-4643
3. **M.Lakshmanan** and **N.Vivek** (2017),“**Retail Efficiency through Effective Development of Today’s Technology**”, **Business Plus, a Bi- Annual Journal, Volume 1. No.17, December 2017, ISSN 09759336.**
4. **Vivek. N,(2015)**, A Study about “**Empowerment of Women through Agriculture with special reference to India**”, **Ratinam Journal of Management**, Vol : I, Special Issue – February 2015, ISSN : 2250-2009

INTERNATIONAL CONFERENCES/SEMINARS: 09 No’s

| S.no | Title | Organizer | ISBN | Period |
|-------------|---|---------------------------------------|-------------------|---|
| 1. | <i>A Study on the Innovative Practices of Information Systems and its Impact Over Supply Chain Management</i> | Anna University of Technology Madurai | 978-1-4675-1732-4 | 13 th and 14 th February 2012 |
| 2. | <i>A Study on “TQM as a Filling Agent in Learning and Teaching Process”</i> | Brahma School of Business, Namakkal | Nil | 19 th October 2013 |
| 3. | <i>“A Descriptive Study about the Issues and Prospects of Retail</i> | Ethiraj College, | 978-93-80530-68-0 | 12 th February 2014 |

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|----|--|---|-------------------|--|
| | <i>Banking in India”</i> | Chennai | | |
| 4. | <i>An Study About Factors Influencing Cross Cultural Negotiation In International Business</i> | International Conference on Inter Disciplinary Research in Engineering and Technology | 978-81-929742-5-5 | 29 th to 30 th April 2015 |
| 5. | <i>A Waste and E-Waste Management – An Overview</i> | Anna University, Regional Campus, Madurai | 9788193023433 | 05 th and 06 th October 2016 |
| 6. | <i>A study about Disaster Management Need of the Hour in India</i> | Anna University, Regional Campus, Madurai | 9788193023433 | 05 th and 06 th October 2016 |
| 7. | <i>A Descriptive study about Sustainable Banking Strategies Adopted by Indian Banks and the Related Issues</i> | Fatima Institute of Management Fatima College (Autonomous) Madurai | 9789386537959 | September 13, 2017 |
| 8. | <i>Emerging Trends in Digital Marketing – A Descriptive Study</i> | Fatima Institute of Management Fatima College (Autonomous) Madurai | 978-93-87871-67-0 | 10 th August 2018 |
| 9. | <i>Innovation & Emerging Trends in Global Business – Opportunities and Challenges</i> | School of Business Hindustan Arts College Chennai | 971-93-81208-348 | 30 th August 2019 |

NATIONAL CONFERENCES/SEMINARS: 22 No’s

| S.no | Title | Organizer | ISBN | Period |
|-------------|---|---|-------------------|---|
| 1. | <i>“Self Help Groups- Keystone for Micro Finance in India”</i> | St.Michael College of Engineering, Kalayarkoil. | NIL | 4 th November, 2011 |
| 2. | <i>“An Overview of Rural Finance for Rural Women in India”</i> | Anna University of Technology Madurai | 978-1467321338 | 08 th -09 th March 2012 |
| 3. | <i>“A Study on the Empowerment of women through Self Help Group”</i> | Nandha College of Technology, Erode | 978-93-80506-05-0 | 22 nd March 2012 |
| 4. | <i>“On University - Industry Interaction”</i> | Anna University, Regional Centre, Madurai | 978-93-80657-71-4 | 05 th September 2012 |
| 5. | <i>“An Empirical Study on Expectations of Industry from Academia”</i> | Anna University, Regional Centre, Madurai | 978-93-80657-71-4 | 05 th September 2012 |
| 6. | <i>“Mentoring –A Strategy for Organizational Excellence”</i> | St.Michael College of Engineering, Kalayarkoil. | NIL | 12 th October 2012 |
| 7. | <i>A Descriptive Study about the “Assessment of Interior Design Projects”</i> | Anna University Regional Office Madurai in association with Dream Zone Madurai | NIL | 28 th and 29 th January 2014 |
| 8. | <i>A Study about “ India’s Nuclear Power Program”</i> | Anna University Regional Office Madurai in association with TKSCT Sponsored by | 978-163443697-7 | 1 st and 2 nd September 2014 |

| | | | | |
|-----|--|---|---------------|--|
| | | Kudankulam Nuclear Power Project | | |
| 9. | <i>A Study about “Women and Entrepreneurship with Special reference to the problems faced by Women Entrepreneurs in India”</i> | Dept of English BIT Campus- Tiruchirappalli | 819085670-7 | 6 th and 7 th September 2014 |
| 10. | <i>A Descriptive study about the “preparation of Effective Entrepreneurial Marketing Plan”</i> | AJK College Of Arts and Science Coimbatore | NIL | 25 th & 26 th September 2014 |
| 11. | <i>A Study about “Empowerment of Women through Agriculture with special reference to India”</i> | Ratinam Institute of Management, Pollachi | NIL | 23 rd and 24 th January 2015 |
| 12. | <i>A descriptive study about managing organisational Change</i> | Agni School of Business Excellence | NIL | 04 th April , 2015 |
| 13. | <i>“A Descriptive Study about the Broad Impacts of Nuclear Energy”</i> | Vickram College of Engineering, Madurai | 9788193023471 | 20 th and 21 st August 2015 |
| 14. | <i>“A Descriptive Study About The Methodology For Radioactive Waste Management”</i> | Vickram College of Engineering, Madurai | 9788193023471 | 20 th and 21 st August 2015 |
| 15. | <i>“Nuclear Energy: A Sustainable Future “</i> | Vickram College of Engineering, Madurai | 9788193023471 | 20 th and 21 st August 2015 |

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|-----|--|---|-----------------------|---|
| 16. | <i>A study about Mathematics as the foundation of Effective Business Decision Making</i> | The American College Madurai | 938510967-7 | 22 nd and 23 rd January 2018 |
| 17. | <i>" Impact of Technology on MSME In India"</i> | The American College Madurai | | 16 th February 2018 |
| 18. | <i>Success and the issues related to the Swatch Bharat Abhiyan with special reference to selected southern regions of tamilnadu- A Study</i> | GTN College, Dindigul (ICSSR sponsored) | 978-93-87756-45- 8 | 1 st and 2 nd August 2018 |
| 19. | <i>Economic Transformation through Entrepreneurship.</i> | St Joseph's College Trichy | --- | 21 st January 2019 |
| 20. | <i>"Technology in Insurance"</i> | Department of Commerce Government Arts College, Melur and Madurai Insurance Institute | ---- | 11th October 2019 |
| 21. | <i>Role of Entrepreneurship in Women Empowerment</i> | PG & Research Centre of Commerce, Jayaraj Annapackiam College for Women, Periyakulam, Theni District | ---- | 4th and 5th December 2019 |
| 22. | <i>Digital Transformation in Indian Banking Industry</i> | Vivekananda College of Arts and Science for Women Namakkal in Association with Avinashilingam Institute for Home | ---- | 10th and 11th February 2020 |

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|--|--|---|--|--|
| | | Science & Higher Education for Women, MTC Global, Bangalore and Dhaka International University , Dhaka, Bangladesh. | | |
|--|--|---|--|--|

BOOKS PUBLISHED: 02 No's

| S.No | Title | Authors | Publisher | Year of Publication |
|------|---|--|---------------------------------|---------------------|
| 1 | <i>Retail Management- Text and Cases</i> ISBN : 978-93-85977-86-2 | N.Vivek Rm.Bagavathi Sashikumar | Shanlax Publications Madurai | 2016 |
| 2 | <i>Research Methodology</i> ISBN : 978-93-87102347 | Prof.Dr.C.Swarnalatha N.Vivek | Shanlax Publications Madurai | 2017 |

GUEST LECTURES DELIVERED: 14 No's

| S.no | Topic | Occasion | Venue | Date |
|------|---|--|--|--------------------------------|
| 1. | <i>Communication Skills for Entrepreneurs</i> | Entrepreneurship Awareness Camp | Vickram College of Engineering Sivagangai | 31 st January 2013 |
| 2. | <i>Creativity and Business- the man behind the venture –the Behavioral Scientist's Approach</i> | Entrepreneurship Awareness Camp | The American College Madurai | 29 th January 2013 |
| 3. | <i>The Role of Communication Skill in Entrepreneurship</i> | Entrepreneurship Awareness Camp | St.Michael Group of Institutions , Madurai | 19 th February 2013 |
| 4. | <i>How to assess Working Capital Requirement for SSI</i> | Women Entrepreneurship Development Program | Indian Overseas Bank Madurai | 16 th May 2013 |
| 5. | <i>Taxation: Various Taxes Applicable to MSME</i> | Women Entrepreneurship Development Program | Indian Overseas Bank Madurai | 24 th May 2013 |
| 6. | <i>Entrepreneurial Challenges</i> | Guest Lecture | A.J.K College of | 14 th August |

| | | | | |
|----|---|---------------------------------|---|---------------------------------|
| | | | Arts and Science, Coimbatore | 2014 |
| 7. | <i>Hypothesis Testing</i> | Guest Lecture | Agni School of Business Excellence, Vadamadurai, Dindigul | 01 st November 2014 |
| 8. | <i>Historical Background of Entrepreneurship in India</i> | Entrepreneurship Awareness Camp | The American College, Madurai | 10 th November 2014 |
| 9. | <i>Challenges faced by women Entrepreneurs in India</i> | Entrepreneurship Awareness Camp | The American College, Madurai | 13 th November 2014 |
| 10 | <i>Time Series Analysis and Forecasting</i> | Guest Lecture | Agni School of Business Excellence, Vadamadurai, Dindigul | 22 nd November 2014 |
| 11 | <i>Correlation and Regression Analysis</i> | Guest Lecture | Agni School of Business Excellence, Vadamadurai, Dindigul | 06 th December 2014 |
| 12 | <i>Application of SPSS in Research Papers</i> | Faculty Development Program | Madurai Gandhi NMR Subbaraman College For Women, Madurai | 15 th December 2018 |
| 13 | <i>Research Paper Writing</i> | Workshop | Madurai Gandhi NMR Subbaraman College For Women | 24 th December 2018 |
| 14 | <i>Entrepreneurial Skill Development</i> | Entrepreneurship Awareness Camp | Thiruvalluvar College, Papanasam | 21 st September 2019 |

WORKSHOPS ATTENDED : 05 No's

| S.No | Title | Organizer | Period |
|-------------|---|--|--|
| 1. | <i>ISTE Workshop on AAKASH FOR EDUCATION</i> | Indian Institute of Technology Bombay | 10 th and 11 th November 2012 |
| 2. | <i>Research Methodology</i> | Srividhya Engineering and Technology, Virudhunagar | 3 rd January 2018 |
| 3. | <i>Project Management</i> | Anna University Regional Campus Madurai | 24 th January 2018 |
| 4. | <i>"Applications of AMOS in Social Science Research"</i> | The American College Madurai | 12 th and 13 th October 2018 |
| 5. | <i>International Workshop on " Transformative Management for Recessive Economy"</i> | Syed Hameedha Arts & Science College Kilakarai | 10 th October 2019 |

FDPs' ATTENDED : 05 No's

| S.No | Title | Organizer | No of Days | Period |
|-------------|---|---|-------------------|----------------|
| 1. | <i>Entrepreneurship Sponsored by EDI, Ahmadabad</i> | EDC Anna University of Technology Madurai | 12 days | 2011-12 |
| 2. | <i>Research Methodology</i> | KLN College of Engineering, Pottapalayam. | 3 days | 2011-12 |
| 3. | <i>Soft skill in English for Technocrats</i> | Department of English Anna University of Technology Madurai | 1 day | 2011-12 |
| 4. | <i>Entrepreneurship Sponsored by EDI, Ahmadabad</i> | EDC Anna University Regional Office Madurai | 12 days | 2012-13 |
| 5. | <i>Entrepreneurship Sponsored by EDI, Ahmadabad</i> | EDC Anna University Regional Office Madurai | 12 days | 2013-14 |

SEMINARS ATTENDED : 07 No's

| S.no | Title | Organizer | Period |
|-------------|--|---|---|
| 1. | <i>“Emerging Trends in International Business”</i> | Centre for Entrepreneurship Development Tamilnadu | 1 day 03 rd August 2012 |
| 2. | <i>”Developing A Corporate Strategy- The People’s Imperative “</i> | Department of Management Studies of Anna University, Regional Centre Madurai. | 1 day 22 nd August 2012 |
| 3. | <i>“Thedal 2013 –Entrepreneurial Excellence”</i> | TNPL Cement | 2 days 5 th – 7 th April 2013 |
| 4. | <i>“Empowering Faculty as Leaders” Sponsored by CSIR</i> | Anna University Regional Centre Madurai | 2 days 29 th and 30 th July 2013 |
| 5. | <i>“Project Management and Creativity Skills ”</i> | Anna University Regional Campus Madurai | 12.04.2016 |
| 6. | <i>Managerial Training- Making a Difference</i> | Anna University Regional Campus Madurai | 07.01.2017 |
| 7. | <i>National Seminar on “Insurance – Catalyst for Financial Growth”</i> | Government Arts College, Melur | 11.1.2019 |

WORKSHOPS/SEMINARS/CONFERENCES/FDP ORGANIZED

| S.no | Title | Sponsor Agency | Duration | Nature of the Program | Period |
|-------------|---|-----------------------|-----------------|------------------------------|---|
| 1. | <i>“Investor’s Awareness Program”</i> | Self-Supported | 3 days | workshop | 26 th to 28 th September 2011 |
| 2. | <i>“Skill Development Program for SHG”</i> | Self-Supported | 2 days | workshop | 11 th and 12 th November 2011 |
| 3. | <i>“Contemporary Emerging Trends in Management”</i> | Self-Supported | 2 days | International Conference | 13 th and 14 th February 2012 |
| 4. | <i>“Women Empowerment-2012”</i> | CSIR | 2 days | National Conference | 08 th and 09 th March 2012 |

| | | | | | |
|----|--|--------------------------|--|--------------------------|---|
| 5. | <i>“ Entrepreneurship Awareness Camp ”</i> | EDI Ahmadabad | Ten No’s 30 days (3 days per camp) | Workshop | 28 th January to 02 nd March 2013 |
| 6. | <i>Faculty Development Program on “Entrepreneurship”</i> | EDI Ahmadabad | Two Weeks | FDP | 18 th March to 30 th March 2013 |
| 7. | <i>International Conference on Promoting Entrepreneurship in Innovative Construction Technique</i> | Self-Supported | 2 days | International Conference | 05 th and 06 th October 2016 |

ROLE AS PROGRAM COORDINATOR

| S.No | Name of the Program | Duration | Sanction Amount | Sponsoring Agency |
|-------------|----------------------------------|-----------------|------------------------|---|
| 1. | <i>DST–NIMAT Project 2017–18</i> | 2017-18 | Rs.5,50,000/- | Entrepreneurship Development Institute of India |

EDITORIAL PARTICIPATION

| S.no | Title | Category | Role | ISBN |
|-------------|--|--|-------------------------|--------------------------|
| 1. | <i>“Contemporary Emerging Trends in Management”</i> | Proceedings of International Conference | Associate Editor | 978-1-4675-1732-4 |
| 2. | <i>“Women Empowerment-2012”</i> | Proceedings of National Conference | Member | 978-1467321338 |
| 3. | <i>“Reaching The Unreached - A Challenge To Technical Education”</i> | Proceedings of National Conference | Associate Editor | 978-93-80657-71-4 |
| 4. | <i>“Entrepreneurship”</i> | Course Material for FDP Sponsored by EDI | Editor | NIL |

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| 5. | <i>Achieving Competitive Strategy in HRM</i> | Training Material for ISTE-SRM STTP | Editor & Co-Coordinator | NIL |
| 6. | <i>Nuclear Energy during 2014</i> | Proceedings of the National Seminar | Co-Ordinator | 978-163443697-7 |
| 7. | <i>Nuclear Energy during 2015</i> | Proceedings of the National Seminar | Co-Ordinator | 9788193023471 |
| 8. | <i>Promoting Entrepreneurship in Innovative Construction Technique</i> | Proceedings of International Conference | Co-Ordinator | 9788193023433 |

EDITORIAL MEMBERSHIP IN JOURNALS

- 1) **Member of the Editorial Board in International Organization of Scientific Research and Development India (IOSRD)** from the year 2016 onwards.
- 2) **Assistant Editor in the International Journal titled “(Ed.) Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development. Vol. 1 Management and Vol. 2 Construction Engineering.**
<http://www.engineeringandtechnologyinindia.com/dec2016/swarnalathavolume2engineering.pdf>
- 3) **Member of the Editorial Board in Newstertia Publications, Puduchery since June 2020** <http://www.newswertia.com/editorial-board-members/>

ONLINE PROGRAMS ATTENDED : 46 Nos

1. Attended a Webinar on titled “**Teacher to Educational Leader**” during 23 April, 2020 organized by **Colombo Plan Staff College**.
2. Participated in the Online National Conference on titled “**Learning from the present and Building Strategies for Future in Perspective of Commerce and Management**” organized by the **Department of Commerce and IQAC of Shri Pancham Khemraj Mahavidyalaya , Sawantwadi and University of Mumbai** on 29 April, 2020.
3. Participated in the Three Day online FDP on “ **Online College Management and Online Content Creation Tools**” organized by organized by **Mumbai University,**

BMM department of Lala Lajpatrai College of Commerce & Economics & North Storm Academy dated 30th April , 1st and 2nd May, 2020.

4. Attended a Webinar on titled **“Essential Information for Educational Community on Prophylaxis for COVID 19 High risk”** organized by **Chennai Institute of Technology** dated 9th May , 2020.
5. Attended a Webinar on titled **“Effective Conduct of Online Classes”**, organized by **Sri Eshwar College of Engineering, Coimbatore** dated 8th May, 2020.
6. Attended a Webinar on titled **“Data Science for Engineers”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 13th May, 2020.
7. Attended a Webinar on titled **“ Art of Teaching Excellence in Digital Era”** organized by **Sakthi Institute of Information and Management Studies, Pollachi** dated 4th May, 2020
8. Participated and presented a Research Paper entitled **“Intellectual Property Rights in India- A Study”** in Online One Day National Conference on **“ General Aspects of Intellectual Property Rights: Nature, Meaning, Scope and its Components”** organized by **Shri Pancham Khemraj Mahavidyalaya, Savantwadi and University of Mumbai**, dated 6th May 2020.
9. Attended a Webinar on titled **“Health and Hygiene”** organized by **Shri Pancham Khemraj Mahavidyalaya, Savantwadi** , dated 14th May 2020.
10. Attended an International FDP on titled **"Building Partnership and Resources"** organized by **Sri Kanyaka Parameswari Arts and Science for Women , Chennai** dated 8th May, 2020.
11. Attended the National Level E-Quiz on Covid 19 Awareness to **"TEST YOUR IMMUNITY ON FACT VERSUS FAKE NEWS ON COVID-19"**, Organised by **Sakthi Institute of Information and Management Studies, Pollachi** dated 14th May, 2020.
12. Attended a Webinar on titled **“Personal Effectiveness-Need of the Hour”** organized by **Sakthi Institute of Information and Management Studies, Pollachi** dated 14th May, 2020

13. Attended a Webinar on titled **“Impact of COVID on Economy and Management of Finances during this period ”** organized by IQAC and School of Commerce , **Shri Shankarlal Sundaribai SHASHUN Jain College for Women** dated 4th May, 2020
14. Attended a Webinar on titled **“Cyber Security”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 15th May, 2020
15. Attended a Webinar on titled **“Tax Planning for Salaried Employees”** organised by **IQAC and Shasun Alliance with Industries** dated 14th May, 2020.
16. Attended a Webinar on titled **“Demystify the Cloud”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 16th May, 2020
17. Participated in the Two-Day Online Faculty Development Programme on titled **“New Normal - Pedagogical Tools for Online Teaching”** organized by **IQAC Fatima College, Madurai** dated 11th and 12th May, 2020.
18. Attended a Webinar on titled **“Block Chain Basics”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 16th May, 2020
19. Attended a Webinar on titled **“Trends in Commerce Study through Online Learning”** organized by **PG and Research Department of Commerce, GTN College, Dindigul** dated 18th May, 2020.
20. Attended a Webinar on titled **“INDUSTRY 4.0”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 19th May, 2020
21. Participated in the **National Level Faculty Development Program 2.0** organized by **North Storm Academy** dated 13th and 14th May, 2020.
22. Attended the **National Level webinar** on **“EXCEL like never before”** organised by **Leapup Edutech Pvt. Ltd., Mumbai** dated 18th May, 2020
23. Attended a Webinar on titled **“DESIGN THE THINKING”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 22ND May, 2020
24. Participated in the **National Level online FDP** on **"E-Learning Tools"** organized by the **Computer Science Department, The American College, Madurai**, dated May 16 & 17, 2020
25. Participated in the Webinar on titled **“ An overview of GST”** organised by **IQAC and Shasun Alliance with Industries** dated 19th May, 2020.

26. Attended a Webinar on titled **“Technology - The Future of Recruitment”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 23rd May, 2020
27. Attended a Webinar on titled **“Cyber Law: An effective regulatory measure to curtail cyber-crime”** organized by **National College, Trichy** dated 18th May, 2020
28. Participated in the Faculty development program on **“Banking”**, Organised by **Edufly Staffing Solutions**, dated 22nd May, 2020
29. Attended the International webinar on titled **"COVID-19 and Continuing Relevance"** organized by Department of Commerce, **The American College, Madurai** dated 23rd May, 2020.
30. Attended the Webinar organised by **the Ladies Club of The American College, Madurai** dated 27th May, 2020.
31. Attended the Webinar on titled **"Positive Journalism during crisis"** organized by **The Department of Visual Communication, The American College, Madurai** dated 28th May, 2020.
32. Attended the Workshop on titled **"Data Analysis using SPSS"**, organised by the **Department of Mathematics, The American College (Autonomous), Madurai** from 28th to 30th May, 2020.
33. Attended a Webinar on titled **“Agile Methodology”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 3rd June, 2020.
34. Participated in the Faculty Development Program on **“Teaching for Transformation & Excellence in Post Covid Era”** organized by **Department of Commerce, The American College, Madurai** dated on 6 June 2020.
35. Attended a Webinar on titled **“ONLINE EDUCATION A BOON OR BANE - THE PROS AND CONS”**, Organized by the **Department of Business Administration, The American College, Madurai** dated 11th June 2020.
36. Attended a Webinar on titled **"COVID - 19 and Indian Economy"**, organised by the **Department of Economics, The American College (Autonomous), Madurai** dated 11th June 2020.
37. Attended a Webinar on titled **"COVID - 19 and Labour Issues in India"** organised by the **Department of Economics, The American College (Autonomous), Madurai** dated 15th June 2020.

38. Attended a Webinar on titled “**Soft Skills Strategies at Workplace**” organised by the **Department of Management Studies, PSNA College of Engineering & Technology** dated 12th June 2020.
39. Attended a Webinar on titled "**Recent Trends in Capital Market**", organised by the Department of Management Studies, **The American College (Autonomous), Madurai** dated 15th June 2020.
40. Attended a Webinar on titled “**Impact of Covid 19 on Educational Services and Alternating Strategies**” organized by the Department of Commerce, **The American College, Madurai** dated on 20 June 2020.
41. Participated in the National Level Online Quiz on “**Human Resource Management**” organized by the Department of Commerce, **Mannar Thirumalai Naicker College, Madurai** dated on 02 July 2020.
42. Attended a webinar titled "**A Pespicious View on Electronic Payments**" organized by the Department of Commerce, **The American College, Madurai** dated 03 July 2020
43. Attended a Webinar titled "**Management Education: The Challenges of Changing Scenario**" **Department of Business Administration, The American College, Madurai** dated 09/07/2020.
44. Attended a Webinar on titled “**Maintaining Quality of Life during COVID Era**”, Organized by the **Department of Business Administration, The American College, Madurai**, held on 03 July 2020.
45. Attended a Webinar on titled "'**Navigate Financial Crisis During Pandemic**" organized by **Department of Commerce, The American College, Madurai** on 17 July 2020.
46. Attended Three day online FDP on titled “**Data Analysis for Business Research using SPSS & AMOS**”, organised by **Department of Management Studies, Karpaga Vinayaga College of Engineering and Technology, Chengalpattu Dt.**, during 23.07.2020 to 25.07.2020.

PROFESSIONAL MEMBERSHIPS

1. Life Time Member of **Indian Society for Technical Education, New Delhi**

RECOGNITIONS

1. Secured **Second Rank** in the PG (MBA) University Examinations conducted by Anna University of Technology Coimbatore during the year 2011.**(8.96 CGPA out of 10)**
2. Won **First Prize** in the “**A.D.Shroff Memorial Elocution Competition**” sponsored by Corporation Bank and organized by the Department of Economics, The American College Madurai during the year 2008.
3. Received “**Sultan Chand Memorial Scholarship**” during the year 2008 from The American College, Madurai
4. Member of **NSS**, from 2006 to 2008 at the American College, Madurai.

(N.VIVEK)