

## PROFILE

**Name** VIVEK NAGARAJAN  
**Designation** Assistant Professor  
**Department** Commerce (SF)  
**Date of Joining** 06 July 2018  
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### ACADEMIC QUALIFICATIONS

Degree / Exams Passed	Specialization	Institution Studied	Medium of Study	Year of Passing
Ph.D	Commerce	Madurai Kamaraj University Madurai	English	Submitted on 17/12/2021
M.A	Economics	DDE Madurai Kamaraj University Madurai	English	2021
M.Com	Commerce	DDE Manonmanium Sundaranar University, Tirunelveli	English	2015
MBA	Banking & Insurance	Anna University of Technology Coimbatore	English	2011
B.Com	Commerce	The American College, Madurai	English	2009

### ELIGIBILITY EXAMS CLEARED

Name of the Exam	Specialization	Conducted by	Year of Passing	Class Obtained and Aggregate
NET	Commerce	University Grants Commission New Delhi	2019	93.8 percentile Qualified for Assistant Professor
NET	Management	University Grants Commission New Delhi	2012	Qualified for Lectureship

## 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.

## RESEARCH AREA

- Submitted Ph.D Thesis in Commerce entitled “**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** on **17 December 2021**. ( Reg No : 5405 dated October 2018 )

## TEACHING EXPERIENCE: 10 Years and 07 Months

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	3Years and 9Months

## SPECIALIZATION IN TEACHING

- Entrepreneurship
- Financial Management
- Research Methodology
- Income Tax
- Corporate Accounting

## AWARDS RECEIVED

- Received “**BEST YOUNG FACULTY AWARD**” from **Novel Research Academy, Puducherry** on 9<sup>th</sup> November 2019
- 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 **05<sup>th</sup> SEPTEMBER 2015** from the National Foundation for Entrepreneurship Development, Chennai.
4. Received **“YOUNG EDUCATOR & RESEARCHER AWARD”** during the **05<sup>th</sup> SEPTEMBER 2014** from the National Foundation for Entrepreneurship Development, Chennai.

### PROJECTS GUIDED

- MBA : **45 Completed**
- M.Com : **01 (Ongoing)**
- B.Com ( CA) : **09 Completed**

### ACADEMIC PROJECT UNDERGONE

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

### PATENTS RECEIVED

1. Received a Patent titled **“A study of contemporary trends in investing patterns, household savings, and economic investment”**, Publication Date (U/S 11A) 29/10/2021, **Patent No:202141047281**(<http://ipindia.nic.in/index.htm>)

### PUBLICATIONS DETAILS : 73 No's

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

## **PUBLICATION IN SCOPUS INDEXED JOURNAL**

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 EBSCO JOURNAL**

1. Dr.S.C.B.Samuel Anbu Selvan & **Vivek N (2020)** “**Employees’ Perception towards Occupational Health Hazards and Safety Policies at Tyre Manufacturing Companies in Chennai Region**” in the **Global Management Review Journal**, Vol.14, Issue 1, January – June 2020, Doi 10.34155/GMR 19.1303.03

## **PUBLICATION IN WEB OF SCIENCE**

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**

1. **N.Vivek**, Dr.S.C.B.Samuel Anbu Selvan, (2021), “**Customer Preference towards the Digital Banking Services of State Bank of India in Madurai City**”, in UGC Care Listed Journal titled “**International Journal of humanities, Law and Social Published biannually by New Archaeological & Genological Sciences Society**”, ISSN: 2348-8301, Pp 10-14

2. **N.Vivek, Dr.S.C.B.Samuel Anbu Selvan, (2021), “Customer Preference Mobile Wallets in Madurai City”, in UGC Care Listed Journal titled “Journal of Education: Rabindrabharati University”, ISSN : 0972-7175, Pp 115-118**
3. **N.Vivek, Dr.S.C.B.Samuel Anbu Selvan, (2021), “Factors influencing the users of Unified Payments Interface in India”, in UGC Care Listed Journal titled “Utkal Historical Research Journal”, ISSN: 0976-2132, Pp 165-167**
4. **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)**
5. **Dr.S.C.B.Samuel Anbu Selvan & Vivek N (2020), “IMPACT OF COVID-19 ON THE INDIAN BANKING SECTOR”, in Studies in Indian Place Names, an UGC-CARE Journal, ISSN NO: 2394-3114, (Pp 129 – 133).**
6. **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).**
7. **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**
8. **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**
9. **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 JOURNAL**

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 JOURNAL**

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.Samuel Anbu Selvan & Vivek N (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

S.no	Article Title	Organizer	ISBN	Period
1.	A Study on the Innovative Practices of Information Systems and its Impact Over Supply Chain Management	Anna University of Technology Madurai	978-1-4675-1732-4	13 <sup>th</sup> and 14 <sup>th</sup> February 2012
2.	A Study on “TQM as a Filling Agent in Learning and Teaching Process”	Brahma School of Business, Namakkal	Nil	19 <sup>th</sup> October 2013
3.	“A Descriptive Study about the Issues and Prospects of Retail Banking in India”	Ethiraj College, Chennai	978-93-80530-68-0	12 <sup>th</sup> February 2014
4.	An Study About Factors Influencing Cross Cultural Negotiation In International Business	International Conference on Inter Disciplinary Research in Engineering and Technology	978-81-929742-5-5	29 <sup>th</sup> to 30 <sup>th</sup> April 2015
5.	A Waste and E-Waste Management – An Overview	Anna University, Regional Campus, Madurai	9788193023433	05 <sup>th</sup> and 06 <sup>th</sup> October 2016
6.	A study about Disaster Management Need of the Hour in India	Anna University, Regional Campus, Madurai	9788193023433	05 <sup>th</sup> and 06 <sup>th</sup> October 2016



7.	A Descriptive study about Sustainable Banking Strategies Adopted by Indian Banks and the Related Issues	Fatima Institute of Management Fatima College (Autonomous) Madurai	9789386537959	September 13, 2017
8.	Emerging Trends in Digital Marketing – A Descriptive Study	Fatima Institute of Management Fatima College (Autonomous) Madurai	978-93-87871-67-0	10 <sup>th</sup> August 2018
9.	Innovation & Emerging Trends in Global Business – Opportunities and Challenges	School of Business Hindustan Arts College Chennai	971-93-81208-348	30 <sup>th</sup> August 2019

#### **NATIONAL CONFERENCES/SEMINARS**

<b>S.no</b>	<b>Article Title</b>	<b>Organizer</b>	<b>ISBN</b>	<b>Period</b>
1.	“Self Help Groups- Keystone for Micro Finance in India”	St.Michael College of Engineering, Kalayarkoil.	NIL	4 <sup>th</sup> November, 2011
2.	“An Overview of Rural Finance for Rural Women in India”	Anna University of Technology Madurai	978-1467321338	08 <sup>th</sup> -09 <sup>th</sup> March 2012
3.	“A Study on the Empowerment of women through Self Help Group”	Nandha College of Technology, Erode	978-93-80506-05-0	22 <sup>nd</sup> March 2012
4.	“On University - Industry Interaction”	Anna University, Regional Centre, Madurai	978-93-80657-71-4	05 <sup>th</sup> September 2012
5.	“An Empirical Study on Expectations of Industry from Academia”	Anna University, Regional Centre, Madurai	978-93-80657-71-4	05 <sup>th</sup> September 2012

6.	“Mentoring –A Strategy for Organizational Excellence”	St.Michael College of Engineering, Kalayarkoil.	NIL	12 <sup>th</sup> October 2012
7.	A Descriptive Study about the “Assessment of Interior Design Projects”	Anna University Regional Office Madurai in association with Dream Zone Madurai	NIL	28 <sup>th</sup> and 29 <sup>th</sup> January 2014
8.	A Study about “ India’s Nuclear Power Program”	Anna University Regional Office Madurai in association with TKSCT Sponsored by Kudankulam Nuclear Power Project	978-163443697-7	1 <sup>st</sup> and 2 <sup>nd</sup> September 2014
9.	A Study about “Women and Entrepreneurship with Special reference to the problems faced by Women Entrepreneurs in India”	Dept of English BIT Campus- Tiruchirappalli	819085670-7	6 <sup>th</sup> and 7 <sup>th</sup> September 2014
10.	A Descriptive study about the “preparation of Effective Entrepreneurial Marketing Plan”	AJK College Of Arts and Science Coimbatore	NIL	25 <sup>th</sup> & 26 <sup>th</sup> September 2014
11.	A Study about “Empowerment of Women through Agriculture with special reference to India”	Ratinam Institute of Management, Pollachi	NIL	23 <sup>rd</sup> and 24 <sup>th</sup> January 2015
12.	A descriptive study about	Agni School of	NIL	04 <sup>th</sup> April , 2015

	managing organisational Change	Business Excellence		
13.	“A Descriptive Study about the Broad Impacts of Nuclear Energy”	Vickram College of Engineering, Madurai	9788193023471	20 <sup>th</sup> and 21 <sup>st</sup> August 2015
14.	“A Descriptive Study About The Methodology For Radioactive Waste Management”	Vickram College of Engineering, Madurai	9788193023471	20 <sup>th</sup> and 21 <sup>st</sup> August 2015
15.	“Nuclear Energy: A Sustainable Future “	Vickram College of Engineering, Madurai	9788193023471	20 <sup>th</sup> and 21 <sup>st</sup> August 2015
16.	A study about Mathematics as the foundation of Effective Business Decision Making	The American College Madurai	938510967-7	22 <sup>nd</sup> and 23 <sup>rd</sup> January 2018
17.	" Impact of Technology on MSME In India"	The American College Madurai		16 <sup>th</sup> February 2018
18.	Success and the issues related to the Swatch Bharat Abhiyan with special reference to selected southern regions of tamilnadu- A Study	GTN College, Dindigul <b>(ICSSR sponsored)</b>	978-93-87756-45-8	1 <sup>st</sup> and 2 <sup>nd</sup> August 2018
19.	Economic Transformation through Entrepreneurship.	St Joseph’s College Trichy	---	21 <sup>st</sup> January 2019
20.	“Technology in Insurance”	Department of Commerce Government Arts	-----	11th October 2019

		College, Melur and Madurai Insurance Institute		
21.	Role of Entrepreneurship in Women Empowerment	PG & Research Centre of Commerce, JayarajAnnapackiam College for Women, Periyakulam, Theni District	----	4th and 5th December 2019
22.	Digital Transformation in Indian Banking Industry	Vivekananda College of Arts and Science for Women Namakkal in Association with Avinashilingam Institute for Home Science & Higher Education for Women, MTC Global, Bangalore and Dhaka International University , Dhaka, Bangladesh.	----	10th and 11th February 2020

### BOOKS PUBLISHED

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

### BOOK CHAPTERS PUBLISHED

1. Published a book chapter titled **“Financial Institution supporting Entrepreneurship in India”** in the book entitled **“Entrepreneurship Development”**, ISBN: 978-1-71698-710-6, Pp 47-78, Published by, Lulu Publication, 3101 Hillsborough St, Raleigh, NC 27607, United States.

2. Published a book chapter titled “**Role of Government in Promoting Digital Payments in India through Digital India Program- Case Analysis**” in the book entitled “The New Era of Digital Payments ”, ISBN : 978-81-954576-1-8, Volume 1, Pp 97-111, Published by New Chennai Publications, Chennai.

#### **GUEST LECTURES DELIVERED**

<b>S.no</b>	<b>Topic</b>	<b>Nature of the Program</b>	<b>Venue</b>	<b>Date</b>
1.	Communication Skills for Entrepreneurs	Entrepreneurship Awareness Camp sponsored by DST	Vickram College of Engineering Sivagangai	31 <sup>st</sup> January 2013
2.	Creativity and Business- the man behind the venture –the Behavioral Scientist's Approach	Entrepreneurship Awareness Camp sponsored by DST	The American College Madurai	29 <sup>th</sup> January 2013
3.	The Role of Communication Skill in Entrepreneurship	Entrepreneurship Awareness Camp sponsored by DST	St.Michael Group of Institutions , Madurai	19 <sup>th</sup> February 2013
4.	How to assess Working Capital Requirement for SSI	Women Entrepreneurship Development Program sponsored by DST	Indian Overseas Bank Madurai	16 <sup>th</sup> May 2013
5.	Taxation: Various Taxes Applicable to MSME	Women Entrepreneurship Development Program sponsored by DST	Indian Overseas Bank Madurai	24 <sup>th</sup> May 2013
6.	Entrepreneurial Challenges	Guest Lecture	A.J.K College of Arts and Science, Coimbatore	14 <sup>th</sup> August 2014
7.	Hypothesis Testing	Guest Lecture	Agni School of Business Excellence, Vadamadurai, Dindigul	01 <sup>st</sup> November 2014
8.	Historical Background of Entrepreneurship in India	Entrepreneurship Awareness Camp sponsored by DST	The American College, Madurai	10 <sup>th</sup> November 2014

9.	Challenges faced by women Entrepreneurs in India	Entrepreneurship Awareness Camp sponsored by DST	The American College, Madurai	13 <sup>th</sup> November 2014
10	Time Series Analysis and Forecasting	Guest Lecture	Agni School of Business Excellence, Vadamadurai, Dindigul	22 <sup>nd</sup> November 2014
11	Correlation and Regression Analysis	Guest Lecture	Agni School of Business Excellence, Vadamadurai, Dindigul	06 <sup>th</sup> December 2014
12	Application of SPSS in Research Papers	Faculty Development Program	Madurai Gandhi NMR Subbaraman College For Women, Madurai	15 <sup>th</sup> December 2018
13	Research Paper Writing	Workshop	Madurai Gandhi NMR Subbaraman College For Women	24 <sup>th</sup> December 2018
14	Entrepreneurial Skill Development	Entrepreneurship Awareness Camp sponsored by DST	Thiruvalluvar College, Papanasam	21 <sup>st</sup> September 2019
15	Personality Traits of an Entrepreneur	Entrepreneurship Awareness Camp sponsored by DST	Mannar Thirumalai Naicker College, Madurai	1 <sup>st</sup> March 2021
16	Eco System Available for Promoting Entrepreneurship	Entrepreneurship Awareness Camp sponsored by DST	Mannar Thirumalai Naicker College, Madurai	3 <sup>rd</sup> March 2021
17	Online Education: Implementation and Evaluation	Virtual FDP	IQAC of Caussanel College of Arts and Science, Ramanathapuram	14 <sup>th</sup> July 2021

**WORKSHOPS ATTENDED**

<b>S.No</b>	<b>Title</b>	<b>Organizer</b>	<b>Period</b>
1.	ISTE Workshop on AAKASH FOR EDUCATION	Indian Institute of Technology Bombay	10 <sup>th</sup> and 11 <sup>th</sup> November 2012
2.	Research Methodology	Srividhya Engineering and Technology, Virudhunagar	3 <sup>rd</sup> January 2018
3.	Project Management	Anna University Regional Campus Madurai	24 <sup>th</sup> January 2018
4.	"Applications of AMOS in Social Science Research"	The American College Madurai	12 <sup>th</sup> and 13 <sup>th</sup> October 2018
5.	International Workshop on "Transformative Management for Recessive Economy"	Syed Hameedha Arts & Science College Kilakarai	10 <sup>th</sup> October 2019
6.	State level workshop on "Entrepreneur Dexterity Evolverment 2020"	The American College, Madurai	10 <sup>th</sup> March 2020

**FACULTY DEVELOPMENT PROGRAMS ATTENDED**

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

5.	Entrepreneurship Sponsored by EDI, Ahmadabad	EDC Anna University Regional Office Madurai	12 days	<b>2013-14</b>
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#### **SEMINARS ATTENDED**

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

#### **SHORT TERM COURSES ATTENDED**

<b>S.no</b>	<b>Title</b>	<b>Organizer</b>	<b>Period</b>
1.	Achieving Competitive Strategy in Human Resource Management	Anna University Regional Office, Madurai Sponsored by ISTE and SRM University	21 July to 27 July 2014
2.	AICTE recognized Short Term Course on “Instructional Planning (Module – I) through ICT	Education and Educational Management Department, NITTTR, Chandigarh	12 June to 16 June , 2017



## WORKSHOPS/SEMINARS/CONFERENCES/FDP ORGANIZED

S.no	Title	Sponsor Agency	Duration	Nature of the Program	Period
1.	“Investor’s Awareness Program”	<b>Self-Supported</b>	<b>3 days</b>	workshop	26 <sup>th</sup> to 28 <sup>th</sup> September 2011
2.	“Skill Development Program for SHG”	<b>Self-Supported</b>	<b>2 days</b>	workshop	11 <sup>th</sup> and 12 <sup>th</sup> November 2011
3.	“Contemporary Emerging Trends in Management”	<b>Self-Supported</b>	<b>2 days</b>	International Conference	13 <sup>th</sup> and 14 <sup>th</sup> February 2012
4.	“Women Empowerment-2012”	<b>CSIR</b>	<b>2 days</b>	National Conference	08 <sup>th</sup> and 09 <sup>th</sup> March 2012
5.	“ Entrepreneurship Awareness Camp”	<b>EDI Ahmadabad</b>	<b>Ten No’s 30 days (3 days per camp )</b>	Workshop	28 <sup>th</sup> January to 02 <sup>nd</sup> March 2013
6.	Faculty Development Program on “Entrepreneurship”	<b>EDI Ahmadabad</b>	<b>Two Weeks</b>	FDP	18 <sup>th</sup> March to 30 <sup>th</sup> March 2013
7.	International Conference on Promoting Entrepreneurship in Innovative Construction Technique	<b>Self-Supported</b>	<b>2 days</b>	International Conference	05 <sup>th</sup> and 06 <sup>th</sup> October 2016

## 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/swarnalathavolume2engineer ing.pdf>)

- 3) **Member of the Editorial Board** in **Newstertia Publications**, Puduchery since June 2020 <http://www.newswertia.com/editorial-board-members/>

#### **ONLINE PROGRAMS ATTENDED**

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 PanchamKhemraj 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 LalaLajpatrai College of Commerce & Economics & North Storm Academy** dated 30<sup>th</sup> April , 1<sup>st</sup> and 2<sup>nd</sup> 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 9<sup>th</sup>May, 2020.
5. Attended a Webinar on titled **“Effective Conduct of Online Classes”**, organized by **Sri Eshwar College of Engineering, Coimbatore** dated 8<sup>th</sup> May, 2020.
6. Attended a Webinar on titled **“Data Science for Engineers “**organized by **Sri Eshwar College of Engineering, Coimbatore** dated 13<sup>th</sup> 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 4<sup>th</sup> 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 PanchamKhemraj Mahavidyalaya, Savantwadi and University of Mumbai**, dated 6<sup>th</sup> May 2020.
9. Attended a Webinar on titled **“Health and Hygiene”** organized by **Shri PanchamKhemraj Mahavidyalaya, Savantwadi**, dated 14<sup>th</sup> May 2020.

10. Attended an International FDP on titled "**Building Partnership and Resources**" organized by **Sri KanyakaParameswari 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 14<sup>th</sup> 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 14<sup>th</sup> 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 ShankarlalSundaribai SHASHUN Jain College for Women** dated 4<sup>th</sup> May, 2020
14. Attended a Webinar on titled "**Cyber Security**"organized by**Sri Eshwar College of Engineering, Coimbatore** dated 15<sup>th</sup> May, 2020
15. Attended a Webinar on titled "**Tax Planning for Salaried Employees**"organised by **IQAC andShasun Alliance with Industries** dated 14<sup>th</sup> May, 2020.
16. Attended a Webinar on titled "**Demystify the Cloud**"organized by**Sri Eshwar College of Engineering, Coimbatore** dated 16<sup>th</sup> 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 11<sup>th</sup> and 12<sup>th</sup> May, 2020.
18. Attended a Webinar on titled "**Block Chain Basics**"organized by**Sri Eshwar College of Engineering, Coimbatore** dated 16<sup>th</sup> 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 18<sup>th</sup> May, 2020.
20. Attended a Webinar on titled "**INDUSTRY 4.0**"organized by**Sri Eshwar College of Engineering, Coimbatore** dated 19<sup>th</sup> May, 2020
21. Participated in the **National Level Faculty Development Program 2.0** organized by **North Storm Academy** dated 13<sup>th</sup> and 14<sup>th</sup> May, 2020.
22. Attended the **National Level webinar** on "**EXCEL like never before**"organised by **LeapupEdutech 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 22<sup>nd</sup> 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 19<sup>th</sup> May, 2020.
26. Attended a Webinar on titled **“Technology - The Future of Recruitment”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 23<sup>rd</sup> May, 2020
27. Attended a Webinar on titled **“Cyber Law: An effective regulatory measure to curtail cyber-crime”** organized by **National College, Trichy** dated 18<sup>th</sup> May, 2020
28. Participated in the Faculty development program on **“Banking”**, Organised by **Edufly Staffing Solutions**, dated 22<sup>nd</sup> May, 2020
29. Attended the International webinar on titled **"COVID-19 and Continuing Relevance"** organized by Department of Commerce, **The American College, Madurai** dated 23<sup>rd</sup> May, 2020.
30. Attended the Webinar organised by **the Ladies Club of The American College, Madurai** dated 27<sup>th</sup> May, 2020.
31. Attended the Webinar on titled **"Positive Journalism during crisis"** organized by **The Department of Visual Communication, The American College, Madurai** dated 28<sup>th</sup> May, 2020.
32. Attended the Workshop on titled **"Data Analysis using SPSS"**, organised by the **Department of Mathematics, The American College (Autonomous), Madurai** from 28<sup>th</sup> to 30<sup>th</sup> May, 2020.
33. Attended a Webinar on titled **“Agile Methodology”** organized by **Sri Eshwar College of Engineering, Coimbatore** dated 3<sup>rd</sup> 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 11<sup>th</sup> June 2020.

36. Attended a Webinar on titled "**COVID - 19 and Indian Economy**", organized by the **Department of Economics, The American College (Autonomous), Madurai** dated 11<sup>th</sup> June 2020.
37. Attended a Webinar on titled "**COVID - 19 and Labour Issues in India**" organized by the **Department of Economics, The American College (Autonomous), Madurai** dated 15<sup>th</sup> 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 12<sup>th</sup> 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 15<sup>th</sup> 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 Perspicacious 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, KarpagaVinayaga College of Engineering and Technology, Chengalpattu Dt.**, during 23.07.2020 to 25.07.2020.

47. Attended the online International Webinar on “**Research Publication & Citation Promotion**” on 15<sup>th</sup> May 2021, Organised by **Periyar E.V.R College, Tirucharapalli in association with Indian Accounting Association**, Tirucharapalli Branch.
48. Participated in the Webinar on Preparedness for New Normal Management Perspective Organised by **Department of Management Studies, Mohamed Sathak Engineering College, Kilakarai** on 26<sup>th</sup> May 2021.
49. Attended the National Level Webinar on "Familiarizing Digital Literature to Digital Natives" organized by The **Department of English, Faculty of Humanities and Science, Adayalampattu Phase II Campus , Dr.M.G.R Educational and Research Institute, Chennai** on 8th June 2021
50. Participated in the workshop on “**Sample Size Determination in Research**” Organised by **Internal Quality Assurance Cell and the PG & Research Department of Commerce, SHASUN Jain College for Women** on 1<sup>st</sup> June 2021.
51. Participated in the workshop on “**Importance of Pilot Study in Research**” Organised by **Internal Quality Assurance Cell and the PG & Research Department of Commerce, SHASUN Jain College for Women** on 02<sup>nd</sup> June 2021.
52. Participated in the Two Day National Level Faculty Development Program for “**Educational Leaders**” organised by the **Department of Commerce in association with IQAC of Madurai Gandhi NMR Subbaraman College for Women, Madurai** during 11 to 12 June , 2021
53. Participated in the National Webinar on “**Financial Enlightenment and Empowerment in the Current Scenario**” organised by **KLH Business School , Hyderabad** on 28 June 2021
54. Participated in the National Level **Seven Days Faculty Development Program** on “**Nurturing the Next Generation Educators**” organised by **Department of Commerce with CA and IT, PPG College of Arts and Science, Coimbatore, Tamilnadu** from 12 to 18 June, 2021
55. Actively participated in the E-Quiz Competition on “**Revised NAAC Assessment and Accreditation Procedure**” held on 23 June, 2021 , organised by the Internal Quality Assurance Cell of Guru Nanak College, Chennai.
56. Participated in the Virtual National Level **Two Weeks Faculty Development Program** on “ **Industry Institute Interaction – A Holistic Approach Insight Out**”, organised by

**Department of Commerce, SRM Institute of Science and Technology, Chennai** from 01 to 14 June , 2021

57. Attended the webinar on “**Digital Marketing as Career**” organised by **Accent Techno Soft** during 12 June,2021
58. Actively participated in “**Effective and Quality Research Writing- Phase II**” organised by **Department of Commerce in association with IQAC, Patrician College of Arts and Science, Chennai** during 7 to 15 June 2021
59. Participated in the awareness webinar on “ **Let’s Faltten the 2<sup>nd</sup> wave with safe COVID Vaccine**” Jointly organised by **IQAC and NSS of Dr.Umayal Ramanathan College for Women, Karaikudi** on 12 June, 2021
60. Participated in the workshop on “ **Make your journey simpler & easier wit DIY e-Filing**” organised **Department of Commerce in association with IQAC, Patrician College of Arts and Science, Chennai** during 11 June, 2021
61. Participated in the National workshop on “ **Modern Trends in Research and Statistics**” organised by Department of Physical Education, **GTN College, Dindigul** during 11 June, 2021
62. Participated in the Webinar on “**NDLI User Awareness**” organized by Daniel Poor Memorial, The American College , Madurai during 25 June, 2021.
63. Participated in the International Webinar on “**Financial Accounting and Enterprise Resource Planning**” organized by Pg and Research Centre of Commerce, JayarajAnnapackiam College for Women, Periyakulam, Theni District, during 3 September 2021.
64. Attended Three day Online Faculty Development Programme on “**Scholarly Writings**” organized by PG and Research Department of Commerce in association with IQAC from 23.09.2021 to 25.09.2021
65. Participated in the Six Day Faculty Development Programme on “**Research in Social Science**” organized by the Department of Economics and Centre for Research in association with IQAC , Ayya Nadar Janaki Ammal College, under UGC PARAMARSH Scheme during 20.09.2021 to 25.09.2021
66. Participated in the UGC sponsored webinar on “**Research Ethics**” organized by UGC-Human Resource Development Centre, Madurai Kamaraj University on 11.09.2021

67. Participated in the 5 Days National Level e-Workshop on “**Innovative techniques in SPSS and Data Analysis**” organized by Department of Visual Communications, Sathyabama Institute of Science and Technology, Chennai from 3<sup>rd</sup> to 7<sup>th</sup> January 2022.

### **INVOLVEMENT IN PROJECTS**

1. Has worked for the **Household / Origin and Destination Survey** conducted from 20.06.2016 to 05.07.2016 within Madurai Local Planning Area for the Preparation of Comprehensive Mobility Plan for Madurai sponsored by Department of Town and Country Planning, Government of Tamil Nadu and undertaken by the Division of Transportation Engineering (DnTE), Department of Civil Engineering , Anna University, Chennai-25

### **PROFESSIONAL MEMBERSHIPS**

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

### **RECOGNITIONS**

1. Secured **Second Rank** in the PG 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.