

PROFILE

Name Dr.N.VIVEK
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Department Commerce (IT)
Date of Joining 06 July 2018
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EDUCATIONAL QUALIFICATIONS

Degree / Exams Passed	Specialization	Institution Studied	Year of Passing
<i>Ph.D</i>	Commerce	Madurai Kamaraj University Madurai	September, 2022
<i>M.A</i>	Economics	DDE Madurai Kamaraj University Madurai	2021
<i>M.Com</i>	Commerce	DDE Manonmanium Sundaranar University, Tirunelveli	2015
<i>MBA</i>	Banking & Insurance	Anna University of Technology Coimbatore	2011
<i>B.Com</i>	Commerce	The American College, Madurai	2009

ELIGIBILITY EXAMS CLEARED

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

SPECIALISATION IN RESEARCH

Ph.D : “CUSTOMER’S UTILITY TOWARDS THE DIGITAL MODES OF SERVICES IN PUBLIC AND PRIVATE SECTOR BANKS IN MADURAI DISTRICT OF TAMILNADU”

TEACHING EXPERIENCE

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	5 Years and 8 months
TOTAL					12 Years and 06 Months

AWARDS RECEIVED

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 **05th SEPTEMBER 2015** from the National Foundation for Entrepreneurship Development, Chennai.
4. Received “**YOUNG EDUCATOR & RESEARCHER AWARD**” during **05th SEPTEMBER 2014** from the National Foundation for Entrepreneurship Development, Chennai.

EXAMINERSHIP IN OTHER INSTITUTIONS

Served/ Serving as the Member of Examination Board for Question Setting, External Examiner for Project Viva, External Examiner for Lab Exams and Valuation at the following institutions,

1. Madurai Kamaraj University, Madurai, Tamilnadu
2. Anna University, Regional Campus , Madurai (For MBA Valuation under Anna University, Chennai)
3. Mother Teresa Women’s University, Kodaikanal

4. A.C College of Technology, Karaikudi, Tamilnadu (For MBA Valuation under Anna University, Chennai)
5. V.V.Vanniaperumal College for Women, Virudhunagar, Tamilnadu
6. Arul Anandar College, Karumathur , Madurai , Tamilnadu
7. Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women , Chennai, Tamilnadu
8. Sri Meenakshi Government Arts College for Women, Madurai , Tamilnadu
9. Mannar Thirumalai Naicker college, Madurai , Tamilnadu
10. NMS SVN College, Madurai
11. Madura College, Madurai
12. SFR College for Women, Sivakasi

ADMINISTRATIVE ACCOMPLISHMENTS

S.No	Nature of Role	Period
1	Project Coordinator Department of MBA, Anna University, Regional Campus , Madurai	From August 2011 to May 2018
2	Additional Chief Superintendent Conduct of CMWSSB 2017 Examinations at Anna University, Regional Campus , Madurai	23 rd and 24 th September 2017
3	Class Advisor For MBA Students (4 Batches) at Anna University, Regional Campus , Madurai	August 2011 to May 2018
4	Program Coordinator Entrepreneurship Development Cell Anna University, Regional Campus , Madurai	30 August 2011 to 14 May 2018
5	Nodal Officer in Zone 23 Anna University, Regional Campus , Madurai For the conduct of Anna University Chennai Semester Examinations	04 April 2016 to 13 April 2018
6	Coordinator- Examination Cell Anna University, Regional Campus , Madurai	2016 to 2018 (May)

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

- MBA : **45**
- M.Com : **02**
- B.Com (CA) : **09**

PATENT 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 : 82 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	10
5.	International Journals	17
6.	National Journals	05
7.	International Conferences/Seminars	13
8.	National Conferences/Seminars	24
9.	Book Publications with ISBN	06
10.	Books chapters	03

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. Dr.S.Vijay Mallikraj, Dr N.Vivek (2023) “Factors Driving the Adoption of Internet Banking among Retail Banking Customers in Madurai city”, in UGC Care Listed Journal titled “South India Journal Of Social Sciences”, ISSN : 0972-8945, Vol:21, Issue : 13
2. 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
3. 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
4. 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
5. 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)

6. 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).
7. 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).
8. S.Vijay Mallik raj & 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
9. 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
10. 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. Dr.R.Manikandan and **N.Vivek** (2019), “**Determinants of Job Satisfaction of College Teachers in Madurai District of Tamilnadu**”, *Business Plus, a Bi-Annual Journal*, Volume 1. No.21, June 2019, ISSN 09759336.
2. **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.
3. 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
4. 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.
5. **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.	<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 Banking in India”</i>	Ethiraj College, Chennai	978-93-80530-68-0	12 th February 2014
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
10	<i>Business Dynamics and Sustainable Development</i>	The American College , Madurai	---	5 th and 6 th January 2023

11	<i>Green Banking in India : A Study of Strategies adopted by Banks for Sustainable Development in India</i>	School of Commerce , The American College , Madurai, Tamilnadu, India		5 and 6 January 2024
12	<i>Women Entrepreneurship and Growth and Performance of MSMEs in India</i>	School of Commerce , The American College , Madurai, Tamilnadu, India		5 and 6 January 2024
13	<i>A study on Innovative Business Morales driven by AI technologies</i>	School of Commerce , The American College , Madurai, Tamilnadu, India		5 and 6 January 2024

NATIONAL CONFERENCES/SEMINARS

S.no	Article 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 Kudankulam Nuclear Power Project	978-163443697-7	1 st and 2 nd September 2014
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
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 regionas 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	----	4th and 5th December 2019

		Annapackiam College for Women, Periyakulam, Theni District		
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 Science & Higher Education for Women, MTC Global, Bangalore and Dhaka International University , Dhaka, Bangladesh.	----	10th and 11th February 2020
23.	<i>Role of Micro Medium and Small Enterprises (MSME) in achieving sustainable development goals</i>	Department of Commerce Nallamuthu Gounder Mahalingam College, Pollachi Sponsored by ICSSR	939400475-0	6 October 2023
24.	<i>The Influence of digital Innovation on Economic Growth</i>	PG Department of Commerce Nallamuthu Gounder Mahalingam College, Pollachi Sponsored by ICSSR		24 January 2024

BOOKS PUBLISHED

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
3	<i>Entrepreneurship Development</i> ISBN : 978-1-64733-171-9	Dr.D.Kesavan N.Vivek	Xpress Publishing	2019
4	<i>Marketing of Financial Services</i> ISBN: 978-93-90291-05-2 Text Book For : Dr. D.Y. Patil Vidyapeeth, Pune	N.Vivek	Dr. D.Y. Patil Vidyapeeth, Pune	2020
5	<i>International Strategic Management</i> ISBN: 978-93-90291-26-7 Text Book For : Dr. D.Y. Patil Vidyapeeth, Pune	N.Vivek	Dr. D.Y. Patil Vidyapeeth, Pune	2020
6	<i>Human Resource Planning</i> ISBN: 978-93-90291-08-3 Text Book For : Dr. D.Y. Patil Vidyapeeth, Pune	Prof.M.Lakshmanan & N.Vivek	Dr. D.Y. Patil Vidyapeeth, Pune	2020

BOOK CHAPTERS PUBLISHED

1. Published a book chapter titled “**Digital Transformation of Healthcare sector in India**” in the book entitled “**Digital Transformation in Healthcare in Post-COVID-19 Times**”, ISBN : 978-0-323-98353-2, Pp 241-259, Published by, **Academic Press (an imprint of Elsevier)**.
2. 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.
3. 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

S.no	Topic	Nature of the Program	Venue	Date
1.	<i>Communication Skills for Entrepreneurs</i>	Entrepreneurship Awareness Camp sponsored by DST	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 sponsored by DST	The American College Madurai	29 th January 2013
3.	<i>The Role of Communication Skill in Entrepreneurship</i>	Entrepreneurship Awareness Camp sponsored by DST	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

		sponsored by DST		
5.	<i>Taxation: Various Taxes Applicable to MSME</i>	Women Entrepreneurship Development Program sponsored by DST	Indian Overseas Bank Madurai	24 th May 2013
6.	<i>Entrepreneurial Challenges</i>	Guest Lecture	A.J.K College of Arts and Science, Coimbatore	14 th August 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 sponsored by DST	The American College, Madurai	10 th November 2014
9.	<i>Challenges faced by women Entrepreneurs in India</i>	Entrepreneurship Awareness Camp sponsored by DST	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 sponsored by DST	Thiruvalluvar College, Papanasam	21 st September 2019
15	<i>Personality Traits of an Entrepreneur</i>	Entrepreneurship Awareness Camp sponsored by DST	MannarThirumalai Naicker College, Madurai	1 st March 2021
16	<i>Eco System Available for Promoting Entrepreneurship</i>	Entrepreneurship Awareness Camp sponsored by DST	MannarThirumalai Naicker College, Madurai	3 rd March 2021
17	<i>Online Education: Implementation and Evaluation</i>	Virtual FDP	IQAC of Caussanel College of Arts and Science, Ramanathapuram	14 th July 2021

WORKSHOPS ATTENDED

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
6.	<i>State level workshop on "Entrepreneur Dexterity Evolvment 2020"</i>	The American College, Madurai	10 th March 2020
7.	<i>Business Analytics</i>	Fatima College Madurai	28 th April 2022
8.	<i>ICSSR Sponsored Workshop on Research Methodology and Research Tools (SPSS and AMOS)</i>	The American College, Madurai	14 th to 16 th December 2022
9.	<i>Art and Science of Methodical Scientific Writing and Publishing in High Impact Journal</i>	IQAC and Office of Dean Research The American College, Madurai	6 th March 2023

FDPS ATTENDED

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</i>	EDC	12 days	2013-14

	<i>Sponsored by EDI, Ahmadabad</i>	Anna University Regional Office Madurai		
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SEMINARS ATTENDED

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

SHORT TERM COURSES ATTENDED

S.no	Title	Organizer	Period
1.	<i>Achieving Competitive Strategy in Human Resource Management</i>	Anna University Regional Office, Madurai Sponsored by ISTE and SRM University	21 July to 27 July 2014

2.	<i>AICTE recognized Short Term Course on “ Instructional Planning (Module – I) through ICT</i>	Education and Educational Management Department, NITTTR, Chandigarh	12 June to 16 June , 2017
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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

PARTICIPATION IN COMMITTEES

- Served as the **Executive Committee Member** during the **International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations** conducted by the School of Commerce , The American College , Madurai, Tamilnadu, India on 5 and 6 January 2024
- Contributed towards **Organizing International Conference on “Business Dynamics and Sustainable Development”** conducted by the School of Commerce in association with the School of Business, St Joseph’s University, Bengaluru, Karnataka on 5th and 6th January 2023 at The American College, Madurai
- Served as the **Organizing Committee Member** for the **ICSSR sponsored Three Day Workshop on “Research Methodology and Research Tools (SPSS and AMOS)”** organised by the Post Graduate and Research Department of Commerce, The American College, Madurai from 14th to 16th December 2022.

ROLE AS PROGRAM COORDINATOR (FUNDS RECEIVED)

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 PARTICIPATIONS

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	Editor	NIL

		Sponsored by EDI		
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	Coordinator	978-163443697- 7
7.	<i>Nuclear Energy during 2015</i>	Proceedings of the National Seminar	Coordinator	9788193023471
8.	<i>Promoting Entrepreneurship in Innovative Construction Technique</i>	Proceedings of International Conference	Coordinator	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 Newstoria Publications, Puduchery** since June 2020 <http://www.newstoria.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 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 9thMay, 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 PanchamKhemraj 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**", organized 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**" organized 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 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, Karpaga Vinayaga 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 15th 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 26th 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 1st 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 02nd 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 2nd 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 by the **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, Jayaraj Annapackiam 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 3rd to 7th January 2022.

68. Participated in the Webinar on “**Mental Well being through nature**” Organized by: Department of Psychology, The American College, Madurai on 30 August 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.