

Dr.S.C.B.SAMUEL ANBU SELVAN

National Awardee
Associate Professor
Department of Commerce
The American College
Madurai-625002
Tamilnadu, India



PERSONAL PROFILE

Residence Address : 36/43, Kurinjivattam Street,
Maruthupandiyar Street,
K.K.Nagar,
Madurai- 625020,
Tamil Nadu, India

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Date of Birth : May 15, 1973

Age : 51 Years

Sex : Male

Nationality : Indian

Languages Known : English and Tamil

Typewriting : English and Tamil (Passed Higher Grade)

EDUCATIONAL QUALIFICATIONS			
Degree	Institution	Year of Passing	Class
B.Com	The American college, Madurai.	April, 1993	I
M.Com	The American college, Madurai.	April, 1995	Distinction
M.B.A	The American college, Madurai.	April, 1997	I
M.Phil (COMMERCE)	Alagappa University, Karaigudi.	January, 2004	II
NET (COMMERCE)	UGC, New Delhi.	December, 2005	Qualified
M.Phil (BUSINESS ADMINISTRATION)	Annamalai University, Annamalai Nagar.	July, 2008	II
P.G.D.C.A	Madurai Kamaraj University, Madurai	May, 2009	I
Ph.D (COMMERCE)	Madurai Kamaraj University, Madurai	July, 2011	Awarded

PROFESSIONAL EXPERIENCE : 24 Years		
Post Held	Duration	Name of institution
Lecturer	15-6-1997 to 31.1.1998	P.K.N.Arts and Science College, Tirumangalam
Lecturer	20-6-1998 to 30.4.1999	Jayaraj Chelladurai College, Periyakulam
Marketing Officer	01-6-1999 to 07.1.2001	Servall Paper &Boards, Coimbatore
Lecturer	08.1.2001 to 12.9.2007	The American College, Madurai.
Assistant Professor	13.9.2007 to 30.11.2019	The American College, Madurai.
Associate Professor	01.12.2019 to Till Date	The American College, Madurai.

TEACHNG EXPERIENCE

UG Level	25 Years
PG Level	21 Years
M.Phil	10 Years
Research Experience	20 Years

RESEARCH SUPERVISOR FOR Ph.D/M.Phil/M.Com/M.B.A

Ph.D Awarded	10
Ph.D Convener/Co-Guide	04
Ph.D Submitted	03
Ph.D Guiding	06
Ph.D Thesis Adjudicated	06
Ph.D External Examiner	05
M.Phil	18
M.B.A.	07
M.Com	83

RESEARCH EXPERIENCE

1. **M.COM** - "A Study on Functioning of Betel Leaf Marketing in Sholavandan"
2. **M.B.A-** "Foreign Exchange Management in Fenner India Ltd, Madurai"
3. **M.Phil (Commerce)** - "Customers Utility towards Cellular Services in Madurai City"

4. **M.Phil (Business Administration)** - “Production and Marketing of Handmade Bricks in Theni District”
5. **Ph.D** - “Production and Marketing of Bricks in Madurai and Theni Districts of Tamilnadu”
6. Conducted Market Survey for the expansion of Thangamayil Jewellery, Titled “**Market Survey for Expansion of Thangamayil Jewellery** in Tuticorin and Ramnad” June, 2007.
7. **Recognized Guide for Ph.D in Commerce of Madurai Kamaraj University**, Madurai, Tamilnadu Since 24 January, 2014 (**Guideship No.1331**).
8. **External Examiner for Ph.D (Commerce) Colloquium** for two Research Scholars on 25 February, 2019 at Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi.
9. **External Expert for the conduct of Ph.D Pre-Submission Viva Voce** , Department of Commerce , Centre for Higher Research , Yadava College, Madurai on 8 March, 2021. (**Mrs.B.Gomathi Jaya, Reg No: F9610**)
10. **External Expert of the Doctoral Committee** in the Department of Commerce & International Trade, School of Science, Arts , Media & Management, Karunya Institute of Technology and Sciences, Coimbatore on 20 March, 2021. (Ms.Ajitha K , Reg No: RRK20COM002)
11. Nominated as the **External Expert for the Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar Ms.M.Rajeswari (P6046), Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 9 April, 2021.
12. Appointed as **External Examiner** to conduct Public Viva Voce Examinations for the candidate **Mr.P.Sakthivel** for the degree of Doctor of Philosophy in Commerce for the thesis entitled “ **A Comparative Analysis of Customer Services Provided by BSNL with Private Telecommunication in Perambalur District**” (Ref No:30541/Ph.D/K6/PT/Commerce/1930541)
13. Served as an **External Examiner** for the Ph.D Pre Viva-Voce Examinations for the Research Scholar **S.Durga Devi,(Registration No:5312)**for the thesis titled “**A Study on Marketing of Fast Moving Consumer Goods (FMCG) in Ramanathapuram District- A Study with special reference to Personal Care Products**” on 25 November, 2021
14. **Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **G.Manuel Gunaraja,(Registration No:MKU21PFOC9984)**, for the degree of Doctor of Philosophy in Commerce for

the thesis entitled “**Work Life Balance of Staff Nurses Working in Multi-Speciality Hospitals in Madurai City**” since 19 November, 2021

15. **Board of Examiners to Adjudicate the Ph.D. thesis** titled “**Impact of Macroeconomic Factors on Stock Prices of selected Indian Commercial Banks listed in National Stock Exchange - An Analysis**” submitted by **Gayathry P**, Bharathiar University, Coimbatore on 11 November, 2021
16. **Subject Expert for the Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **P. Amali Fathima, (Registration No:MKU21PFOC9947)**, for the degree of Doctor of Philosophy in Commerce for the thesis entitled “**Customer’s Utilities towards Online Payments with special reference to Aided college teachers in Madurai District**” since 13 December, 2021
17. **External Subject Expert for the Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **P.Kayalvizhi,(Registration No:MKU20PFOC9904)**, for the degree of Doctor of Philosophy in Commerce for the thesis entitled “**Total Quality Management in Arts and Sciences Colleges affiliated to Madurai Kamaraj University- A Study in Madurai District**” since 14 December, 2021
18. **Nominated and Served as an External Examiner** for the conduct an Interview for admission in **Ph.D., Commerce**, conducted in the Department of Commerce, Madurai Kamaraj University, Madurai on 22 December, 2021.
19. Nominated as an **External Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Ms.T.Booma (Registration No:MKU20PFOC9911)** for the degree of Doctor of Philosophy in Commerce since 14 February, 2022.
20. Nominated as an **External Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Mr.M.Siva (Registration No:MKU20FFOC9910)** for the degree of Doctor of Philosophy in Commerce since 14 February, 2022.
21. Nominated as an **External Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Ms. Sobiya (Registration No: P5868)** for the degree of Doctor of Philosophy in Commerce since 23 February, 2022.
22. Nominated as an **External Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Ms.J.Swopna (Registration No:MKU21FFOC10168)** for the degree of Doctor of Philosophy in Commerce since 23 February, 2022

23. Nominated as an **External Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Mrs.P.Kayalavizhi (Registration No:MKU20PFOC9904)** for the degree of Doctor of Philosophy in Commerce since 25 February, 2022
24. Nominated as an **External Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Ms.R.Aruna Devi(Registration No:MKU21PFOC10101)** for the degree of Doctor of Philosophy in Commerce since 23 February, 2022
25. **External Examiner for the conduct of Ph.D Viva Voce Examination in Commerce** for the Candidate **Ms.Gayathry P (Ref No: COE/Ph.D/Viva/2022/1244)**, titled **“Impact of Macroeconomic Factors on Stock Prices of selected Indian Commercial Banks listed in National Stock Exchange - An Analysis”**, at Dr.SNS Rajalakshmi College of Arts and Science, Affiliated to Bharathiar University, Coimbatore on 04 March, 2022.
26. **Subject Expert** for the **Ph.D Pre Viva Voce Examination in Commerce** for the Candidate **Mrs.P.L.Savithree (Registration No. P5339)**, titled **“A Study on Online Marketing in Madurai region with special reference to fruits and vegetables”**, at Post Graduate and Research Department of Commerce, Yadava College, Madurai on 11 April, 2022.
27. Nominated as an **Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Ms.E. Anit Maria Lusia (MKU21PFOC10148)** for the degree of Doctor of Philosophy in Commerce since 21 April , 2022
28. Nominated as an **Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Mrs.S.Taj Sulthana (MKU21PFOC10166)** for the degree of Doctor of Philosophy in Commerce since 22 April , 2022
29. **External Examiner for the conduct of Ph.D Viva Voce Examination in Commerce** for the Candidate **S.DHIVYA (Ref No: COE/Ph.D/Viva/13387)**, titled **“Team - Based Health Care Service Quality and its Impact on The Well-Being Of Acute Coronary Syndrome Patients In Select Private Hospitals In Coimbatore”**, at Dr.SNS Rajalakshmi College of Arts and Science, Affiliated to Bharathiar University, Coimbatore on 30 July, 2022.
30. Nominated as an **Subject Expert** for the **Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar **Ms.R.Aruna Devi (MKU21PFOC10101)** for the degree of Doctor of Philosophy in Commerce since 25 February, 2022.

31. **Nominated and Served as an External Examiner** for the conduct an Interview for Eligibility in **Ph.D., Commerce**, conducted in the Department of Commerce, Madurai Kamaraj University, Madurai on 05 December, 2022
32. **External Examiner for the conduct of Ph.D Viva Voce Examination** in Commerce for the Candidate Ms.S.Valentine Usha Kalaichelvi (Ref No: TVU/COE/Ph.D/Viva Exam/Order/2022/2068), titled “A Study on the Work Life Balance among Women Police Personnel in Vellore District”, at Voorhees College, Affiliated to Tiruvalluvar University, Vellore, on 30 December, 2022.
33. Served as an **External Examiner** for the Ph.D Pre Viva-Voce Examinations for the Research Scholar **Ms.S.K.Sudha ,(Registration No:5458)**for the thesis titled “**A Study on Entrepreneurial Qualities of Women Students in Arts and Science College in Madurai City** ” on 4,January, 2023 at Yadava College for Men, Madurai.
34. Nominated as **External Member of Doctoral Advisory Committee** for the full time Research Scholar Ms.A.Hanna (22PHD0071), of School of Social Sciences and Languages at **Vellore Institute of Technology (VIT)**, Vellore-6320114, entitled Since 20 December,2022.
35. Nominated as the **External Expert for the Research Advisory Committee** by Madurai Kamaraj University, Madurai for the Research Scholar G.Dhivya (MKU22PFOC10381), Department of Commerce, Thiagarajar College, Madurai from 03 February 2023.
36. **Subject Expert** for the **Ph.D Pre Viva Voce Examination in Commerce** for the Candidate Mr.N.Malaiselvam (**Registration No. P3339**), titled “**Operating Efficiency and Profitability Analysis of Indian Oil Corporation (IOC)**”, at Post Graduate and Research Department of Commerce, Yadava College,Thiruppalai, Madurai on 27 April,2023.
37. **Subject Expert** for the **Ph.D Pre Viva Voce Examination in Commerce** for the Candidate **Mr.M.Siva (Registration No.MKU20FFOC9910)**, entitled “**A Study on Work Life Balance of Women School Teacher in Andaman and Nicobar Islands with Special Reference to South Andaman**”, at Post Graduate and Research Department of Commerce, Madurai Kamaraj University, Madurai on 26 October,2023.
38. **Subject Expert** for the **Ph.D Pre Viva Voce Examination in Commerce** for the Candidate **Mr.T.Booma (Registration No.P9911)**, entitled “**A Study on NPA Crisis in Education Sector with reference to Nursing Colleges in Madurai District**”, at Post Graduate and Research Department of Commerce, Madurai Kamaraj University, Madurai on 26 October, 2023.

39. **External Examiner for the Ph.D Viva Voce Examination in Commerce** for the Candidate **Ms.Katini (Registration Number: 1810071)**), titled “ **Role of Financial Literacy and Digital Financial Inclusion on Sustainable Development among the MaoNaga Tribe of the Northeast India**”, at Christ (Deemed to be University) Bengaluru on 10 November ,2023.
40. **External Examiner for the Ph.D Viva Voce Examination in Commerce** for the Candidate **Mr.Manoj** entitled “**Impact of Geographical Indication Labling on Consumer Behaviour With Special Reference to Selected Districts in Kerala**”, at VLB Janakiammal College of Arts and Science, Kovaiputhur, Coimbatore on 20 January, 2024.
41. **External Member for the Comprehensive Ph.D Vivavoce Examination** for the candidate **Ms.Hanna** entitled “**Investigating Factors of Micro Sectors with Special reference Agro based Business in Chennai Region**” at School of Social Science and Languages, Vellore Institute of Technology (VIT), Vellore.

EXPERIENCE AS VISITING FACULTY

The American College, Madurai	:	M.Phil – 10 years B.Com (.S.F) – 7 years B.Com (C.A) – 2 years BBA – 3 years
Professional Education – I Madurai Kamaraj University	:	4 years Post Graduate Diploma Courses – 6 years M.B.A – 3 years (Distance Education)
Bharathiyar University	:	M.B.A – 5 years (Yadava College)
Jeevana Jyothi Programme, Madurai	:	Tally Course - 2 years
Kodai Automobiles, Madurai	:	Assistant Director, Certificate Courses

SUBJECT TAUGHT AT M.PHIL/ PG AND UG

1.	Research Methodology	2.	Human Resource Management
3.	International Marketing	4.	Financial Management
5.	Management Accounting	6.	Marketing Management
7.	Computerized Accounting	8.	Business Economics
9.	Financial Accounting	10.	Higher Accounting
11.	Cost Accounting	12.	Principles of Management
13.	Income Tax Law and Practice	14.	Auditing and Assurance
15.	Practical Banking	16.	Corporate Governance and Business Ethics
17.	Services Marketing	18.	Direct Tax
19.	Indirect Tax Planning	20.	Banking Theory, Law and Practice

21.	Customer Relationship Management	22.	Insurance and Risk Management
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ADMINISTRATIVE EXPERIENCE

1. **Academic Advisor** for Choice Based Credit System, Department of Commerce, The American College, Madurai, from June, 2004 to May, 2010.
2. Served as a **NSS Program Officer** for Unit -4 of The American College, Madurai from November, 2006 to May, 2017.
3. **President of Commerce Association**, The American College, Madurai, for the academic year 2017-2018.
4. **Commerce Department Librarian**, The American College, Madurai, from June, 2002 to August 2007.
5. **Appointed as a Polling Officer I** for the 15th Parliamentary Elections held on 16 April, 2019 at Perungudi, (Zion Middle School), Madurai South, Madurai District, Tamilnadu.
6. **Coordinator for B.Com (Computer Application) Course**, The American College, Madurai, from December, 2010 to August, 2011.
7. Served as **Convener of NSS Units** (9 Units) of The American College, Madurai, from January, 2011 to May, 2017.
8. Appointed as a **Madurai Kamaraj University Advisory Committee Member of NSS** for two years from June, 2012 to May, 2014.
9. **Coordinator for Bachelor of Business Administration (BBA) Course**, The American College, Madurai, from June, 2013 to May, 2017.
10. **Appointed as a Member of Anti Ragging Committee** of The American College from June, 2014 to May, 2020.
11. Served as a **Hostel Warden of Wallace Hall**, The American College, Madurai from June, 2014 to May, 2017.
12. Member of **Athletic Committee, Department of Physical Education** The American College, Madurai since June, 2014.
13. **Member of Criterion V Committee- Student Support and Progression**, The American College, Madurai and Re-accredited (2nd Cycle) by NAAC Peer Team from 25^t and 27 February, 2016.

14. **Member of Extension of Autonomous Status Committee** of The American College and the team visited on 3 and 4 October, 2016.
15. **Coordinator for Bachelor of Commerce (B.Com- Professional Accounting) Course**, The American College, Madurai, from 1 June, 2018 to 30 November, 2023
16. **Coordinator for Service Learning Program (SLP- 5 Projects)**, The American College, Madurai, from 1 June, 2018 to 31 May, 2022
17. Appointed as a **Hostel Board Member** of Three co-opted members of the faculty of The American College, for the Academic Year 2018-2019.
18. **Coordinator for American College Royal Commerce Alumni Association (ACRCA)**, Department of Commerce, The American College, Madurai for the academic year 2018-2019.
19. **Appointed as a Presiding Officer** for the 17th Parliamentary Elections held on 18 April, 2019 at Poosaripatti, (Panchayat Union Primary School, Sathurmadagan) Madurai East, Madurai District. Tamilnadu.
20. **Member of Criterion IV Committee-** Infrastructure and Learning Resources, Assessment of Quality and Assurance Report (AQAR), National Institutional Ranking Framework (NIRF) and National Assessment and Accreditation Council (NAAC) of The American College, Madurai during the year 2019-20.
21. Served as a **Placement Director** of The American College, Madurai since the Academic Year 2020-21.
22. **Appointed as a Presiding Officer** for the Tamilnadu Legislative Assembly Elections - 2021 held on 6 April, 2021 at Usilampatti Constituency, Panchayath Elementary School, Chakarapanaickanur, Madurai District. Tamilnadu.
23. Elected as the **Governing Council Member** by the permanent faculty of The American College for the period of two years from 1 June, 2022 to 31 May, 2024.
24. Appointed as the **Additional Dean of Academic Advising** of The American College, Madurai since the Academic Year 2023-24.

CONFERENCE/ SEMINAR/ WORKSHOP ORGANISED

1. **Organized a National Level Seminar on 'Emerging Trends in Marketing of Services in the Global Era' as Coordinator and Convener of the Seminar (ETMSBBA-2013)** held on 17, October, 2013, Department of Business Administration, The American College, Madurai. (103 Papers Received from 16 Colleges)

2. **Organizing Secretary and Convener for National Level Seminar on ‘Productivity Enhancement Strategies’** as Coordinator and Convener of the Seminar (**PESBBA-2014**) held on 10 October, 2014, Department of Business Administration, The American College, Madurai. (107 Papers Received from 18 Colleges/Universities)
3. **Organizing Committee Member** for Golden Jubilee Celebration of All India Association for Christian Higher Education (AIACHE) held at The American College, Madurai from 7 October, 2016 to 11 October, 2016.
4. **Organizing Secretary for National Conference On Prospects of Micro, Small and Medium Enterprises in Indian Scenario (MSMEs)** held on 16 February, 2018, Department of Commerce, The American College, Madurai. (242 Papers received from 51 Colleges/Universities)
5. **President of Commerce Association** and Organized an Intercollegiate competition, **COMMAS2K19** for the academic year 2018-2019. (24 Colleges and 403 Students Participated in the Event)
6. **Organizing Secretary for “Two Day National Workshop on Applications of AMOS in Social Science Research”** held on 12 October, 2018 and 13 October, 2018. (75 Participants Benefited from 22 Colleges/Universities)
7. **Program Convener for Organizing a “One Day Workshop on Service Learning Program”**, Dr. Mercy Pushpalatha, Former Principal & Secretary of Lady Doak College and Program Consultant, South Asia Programs, United Board for Christian Higher Education has invited as a Resource Person for the Workshop on 7 December, 2018.
8. **Organizing Secretary for Two Day International Conference On Innovations in Business and Management** organized by the Department of Commerce, The American College, Madurai on February 1 and February 2, 2019. (281 Participants Benefited from 14 Countries, 18 Universities and 22 Colleges)
9. **Organizing Secretary for Second International Conference on “Sustainability, Transformation and Development in Business and Management”** organized by the Department of Commerce, The American College, Madurai held on 24, January 2020, which is Sponsored by the Council of Scientific and Industrial Research. (244 Participants Benefited from 05 Countries, 06 Universities and 30 Colleges)
10. **Organizing Secretary for United Board sponsored Four – Days Faculty Development Program (FDP 2020)** on Emerging Leaders of Service Learning Program during 13 February, 2020 and 16 February 2020 at Holiday Home, Kodaikanal. (50 Participants from 11 colleges and universities participated and got benefited through this FDP)

11. **Organizing Secretary** for State Level Workshop on Entrepreneur Dexterity and E vement 2020, organized by the Department of Commerce, The American College, Madurai on 10 March, 2020. (165 PG Students from 5 Colleges participated and benefited through this workshop)
12. **Organizing Secretary for International Webinar on COVID 19 and Continuing Relevance**, organized by the Department of Commerce, The American College, Madurai on 23May, 2020. (753 Faculties from Various Colleges and Universities participated through Zoom and YouTube Live Stream)
13. **Organizing Secretary for the workshop entitled “Roadmap to Successful Entrepreneurship for Commerce Professionals”** organized by Department of Commerce, The American College, Madurai held on 15 March 2021. (31 Faculty and 109 PG Students participated and benefitted through this workshop).
14. **Organizing Secretary for the ICSSR Three Day Workshop entitled “ Research Methodology and Research Tools (SPSS&AMOS)”** organized by Post Graduate and Research Department of Commerce, The American College, Madurai from 14 December,2022 to 16 December,2022. (47 Research Scholars and 17 Faculty were benefited).
15. **Conference Director and Co- chair** for the **International Conference on Business Dynamics and Sustainable Development (ICBD 4.0)** organized by the Post Graduate and Research Department of Commerce, The American College, Madurai in association with St. Joseph University, School of Business, Bangalore from 5 January,2023 to 6 January,2023.
16. **Co- Convener** for the **International Conference on Commerce and Management in the Digital Age, Trends, Challenges & Innovations** organized by the School of Commerce, Satellite Campus, The American College, Madurai from 5 January, 2024 to 6 January, 2024

MEMBER OF BOARD OF STUDIES /SUBJECT EXPERT/ INTERVIEW PANEL

1. Served as a Subject Expert for **Board of Studies meeting conducted** by the Department of Business Administration of Thassim Beevi Abdul Kader College for Women,(An Autonomous Institution Affiliated to Alagappa University, Karaikudi) Kilakarai -623 517 on 16 March,2016, Ramanathapuram District, Tamil Nadu.
2. **Nominated as the Subject Expert for the Board of Studies** of Post Graduate & Research Department of Commerce , Thassim Beevi Abdul Kadeer College for Women, Kilakarai, for a period of two academic year from 2020-21 to 2021-22.

3. Served as a **Member of Board of Studies**, Post Graduate & Research Department of Commerce, Thassim Beevi Abdul Kadeer College for Women, Kilakarai on 30 April 2021.
4. Served as a **Member of Board of Studies**, Post Graduate & Research Department of Commerce, S.T.E.T Women's College, Mannargudi on 05 May 2021.
5. Served as a **Staff Selection Panel Member** for the Department of Business Administration and Commerce Interview held on 18 June,2016 and 20 June,2016 at Syed Hameedha Arts and Science College, Kilakarai -625 806, Ramanathapuram District.
6. Served as a **Staff Performance Appraisal Panel Member** for the Department of Business Administration and Commerce, held on 29 June,2016 at Syed Hameedha Arts and Science College, Kilakarai -625 806, Ramanathapuram District.
7. Nominated as a **Subject Expert to the Board of Studies for Business Administration** of Virudhunagar Hindu Nadars' Senthikumara Nadar College (An Autonomous Institution affiliated to Madurai Kamaraj University) Virudhunagar from 01.02.2017 to 31.01.2019.
8. Served as a Bachelor of Business Administration Programme Member **of Board of Studies as Subject Expert** at Virudhunagar Hindu Nadars' Senthikumara Nadar College, (Autonomous), Virudhunagar held on 7March, 2017.
9. Served as a **Member of Board of Studies as Subject Expert** for General Knowledge Course at S.Vellaichamy Nadar College (Autonomous) , Madurai held on 22 February, 2017.
10. **Subject Expert and Member of Board of Studies** for National Service Scheme and Adult Education and Extension Program of The Madura College, Madurai was held on 26 February, 2018.
11. Served as a **Subject Expert and Member of Board of Studies** for Bachelor of Commerce (Aided Program) of N.M.S.S.Vellisamy Nadar College, Madurai was held on 27 February, 2018.
12. **Appointed as a member of Inspection Commission Expert of Madurai Kamaraj University** for Fresh and further Affiliation 2018-2019. Commissioned the Post Graduate Diploma Course on Management (P.G.D.M) of Wakf Board College, Madurai on 2 May, 2018.

13. **Served as a Subject Expert** of the selection committee for the Aided post of Assistant Professor in commerce of Thiagarajar College (Autonomous), Kamarajar Salai, Madurai-625009, Tamilnadu, on 28 May, 2018.
14. Served as a **University Nominee in the Board of Studies** of NSS in Mannar Thirumalai Naicker College (Autonomous), Madurai in accordance with the revised guidelines of the UGC on the Scheme of Autonomous Colleges from 18 December, 2018 to 17 December, 2018.
15. **Subject Expert of the Bachelor of Business Administration Programme Board of Studies** at Viradhunagar Hindu Nadars' Senthikumara Nadar College, (Autonomous), Virudhunagar held on 21 February, 2019.
16. Served as a **Moderator for GST Workshop** organized by the Office of the Commissioner of GST and Central Excise, Madurai in association with the Department of Commerce, Theerican College, Madurai held on 5 July, 2019.
17. Served as **Academic Expert for Outcome Based Education** of Post Graduate and Under Graduate Department of Commerce of Lady Doak College, Madurai on 9 July, 2019 and 10 July, 2019.
18. **Chaired an Academic session** during the 4th Annual Research Conference organized by the Trincomalee Campus, Eastern University, Sri Lanka held during 19 September, 2019 to 20 September 2019.
19. Appointed as **Academic Council Nominee of Board of Studies member** for the Department of Commerce, B.Voc (Accounting and Taxation) for the period from 12 November 2019 to 11 November 2022 of Bishop Heber College (Autonomous), Tiruchirappalli.
20. **Member of Board of Studies as Subject Expert** in Part – V NCC/NSS/RRC/CCC/HFC/GPSC/EXNORA and Part- IV NCC of Ayya Nadar Janaki Ammal College, Sivakasi from 1 March , 2020 to 31 March , 2023.
21. **Subject Expert of Board of Studies** for Part–V NCC/NSS/RRC/CCC/HFC/GPSC/EXNORA and Part- IV NCC at Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi as Subject Expert on 12 March ,2020.
22. Served as the Member of **Board of Studies as Subject Expert** in NSS at S.Vellaichamy Nadar College (Autonomous), Madurai on 20 March, 2020.
23. **Member of Board of Studies meeting as Academic Council Nominee** of B.Voc (Accounting and Taxation) on 9 July, 2020 in the Governing Board Room at Bishop Heber College (Autonomous), Tiruchirappalli.

24. Appointed as a **Subject Expert** of the Board of Studies in B.Com (Accounting and Finance) for the period of two years from September, 2020 to August, 2022 Vivekanandha College of Arts and Science for Women (Autonomous), Boyampalayam, Tiruchengode, Namakkal.
25. Served as a **Subject Expert** of Board of Studies meeting of B.Com (Accounting and Finance) in the Board Room at Vivekananda College of Arts and Science for Women (Autonomous), Boyampalayam, Tiruchengode, Namakkal on 24, September, 2020.
26. Served as a **Subject Expert** for the Academic Audit in Research Department of Commerce, EMG Yadava College, Thirupalai, Madurai on 23 December, 2020.
27. Member of Board of Studies meeting as an **Academic Council Nominee** of B.Voc (Accounting and Taxation) on 17 June, 2021 at the Governing Board Room at Bishop Heber College (Autonomous), Tiruchirappalli.
28. Served as a **Member of Academic Audit** for B.Com (CA) Course on 11 August, 2021 at Sourastra College, Madurai.
29. Served as a **Subject Expert** for the PG Department of Commerce on 18 August, a. 2021 at Sri Meenakshi Government Arts College for Women, Madurai
30. Appointed as the **University Nominee** of the Board of Studies in B.Com (Accounting & Finance) Department at Vivekanandha College of Arts & Sciences for Women, (Autonomous) Elayampalayam, Tiruchengode for a period of two years from the academic year 2021-2022
31. Served as a **Subject Expert** for the Board of Studies of the Post Graduate Department of Commerce, E.M.Gopalakrishna Kone Yadava Women's College, Madurai on 23 November 2021.
32. Served as a **Subject Expert- Professional Accounting** for the Board of Studies of Post Graduate and Research Department of Commerce for the year 2021-22, at Thassim Beevi Abdul Kader College for Women, Kilakarai on 27 January 2022
33. Appointed as **Empanelment as an Academic Counselor of Indira Gandhi National Open University (IGNOU)** at the Thiagaraja College, Madurai Regional Centre Since 3 February 2022.
34. Served as the **Subject Expert** of Board of Studies meeting of B.Com (Accounting and Finance) in the Board Room at Vivekananda College of Arts and Science for Women (Autonomous), Boyampalayam, Tiruchengode, Namakkal on 24, September, 2020.

35. Served as the **Subject Expert of the Board of Studies** meeting of B.Voc (Accounting and Taxation) at Bishop Heber College, Tiruchirapalli on 28 April 2022
36. Served as the **Subject Expert of the Board of Studies** meeting of Foundation Course – Skill Enhancement Program at Jayaraj Annapackiam College for Women, Periyakulam on 29 April 2022
37. Served as the **Scrutiny Examiner** to Scrutinize the Question Papers of Summative Examinations April 2022 at Mannar Thirumalai Naicker College , Madurai on 06 June 2022
38. Served as the **Subject Expert** of the Board of Studies meeting for the UG and PG Programs in Commerce at Sengamala Thayaar Educational Trust Women's College, Mannargudi on 18 June, 2022.
39. Served as the **Subject Expert** of the PG Board of Studies meeting in the Department of Commerce at Sri Meenakshi Government College for Women, Madurai on 29 July, 2022.
40. Served as the **Subject Expert** of the Board of Studies in the Department of Commerce at Vivekanandha College of Arts and Sciences for Women, Elayampalayam, Tiruchengode, Namakkal on 08 August, 2022.
41. Served as the **Subject Expert** of the Board of Studies in the Department of Commerce (PG) at E.M.G Yadava Women's College, Madurai on 23 August, 2022
42. Served as the **Member** of the **Academic Audit** in the Department of Commerce with Computer Application (UG) at Sourashtra College, Madurai on 26 August, 2022.
43. Nominated by the Bharathidasan University as the **Representative** to the **Board of Studies in Commerce** (B.Com – Computer Application) (B.Voc- Accounting and Taxation), at Bishop Heber College, Tiruchirappalli, for the period of three years from 07.10.2022 to 6.10.2025.
44. Served as the **Member in Publication Team** in 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 5 and 6 January 2023 at The American College, Madurai, Tamilnadu, India.
45. **Appointed and Served as the Subject Expert for the Appointment of Assistant Professor of Commerce (Aided)** at Sarah Tucker College, Perumalpuram, Tirunelveli on 27 April, 2023.

46. Served as a **Member of Board of Studies**, Post Graduate & Research Department of Commerce, S.T.E.T Women's College, Mannargudi on 11 May 2023.
47. Served as **Academic Council Nominee of Board of Studies member** for the Department of Commerce, B.Voc (Accounting and Taxation) and B.Com (International Accounting) of Bishop Heber College (Autonomous), Tiruchirappalli on 25 May, 2023
48. Served as **Vice Chancellor's Nominee of Board of Studies member** for the Department of Commerce, B.Com (Computer Application) and B.Com (Professional Accounting) of Bishop Heber College (Autonomous), Tiruchirappalli on 25 May, 2023
49. Appointed as **Subject Expert** in Board of Studies in Commerce (PA) for a period of three years from 2022-2023 to 2024-2025 at Vellalar College for Women, Erode.
50. Served as **Subject Expert** in Board of Studies in Commerce (PA) on 12 June 2023 at Vellalar College for Women, Erode.
51. Served as **Subject Expert** in Board of Studies in Post Graduate Department of Commerce, E.M.G. Yadava College for Women on 30 June 2023 at Tiruppalai, Madurai.
52. **Appointed and Served as the Subject Expert for the Appointment of Assistant Professor of Commerce (Aided)** at Jayaraj Annapackiam College for Women (Autonomous) , Periyakulam on 30 June, 2023.
53. **Appointed and Served as the Subject Expert for the Appointment of Assistant Professor of Commerce (Aided)** at Dr.Zahir Hussain College, Illayankudi on 18 October, 2023.
54. Served as a **Subject Expert for the Academic Audit** for the B.Com (CA) Program at Sourashtra College, Madurai on 21 August, 2023.

RESOURCE PERSON /CHAIR FOR THE SEMINAR/CONFERENCE/WORKSHOP

1. **Resource Person for the Entrepreneurship Awareness Programme** and delivered a Special Lecture on **Traits for a successful Entrepreneur** organized by the Department of Youth Welfare, Madurai Kamaraj University, Madurai on 4th February, 2018.
2. **Resource Person for the State Level Workshop on Impact of NSS in Social Service** and delivered Special Lecture on **Role of NSS Program Officers in Social**

Service organized by the UGC Sponsored Program of Ayya Nadar Janaki Ammal College, Sivakasi on 20 February, 2018.

3. **Resource Person for Empanelled Training Institute** and delivered a Special Lecture on **Role of NSS Program Officer for Community Development**, organized by the Madurai Kamaraj University, Palkalai Nagar, Madurai on 7 March, 2018.
4. **Resource Person for Two Day Workshop on NSS Documentation** and deliver a special Lecture on **Importance of Documentation in NSS Activities** to the NSS Program Officers organized by the Alagappa Chettiar Government College of Engineering and Technology, Karaikudi on 16 March, 2018.
5. Delivered a Special Lecture on **Creation of Durable Assets in the Adopted Village** in the **Orientation Program** for NSS Program Officers of Manonmaniam Sundaranar University, Tirunelveli on 21 April, 2018.
6. Participated and delivered Valedictory address in the Workshop on **“Development of Website”** dated 3 August 2019, organized by the department of Commerce, The American College, Madurai.
7. Served as a **Resource person** and conducted an orientation for academic staff members on “Community Development” on 20 September 2019, at Trincomalee Campus, Eastern University, Sri Lanka
8. **Chief Guest and Resource Person** during the NSS DAY Golden Jubilee Celebration at Father Hans Rover College, Perambalur on 24th September 2019.
9. Served as a **Chair Person** for Paper Presentation on the Theme “Recent Technologies in Insurance Sector” during the National Seminar on “Insurance – Catalyst for Financial Growth” held on 11 October 2019 at Government Arts College, Melur.
10. Served as a **Resource Person and delivered a Special Lecture on Research Design** of Three Day Workshop on Research Methodology and Application of Statistical Packages in Research organized by PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi which is sponsored by **ICSSR-SRC**, on 2 March, 2020.
11. Served as the **Chair Person for Research Paper Presentation** Session during the Two day International Conference on “Business Dynamics and Sustainable Development” organized by Department of Commerce and Management, St. Joseph’s College, Bangalore on 3rd March, 2020.

Actively Participated and Completed **South Asian Service-Learning Virtual Consultations** on 21 August, 18 September, 26 October and for presenting a

proposal for their institutional Service-Learning on 20 November, 2020 organized by United Board for Christian Higher Education (UBCHEA).

Served as a **Resource Person of Webinar entitled “Career Planning”** to the Faculty and Students of Department of Commerce, Vivekanandha College of Arts and Science for Women (Autonomous), Boyampalayam, Tiruchengode, Namakkal on 8 December, 2020 .

Served as **Resource Person for the National Conference** on “Progression of Business Strategies in India” and a delivered lecture on Innovation in Business organized by the PG Department of Commerce and Research Centre , Nazareth Margochis College at Pillayanmanai, Nasareth on 5 February, 2021.

12. Served as the **Panel Member** for conducting Interview for the eligibility of Ph.D in Commerce of Madurai Kamaraj University, Madurai on 17 February, 2021.

13. Served as a **Resource Person** for the **ICSSR sponsored Six Day Online Research Methodology Course** organized by the PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi and Delivered a lecture on **“Sample Size and Sampling Techniques”** on 25 October, 2021.

14. Served as a **Resource Person** for the Seminar titled **“Career Ladder”** organized by the Department of Commerce (PA), Mangayarkarasi College of Arts and Science for Women, Madurai on 20 November, 2021.

15. Served as a **Resource Person** for the **ICSSR sponsored Three Day Faculty Development Programme on “ Business Analytics and Research”** organized by the Department of Business Administration, Ayya Nadar Janaki Ammal College, Sivakasi , held from 5 January to 7 January, 2022.

16. Delivered a **Guest Lecture** on **“e-Filing and GST”** organized by the PG and Research Department of Commerce, Jayaraj Annapackiam College for Women , Periyakulam on 23 August, 2022.

17. Served as a **Resource Person** and delivered a special address on titled **“ Nuances in Research”** in the National Seminar on “ Research and IPR for Sustainable Development” organized by the Research Cell and IPR Cell of Fatima College, Madurai during 15 February , 2023

18. Served as a **Resource Person** and delivered a special address on titled **“Employment training for Commerce Graduate”** at the Department of Commerce, NMSS Vellaichamy Nadar College, Madurai on 25 February, 2023.

19. Served as a **Resource Person and Chief Guest** for the inauguration of PG and Research Commerce Forum and delivered a special lecture on **“Recent Trends in**

Commerce Education” at Dr.Zahir Hussain College, Illayankudi on 11 August,2023.

20. Served as **Chief Guest for the inauguration of Consumer Club** and delivered a Keynote address at Fatima College on 23 August, 2023.
21. **Resource Person and Chief Guest** for the Skill Development Program organized by the Post Graduate Department of Commerce, Mannar Thirumalai Naicker College entitled “**Research Design**” on 11 September, 2023.
22. Served as a **Chief Guest and Inaugurated the National Service Scheme Camp** at T.Auntipatti organized by Fatima College, Madurai on 20 January, 2024.
23. Chief Guest and Delivered a special address to the students of Commerce entitled “**Career Counselling for Commerce Graduates**” organized by the Department of Commerce, NPR Arts and Science College, Natham on 7 February, 2024

EXAMINERSHIP (M.COM/M.PHIL /M.B.A/B.COM/B.B.A/NSS/SLP)

1. Madurai Kamaraj University, Madurai.
2. Bharathiyar University, Coimbatore.
3. Bharathidasan University, Tiruchi.
4. Lady Doak College, Madurai.
5. Thiyagarajar College, Madurai.
6. Arul Anandar College, Karumathur.
7. Yadava College for Men, Madurai.
8. Madura College, Madurai.
9. S.Vellaisamy Nadar College, Madurai.
10. Saraswathi Narayanan College, Madurai.
11. Jayarai Annapackiam College for Women, Periyakulam.
12. Sourashtra College, Madurai.
13. Ayya Nadar Janaki Ammal College, Sivakasi.
14. Bharathidasan Arts and Science College for Women, Pudhucherry.
15. Virudhunagar Hindu Nadar Senthikumar College, Virudhunagar.
16. Bishop Heber College, Trichy.
17. Sadakathullah Appa College, Tirunelveli.
18. Sri Sankara Arts and Science College, Kanchipuram.
19. Sadhak Abdullah Appa Arts and Science College, Tirunelveli

20. Mother Teresa Women's University, Kodaikanal.
21. Arulmigu Kalasalingam College of Arts and Science, Krishnankoil.
22. Bishop Heber College, Trichy.
23. Sri Meenakshi Government Arts College for Women, Madurai
24. Sri Adi Chunchanagiri Womens College, Cumbum
25. M.V.Muthiah Government Arts College for Women, Dindigul.
26. Senthamarai College, MaduraiMadurai Kamaraj University, Madurai.

INTERNATIONAL EXPOSURE

1. Visited Bangkok, **Thailand** to study about the **"Impact of Tourism on Socio Economic Growth"** during the Period from 24 September, 2016 to 30September, 2016.
2. Selected as an United Board Fellows Program- 2017-2018 (UB Fellows) and actively Participated in the **Leadership Training Program in Higher Education at Harvard University, Harvard Institutes For Higher Education, Boston, United States of America (USA)**, from 10 July, 2017 to 28July ,2017.
3. Being a United Board Fellows, Visited **Stone Hill College, Massachusetts Institute of Technology (MIT), Museum of Fine Arts, HarvardX (E-Learning), Harvard University Libraries** from 10 July, 2017 to 28 July, 2017 at **Boston, United States of America (USA)**.
4. Visited **National Taiwan University, Fu Jen Catholic University and National Taipei University of Technology**, Taipei, Taiwan from 1October,2017 to 31October,2017 as United Board Fellows Asia Placement Program.
5. Attended an **United Board Asia Placement Program for Higher Education Management and Leadership at Soochow University, Taipei**, Taiwan from 1October, 2017 to 30November, 2017.
6. Attended a Seminar entitled **"Measurement of Regional Production Potential"** by Dr.Hirofumi Fukuyama, Faculty of Commerce, Fukuoka University, Fukuoka 814-0180, Japan, Organized by School of Business and Department of Economics, Soochow University, Taipei, Taiwan on 24 November, 2017.
7. Attended a Seminar on **"Business as a Force for Good"** by Mrs.Viola Cheng, CEO of Ming Yung Enterprise Company Limited, Xindan District, Taipei City 231, Taiwan and organized by Chang Jung Christian University, Tainan on 28 November,2017.
8. Visited **Chang Jung Christian University at Tainan, Taiwan** from 27 November, 2017 to 29 November, 2017 as an United Board Fellow Program- 2017-2018.

9. Attended **One Week Leadership Seminar** at **Ateneo De Manila University, Manila, Philippines** from 24July, 2018 to 29June, 2018.
10. Visited **Miriam College, Manila, Philippines** on 28June, 2018.
11. Visited **University of Dubai, United Arab Emirates (UAE)**, and attended the presentation by the **Dubai School Business Studies** on 18October, 2018 . As a **Coordinator of B.Com (Professional Accounting) Organized an International Visit to University of Dubai, Dubai (UAE)** to the students of Commerce from 18October,2019 to 22 October,2019. (21 Students Benefited)
12. Visited the Department of Management and Finance, **University of Peradenia, Kandy, Sri Lanka** on 19 November, 2018.
13. Visited the Department of Management and Finance, **University of Colombo, Colombo, Sri Lanka** on 21 November, 2018.
14. Visited Trincomalee Campus, **Eastern University, Sri Lanka** during 19 and 20 September, 2019 and attended 4th International Research Conference and presented about the role of faculty in social service among Deans of the University.
15. Attended **Faculty Retreat** at Singapore from 07 October 2022 to 10 October 2022, organized by The American College, Madurai.
16. Attended an **International Conference** at Dhaka International University, Dhaka, Bangladesh On 12 November 2022 and 13 November 2022.
17. Attended an International Conference and Visited **Putra Business School at Kuala Lumpur, Malaysia** on 7 June, 2023.
18. Attended an International Conference and Visited **Dhaka International University, Dhaka, Bangladesh** on 4November,2023.

GRANTS RECEIVED FOR PROJECTS/ CONFERENCE

1. Received a **Grant of Rs.50,000/- from Council of Scientific and Industrial Research (CSIR), New Delhi** dated October 17, 2019, for organizing an International Conference on “Sustainability, Transformation, Development in Business and Management” . (CSIR Grant no. SYM/10405/19-HRD for Rs.50,000/- was released by Syndicate Bank. NPL, New Delhi vide Transaction No. P20071763496953 dated 17/07/2020)
2. Received a **Grant of Rs.90,000/- from Indian Council of Social Science Research, Southern Regional Centre (ICSSR-SRC)** dated November 10, 2022, for organizing Onsite Three Day Workshop on “Research Methodology and Research Tools”. (ICSSR Grant No. 278/ICSSR-SRC/2022)

PATENTS

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

ARTICLES/PAPERS PRESENTED IN INTERNATIONAL LEVEL

1. An International Conference on **“Strategy in the Entrepreneurial millennium: New Winners, New Business Models, New Voices”** held at The Kavery Engineering College, Mecheri, Salem. A paper presented on **“Consumer Protection strategy for mobile phone service sector”** held on 28February, 2010.
2. First International Conference on **Globalization and Consumer protection – Challenges and Strategies”** held on 28 and 29January, 2011at Kalasalingam University, Krishnankoil. A paper presented on the title **“New Strategies for Consumer Protection in Mobile Phone Services Sector”**.
3. An International Conference on **“Business Innovations in the Globalisation Era”** held on 22September, 2012 in A.V.M.M.Sri Pushpam College, Poondi, Thanjavur and a Paper presented on **“Venture Capital”**.
4. An International Seminar-2015 organized by the Department of Management Studies (FXDoMS) entitled **“Sustainable Development on India’s Urban Future”**and a Paper Presented on **“Service Sectors Contribution towards Gross Domestic Product (GDP) in India”** held on 05, February,2015.
5. An International Seminar-2015 organised by Department of Management Studies (FXDoMS) entitled **“Sustainable Development on India’s Urban Future’** and a Paper Presented on **“Growing Economic Disparity in India”** held on 05 February, 2015.
6. A Paper Presented on the title **“Consumer Behaviour of Instant Food Products with Special Reference to Madurai City”** at the International Conference held on 5th October, 2016, Organized by Post Graduate and Research Department of Commerce, Bishop Heber College (Autonomous), Tiruchirappalli.
7. A Paper Presented on **“Higher Education Challenges and Issues in India”** to the Faculties and Students of Department of Financial Engineering and Actuarial Management on 1November, 2017 at **Soochow University, Taipei, Taiwan**.
8. A Paper Presented on **“Thrust Areas and Innovations in Research”** to the Faculties and Scholars in the Research and Development of Chang Jung Christian University on 29th November,2017 at Tainan, Taiwan.

9. A Paper Presented on “**Need for CSR in India**” organized by the Department of Commerce on “International Conference on Business and Innovation in Business and Management” held on 1&2 February,2019 at The American College, Madurai, Tamilnadu, India.
10. A Paper Presented on “**A Study about Innovative Quality Management Technique**” organized by the Department of Commerce on “International Conference on Business and Innovation in Business and Management” held on 1&2 February,2019 at The American College, Madurai, Tamilnadu, India.
11. A Paper Presented on “**Sketching of Gender Impact on Buyer’s Remorse- A case of Digitized Marketing World**” organized by the Department of Commerce on “International Conference on Business and Innovation in Business and Management” held on 1&2 February, 2019 at The American College, Madurai, Tamilnadu, India.
12. A Paper Presented on “**Innovations in Indian Banking Sector- A Study**” organized by the Department of Commerce on “International Conference on Business and Innovation in Business and Management” held on 1&2 February, 2019 at The American College, Madurai, Tamilnadu, India.
13. A Paper Presented on “**Innovative Practices in Food Retailing Industry- A Study with reference to Madurai District of Tamilnadu**” organized by the Department of Commerce on “International Conference on Business and Innovation in Business and Management” held during 1 February,2019 and 2 February,2019 at The American College, Madurai, Tamilnadu, India..
14. A Paper Presented on “**Challenges and Issues in Green Marketing**” organized by the Department of Commerce on “International Conference on Business and Innovation in Business and Management” held during 1 February,2019 and 2 February,2019 at The American College, Madurai, Tamilnadu, India.
15. A Paper presented on titled “**Innovative HR Practices in India**” organized by the School of Business Studies, during the International Conference on “Innovation and Emerging Trends in Global Business – Opportunities and Challenges” held on 30August 2019.
16. A Paper presented on titled “**Sustainable Practices in Business**” in the 4th Annual Research Conference organized by the Eastern University Trincomalee Campus, Sri Lanka during 19 Septmeber, 2019 and 20 September 2019.
17. A Paper presented on titled “**Emerging Trends towards Online Food Delivery Apps in India**” in the 4th Annual Research Conference organized by the Eastern University Trincomalee Campus, Sri Lanka during 19September,2019 and 20September 2019.

18. A Paper presented in the International online conference on Socio-Economic and Environmental Impact on Covid 19 –Issues and Challenges entitled on **“Impact of Covid19 on Household Buying Decisions of Salaried Persons in Madurai City** Organized by Indian Researchers Association (IRA), Tiruchirappali on 27 July, 2020.
19. A Paper presented in the International online conference on Socio-Economic and Environmental Impact on Covid 19 –Issues and Challenges entitled on **“Challenges Faced by Professors in Online Teaching during Pandemic with special reference to Madurai District of Tamilnadu”** organized by Indian Researchers Association, Tiruchirappali on 28 July, 2020.
20. Participated and presented a paper titled **“Impact of COVID 19 on Organic Food Products in Madurai City “** in **International Virtual Conference on Recent Trends and Innovations in Science, Engineering and Social Sciences (IVCRTISESS-2020)** organized by Senthil Research Advocacy Forum, V.H.N.Senthikumar Nadar College, Virudhunagar and PEARL Foundation for Educational Excellence, Bengaluru during 4 September, 2020 and 6 September, 2020.
21. A paper presented on titled **“A Study on Performance of Gold ETF in India during Covid 19”** in the International Conference on Innovative **Technology for Sustainable Development (ICITSD-2021)** during 27 January, 2021 and 29 January, 2021, Organized by Vellore Institute of Technology, Chennai in association with University of Technology, Sydney.
22. A paper presented on titled **“Impact of Green Washing on the users of Cosmetic Products in Madurai District of Tamilnadu”** in the International Seminar on **Service Sector in India : Making New Avenues in Indian Economy** held during 13 January, 2021, Organized by Post Graduate and Research Department of Commerce , Jamal Mohamed College(Autonomous) , Tiruchirappalli.
23. A paper presented on titled **“The Impact of Innovative Technology and Autonomous Agents on Digital Transformation with Special Reference to Block Chain, (IOT) and Artificial Intelligence”** in Virtual International Conference held on 29th January 2021, organized by Faculty Research Cell – Samshodhana, Jain (Deemed to be University), Bengaluru.
24. A paper presented on titled **“Entrepreneurial educators' response to the COVID-19 pandemic in India with special reference to Higher Educational Institutions in Madurai city”** in the 2nd International Conference on **Advancements in Research and Development** held during 27 February, 2021 and 28 February 2021.
25. A paper presented on titled **“ Consumer’s attitude towards organic food products in Tiruchirappalli City”** in the two day International Conference on Business Finance and Management Organized by Department of Corporate Secretary ship & Accounting Finance, College of Sciences and Humanities , SRM

Institute of Sciences and Technology, Kattakulathur, held during 18 February ,2021 and 19February, 2021

26. A paper presented on titled “ **A Study on various forms of Gold Investment Avenues in Tamilnadu**” in the one day International Conference on “**Advancement in Business in the Digital Era 2021**” organized by the Postgraduate Department of Commerce , Jamal Mohamed College, Tiruchirapalli on 17 February 2021.
27. A paper presented on titled “**The impact on Gold Spot and Futures volatility during the Covid-19: An Event Study**” in the International Conference on “**Emerging Trends in Commerce, Management and Computer Science**” organized by Brindavan College, Bengaluru on 13 August 2022.
28. A paper presented on titled “**A Study on Patients perception towards government Multispeciality hospitals in Madurai District**” in the **International Conference on Business Dynamics and Sustainable Development (ICBD 4.0)** organized by the Post Graduate and Research Department of Commerce, The American College, Madurai in association with St.Joseph’s University, School of Business, Bangalore from 5 January, 2023 to 6 January, 2023.
29. A paper presented on titled “**Impact of Green Washing on the purchase intention and user’s trust on sustainable products**” in the **International Conference on Business Dynamics and Sustainable Development (ICBD 4.0)** organized by the Post Graduate and Research Department of Commerce, The American College, Madurai in association with St.Joseph’s University, School of Business, Bangalore from 5 January,2023 to 6 January,2023.
30. A paper presented on titled “**Investors perception of mutual fund investment in Tamilnadu**” in the **International Conference on Business Dynamics and Sustainable Development (ICBD 4.0)** organized by the Post Graduate and Research Department of Commerce, The American College, Madurai in association with St.Joseph’s University, School of Business, Bangalore from 5 January,2023 to 6 January,2023
31. A paper presented on titled “**Investors Preference during post Covid**” in the **International Conference on Business Dynamics and Sustainable Development (ICBD 4.0)** organized by the Post Graduate and Research Department of Commerce, The American College, Madurai in association with St.Joseph’s University, School of Business, Bangalore from 5 January,2023 to 6 January,2023.
32. A Paper Presented on titled “**Issues and Challenges in Buying of Organic Food Products**” in the International Conference on “**Changing Business Set-up & Economic Environment in the Backdrop of Covid-19**” organized by Putra

Business School , Malaysia and Primax Foundation , Bengaluru , Karnataka on 7 June , 2023.

33. An article presented on **“Impact of Artificial Intelligence on Green Washing Products”** organized by **Dhaka International University, Dhaka, Bangladesh** on 4 November, 2023.
34. An article presented on **“Innovative Technologies and Business Management in Digital Era”** organized by School of Commerce, The American College, Satellite Campus, Madurai on 5 and 6 January, 2024.
35. An article presented on **“Impact of Influence Marketing on the Decision Making Process of Generation Z”** organized by School of Commerce, The American College, Satellite Campus, Madurai on 5 and 6 January, 2024.

ARTICLES/PAPERS PRESENTED IN NATIONAL LEVEL

1. Department of Commerce, The American College, Madurai, organized a National Level Seminar held on 2004, and a Paper Presented on **“Developing Media objectives and Strategies”**.
2. Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi, organized a National Level Seminar on 19 and 20 January 2007 and a Paper Presented on **“CRM in Services Marketing”**.
3. UGC Sponsored National Level Workshop on Human Rights Advocacy and Training, held on August, 2008, and a Paper Presented on **“Consumer Rights and Protecting Consumers”** organized by the Department of Commerce, V.H.N Senthil Kumara Nadar College, Virudhunagar. Tamilnadu
4. National Conference on Managing the Future held on 26 February 2010, organized by Department of Management Studies, Sourashtra College, Madurai and a Paper presented on **“Rural Entrepreneurship and NGO’s**.
5. National Seminar on “Indian Service Sectors” organized by the Department of Commerce, Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanth, and a paper presented on **“The Current Mobile Phone Market and Interaction, Design in India”**.
6. National Conference on “Revitalising Global Business: Issues, Approaches and Strategies” held on 19 December, 2011 organised by the Commerce wing, Directorate of Distance Education, Annamalai University, Annamalai Nagar and a paper presented on **“E-Tailing- A paradigm shift”**.
7. One Day National Conference on Emerging Trends in Global Business conducted by RVS Institute of Management Studies and RVS College of Engineering and

Technology, Department of Management studies, Coimbatore and a paper presented on **“Entrepreneurial Impediments in Brick Units”** on 10 September, 2012.

8. National Seminar on “Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises” held on 12 October, 2012 in St.Xavier’s College (Autonomous), Palayamkottai and presented a paper on **“SWOT Analysis of Handmade Brick Units in Madurai District of Tamil Nadu”**.
9. Indian Council of Social Science Research (ICSSR), New Delhi sponsored Two Day National Seminar on “Micro, Small and Medium Enterprises (MSMEs) in India – Problems and Prospects” organised by the Department of Commerce (Computer Applications), Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi on 14 and 15 December, 2012, and presented a paper on **“Prospects and Problems of Small Scale Brick Units in Madurai District”**.
10. UGC Sponsored Two- Day National Seminar on Foreign Direct Investment in Retail Trade – Opportunities and Challenges held between February 1st and February 2nd 2013, Organized by the Department of Commerce and Research Centre, Sourashtra College and a paper presented on **“An Analytical Study of Foreign Direct Investment in the Indian Market”**.
11. National Seminar on “Emerging Trends in Marketing of Services in the Global Era” Organized by the Department of Business Administration, The American College, Madurai and a paper presented on **“Financial Services in India”**.
12. National Seminar on Prospects of Women in Business sponsored by University Grants Commission (UGC), New Delhi Organized by Post Graduate & Research Department of Commerce, S.T.Hindu College, Nagercoil and Presented the paper entitled **“Evaluation of Customer’s Risk Perception towards Alternate Banking Channel”**.
13. Department of Business Administration, The American College, Madurai, Organized a National Level Seminar on Productivity Enhancement Strategies held on 10 October, 2014, and a Paper Presented on **“Productivity in Brick Units”**.
14. Two Day National Conference on “Tax Reforms in India – Opportunities and Challenges” Organized by Sri Kaliswari College (Autonomous), Sivakasi and a Paper Presented on **“Challenges and Opportunities of Goods and Services Tax in India”** held on 24 and 25 July, 2015.
15. Department of Management Studies (DOMS), Madurai Kamaraj University Organized a National Seminar on “New Dimensions of Management in The Globalised Era-2016” on 30 March 2016, and presented a paper titled **“A Study on Awareness of Employees on Social Security of Employees State Insurance in Madurai District of Tamilnadu”**.

16. University Grants Commission (UGC) Sponsored National Level Seminar on Total Quality Management in Higher Education Organised by Sri Meenakshi Government Arts College for Women (Autonomous) , Madurai -2, and a Paper Presented on **“Continuous Quality Enhancement Through Total Quality Management in Higher Education”** held on 23 and 24 February, 2017.
17. A Paper Presented on **“Consumer Awareness and Perception Towards Internet Service Providers with Special Reference to Madurai District”** during the National Research Colloquium on 18 February, 2017 in the Department of Management Studies at Francis Xavier Engineering College, Tirunelveli.
18. A Paper Presented on **“Digital Services of Indian Banking Sector”** in the National Level Seminar on Digitization In Business (DIB-18) held in Syed Hameedha Arts and Science College, East Coast Road, Kilakarai on 17 October, 2018.
19. A Paper Presented on **“Indian Scenario of E-Banking”** in the National Conference on “Digital Economy: Business Opportunities and Challenges” Organised by Department of Commerce, held on 10 January, 2019 at University of Madras, Chepauk, Chennai.
20. National Conference on “Digital Economy : Business Opportunities and Challenges” Organised by Department of Commerce, held on 10 January, 2019 at University of Madras, Chepauk, Chennai and a Paper Presented on **“Impact of Digital Economy on Business”**
21. A Paper Presented on **“Digital Health Services in India”** in the National Conference on “Digital Economy: Business Opportunities and Challenges” Organized by Department of Commerce, University of Madras, Chepauk, Chennai, held on 10 January, 2019.
22. UGC Sponsored National Conference on Banking and Insurance: A Catalyst towards India’s Vision 2022 organized by Department of Commerce, The Madura College, Madurai and a Paper Presented on **“Comparative Analysis in Public and Private Sector Banks of India”** held on 31 August, 2018.
23. A Paper entitled **“Government Schemes for Women Entrepreneurs in India “** presented in One Day National Level Conference on Entrepreneurship and Its Role in Indian Economy organized by PG Department of Commerce with Computer Application, Syed Ammal Arts and Science College, Pullangudi, Ramanathapuram, held on 28 February, 2019.
24. A Paper entitled **“Impact of GST in Telecom Sector”** and presented in National Seminar on Impact of GST on Service Sector Organized by the Research Centre of Commerce, Fatima College (Autonomous), Madurai on 8 August, 2019.

25. A Paper presented on “**Micro Insurance**” in National Seminar on Insurance – Catalyst for Financial Growth held on 11 October 2019 at Government Arts College, Melur, Madurai District.
26. A Paper presented on “**Recent Technology in Insurance**” in National Seminar on Insurance – Catalyst for Financial Growth held on 11th October 2019 at Government Arts College, Melur.
27. A Paper presented on titled “**Challenges in Crop Insurance**” in National Seminar on Insurance – Catalyst for Financial Growth held on 11 October 2019 at Government Arts College, Melur, Madurai District.
28. A Paper presented on “ **Role of Entrepreneurship in Women Empowerment**” in the ICSSR sponsored two day National Conference on Empowerment of Women through Micro Finance organized by the PG & Research Centre of Commerce, Jayaraj Annapackiam College for Women, Periyakulam, Theni District on 4 and 5 December 2019
29. A Paper entitled “ **Digital Transformation in Indian Banking Industry**” and presented in the Indian Council of World Affairs , New Delhi sponsored 8th International Conference on “ **INDIA-SAARC : Trade, Cultural & Economic Development**” held on 10 and 11 February 2020, organized by 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.
30. A paper presented on “**Issues and Challenges in Marketing of Bakery Products in Madurai District**” in the National Conference on “ Progression of Business Strategies in India” organized by the PG Department of Commerce and Research Centre , Nazareth Margochis College at Pillayanmanai , Nasarethon 5 February 2021.
31. A paper presented on “**College Students Perception towards Entrepreneurship during the Pandemic in Madurai City**” in the Fourteenth Biennial Conference on Entrepreneurship organized by Entrepreneurship Development Institute of India, Gujarat during 25 to 27 February, 2021.
32. Participated and presented a research paper titled “**The Impact of Covid-19 on Gold Spot Price Volatility in the Indian Commodity Market**” in the Two Day International Virtual Conference on Innovative Strategies and Practices in Business Management: Changing Dynamics in the New Normal held on 8 & 9 September, 2021.

ARTICLES/PAPERS PRESENTED IN STATE LEVEL

1. Department of Commerce, Fatima College, Madurai, organized a State Level Seminar on “Banking in IT Era”, a Paper Presented on “**Internet Banking**” held on 9December, 2006.
2. A Paper Presented on “**A Study On Measuring Subscribers Intention Towards 3G Services in Madurai City**” in the National Research Colloquium on 19 February, 2015 in the Department of Management Studies at SCAD College of Engineering and Technology, Tirunelveli.
3. Attended and Delivered the Key Note Address in the One Day State Level Seminar on “ **Demonetization – Opportunities and Challenges**” Organized by the PG Department of Commerce, Syed Hameedha Arts and Science College, Kilakarai Ramanathapuram District on 11March, 2017.

PUBLICATION IN SCOPUS INDEXED JOURNALS

1. A Paper published on “**Customer Perception towards the Digital Transformation in Banking Industry with Special Reference to Madurai City**”, in the Scopus indexed journal “**TEST Engineering and Management**”, during January – February 2020, ISSN: 0193-4120 , Page No. 6335-6340.
2. Published a Paper entitled “**A Study on Dynamic Relationship between Indian Gold Price and Sensex**”, in the Scopus indexed journal “**TEST Engineering and Management**”, during January – February 2020, ISSN: 0193-4120, Page No. 5910-5915.
3. A Paper published on “**A Study on Customers Perception towards Green Washing with Special Reference to Cosmetic Products in Madurai**, in the Scopus indexed journal titled “**TEST Engineering and Management**”, during January – February 2020, ISSN: 0193-4120, Page No. 7994-8000.
4. Published a Article on “**Patients’ Perception towards the Digital Transformation in the Services of Multi Specialty Hospitals in Madurai City**”, in the Scopus indexed journal “**TEST Engineering and Management**”, during January – February 2020, ISSN: 0193-4120, Page No. 7979-7984.
5. A Paper published on “**Bakery Industry in India – Innovations, Trends and Challenges**”, in the Scopus indexed journal titled “**TEST Engineering and Management**”, during May- June 2020, ISSN: 0193-4120, Page No. 9-12.
6. A paper published on titled “ **COVID-19 Effect On Herding Behaviour In Indian Capital Market**” in the Scopus indexed journal titled “**Pal Arch's Journal of Archaeology of Egypt / Egyptology**” during December 2020, Volume 17 Issue 04- 2020, ISSN 1567-214x , Page No : 2432- 2440.

7. Published an article entitled on **“Factors Influencing Investor's Perception Towards Mutual Funds In Tamil Nadu: A Study”** in the Scopus indexed journal titled **“Journal of Contemporary Issues in Business and Government”** during April 2021, Volume 27 , Issue 03, ISSN 2204-1990, Page No : 137-143.
8. Published an article titled **“Patient’s Preference towards Private Multispecialty Hospitals in Madurai City”** in the Scopus indexed journal titled **“Design Engineering”** during 2021, Issue 07, ISSN 0011-9342, Page No : 5176-5185
9. Published an article titled **“The Impact of Covid-19 on Gold Spot Price Volatility in the Indian Commodity Market ”** in the Scopus indexed journal titled **“Turkish Journal of Physiotherapy and Rehabilitation”** during 2022, Volume 32, Issue 03, ISSN 2651-4451, Page No : 44033 – 44043.
10. Published an article titled **“Financial Performance And Sustainable Development – An Analytical Study On Green Banking In India ”** in the Scopus indexed journal titled **“Business, Management and Economics Engineering”** during December, 2022, ISSN: 2669-2481 / eISSN: 2669-249X2022 Volume 20, Issue 2. Page No: 250-2515.

PUBLICATION IN EBSCO/ ULRICHSWEB/ PRO QUEST JOURNALS

1. A Paper Published in **Research Journal of Pharmaceutical, Biological and Chemical Sciences ((RJPBCS))** entitled **“Trends and Determinants of Dividend Policy: A Special Focus on Indian Pharmaceutical Industry”**, Indexed and Abstracted in: Thomson Reuters & Quot; Web of Science & Quot; Emerging Sources Citation Index (ESCI), NCBI NLM Catalogue, EMBASE (Elsevier), SCIMAGO, CAS, Citefactor, CABI, Google Scholar, Open J-Gate, Biblioteca, Science Central, Index Scholar, AYUSH Research Portal, Indexed Copernicus, EBSCO, PSOAR, Ulrich’s Directory of Periodicals, SIA etc. Volume 9, Issue 6, 2018 (November – December) Pp623-630. ISSN:0975-8585. Impact Factor 0.35.
2. A paper published on **“Employees’ Perception towards Occupational Health Hazards and Safety Policies at Tyre Manufacturing Companies in Chennai Region”** published in Global Management Review Journal, Vol 13, Issue 2, Year 2020, Pp 15-25, ISSN: 0973-9947.

PUBLICATION IN ISBN BOOKS/ISSN JOURNALS

1. A publication of Centre for Consumer Studies, Indian Institute Of Public Administration, New Delhi, jointly published by Kalasalingam University, Krishnanakoil, International Edition on **Consumer Protection and Globalization**, ISBN 978-81-906671-97, Volume No.1, Issue 1, January, 2010. Pp.91-92.

2. A publication of Mani Bharathi Publishers, Chidambaram entitled **Revitalizing Global Business: Issues, Approaches and Strategies**, ISBN 819222211-X – 978-81-92221-10, December 2011. Pp.179-181.
3. A publication of NCRC Publications, Coimbatore entitled **Emerging Trends on Global Business**, Third Edition of RVS Institute of Management Studies and RVS College of Engineering and Technology. ISBN 978-93-81537-00-8, September, 2012, Pp 418-420.
4. A Global Publications book entitled “**Business Innovations in the Globalisation Era**” and the paper titled “**Venture Capital- A Paradigm Shift**”. ISBN 81-907155, September, 2012, Pp157-160.
5. A publication of B-DIGEST Publications, Nagercoil titled on **Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises**, ISBN 978-81-923975-04, October, 2012, Pp79-82.
6. M.S.K. Publications, Salem, the book titled **Micro, Small and Medium Enterprises (MSMEs) in India – Problems and Prospects of Brick Units**, ISBN 978-938052819-9, December, 2012, Pp179-180
7. Shanlax Publications, Madurai, the book entitled **Foreign Direct Investment in Retail Trade – Opportunities and Challenges**, ISBN 978-93-806860-6-6, February, 2013, Pp99-102.
8. Shanlax International Journal of Commerce, A Quarterly Journal, published the article titled **Foreign Direct Investment in the Indian Market – A Paradigm Shift**, Volume 1, Special Issue -1 February, 2013, ISSN:2320-4168.
9. Shanlax International Journal of Commerce, A Quarterly Journal Published the article entitled “**Prospects and Problems of Small Scale Brick Units in Theni District**”, Volume.1, April, 2013, ISSN: 2320-4168, Pp28-33.
10. A Publication of Shanlax Publications the book entitled “**Emerging Trends in Marketing of Services in Global Era**” ISBN 978-93-80686-89-9, October, 2013, Pp43-48.
11. The book entitled “**Productivity Enhancement Strategies**” a Publication of Shanlax, Madurai, ISBN 978-93-80657-60-8, October, 2014, Pp169-170.
12. A Publication of Article entitled “**Women Empowerment in Madurai City**” in the International Journal of Research in Computer Application and Management, Vol No.5 (2015), Issue No.07 (July) ISSN 2231-1009.
13. A Publication of Article entitled Challenges and Opportunities of “**Goods and Services Tax (GST) in India**” in the National Conference on Tax Reforms in India –

Opportunities and Challenges held on 24-25 July,2015 Sponsored by Indian Council of Social Science Research (ICSSR) Organised by the Department of Management Studies, Sri Kaliswari College (Autonomous), Sivakasi, ISBN 9788193002452,Pp 23-24.

14. A Paper Published on “**Challenges and Opportunities of E-Government**” in the Two-Day National Level Conference on “Role of Information and Communication Technology (ICT) on the Growth of Service Industries” held on 20 and 21 March,2016, sponsored by Indian Council of Social Science Research (ICSSR), New Delhi and organized by PG Department of Commerce, Sri Kaliswari College, Sivakasi. ISBN 9789352584857, Pp114-117.
15. University Grants Commission (UGC) Sponsored National Level Seminar on Total Quality Management in Higher Education Organized by Sri Meenakshi Government Arts College for Women (Autonomous) , Madurai -2, and a Paper entitled “**Continuous Quality Enhancement Through Total Quality Management in Higher Education**”, ISBN 978-81-933316-8-2,Pp16-22.
16. An Article published in the Indian Journal of Applied Research entitled “**Factors Affecting Preference of Users towards Internet Service Providers in Madurai District**” Volume-7, Issue-4, April, 2017, ISSN-2249-555X, Impact Factor -4.894, IC Value 79.96.
17. A paper published in International Conference on Recent Trends in Business and Finance entitled “**Business Success and Critics- The Issue Context**” Publication Division of Department of Commerce, Bishop Heber College, Tiruchirappalli, Volume VII, May,2017, ISBN: 978-93-80767-66-6 Pp55-57.
18. A paper published in International Conference on Recent Trends in Business and Finance entitled “**A Study on Consumer Behaviour of Instant Food Products in Madurai City**” Publication Division of Department of Commerce, Bishop Heber College, Tiruchirappalli, Vol VII, May,2017, ISBN: 978-93-80767-66-6 Pp111-114.
19. Shanlax International Journal of Commerce, A Scholarly Quarterly Journal with Impact Factor 3.017 Published an article entitled “**Banking Services in India- A Paradigm Shift**”, Vol 5, Special Issue 4, September, 2017, ISSN:2320-4168,UGC Approved Journal No:44120, Pp6-8.
20. Roots International Journal of Multidisciplinary Researches, A Peer Reviewed, Refereed and Quarterly Journal with Impact Factor 3.487 Published an article entitled “**MSME and Poverty Alleviation- A Conceptual Study in Madurai**”, Vol 4, Special Issue 4, February, 2018, ISSN:2349-8684,UGC Approved Journal No:48991, Pp7-8.
21. A Publication of Jayalakshmi Publications, the book entitled “Micro, Small and Medium Enterprises in Indian Scenario” and published a Paper entitled

“Government’s Initiatives on Promotion of MSMEs in India”, ISBN 9789386712196, February, 2018, Pp105-109.

22. Indian Journal of Applied Research, A Scholarly Monthly Journal with Impact Factor 4.894 Published an article entitled **“ Factors Affecting Preference of Users Towards Internet Service Providers in Madurai District”**, Vol 7, Issue 7, April, 2017, ISSN:2249-555X, IC Value- 79.96, Pp406-408.
23. International Journal of Management Studies, Peer Review and Publications with Impact Factor 2.26 Published an article entitled **“A Study on Factors Determining Dividend Policy Banking Industry”** ISSN (Print) 2249-0302, ISSN (Online) 2231-2528. Published in –Vol V, Issue – 1 (2), January, 2018. UGC Approved Refereed Journal.
24. International Journal of Management Studies, Peer Review and Publications with Impact Factor 2.26 Published an article entitled **“A Study on Factors Determining Dividend Policy in Cement Industry”** ISSN (Print) 2249-0302, ISSN (Online) 2231-2528. DOI URL: [http://dx.doi.org/10.18843/ijms/v5i2\(3\)/17](http://dx.doi.org/10.18843/ijms/v5i2(3)/17). Published in Vol V, Issue-2(3), April 2018. UGC Approved Refereed Journal.
25. Shanlax International Journal of Management, A Peer-Reviewed, Refereed Scholarly Quarterly Journal Globally Indexed with Impact Factor 3.122 Published an article entitled **“Digital Services of Indian Banking Sector- A Study”**, Volume 6, Special Issue 1, October, 2018, ISSN:2321-4643.
26. AJANTA, Ajanta Prakashan, Aurangabad. A Peer Reviewed Refereed and UGC Listed Journal No.40446, a paper published on **“Impact of Digital Economy in Business”** with impact factor 5.5, ISSN: 2277-5730, Pp1-5.
27. AJANTA, Ajanta Prakashan, Aurangabad. A Peer Reviewed Refereed and UGC Listed Journal No.40446, a paper published on **“Indian Scenario of E-Banking”** with impact factor 5.5, ISSN:2277-5730, Pp1-6-13.
28. AJANTA, Ajanta Prakashan, Aurangabad. A Peer Reviewed Refereed and UGC Listed Journal No.40446, a paper published on **“Digital Health Care Services in India”** with impact factor 5.5, ISSN:2277-5730, Pp14-19.
29. Journal of Applied Science and Computations (JASC) an ISO: 7021-2008 Certified UGC Approved Journal published a paper entitled **“Innovative Practices in Food Retailing Industry - A Study With Special Reference to Madurai District of Tamilnadu”** in Vol 6, Issue I, January, 2019. Burari Nagar, New Delhi-110084, DOI: 16.100089/JASC, ISSN No: 1076-5131, Pp 1705-1711.
30. Journal of Applied Science and Computations (JASC) an ISO: 7021-2008 Certified UGC Approved Journal published a paper entitled **“Innovations in Indian Banking**

Sector, - A Study” in Vol 6, Issue I, January, 2019. Burari Nagar, New Delhi-110084, DOI: 16.100089/JASC, ISSN No: 1076-5131, Pp 1964-1969.

31. Journal of Applied Science and Computations (JASC) an ISO: 7021-2008 Certified UGC Approved Journal published a paper entitled “**Challenges and Issues in Green Marketing**” in Vol 6, Issue I, January, 2019. Burari Nagar, New Delhi-110084, DOI: 16.100089/JASC, ISSN No: 1076-5131, Pp2050-2053.
32. Journal of Applied Science and Computations (JASC) an ISO: 7021-2008 Certified UGC Approved Journal published a paper entitled “**Need for CSR in India**” in Volume 6, Issue I, January, 2019. Burari Nagar, New Delhi-110084, DOI: 16.100089/JASC, ISSN No: 1076-5131, Pp 2057-2062
33. Bodhi an International Journal of Research in Humanities, Arts and Science, An outline Peer Reviewed-Refereed and Quarterly Journal with Impact Factor 2.135 and published a paper entitled “**Comparative Analysis on Corporate Social Responsibility in Public and Private Sector Banks in India**” Vol:3 Special Issue:1 January,2019, E-ISSN:2456-5571, Pp48-51.
34. Roots a International Journal of Multidisciplinary Researches, a Peer Reviewed, Refereed and Quarterly Journal with Impact Factor 4.075 and Published a Paper on “**Government Schemes For Women Entrepreneurs in India**”, Volume 5, Special Issue 2, March, 2019, ISSN:2349-8684, Pp15-18.
35. Suraj Punj Journal for Multidisciplinary Research, A Peer Reviewed/Referred Journal with Impact Factor 6.1 published an article entitled “**Economic Transformation Through Entrepreneurship – A Study**” Special Issue, May,2019, ISSN No:2394-2886, Pp31-34.
36. Published an article on “**Innovative HR Practices in India** “organized by the School of Business Studies, Hindustan College of Arts and Science, Chennai, during the International Conference on “Innovation and Emerging Trends in Global Business – Opportunities and Challenges” held on 30August 2019, ISBN 978-93-81208-34-8, Pp174-176.
37. The International Journal of Analytical and Experimental Modal Analysis, An UGC-CARE Approved Group - II Journal (Scopus Indexed Till 1992), ISSN: 0886-9367, published an article entitled “**Role Of Entrepreneurship In Women Empowerment**” (Pp 87 to 92).
38. Studies in Indian Places Names, An UGC-CARE Journal, ISSN: 0971-2143, published an article titled “**Impact Of Covid-19 On The Indian Banking Sector**”, (Pp 129 – 133), Vol. 31 Issue 10, April, 2020, Impact Factor 5.60.

39. Novel International Journal of Multidisciplinary Arts and Humanities, published an article titled “ **Importance and Role of Entrepreneurship in Economic Development**” Pp 1-4, April 2020
40. Studies in Indian Places Names, An UGC-CARE Journal, ISSN : 2394-3114, published an article titled “**Role of Youth in Social Entrepreneurship**”, Volume:40 issue: 25, March, 2020, Impact Factor 6.3
41. An UGC-CARE Journal PURKALA, ISSN: 0971-2143, published an article titled “**The Impact of Techno Stress Among College Students in Thoothukudi District With Regard to their Addictive Smartphone Usage**”, Volume. 31 Issue 7, April, 2020, Impact Factor 5.60
42. Studies in Indian Places Names, An UGC-CARE Journal, ISSN : 2394-3114, published an article titled “**The Impact of Total Quality Management on Corporate Sustainability**”, Vol: 40 Issue: 2, March, 2020, Impact Factor 6.3
43. PURAKALA, An UGC-CARE Journal, ISSN: 0971-2143, published an article titled “**Impact Of Covid-19 On Online Teaching Sources For Indian Students**”, (Pp 1252 – 1256), Vol: 31 Issue 17, April, 2020, Impact Factor 5.60
44. Published an article titled “**Impact of COVID -19 on the Health Care Scenario in India**” during November 2020, L ORDINE Publications, ISBN 939008429-6, Pp: 55-58
45. Published an article titled “**Impact of COVID -19 on Higher Education in India and Alternating Strategy**” during November 2020, L ORDINE Publications, ISBN 939008429-6, Pp: 63-66
46. Published an article titled “**Issues and Challenges in Marketing of Bakery Products in Madurai District**” in the National Conference on Progression of Business Strategies in India organized by the PG Department of Commerce and Research Centre , Nazareth Margochis College at Pillayanmanai , Nasarethon 5 February, 2021.
47. Published an article titled “ **Impact of Green Washing on the users of Cosmetic Products in Madurai District of Tamilnadu**” in the UGC Care Approved **Sambodhi Journal**, Vol:43- No.04(XXVI) October- December 2020, Pp 89-94, Impact Factor 5.80
48. Published an article titled “ **Challenges faced by Professors in Online Teaching During Covid-19 Pandemic with special reference to Madurai District of Tamilnadu**” in Research Explorer – A blind review & refereed quarterly International Journal, impact factor 3.655, Vol VIII, Issue 29, October – December 2020, Pp 70-78

49. Published an article titled **“Digital Transformation in Health Care Sector”** in the UGC Care Group - I Journal titled **Journal of Asiatic Society of Bengal**, Vol. LXIII, No.I (II), 2021, Pp 48-50, ISSN 1832-1936
50. Published an article titled **“Impact of COVID 19 on Organic Food Products in Madurai City“** in the proceedings of International Virtual Conference on Recent Trends & Innovations in Science, Engineering and Social Sciences (IVCRTISESS-2020) organized by Senthil Research Advocacy Forum, V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and PEARL - A Foundation for Educational Excellence, Bengaluru during 04th – 06th September, 2020, Pp 120, ISBN 978-93-81723-96-8
51. Published an article titled **“ Entrepreneurial Educators Response to the Covid-19 pandemic in India with Special reference to Madurai City”** in the Journal titled **International Research Journal of Engineering and Technology** , Vol.8, Issue 03, Pp 2294-2299, e-ISSN : 2395-0056, March 2021
52. Published an article titled **“College Students Perception towards Entrepreneurship during the Pandemic in Madurai city”** in the proceedings of Fourteenth Biennial Conference on Entrepreneurship organized by Entrepreneurship Development Institute of India, Gujarat , ISBN:978-93-86578-58-7
53. Published an article titled **Issues and Challenges faced by Entrepreneurial Training Institutes in Madurai City** in the UGC CARE Approved Journal titled **Journal Of Education: Rabindrabharati University**, Vol. : XXIII, No. :3, 2020 – 2021, ISSN : 0972-7175, Pp 32-35
54. Published an article entitled **Application Of Hospital Management System In Private Multispecialty Hospitals In India** in the UGC CARE Approved Journal titled **Journal Of Education: Rabindrabharati University**, Vol. : XXIII, No. :3, 2020 – 2021, ISSN : 0972-7175, Pp 36-39
55. Published an article titled **Factors Influencing the Users of Unified Payments Interface in India** in the UGC CARE Approved Journal titled **Utkal Historical Research Journal**, Vol. 34(I): 2021, ISSN : 0976-2132, Pp 165-167
56. Published an article titled **An Empirical Study on Gold Price Discovery And Volatility: A Theoretical Review** in the UGC CARE Approved Journal titled **Utkal Historical Research Journal**, Vol. 34(I): 2021, ISSN : 0976-2132, Pp 168-173
57. Published an article titled **Green Human Resource Management and its Application as a Tool for Corporate Sustainability** in the UGC CARE Approved NIU International Journal of Human Rights ISSN: 2394 – 0298 Vol 8(IV), 2021, Pp 31-34

58. Published an article titled **Organic Food-Way Ahead for Healthy Life and A Smarter Choice** in the UGC CARE Approved ANVESAK Journal ISSN: 0378 – 4568 Vol. 51, No.1(VII) January – June 2021, Pp 97-99
59. Published an article titled **Prospects and Problems in Marketing of Bakery Products in Madurai District** in the UGC CARE Approved ANVESAK Journal ISSN: 0378 – 4568 Vol. 51, No.1(VII) January – June 2021, Pp 107-109
60. Published an article titled **The Impact of Innovative Technology and Autonomous Agents on Digital Transformation with Special Reference to Block Chain, (IoT) and AI** in the UGC CARE Approved Sambodhi Journal , ISSN: 2249-6661, Vol-44 No.-01(VI) , 2021, Pp 63-67
61. Published an article titled **A Study on Performance of Gold ETF in India During Covid-19** in the UGC-CARE List Group I Kalyan Bharati Journal, ISSN No. 0976-0822, Volume-36, No.7 : 2021, Pp 100-106
62. Published an article titled **Impact of the Pandemic on Entrepreneurial Direct to Consumer Ventures in Madurai City** in the UGC-CARE Approved International Journal of humanities, Law and Social Sciences, ISSN 2348-8301, Vol. VIII, Issue I : 2021, Pp 74-80
63. Published an article titled **A Study on Customer's Preference towards Mobile Wallets in Madurai City** in the UGC-CARE Approved Journal of Education: Rabindrabharati University, ISSN : 0972-7175, Vol. : XXIII, No. :7, 2021, Pp 115-118
64. Published an article titled **Patients Satisfaction towards Tele consultations during Covid-19 in Madurai District** in the UGC-CARE Approved Shodhsamhita : Journal of Fundamental & Comparative Research, ISSN: 2277-7067, Vol. VII, No. 6 : 2021, Pp 26-29
65. Published an article titled **Consumer Behavior towards Organic Food Products in Tiruchirapalli City** in the UGC-CARE Approved Journal of Education: Rabindrabharati University, ISSN: 0972-7175, Vol. : XXIII, No. :7, 2021, Pp 110-114
66. Published an article titled **An Overview of Electronic Customer Relationship Management (ECRM) and Its Impact on E-Commerce Applications** in the UGC-CARE Group I ANVESAK Journal, ISSN : 0378 – 4568, Vol. 51, No.1(XXII) January – June 2021, Pp 61-65
67. Published an article titled **Customer Preference Towards the Digital Banking Services of State Bank of India in Madurai City** in the UGC Listed Journal titled **International Journal of humanities, Law and Social Sciences, Published biannually by New Archaeological & Genological Society** , Vol. VIII, Issue VII : 2021, ISSN 2348-8301, Pp 10-14

68. Published an article titled **Marketing of Organic Food Products in Tamilnadu** in the UGC Listed Journal titled **Shodhsamhita : Journal of Fundamental & Comparative Research**, Vol. VII, No.10 : 2021, ISSN: 2277-7067, Pp 167-171
69. Published an article titled **Beneficiaries preference towards Coivd-19 Vaccines in Tamilnadu** in the UGC Listed Journal titled **Rabindrabharati Journal of Philosophy** , Vol. : XXII, No:01, 2021, ISSN: 0973-0087, Pp 21-26
70. Published an article titled **An Exploration of Investor's Behavior in Gold Investment in Selected Smart cities in Tamilnadu** in the Peer Reviewed and UGC Listed Journal titled **AJANTA**, Vol.X, Issue IV, October-December 2021, ISSN:22775730, Pp 144-149
71. Published an article titled **Socio – Cultural Factors Influencing Women Entrepreneurship in India** in the UGC Care listed Journal titled **Shodha Prabha**, Volume-46, Issue-4, No.2 : 2021, ISSN: 0974-8946, Pp 88-93
72. Published an article titled **A Study on Patients satisfaction towards Private Multispeciality Hospitals inTamilnadu** in the UGC Care listed Journal titled **Shodha Prabha**,Volume-47, Issue-1, No.1 : 2022, ISSN: 0974-8946, Pp 11-14
73. Published an article titled **Consumer's Attitude towards Organic Food Products in Tiruchirappalli City** in the UGC Care listed Journal of the Asiatic Society of Mumbai, Volume-XCV, No.3 : 2022, ISSN: 0972-0766, Pp 58-62
74. Published an article titled **Customers reasons for preferring the Digital Modes of Banking services in India** in the UGC Care listed International Journal of Humanities, Law and Social Sciences, Vol. IX, Issue I No.1 : 2022, ISSN 2348-8301, Pp 169-174
75. Published an article titled **Women Web Entrepreneurship: A Silent Revolution Across India** in the UGC Care listed International Journal of humanities, Law and Social Sciences Vol. IX, Issue I No.6 : 2022, ISSN 2348-8301, Pp 50-53
76. Published an article titled **Factors influencing the consumers to prefer organic food products in Tamilnadu** in the UGC Care listed International Journal of humanities, Law and Social Sciences Vol. IX, Issue I No.6 : 2022, ISSN 2348-8301, Pp 190-194
77. Published an article titled **An Empirical Study of the covid-19 epidemic's impact on the performance of the India stock market** in the UGC Care listed Journal of Education: Rabindrabharati University Vol. XXIV, Issue 1(XIII): 2022, ISSN 0972-7175, Pp 43-49
78. Published an article titled **Perceived ease of use, perceived usefulness and usage of social media to promote sustainability in a vuca world** in the UGC

Care listed Journal of the Asiatic Society of Mumbai Vol. XCV, Issue No.11,; 2022, ISSN 0972-0766, Pp 123-126

79. Published an article titled **A Study on problem faced by patients' in private multispecialty hospitals in Tamilnadu** in the UGC Care listed Shodhasamhita : Journal of Fundamental & Comparative Research Vol. VIII, No. 1(XVI) : 2022 ISSN: 2277-7067, Pp 141-146
80. Published an article titled **The impact on gold spot and futures prices volatility during the covid-19: An event study** in the UGC Care listed Journal of the Asiatic Society of Mumbai, ISSN: 0972-0766, Vol. XCV, No.32, 2022, Pp 95-100
81. Published an article titled **Applications and Challenges in Green Technology Implementation for Environmental Sustainability** in the UGC Care listed Journal titled Shodhasamhita : Journal of Fundamental & Comparative Research Vol. VIII, No. 1(XXXIII) : 2022 ISSN: 2277-7067, Pp 121-124
82. Published an article titled **Consumer's Behavior towards Organic Food Products during Post Covid** in the UGC Care listed Journal of the Oriental Institute, Vol. 71, Issue. 03, No.1, July-September: 2022, ISSN: 0030-5324, Pp 97-100.
83. Published an article titled **The Impact of Covid-19 on the Gold Spot and Futures Markets in India: An Empirical Study** in the UGC Care listed Shodhasamhita : Journal of Fundamental & Comparative Research Vol. VIII, No. 1(XXXIII) : 2022 ISSN: 2277-7067, Pp 185-189
84. Published an article titled **Factors and Features attracting Women Tourists in India** in the UGC Care listed International Journal of humanities, Law and Social Sciences Vol. IX, Issue II No.1 : 2022 ISSN: 2348-8301, Pp 42-46
85. Published an article titled **An Empirical Study of Investors' Perceptions of Various Investment Avenues in Tamilnadu** in the UGC Care listed Journal of Emerging Technologies and Innovative Research(JETIR) Volume. IX, Issue 11 : 2022, ISSN-2349-5162, Pp 176-182,
86. Published an article titled **Impact of Green Washing on Users' of Green Products in India** in the UGC Care listed Journal of Emerging Technologies and Innovative Research (JETIR) Vol. IX, Issue 12 : 2022 , ISSN-2349-5162 , Pp e279-e283 , Impact Factor 7.95.
87. Published an article titled **Consumer's Preferences and Perspectives towards Plastic Packaging used for Food Delivery Services** in the UGC Care listed

Journal of Emerging Technologies and Innovative Research (JETIR) Vol. IX, Issue 12 : 2022 , ISSN-2349-5162 , Pp e284-e289 , Impact Factor 7.95.

88. Published an article titled **Buyer's Perception Towards Organic Food Products During Post Covid** in the UGC Care listed Journal of Emerging Technologies and Innovative Research (JETIR) Vol. IX, Issue 12 : 2022 , ISSN-2349-5162 , Pp e497-e501 , Impact Factor 7.95.
89. Published an article titled **An Empirical Study Of Investors' Perceptions Of Various Investment Avenues In Tamilnadu** in the UGC Care listed Journal of Emerging Technologies and Innovative Research (JETIR) Vol. IX, Issue 12 : 2022 , ISSN-2349-5162 , Pp e176-e182 , Impact Factor 7.95.
90. Published an article titled **Impact Of Green Washing on the Purchase Intention and User's Trust on Sustainable Products** in the UGC Care listed South India Journal of Social Sciences Vol. XX1, Issue 13 : 2023 , ISSN- 0972 – 8945, Pp 20-23.
91. Published an article titled **Investors Preference during Post Covid** in the UGC Care listed South India Journal of Social Sciences Vol. XX1, Issue 13 : 2023 , ISSN- 0972 – 8945, Pp 46-49
92. Published an article titled **A Study on Patients Perception towards Government Multispeciality Hospitals in Madurai District** in the UGC Care listed South India Journal of Social Sciences Vol. XX1, Issue 13 : 2023 , ISSN- 0972 – 8945, Pp 106-109.
93. Published an article titled **Challenges in Bakery Business** in the UGC Care listed South India Journal of Social Sciences Vol. XX1, Issue 13 : 2023 , ISSN- 0972 – 8945, Pp 50-52.
94. An article entitled **Is Gold a Safe Haven? A Study of Indian Institutional Investors' Perception**, Published in the UGC Group- 1, Journal of Indian School of Political Economy, Volume: 35, No.6, July – December 2023. ISSN: 0971-0396, Pp22-27.
95. An article entitled **Investors' Perception of Mutual Fund Investment in Tamilnadu**, Published in the UGC Care Journal. Shodha Prabha, Volume: 48, Book No.7-2023, ISSN: 0974-8946, Pp54-59.
96. An article entitled **Recent Trends in Marketing of Organic Food Products** Published in the UGC Online Journal, Samdarshi, Volume: 16, Issue 4, September, 2023, ISSN: 2581-3986, Pp3629-3632

97. An article entitled **Green Washing: A Strategy Evading Corporate Social Responsibility**, Published in the UGC Online Journal, Samdarshi, Volume: 16, Issue 4, September, 2023, ISSN: 2581-3986.Pp3668-3672.
98. Published an article entitled "**Implications of Green Washing on Social Marketing**" Humanities and Social Science Studies journal.: ISSN 2319-829X with IF=7.28 Vol. 13, Issue 01, No. 05, January - June : 2024, Pp49-57.
99. Published an article entitled "**Issues and Challenges to the Customers' of Organic Food Products**" Humanities and Social Science Studies journal. ISSN 2319-829X with IF=7.28 Vol. 13, Issue 01, No. 05, January - June: 2024, Pp45-48.

BOOKS PUBLISHED/EDITED/REVIEWER FOR JOURNALS

1. A book Published on "**Production and Marketing of Bricks**" published by Global Research Publications, Darya Ganj, New Delhi, First Publication, February, 2013. ISBN: 978-81-89630-78-2.
2. Edited and Published a Book Entitled "**Emerging Trends in Marketing of Services in the Global Era**", (**ETMSBBA 2013**) published by Shanlax Publications, October, 2013, Madurai. ISBN: 978-93-80686-89-9.
3. Edited and Published a Book Entitled "**Productivity Enhancement Strategies**", (**PESBBA 2014**) published by Shanlax Publications, October, 2014, Madurai. ISBN: 978-93-80657-60-8.
4. Appointed as Reviewer for Journal Published in National Level Seminar on "**Digital Marketing**" held on 25th February, 2016 at Nadar Mahajana Sangam S.Vellaisamy Nadar College, organized by the Department of Commerce and Commerce with Information Technology (SF) Madurai, ISBN 978819101284.
5. Edited a Special Issue of Shanlax International Journal of Commerce, Entitled "**Emerging Trends in Services Sector**" A Scholarly Quarterly Journal with Impact Factor 3.017 Published as Vol 5, Special Issue 4, ISSN:2320-4168,UGC Approved Journal No:44120 on 30th September,2017.
6. Edited and Published a Book Entitled "**Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario**", published by Jayalakshmi Publications February, 2018, Madurai. ISBN: 9789386712196 Vols I and II.
7. Edited a Special Issue of Roots International Journal of Multidisciplinary Researches, Entitled "**Prospects of Micro, Small and Medium Enterprises In Indian Scenario**" A Peer Reviewed, Refereed and Quarterly Journal with Impact Factor 3.487 Published as Vol 4, Special Issue 4, February, 2018, ISSN: 2349-8684,UGC Approved Journal No:48991.

8. Edited a Journal of Applied Science and Computations (JASC) , UGC Peer Reviewed Journal (An ISO 7021:2008 Certified Journal) Vol VI, Issue I, January,2019 entitled “**Innovations in E-Business and Management**” (87 Papers/ Research Articles), (Impact Factor,5.8), ISSN No:1076-5131. (www.j-asc.com)
9. Edited and Published a Book Entitled “**Innovations in Business and Management**”, published by Department of Commerce, The American College, Madurai, February 1, 2019, Madurai. ISBN: 978938839843, Vols I and II.
10. Edited and Published the Proceedings of the International Conference entitled “**Sustainability, Transformation and Development in Business and Management**” published by Department of Commerce, The American College, Madurai, January 24, 2020, ISBN : 938965848-9
11. Authored a Text Book titled " **Export Import Documentation and Logistics**" for the Department of Business Administration, Dr.D.Y.Patil Vidyapeeth (Deemed University), Pune, August, 2020 with ISBN : 978-93-90291-25-0
12. Authored a book Chapter titled “**Financial Institutions supporting Entrepreneurship in India**” in the book titled Entrepreneurship Development, Pp 47-78, ISBN 978-1-71698-710-6 on March, 2020.
13. **Chief Editor** for the book entitled “**The New Era of Digital Payments**” , Volume -1, ISBN : 978-81-954576-1-8, DOI : 10..5281/zenodo.5748643 and published on December , 2021.
14. **Editor** of “**Roots Journal for promotion of excellence in the field of Commerce**” since 1 February 2022.
15. Authored a book Chapter titled “**A Conceptual Study on Emerging Trends in HRM**” in the book titled “ Emerging Trends in Business Management” ISBN : 978-93-92537-22-6) published at BONFRING, Gandhipuram, Coimbatore
16. Authored a book Chapter titled “**A Conceptual Study on Emerging Trends in HRM**” in the book titled Emerging Trends in Business Management, Pp 165-173, ISBN 979-93-92537-22-6 during February 2022.
17. Authored a book Chapter titled “**An Empirical study on Investment Avenues for Teaching Professionals**” in the book titled Emerging Innovation in Social Science , published by International Weser Books Publications, Germany, Pp: 221-230, ISBN: 987-3-96492-398-1 during July 2022.
18. Authored a book Chapter titled “**An Empirical study on Investment Avenues for Teaching Professionals**” in the book titled Emerging Innovation in Social Science ,

published by International Weser Books Publications, Germany, Pp: 221-230, ISBN: 987-3-96492-398-1 during July 2022.

19. Authored a book Chapter titled “**The Role of Leadership in Framing Key Human Resource Strategies for Better Productivity**” in the book titled Current Advances Multidisciplinary Research, Rubicon Publications, England, Pp-146-149 during the year 2023.

EDITOR/ EDITORIAL BOARD MEMBER IN REPUTED JOURNALS

1. **Editor in Chief for International Journal of Business and Economics Research (IJBER)** e-ISSN: 2455-3921 from Dr.BGR Publications, Tuticorin-628005, Tamilnadu, India.(Impact Factor-4.147) from January, 2018. (<http://www.drbrpublications.in/ijber-editorial.php>)
2. **Editorial Board Member for International Journal of Current Research and Modern Education**, International Refereed Research Journal, ISO:9001-2015 Certified Journal, ISSN:2455-5428, Impact Factor:6.925 from April,2018. (<http://ijcrme.rdmodernresearch.com/editorial-board/page/3/>)
3. **Editorial Board Member for International Journal of Applied and Advanced Scientific Research**, International Refereed Research Journal, ISO:9001-2015 Certified Journal, ISSN:2456-3080, Impact Factor:5.655 from April,2018. (<http://ijaasr.dvpublication.com/editorial-board/page/4/>)
4. **Editorial Board Member for International Journal of Advanced Trends in Engineering and Technology**, International Refereed Research Journal, ISO: 9001-2015 Certified Journal, ISSN:2456-4664, Impact Factor:5.965 from April,2018. (<http://ijatet.dvpublication.com/editorial-board/page/3/>)
5. **Editor in Chief for Journal of Applied Science and Computations (JASC)** , UGC Peer Reviewed Journal (An ISO 7021:2008 Certified Journal) Vol VI, Issue I, January,2019 entitled “**Innovations in Business and Management**” (87 Papers/ Research Articles), (Impact Factor,5.8), ISSN No:1076-5131. (www.j-asc.com)
6. **Reviewer for International Journal of Social Science Research**, ISSN 2327-5510, **Macrothink Institute, Las Vegas, Nevada , United States of America** , since September 2019. (<http://ijssr.macrothink.org>)
7. **Associate Editor of Primax international journal of Commerce and Management Research, Bengaluru, Karnataka, India.** Print ISSN: 2321-3604 Online ISSN: 2321-3612,September - 2020 to August - 2025 (<http://www.primaxijcmr.com/associateeditor.html>)
8. **Editorial Board Member for Analytical Commerce And Economics**, Monthly Journal, ISSN: 2582-7936 (Online),from January,2021 (<http://www.triprimegroup.com/ace/editorialboard.html>)

9. **Recognized as Reviewer for International Journal of Management and Social Studies, Institute of Scholars (InSc)** Registered under Ministry of MSME, Government of India, ISO: 9001:2015, Bengaluru, (InSc20210592), Karnataka. (<https://www.insc.in/awards/singleinfo.php?tid=4992>)
10. **Member of Editorial Board** for the Scholarly Journal entitled **St Joseph's Research Journal of Commerce and Management Studies**, published by School of Commerce and Management ,St. Joseph's College (Autonomous), Bangalore since August, 2021
11. **Member of Editorial Board** for the International Journal of **Advanced Research in Commerce, Management and Finance (IJARCMF)**, a Double blind peer reviewed Research Journal, a unit of New Chennai Publications, since September 2021. (<https://journals.newchennaipublications.com/index.php/ijarcmf>)
12. **Member of Editorial Board** in Edwin Group of Journal since 07 October, 2022 (<https://www.edwinincorp.com/edwin-group-of-journal>)

ORIENTATION, REFRESHER, TRAINING AND SHORT TERM COURSES ATTENDED/PARTICIPATED
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1. Participated in the Training course for '**Trainers in Soft Skills**' held at Aluva, Cochin from 19 May, 2008 to 24 May, 2008, organized by All India Association for Christian Higher Education (AIACHE), New Delhi.
2. Actively participated in **Ten Days NSS Orientation Course** from 10 September, 2008 to 19 September, 2008 held at Avinashilingam University for Women, Training and Orientation Centre, National Service Scheme, Coimbatore.
3. Attended an **Orientation programme** from 16 February, 2010 to 15 March, 2010 organized by UGC-Academic Staff College, Madurai Kamaraj University, Madurai.
4. Attended a **NSS Refresher Course** from 25 October, 2010 to 29 October, 2010, at Avinashilingam University for Women, Training and Orientation Centre, National Service Scheme, Coimbatore.
5. Attended an "**One Day Celebrating Life Training Programme for Red Ribbon Club and NSS Programme Officers**" organized by Red Ribbon Club and National Service Scheme, Madurai Kamaraj University held on 10 March, 2011.
6. Actively participated in the "**Training of Trainers Programme on Youth for Gender Equity**" Organized by Rajiv Gandhi National Institute of Youth Development, Sriperumbudur from 1 August, 2011 to 3 August, 2011.

7. Attended **Refresher Course in Commerce** from 7September 2011 to 27 September, 2011 organized by UGC- Academic Staff College, Madurai Kamaraj University, Madurai.
8. Participated in **One Day Training Programme** for Red Ribbon Club Programme Officer of Madurai Kamaraj University entitled “**Motivation to Voluntary Blood Donation**” organized by Red Ribbon Club and National Service Scheme, Madurai Kamaraj University held on 8August, 2011, Madurai.
9. Actively participated in **Ten Days Adventure Camp** from 14^t February,2012 to 23February, 2012 at Thenmalai in Kerala and the programme sponsored by The Ministry of Youth Affairs and Sports, Government of India and organized by the National Adventure Foundation, Kerala Chapter, Tiruvandrum.
10. Participated in the **Four Day National Work shop on “Leadership in Peace Building”** held at the Madurai Kamaraj University from 24March, 2012 to 27March, 2012, Organised by Department of Youth Welfare Studies, Madurai Kamaraj University and ACISCA, Pune.
11. Attended a **Refresher Course in Business Studies (Commerce)** from 1 March 2013 to 21March 2013 organised by UGC- Academic Staff College, Madurai Kamaraj University, Madurai.
12. Attended a Two Day Training Programme on **District Disaster Response Team – Family News Service (DDRT-FNS)** at Mannar Thirumalai Naicker College, Madurai from 22December,2014 to 23^r December, 2014, Organised by Indian Red Cross Society, Madurai District Branch.
13. Attended the **Faculty Development Programme** held at Hotel North Gate, Madurai on 28^t July, 2015 organized by International Business School.(IBS)
14. Actively participated the Three Days Training Programme on “**Mental Health First Aid**” organised by M.S.Chellamuthu Institute of Mental Health and Rehabilitation In Collaboration with Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Tamilnadu, during 08November and 10November, 2017 at Hotel Saratha Rajans, Shenoy Nagar, Madurai.
15. Participated the **Workshop on Data Analysis for Business Research (DABUR2017)** from 16 February, 2017 to 18 February, 2017 in the Department of Management Studies at Francis Xavier Engineering College, Vannarpettai, Tirunelveli.
16. Attended **One Day Workshop on Goods and Services Tax (GST)** organized by Department of Commerce, Sourashtra College, Pasumalai, Madurai on 28th August, 2018.

17. Attended **National Level Workshop on Applications of AMOS in Social Science Researches** organized by Postgraduate Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 7 September, 2018.
18. Attended UGC Orientation Workshop on **“Adoption, Promotion and Production of MOOCs on Swayam Platform”** by Dr.S. Angel Rathnabai, Central Institute of Educational Technology, NCERT, New Delhi, held on 10 September, 2018, organized by The American College, Madurai.
19. Attended **Two Day National Level Workshop on Applications of AMOS in Social Science Research** organized by Department of Commerce, The American College, Madurai on 12 October, 2018 and 13 October, 2018.
20. Attended a **Faculty Development Program on “ Restructured NAAC Accreditation and Norms and Procedures and Outcome Based Education ”** and special lecture delivered by Dr.A.Joseph Doraisamy and Dr.M.G.Sethuraman, Gandhigram Rural Institute (Deemed University), organized by The American College, Madurai on 1 March, 2019.
21. Attended **One day Faculty Development on Knowledge Sharing Program** organized by the ICFAI Business School (IBS) on 19 July, 2019 at Hotel Royal Court, Madurai.
22. Attended a **Faculty Development Program for Commerce on Tally ERP 9.0** organized by the Department of Commerce, G.Ventakaswamy Naidu College, Kovilpatti in association with Tally Education Pvt,Ltd, Bangalore on 20 July, 2019.
23. Participated Three Day National Level Workshop on **“Data Analysis For Social Science Research”** organized by Senthil Research Advocacy Forum, V.H.N.Senthikumara Nadar College (Autonomous) Virudhunagar, Tamil Nadu from 21 August, 2019 to 23 August , 2019.
24. Attended a State Level Seminar on **“Opportunities and Challenges in the Emerging Spaces of Higher Education”** organized by the Internal Quality Assurance Cell (IQAC) of Sri Meenakshi Government Arts College for Women (Autonomous), Madurai dated 04 September, 2019.
25. Attended a Seminar on **“Global Professional Qualification for Accounting and Finance – Association of Chartered Certified Accountants”** organized by Padmarajam Institute of Management, Madurai on 02 November, 2019 at Hotel JC Residency, Madurai.
26. Attended the **UBCHEA sponsored Four – Days Faculty Development Program (FDP 2020) on Emerging Leaders of Service Learning Program** during 13-16 February 2020 at Holiday Home, Kodaikanal.

27. Attended a **National Conference on Quality Enhancement Sustainance in Higher Education** Organized by Internal Quality Assurance Cell, The American College, Madurai on 6 March, 2020
28. Successfully completed ARPIT Course for Career Advancement Scheme (CAS) in **Refresher Course in Commerce conducted by SWAYAM** in the proctored examination on 26 February, 2020, Shri Ram College of Commerce, University of Delhi.
29. Participated **Five Day International Workshop on Emotional Management** organized by Indian Institute of Mother and Child Welfare, Kolkata, West Bengal from 31 March, 2020 to 4 April 2020,
30. Attended a One Week online course on **“Research Methodology for Social Science”** organized by Indian Academic Researchers Association, Tiruchirappalli from 6 April 2020 to 12 April 2020.
31. Attended Five Days online course on **“Stress Management”** organized by AVS Arts and Science, Department of Management and Research, Salem from 13 April, 2020 to 17 April 2020.
32. Actively participated in Four Days Webinar on **“Effective Research Paper Writing Skills”** organized by Bhagwan Mahavir University, Bhagwan Mahavir College of Commerce and Management Studies, Surat, Gujarat, from April 13, 2020 to 16 April, 2020.
33. Participated the Webinar on **“Integrating Real Time Corporate Projects While Teaching and Testing Students”** conducted by Indian Capstone Simulations during 23 April, 2020 and 24 April, 2020
34. Attended **“One Week online Faculty Development Program on Entrepreneurship: Research, Critical Thinking and Innovation”** Organized by Indian Researchers Association in association with Entrepreneurship Development Cell, Acharya Institute of Graduate Studies, Bangalore from 22 April, 2020 to 28 April, 2020 .
35. Participated in the Webinar on **“Teacher to Educational Leader”** organized by Colombo Plan Staff College, Colombo an ISO 9001-2015 institution on 23 April, 2020
36. Successfully completed the **“Research Methodology for Social Science Research”** awareness online test conducted by Internal Quality Assurance cell (IQAC) of MES Asmabi College, Kodungallur, Kerala on 26 April, 2020.

37. Actively participated in the Webinar on **Education in Emergencies: Online Teaching and Learning Strategies** organized by United Board for Christian Higher Education (UBCHEA) on 28 April, 2020 from Newyork, USA.
38. Attended Five Days Online Certificate Course on **“Employability: An Essential Skill For Professional Development”** organized by Vishwabharati Research Centre, Latur, Maharashtra, from 26 April,2020 to 30 April, 2020
39. Actively participated in the online training programme on **“Accounting Education in India”** organized by Indian Accounting Association in association with Indian Academic Researchers Association, Tiruchirappalli on 29 April,2020
40. Actively participated **“Two Days online Training Programme on Financial Analysis”** organized by Indian Accounting Association in association with Indian Academic Researchers Association, Tiruchirappalli during 6 May,2020 and 7 May,2020
41. Actively Participated in the webinar session on **“Life Skills Development”** organized by Post Graduate and Research Department of Commerce, Idhaya College for Women, Kumbakonam on 11 May,2020
42. Successfully completed the online awareness test on **“Methodology for Social Science Research”** conducted by the Department of Commerce, Sree Sankara Vidyapeetom College, Valayanchirangara, Perumbavoor, Kerala on 6 May,2020
43. Participated and cleared **online General Quiz** conducted by Bishop Appasamy College of Arts and Science College, Coimbatore on 9 May, 2020
44. Outstanding Performance in the Second National Level Online Quiz on **“Corporate Accounting”** with the passing score of 87 percent in the Quiz Contest on 13 May,2020
45. Participated and completed Five Days Online Course on **“Futuristic Accounting”** organized by Indian Accounting Association in association with Indian Academic Researchers Association, Tiruchirappalli during 11 May, 2020 and 15 May,2020
46. Attended Two Days Online Workshop on **“Goods and Services Tax”** organized by Indian Accounting Association in association with Indian Academic Researchers Association, Tiruchirappalli held on 14 May, 2020 and 15 May,2020
47. Participated and successfully completed **“Five Day Online Faculty Development Programme for Teachers in the Domain of Commerce/Management”** on Emerging Business Issues held during 11-15

May, 2020 organized by the Department of Commerce, School of Management Sciences, Tezpur Central University, Assam

48. Attended an International Webinar on **“Covid 19 and Continuing Relevance”** organized by Department of Commerce, The American College, Madurai on 23 May, 2020.
49. Attended Webinar Session on **“Emerging Trends in the Post-COVID World- Role of Artificial Intelligence and Machine Learning”** organized by ICFAI Business School, Bangalore on 21 June, 2020.
50. Actively participated **One Week Online Faculty Development Programme (FDP) on “Academic Excellence in Digital Teaching and Learning”** organized by Department of Management Studies, Directorate of Distance Education, Madurai Kamaraj University, Madurai from 1 July, 2020 to 07 July, 2020
51. Attended a Webinar on **“Impact of Covid 19 on Educational Services and Alternating Strategies”** organized by Department of Commerce, The American College, Madurai on 20 June, 2020
52. Attended a Webinar on **“A Perspicacious View on Electronic Payments”** organized by Department of Commerce, The American College, Madurai on 3 July, 2020
53. Participated **One Day International Webinar on “Fintech Revolution in Pandemic Period”** organized by Postgraduate and Research Department of Commerce, Periyar E.V.R.College, Tiruchirappalli on 4 July, 2020
54. Actively participated in the Webinar on **Resilient Higher Education and Digital Transformation: New Models of Education Series** organized by the United Board for Christian Higher Education (UBCHEA) on 28 April, 2020 from Newyork, USA.
55. Attended a Webinar on **“NAAC Assessment and Accreditation Process”** by Internal Quality Assurance Cell in association with NAAC, Bangalore organized by Madurai Kamaraj University, Madurai on 16 July, 2020.
56. Attended a Webinar on **“Navigate Financial Crisis During Pandemic”** organized by Department of Commerce, The American College, Madurai held on 17 July, 2020.
57. Actively participated in the National Webinar on **“Teachers Vs Learner: Impact of Covid19** organised by Internal Quality Assurance Cell, The American College, Madurai on 22 July, 2020.

58. Actively participated the Two Days National Seminar on “**Changing Facets of Trade and Commerce**” organized by the Department of Commerce, Directorate of Distance Education, Madurai Kamaraj University, Madurai from 21 July, 2020 to 22 July, 2020.
59. Attended Two Week Online National Skill Development Programme on “**GST-Registration, Assessment and Filing of Returns**” sponsored by Rashtriya Uchchatur Shiksha Abhiyan (RUSA) organized by School of Commerce (UGC-SAP-DRS-I) Bharathiar University, Coimbatore from 16 July, 2020 to 29 July, 2020.
60. Attended a webinar on Leading through Crisis from Neglect to Nurture: Emotional Well-being and Leadership organised by United Board for Christian Education (UBCHEA) on 25 August, 2020.
61. Attended a webinar on [Leading Through Crisis] Leading from the Head and the Heart: A Simple Model for Turbulent Times, a special lecture delivered by Dr. Joseph P. Zolner, Harvard University, United States of America organized by United Board for Christian Education (UBCHEA) on 22 September, 2020.
62. Actively Participated in the webinar on “**Invigorating the Assessment of University’s Innovation and Entrepreneurship Ecosystems**” on 28 February 2021, organized by RSP Conference Hub, Coimbatore.
63. Actively Participated in the webinar on “**Internet Users Behaviors Analysis by Using Web Mining Techniques**” on 27 February 2021, organized by RSP Conference Hub, Coimbatore.
64. Completed the Six Week online course on “**International Perspectives on Participatory Research (OC-E-101)**” conducted by PRIA International Academy and Sponsored by United Board for Christian Higher Education during February 2021.
65. Attended the workshop entitled “**Roadmap to Successful Entrepreneurship for Commerce Professionals**” organized by Department of Commerce, The American College, Madurai held on 15 March 2021.
66. Attended an International Webinar on **Research Publication and Citation Promotion** organized by Training and Placement of E.V.R. Periyar College in Association with Indian Accounting Association, Tiruchirappalli on 15 May, 2021.
67. Participated in International webinar entitled “ **Inculcating Research Culture Among Academicians**” organized by Indian Academic Researchers Association Tiruchirappalli in association with International Doctor of Philosophy Researcher’s Association on 22 May 2021

68. Participated in the Invited Lecture series entitled “**Statistical Analysis on Survey Data**”, organized by the University of Kalyani, West Bengal on 29 May 2021.
69. Attended the Faculty Development Program on “**Research Funding Agencies**” organized by the Research Forum in collaboration with IQAC on 29 May 2021
70. Actively Participated in the webinar on “ **Enhancement of Self-help skills during Covid-19 Pandemic Period**” organized by the Department of Commerce, Ayya Nadar Janaki Ammal College , Sivakasi , held on 01 June 2021.
71. Attended the Faculty Development Program on “**Massive Lessons depicted by Movies for Teachers** ” organized by Arjun College of Technology, Coimbatore on 3 June 2021
72. Attended the workshop entitled “**Finding Suitable Test for Data in Research**” organized by the Internal Quality Assurance Cell (IQAC) and PG & Research Department of Commerce , SHANSUN Jain college for Women, Chennai on 4 June 2021.
73. Attended one week online Faculty Development Program on “ **Ethical Dimensions of writing a Research Paper**” organized by DES’s NMITD & University of Mumbai in association with Kriti M.Doongurse College, JSKBS, CIMDR, Mumbai from 7 June 2021 to 12 June 2021.
74. Attended online **Two Week Refresher Course in Commerce and Management** organized under the Ministry of Education sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme by Ramanujam College, New Delhi from 25 June 2021 to 08 July 2021.
75. Actively participated in One Day National Level Webinar on “ **The Future of Accounting (Cloud Based Accounting)**” organized by the Department of Commerce , Rajapalayam Raju’s College, Rajapalayam held on 23 July 2021
76. Attended One Week Online International Faculty Development Program on “ **Art of Effective Education during Pandemic Scenario**” jointly organized by Department of Pedagogical Sciences, Tamil Nadu Teachers Education University , Chennai and Lakshmi College of Education , Gandhigram , Dindigul from 23 July 2021 to 29 July 2021
77. Participated in the 51 Hours, World Record Programme - 2021 “**Iyal, Isai, Nadagam Vizha**” organized by the N.K.T National College of Education for Women, Chennai in collaboration with Tamil Nadu Students Folk Art Association from 9 July 2021 to 11 July 2021

78. Participated in Seven days International Professional Development Program on **“Strategies for Effective Classroom Teaching”** organized by Patrician College of Arts and Science from 26 July 2021 to 1 August 2021.
79. Attended and completed a Short Term Course on **“Introduction to Hybrid Teaching”** organized by the United Board in association with Christ University Bangalore during 10 August 2021.
80. Attended **National Level One Week Faculty Development Program on Research Excellence and Academic Development (READ-2021)** organized by the department of Library & IQAC, Nilkanthrao Shinde Science and Arts College, Bhadravati District, Chandrapur, Maharashtra, held from 9 August, 2021 to 14 August, 2021.
81. Attended a **Training Program on e- Service-Learning (Virtual)**, organized by the United Board for Christian Higher Education in Asia held from 16 August 2021 to 17 August 2021.
82. Attended an International Conclave on **“Tools and Strategies for Emerging Business”** organized by KPR College of Arts, Science and Research, Coimbatore held on 18 August 2021
83. Participated in the UGC Sponsored Webinar on **“Research Ethics”** organized by UGC- Human Resource Development Centre, Madurai Kamaraj University, Madurai held on 11 September 2021.
84. Participated in the **“Ten Days Workshop on Research Capability Building”** organized jointly by The Research and Post Graduate Department of Commerce, St. Berchmans College, Changanacherry & The Research and Post Graduate Department of Commerce, KG College, Pampady in association with Indian Accounting Association, Alapuzha Branch, from 18 July 2021 to 15 August 2021.
85. Participated in **Two Week Online National Faculty Development Program on “Research Methodology – Contemporary Issues”** jointly organized by Guru Angad Dev Teaching Learning Centre, a centre under PMMMNMTT, Ministry of Education, Government of India and Indian Academic Researchers’ Association (IARA) held from 08th December to 22nd December 2021
86. Participated in the **Five Days National level e-Workshop on “Innovative Techniques in SPSS and Data Analysis”** organized by the Department of Visual Communication, Sathyabama Institute of Science and Technology, Chennai in Association with Institution’s Innovation Council from 3 to 7 January 2022.

87. Attended **Six Days National Level Virtual Faculty Development Program on “Pedagogical Transition in Higher Education- A Paradigm Shift”** organized by IQAC of Sri Aurobindo College, Bengaluru from 18 to 23 April 2022.
88. Attended **International One Week Faculty Development Programme on “Research Methodology”** from 2 May to 7 May 2022 , organized by Amar Sewa
89. Mandal’s Kamla Nehru Mahavidyalaya, Nagpur, Maharastra.
90. Attended the **three-day ‘Faculty Development Programme on Investor Awareness & Education’** hosted by Sraddha Academy for Financial Education in partnership with the Department of Commerce, The American College, Madurai, from 28 to 30 April, 2022
91. Attended Seven Day online **National Faculty Development Programme on “Empowering People and Ethics”** organized by Department of Management, Yuvakshetra Institute of Management Studies , Palakad, Kerela from 13 June 2022 to 20 June 2022.
92. Attended one day workshop on **“Quality Enrichment and Mentoring on Accreditations and Rankings for Educational Administrators”** held on 25 July, 2022 at Madurai Kamaraj University, Madurai.

<p>STUDENTS/SOCIETAL RELATED ACTIVITIES IN NATIONAL SERVICE SCHEME (NSS) AND SERVICE LEARNING PROGRAMME (SLP)</p>
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1. Contingent Leader for Tamilnadu and Pudhucherry National Service Scheme Volunteers and attended an **“Interstate Youth Exchange and Home Stay Programme”** Itanagar, Arunachal Pradesh, from 18 September, 2013 to 27September, 2013, Organised by Rajiv Gandhi National Institute of Youth Development in Collaboration with NSS Regional Centre, Guwahati.
2. Contingent Leader for Tamilnadu NSS Directorate and attended a **South Zone Pre-Republic Day Parade Camp-2015** at Mysore, Karnataka, between 21September, 2015 and 30September, 2015.
3. Actively participated as a **Camp Officer in the “National Integration Camp 2015-16”** held at NSS Bhavan, Jnanabharathi Campus, Bangalore University, Bangalore from 04December,2015, to 10 December,2015.
4. **Distributed Flood Relief Materials worth Rs. 1,42,000** to the victims of Cuddalore Flood on 15 December,2015.
5. Active and Enthusiastic NSS Programme Officer in Tamilnadu , **Selected as Contingent Leader for Tamilnadu Pudhucherry and Andaman and Nicobar Island’s** NSS Volunteers and attended the **NSS Republic Day Parade Camp,2016** held at Dr.Ambedhkar Bhavan, **New Delhi** from 1 January,2016 to 31January,2016.

6. Actively participated in the **One day Orientation Programme for RRC Programme Officers** Organized by the Red Ribbon Club at Madurai Kamaraj University on 16February, 2016.
7. **Two Additional Class Rooms worth of Rs.14.10Lakh** were Donated and Contributed under Self Sufficiency Scheme in the Adopted Village at Government Higher Secondary School, Vellayampatti, Madurai District and Inaugurated by Dr.M.Davamani Christofer, Principal and Secretary of The American College and Dr.C.Samuel Chelliah, NSS Regional Director on 22 February, 2016.
8. **Constructed Five Free Rest Rooms under Swachh Bharath Abhiyan worth of Rs.1.50 Lakh** in the adopted village at Kodangipatti Village, Madurai District and Inaugurated by Dr.M.Davamani Christofer, Principal and Secretary of The American College, on 30th March, 2016.
9. **Served as a Camp Coordinator for the Tamilnadu State Republic Day Parade Camp -2017** held at Chennai Tennis Stadium, Nungampakkam, Chennai from 15January, 2017 to 26January, 2017.
10. **Donated Submersible Motor, Pipes and Electrical items worth of Rs.1,45,000** during the time of Severe Drought in the adopted village at Vellayampatti on 15 May,2017.
11. **Flood Relief Materials worth Rs. 1, 52,700** Collected and distributed to the victims of Kerala Flood on 26 August, 2018.

AWARDS AND ACHIEVEMENTS

NATIONAL LEVEL AWARDS/ACHIEVEMENTS

1. **Most Prestigious National Award** received from President of India Honourable Shri. Dr. Ramnath Govind at Rastrapathi Bhavan in New Delhi for the **Best NSS Programe Officer and Best NSS Unit in India Awards for the year 2016-2017 on 21December, 2017** and Cash Prize of Rs.1.70 Lakh received from Government of India.
2. Awarded **Dr.B.R.Ambedkar National Award -2017** in the Social Work Category at Pragati Maidan, New Delhi from Dr.B.R.Ambedkar Sports Foundation on 24August, 2017.

STATE LEVEL AWARDS/ACHIEVEMENTS
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1. Received **Tamil Nadu State NSS Award for Best NSS Program Officer** for the academic year 2012-2013, received from Dr.S.Sundara Rajan, State Minister, Government of Tamil Nadu, Youth Welfare and Sports Development, Tamil Nadu

State NSS Cell and Directorate of Collegiate Education, Chennai on 3 December, 2014 held at Jawaharlal Nehru stadium, Chennai.

2. **National Youth Leaders Program (NYLP) Award and Rs.30,000 Cash Prize** received for the outstanding contribution to National Service Scheme Unit in Madurai Kamaraj University, Madurai. Award received from Dr.P.P. ChellaDurai, Vice-Chancellor of Madurai Kamaraj University and Mr.C.Samuel Chelliah, Regional Director of NSS, Chennai on 30 August, 2017.
3. Appointed as **Selection Committee Member for the Chief Minister's State Award for Best Youth - 2016** on 24 June, 2016 at District Sports and Youth Welfare Department, Tamilnadu Sports Authority, Madurai District.
4. Appointed as **Selection Committee Member for the Chief Minister's State Award for Best Youth -2017** on 20 June, 2017 at District Sports and Youth Welfare Department, Tamilnadu Sports Authority, Madurai District.
5. **Best Paper Award and Cash Prize of Rs.5000** received in International Conference on Business Dynamics and Sustainable Development (ICBD4.0), organized by St.Joseph University in association with The American College, Madurai on 6 January, 2023 and the article entitled "Impact of Green Washing on the Purchase Intention and User's Trust on Sustainable Products".

UNIVERSITY/ DISTRICT LEVEL AWARDS/ACHIEVEMENTS

1. **University Level Best Program Officer Award** for National Service Scheme for the academic year 2010-2011, received from Dr.Kalyani Mathivannan, Vice Chancellor of Madurai Kamaraj University on 8 April 2013.
2. **Blood Donors Award** received from Dr.L.Subramanian, I.A.S., Madurai Collector, District Aids Prevention and Control Office, Madurai Collectorate on 10 October, 2013, Madurai.
3. **Special Motivation Award** received from Dean of Government Rajaji Hospital, on the occasion of 42nd Anniversary of Blood Donor's Club, Madurai Medical College on 14 June, 2014.
4. **Regular Blood Donor's Award** received from Dr. S.Kalirajan, for donating blood more than three times in the year 2013 from Tamilnadu State Blood Transfusion Council and Tamilnadu State Aids Control Society on 19 March, 2015, Madurai.
5. **Best Blood Donation Camp Organizer Award- 2015** received from Madurai Collector, Mr.L.Subramanian,I.A.S., on the occasion of National Volunteer Blood Donation Day on 1 October,2015 from District Aids Prevention and Control Unit, District Collectorate Office Campus, Madurai.

6. **Award** received for organizing the **Best Blood Donation Camps** from Indian Red Cross Society, Madurai District Branch, Madurai Collectorate Campus on 26 November,2016 Madurai District.
7. Received “**Socialist Award**” from High- Flyer 2020 Achievers Award from Star Finders Events organized by Madurai Gandhi N.M.R Subbaraman College, Madurai on 8 March, 2020.

ACADEMIC AWARDS /ACHIEVEMENTS

1. **Certificate of Appreciation and Award Received for Educational Service** from **Mr.Veera Raghava Rao,I.A.S.,District Collector**, Madurai on 26 January,2017 in the Republic Day Celebrations at Madurai Reserve Police Force Ground, Madurai.
2. **Leading Educationist of India Award** received from Dr.Venkatraman Sundar, Chancellor, International Economics University, Republic of Maldives and organized by DK International Research Foundation, Perumbalur- 621212. Tamilnadu.
3. **Best Leader Award** received from International Journal for Research under Literal Access (IJRULA) Accredited with Idamas Learning and Training Centre (Malaysia), on 19th June, 2018, Tiruchirapally, Tamilnadu.
4. Received “**Best Senior Faculty Award- 2019**”, from Novel Research Academy, Puduchery on 9 November 2019
5. **Certificate of Appreciation** received from Ministry of Finance, Government of India, Central Board of Direct Taxes (CBDT) for the Assessment Year 2019-2020 and appreciates the taxpayer in the Bronze Category in recognition towards building this great Nation.
6. Received “**Global Teachers Award 2020**”, from AKS Education Awards, Gurugram, NCR, India on 20 December 2020
7. Received “**Award of Teaching Excellence**”, from Vivekananda College of Arts and Sciences for Women , Namakkal, Tamilnadu in association with Institution’s Innovation Council” during the 9th International Conference entitled “ Marching towards Prosperity: An International Conference on Rebuilding Business Eco System” held on 5 and 6March 2021
8. Received “**Research Excellence Award 2021**”, from Institute of Scholars (InSc), Registered under Ministry of MSME, Government of India, ISO:9001:2015, Bengaluru, Karnataka, 21 June, 2021.
9. Received “**Best Editor Award**” in Appreciation and Recognition of outstanding performance in Administration, Teaching, Research and Publication from BODHI

REGIONAL/ STATE / NATIONAL LEVEL CAMPS/INDUSTRIAL VISITS / LIBRARY VISITS/STUDYTOURS ORGANISED

1. As a **NSS Programme Officer**, Organized a Ten Days Special Rural Camp for NSS Volunteers held between 11 January, 2007 and 21st January, 2007 at Lingavadi Village, Natham, Dindigul District.
2. **Tour Leader and Organised Industrial Visit** for students to various places of Bangalore, Hyderabad, Goa, Mumbai, Cochin, Allepy, Trivandrum, Ooty, Munnar and Kodaikanal. From 2002 to 2016.
3. As a **NSS Programme Officer**, Organised a Ten Days Special Rural Camp for NSS volunteers held from 10th January, 2008 to 19th January, 2008 at Lingavadi Village, Dindigul District.
4. As a **NSS Programme Officer**, Organised a Seven Days Special Rural Camp for NSS volunteers held from 31st March, 2010 to 6 April, 2010 at Veerapandi Village, Madurai District.
5. As a **NSS Programme Officer**, Organised a Seven Days Special Rural Camp for NSS volunteers held from 26th February, 2011 to 4th March, 2011 at Lingavadi and Reddiyapatti Village, Dindigul District.
6. As a **Convener of NSS Units** Organised a Seven Days Special Rural Camp for NSS volunteers held from 9th March, 2011 to 15th March, 2011 at Manikampatti Village, Madurai District.
7. As a **Convener of NSS Units** Organised a Seven Days Special Rural Camp for NSS volunteers held from 16th March, 2011 to 22th March, 2011 at Pudupatti Village, Madurai District.
8. Organized Several **Blood Donation Camp, Free Medical and Eye Camp**, Free Veterinary Camp, AIDS Awareness Programmes, Plantation of Saplings, Free Eye Check up Camp, Awareness meetings on Environmental and Social Issues, First Aid and Eye Donation, Inter collegiate NSS programmes and Rally to NSS Volunteers as Programme Officer and Convener of NSS Units Since November, 2006.
9. As a **NSS Programme Officer and Convener**, Organised Seven Days Special Rural Camp for NSS volunteers held from 26th August, 2011 to 1st September, 2011 at Lingavadi, Vathipatti, Gaurapatti and Rediyarpatti Village, Dindigul District.

10. As a **Convener of NSS Units** Organised a Seven Days Special Rural Camp for NSS volunteers held from 27th September, 2011 to 3rd October, 2011 at Manickampatti, Vellayampatti and Saranhangi Village, Dindigul District.
11. As a **Convener of NSS Units** Organised a Seven Days Special Rural Camp for NSS volunteers held from 18th January, 2012 to 24th January, 2012 at Pudupatti Village, Madurai District.
12. As a **Convener and Programme officer** of NSS, Seven Days Special Camp conducted between 27th November, 2012 and 3rd December, 2012 at Vellayampatti, V.Periyakulam, Saranhangi and Paraipatti villages, Madurai District.
13. As a **Convener of NSS Units** organised Seven Days Special Camp at Kodikulam, Arumbanur and A.Pudur Villages from 10th December, 2012 to 16th December, 2012. And Y.Pudupatti and Sempiyathal Villages from 15th December, 2012 to 21 December, 2012 in Madurai District.
14. Served as **member in the Organizing Committee** in the Interstate Youth Exchange and Home Stay Programme jointly organized by Rajiv Gandhi National Institute of Youth Development (RGNYD) and National Service Scheme, NSS Regional Centre, Madurai Kamaraj University from 14th March 2013 to 23rd March, 2013.
15. As a **Convener and Programme officer of NSS**, Seven Days Special Camp conducted between 2nd December, 2013 and 8th December, 2013 at Vellayampatti, V.Periyakulam, Muthupatti, Saranhangi Paraipatti, Kodankipatti and Kottam villages, Madurai District.
16. As a **Convener of NSS Units** Organised a Seven Days Special Rural Camp for NSS volunteers held from 12th December, 2013 to 18th December, 2013 at Pudupatti and Kottagaimedu villages, Madurai District.
17. As a **Coordinator of BBA Programme** Organised a Industrial Visit to Kannan Devan Tea Factory at Munnar for BBA students from 5th September, 2014 to 7th December 2014.
18. As a **Assistant Professor of Commerce and Tour Leader** organised a Library Visit to Post Graduate Students to Centre for Development Studies, Trivandrum from 23rd January, 2014 to 25th January, 2014.
19. As a **Convener and Programme officer of NSS**, organized a Seven Days Special Camp conducted between 1st December, 2014 and 7th December, 2014 at V.Periyakulam, Muthupatti, Saranhangi Paraipatti, Kodankipatti Kottam and Ponthugampatti villages, Madurai District.

20. As a **Coordinator of BBA Programme** Organized a Industrial Visit to Karnataka Sandalwood Factory at Bangalore for BBA students from 3rd October, 2015 to 5th October, 2015.
21. As a **Convener and Programme officer of NSS**, organized a Seven Days Special Camp conducted between 1st March, 2016 and 7th March, 2016 at Muthupatti, V.Periyakulam, Paraipatti, Kodankipatti Kottam and Ponthugampatti villages, Madurai District.
22. As a **Convener of NSS Units** organized a Environmental Protection Study Trip to Courtrallam to the Students of NSS from 7th August, 2016 to 8 August, 2016.
23. Visited **Gems Gallery International Manufacturer Company Limited, Bangkok, Thailand** on 28th September, 2016.
24. As a **Coordinator of BBA Programme** Organized an Industrial Visit to Cochin to study the Logistics Management in Cochin Port and Hyper Market for BBA students from 22nd October, 2015 to 24th October, 2016.
25. Visited **Taiwan Marble Factory, Hualien, Taiwan** on 17 November, 2017.
26. Visited **Miriam College Innovation Centre, Manila, Philippines** on 28 June, 2018.
27. Visited **Amith Gems Factory and Museum, Kandy, Sri Lanka** on 18 November, 2018.
28. Visited reputed **Damro Tea Factory and Museum, Nuwara Eliya, Sri Lanka** on 20 November, 2018.

E – CONTENT DEVELOPED

1. Developed an E-Content on “**Sampling Techniques in Research**”
(Link: <https://americancollege.edu.in/sample-size-and-sampling-techniques-dr-s-c-b-samuel-anbu-selvan>)

MEMBERSHIP IN PROFESSIONAL BODIES

1. **Life Member in Indian Commerce Association (ICA)** and Registered Number-TN136 since 11th May, 2018.
2. **Life Member in Indian Accounting Association Research Foundation (IAARF)** since 19th June, 2018.
3. **Member in International Journal for Research under Literal Access (IJRULA)** and Registered Number-RULZ013 Since, 19th June, 2018.

4. **Life Member in India Accounting Association (IAA)**, Kolkata (**TIRU-44**), since October, 2019.
5. **Life Member in Indian Academic Researchers Association (IARA)**, Tiruchirappalli, Tamilnadu, Since April, 2020.
6. **Professional Member in Institute of Scholars (InSc)**, Registered under Ministry of MSME, Government of India, ISO: 9001-2015, Bengaluru, (InSc20210592).