

**Name** : Dr. S. Saravanan  
**Designation** : Dean  
**Department** : Commerce  
**Qualification** : M. Com., M. Phil., MBA, MBA, PGDCA, Ph. D., NET, SET.  
**Experience** :  
 Teaching: 17 years      Industry: 1Year      Research: 15 years  
**Area of Specialization(s)** : Finance, HR and Marketing  
**Email (Official ID)** : drsaravanan@drngpasc.ac.in

### Academic Qualifications

| Degree   | Branch             | Institution / University Name                     | Year of Graduation |
|----------|--------------------|---|--------------------|
| MBA      | HR                 | RVS Institute of Management Studies and Research. | 2012               |
| Ph. D.   | HR                 | Government Arts College, Coimbatore.              | 2009               |
| MBA      | Finance            | Alagappa University.                              | 2007               |
| M. Phil. | Finance            | RVS College of Arts and Science.                  | 2001               |
| M. Com.  | Finance , Taxation | RVS College of Arts and Science.                  | 2000               |
| B. Com.  | Commerce           | Bishop Thorp College of Arts and Science.         | 1998               |

### Additional Qualifications

| Diploma / Vocational / Certification | Area of Specialization | Institution / University / Agency Name | Year |
|--------------------------------------|------------------------|--|------|
| NET                                  | Commerce               | UGC                                    | 2013 |
| SET                                  | Commerce               | Bharathiar University                  | 2012 |
| PGDCA                                | Computer Applications  | Pondicherry University                 | 2004 |

### Projects

#### Completed

| Project Title   | Agency  | Amount    | Duration |
|-----------------|---|-----------|----------|
| Student Project | Tamilnadu State Council for Science and Technology<br>TNSCST/SPS/AR/2017-2018,22-02-2018<br>Project Code-SS-009 | Rs.10,000 | 6 Months |

|                        |   |               |          |
|------------------------|---|---------------|----------|
| Student Project        | Tamilnadu State Council for Science and Technology<br><b>TNSCST/SPS/AR/2016-2017, 26-04-2017 Project<br/>Code-SS-05</b>                 | Rs.10,000     | 6 Months |
| Student Project        | Tamilnadu State Council for Science and Technology<br><b>TNSCST/SPS/AR/2013-2014, 16-06-2014 Project<br/>Code-SS-02</b>                 | Rs.7500       | 6 Months |
| Major Research Project | University Grant Commission (UGC)- New Delhi<br><b>Letter Number and dated- 5-295/2010 (HRP)<br/>dated10<sup>th</sup> February 2011</b> | Rs.4, 45,200. | 2 Years  |

### Research Guidance

| Programme | No. of Scholars |          |
|-----------|-----------------|----------|
|           | Completed       | Pursuing |
| Ph. D.    | 8               | 6        |
| M. Phil.  | 16              | -        |

### Research Publications (Indexed)

#### International

- 1) ShanthiniDevi. M, Saravanan. S, **Impact of Financial Literacy on Financial Decisions and Financial Outcomes of Employees Working in IT Sector (With Special Reference to Coimbatore)**, International Journal of Multidisciplinary Research and Development, Vol.3; Issue .12,pp. 135-139, December 2016, ISSN: 2349-5979. (Indexed in Academia.edu, Research Gate, Google Scholar, EBSCO)
- 2) Saravanan. S, Balamani. P, **Z – Score Analysis for Evaluation of Financial Health of Selected Pharmaceutical Companies in India**, Intercontinental Journal of Finance Research Review, Vol. 4, Issue. 6, pp.1-10, June 2016, ISSN: 2321-0354. (Indexed in Google Scholar, ProQuest)
- 3) Parimala.K, Saravanan. S, **A Study on Customer’s Perception towards E-Commerce Logistics Industry at Coimbatore City**, Intercontinental Journal of Marketing Research Review, Vol. 4, Issue. 4, pp. 32-38, April 2016, ISSN: 2321-0346. (Indexed in Google Scholar, ProQuest)

- 4) Saravanan. S, Devakinandini.V, **An Analysis of Financial Health of Paper and Pulp Manufacturing Industries in India**, Journal of Accounting and Finance, Vol.30, Issue.1, pp.33-43, October 2015- March 2016, ISSN:0970-9029.(Indexed in ICI , Global Impact Factor)
- 5) Renugadevi. N, Saravanan. S, **Stress Affecting Psychological Aspects of Employees Working in Private Sector Banks**, International Journal of Multidisciplinary Research and Development, Vol.3, Issue. 3, pp. 230-235, March 2016, Online ISSN: 2349-5979. (Indexed in Academia.edu, Research Gate, Google Scholar, EBSCO)
- 6) Saravanan. S, Jayanthi.M, **An Impact on Governance of Liquidity on Profitability of Selected Textile Industries in India**, International Journal of Research in Management, Technology (IJRMT), Vol.6, Issue.1, pp 52- 60, Jan-Feb 2016, ISSN: 2249-9563. (Indexed in Google Scholar)
- 7) Saravanan. S, Elamathi. K, **Factor Analysis of Effects of Career on Quality of Work Life among Women Employees Working in Private Sector Banks in Coimbatore District**, International Journal of Engineering and Management Science, Vol. 6, Issue.4, pp- 215-221, 2015, ISSN: 2229-600X. (Indexed in Index Copernicus)
- 8) Parimala. K, Saravanan. S, **Falling Bunker Prices - An Issue on Global Sulfur Emission Cap 2020**, Intercontinental Journal of Marketing Research Review, Vol.3, Issue. 12, pp 01- 06, December 2015, ISSN: 2321-0346. (Indexed in Google Scholar, ProQuest)
- 9) Saravanan. S, **A Study on Impact of Demographic Profile on Maternity Care among Tribals of Western Ghats - With Special Reference to the Nilgiris and Anaimali Hills Province**, Asian Journal of Management, Vol.6,Issue.4, pp-314-320, October- December 2015. (Indexed in Google Scholar, ProQuest, ICI)
- 10) Saravanan. S, Elamathi. K, **An Investigation in to Demographic Profile and Quality of Work Life Among Women Employees With Special Reference to Private Sector Banks in Coimbatore District**, International Journal of Research in Commerce, IT, Management, Vol. 5 ,Issue.11, ,pp 9-12,Nov 2015, ISSN: 2231-5756. Indexed in ProQuest, ICI, EBSCO, Index Copernicus)
- 11) Saravanan. S, **An Empirical Study of Absenteeism in Pumps Industry With Special Reference to Coimbatore**, International Journal of Research in Computer Application, Management, Vol. 5, Issue.3, pp-66-71, March 2015, ISSN: 2231-1009.(Indexed in ProQuest, ICI, EBSCO, Index Copernicus)

- 12) Saravanan. S, Devakinandini. V, **Impact of Capital Structure on Profitability of Select Paper Industries in India**, Intercontinental Journal of Finance Research Review, Vol.3, Issue.3, pp.94-102, March 2015, ISSN: 2321-0354.(Indexed in ProQuest , Google Scholar)
- 13) Saravanan. S, Ramya. K.A, **A Study on Demographic Profile and Problems Faced by the Power Loom Owners With Special References To Coimbatore Cluster**, International Journal of Research in Commerce, IT, Management, Vol. 5, Issue. 3, pp - 8-12, March 2015, ISSN: 2231-5756. (Indexed in ProQuest, ICI, EBSCO, Index Copernicus)
- 14) Saravanan. S, BrindhaDevi. K, **A Study on Online Buying Behaviour With Special Reference to Coimbatore City**, International Journal of Commerce, Business and Management (IJCBM), Vol. 4, Issue.1, pp.988-995, February 2015, ISSN: 2319–2828. (Indexed in Google Scholar)
- 15) Saravanan. S, **A Study on Frequency of Extension Participation of Farmers in Erode District**, International Journal of Multidisciplinary Research and Development, Vol.2, Issue.1, pp.43-46, 2015, ISSN: 2349-4182. (Indexed in Academia.edu, Research Gate, Google Scholar, EBSCO)
- 16) Saravanan. S, Janani.K, **A Study on Measuring the Financial Soundness of Bharath Petroleum Corporation Limited (BPCL)**, International Journal of Multidisciplinary Research and Development, Vol. 2, Issue. 2 Part F, pp.43-47, 2015, ISSN: 2349-4182. (Indexed in Academia.edu, Research Gate, Google Scholar, EBSCO)
- 17) Saravanan. S, Mohanraj. S, Bagayalakshmi. K, **A Study on Factors Affecting Supply Chain Management in Garment Industry With Special Reference to Tirupur**, International Journal of Multidisciplinary Research and Development, Vol.2, Issue. 2, pp. 304-307, 2015, ISSN: 2349-4182. (Indexed in Academia.edu, Research Gate, Google Scholar, EBSCO)
- 18) Saravanan. S, DivyaBharathi. P, **An Investigation of Level of Consumer Awareness among Rural Women in Coimbatore Province**, Indian Journal of Applied Research, Vol. 5, Issue. 2, pp.800-802, Feb 2015, ISSN: 2249-555X. (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)
- 19) Saravanan. S, Gandhimathi. S, **A Study on Passengers' Perception and Satisfaction towards Services Offered by Southern Railways in Coimbatore Junction**, Intercontinental Journal of Marketing Research Review, Vol. 2, Issue. 11, pp.10-16, November 2014, ISSN: 2321-0346. (Indexed in ProQuest, Google Scholar)
- 20) Saravanan. S, Mohanraj. S, Bagayalakshmi. K, **A Study on the Strategies to be Adopted by Garment Exporters to Manage Business Crisis in Tirupur**, Indian Journal of Applied Research,

Vol.4, Issue.8, pp- 397-400, August 2014, ISSN: 2249-555X. (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)

- 21) Saravanan. S, Mohanraj. S, Bagayalakshmi. K, **A Study on The Strategies to be Adopted by Garment Exporters to Manage Business Crisis in Tirupur**, Indian Journal of Applied Research, Vol.8, Issue.8, pp.4-7, August 2014, ISSN: 2249-555X. (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)
- 22) Saravanan. S, Dharani. P, **A Study on Factors Influencing Work Life Balance of School Teachers in Coimbatore**, Paripex- Indian Journal of Research, Vol. 3, Issue. 4, pp.10-12, April 2014, ISSN: 2250-1991. (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)
- 23) Saravanan. S, Thangaraj. B, Eahambaram. C, **A Study on Working Capital Management of Cement Companies With Special Reference to the Associated Cement Companies Limited and Chettinad Cement Corporation**, International Global Journal for Research Analysis, Vol.3, Issue.2, pp.16-17, February 2014, ISSN:2277-8160. (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)
- 24) Saravanan. S, Abarna. J, **A Study on Liquidity Analysis of Selected Automobile Companies in India**, Indian Journal of Applied Research, Vol.4, Issue.2, pp.6-8, February 2014, ISSN: 2249-555X. (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)
- 25) Gandhimathi. S, Saravanan. S, **A Study on Passenger's Satisfaction Towards Railway Services in Coimbatore Junction**, International Journal of Applied Research and Studies, Vol.2, Issue.11, November 2013, ISSN: 2278-9480. (Indexed in Google Scholar, Research Gate, Global Impact Factor, Mendley)
- 26) Saravanan. S, Mohanraj. S, **A Study on The Challenges Faced by Tirupur Garment Exporters**, International Journal of Research in Commerce, IT , Management, Vol. 3, Issue .10, October 2013, ISSN: 2231-5756. (Indexed in ProQuest, ICI, EBSCO ,Google Scholar , Index Copernicus)
- 27) Saravanan. S, **Women Workers Perception on Job Satisfaction and Stress at Work Place - With Special Reference to Hosiery Units in Tiruppur**, South Asian Journal of Commerce and Management, Vol. 3, Issue. 3, pp.37-43, July 2013. (Indexed in EBSCO, ProQuest)
- 28) Gandhimathi. S, Saravanan. S, **Evaluate the Railway Platforms Service Quality of The Southern Railways**, Indian Journal of Applied Research, Vol.3, Issue .4, April 2013, ISSN: 2249-555X. . (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)

- 29) Saravanan. S, RamGanesh. S, **An Empirical Study on Effects of Working Capital on Profitability (With Special Reference to Associated Cement Companies Limited)**, Indian Journal of Applied Research, Vol. 3, Issue. 3, pp.46-48, March 2013, ISSN: 2249-555X. (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)
- 30) Saravanan. S, **A Study on Production and Marketing Constrains of Farmers in Coimbatore District-Tamilnadu**, International Journal of Arts, Science and Commerce- Researchers World, Vol. IV, Issue. 1, pp.66-77, January 2013, ISSN: 2229-4686. (Indexed in ProQuest, Index Copernicus, EBSCO, Google Scholar, ICI)
- 31) Linda Mary Simon, Saravanan. S, **A Study on Customers Satisfaction towards Credit Card Services Provided by State Bank of India, With Special Reference to Coimbatore City**, Indian Journal of Applied Research, Vol.2, Issue.2, pp.10-12, November 2012, ISSN: 2249-555X. (Indexed in Index Copernicus, Research Gate, Google Scholar, ICI)
- 32) Saravanan. S, **Viewers Opinion About Soft Drinks Advertisements - An Empirical Study With Special Reference to Pepsi in Coimbatore City**, Elixir International Journal, pp.4667-4672, October 2011, ISSN: 229-712X. (Indexed in Index Copernicus)
- 33) Saravanan. S, **An Evaluation of Advertisements for Cadbury Products With Special Reference to Coimbatore City**, Elixir International Journal, pp.4058-4063, July 2011, ISSN: 229-712X. (Indexed in Index Copernicus)
- 34) Saravanan. S, **Investigation of Problems Faced by the Vegetable Producing Farmers in Erode, Coimbatore and Tiruppur Districts -Tamil Nadu**, JM International Journal of Marketing Management, Vol.1, pp. 193-202, March 2011, ISSN: 2230-701X. (Indexed in Index Copernicus)

#### **National**

- 1) Ruhamah Ann Boben, Saravanan. S, **Issues of Freight Forwarders in Exporting Cargo through Kempegowda International Airport, Bangalore**, Journal Of Emerging Technologies And Innovative Research (JETIR), Vol.5, Issue.9, pp.787-789, Sep 2018, ISSN:2349-5162.(Google Scholar, Mendely, Research Gate, Academia.edu, UGC:S.No:63975)
- 2) Kowsalya. S, Saravanan. S, **A Study on Liquidity and its Impact on Profitability of Selected Food Processing Companies in India**, International Journal for Research in Engineering Application, Management (IJREAM), Vol.04, Issue.4, pp.376-382, , July 2018 , ISSN : 2454-9150, DOI: 10.18231/2454-9150.2018.0512. (Google Scholar, EBSCO, UGC: S.No:64077)

- 3) Jayanthi. M, Saravanan. S, **A Study on The Impact of Capital Structure on Profitability of Selected Infrastructure Companies in India**, Journal Of Emerging Technologies And Innovative Research (JETIR),Vol.5, Issue.7, pp.221-229 ,July 2018, ISSN:2349-5162.(Google Scholar, Mendely, Research Gate, Academia.edu , UGC:S.No:63975)
- 4) Saravanan. S, Suganya.S, **An Investigation of Liquidity and Profitability Trade Off in Selected Pharmaceutical Companies in India**, South Asian Journal of Marketing, Management Research (SAJMMR), Vol.6, Issue.3-4, pp 53-60, March-April 2016, ISSN:2249-877X. (Indexed in Copernicus, Google Scholar)
- 5) Saravanan. S, Devakinandini. V, **Predicting Financial Viability and Profitability of Select Paper and Pulp Industries in India**, International journal of Marketing, financial Services, Management Research, Vol.3, Issue.12, pp.15-24, December 2014, ISSN: 2277-3622. (Open J-Gate)
- 6) Saravanan. S, Devakinandini. V, **A Study on Financial Status of Ballarpur Paper Industries in India**, International Journal of Marketing, Financial Services, Management Research, IJMFSMR, Vol.3, Issue.5, pp.31-39, MAY 2014, ISSN: 2277-3622. (Indexed in Open J-Gate)
- 7) Saravanan. S, Devakinandini. V, **A Study on Perception of College Students about Spending of Pocket Money With Reference to Students Studying in Arts, Science Colleges in Coimbatore**, International Journal of Marketing, Financial Services, Management Research, Vol.3, Issue. 3, pp.74-83, March2014, ISSN: 2277-3622. (Indexed in Open J-Gate)
- 8) Saravanan. S, **Problems Faced by the Vegetable Producing Farmers in Erode, Coimbatore and Tiruppur Districts - Tamil Nadu**, Indian Journal of Marketing, Vol.42, pp 22-30, October 2012, ISSN: 0973-8703. (Indexed in Scopus, Google Scholar, UGC: S.No:20802, Index Copernicus, ICI)
- 9) Eswari. M, Saravanan. S, **A Study of Job Stress among Women Nurses in Coimbatore City, Tamilnadu**, International Journal of Research in Management and Technology, (IJRMT), Vol. 1, Issue.2, pp-97-100, December 2011, ISSN: 2249-9563. (Indexed in Google Scholar)
- 10) Mohan. S, Saravanan. S, **A Study on Problems Faced by the Women Entrepreneur in Health Care Industry in Erode**, ZENITH International Journal of Multidisciplinary Research, Vol.1, Issue 2, pp.155-163, June 2011, ISSN: 2231 5780.(Indexed in Google Scholar, EBSCO, UGC:S.No:46665)
- 11) Saravanan. S, **Opinion on the Working Environment and Problems Faced by the Women Workers in Hosiery Units at Tiruppur - An Empirical Investigation**, Indian Journal of

Management, Vol.3, pp. 31-38, July 2010, ISSN:0975-2854.(Indexed in Scopus, Google Scholar, Index Copernicus, UGC:S.No:38263)

- 12) Saravanan. S, **A Study on Women Consumer Behaviors With Special Reference to Durable Goods in Coimbatore City**, Indian Journal of Marketing, Vol.40, pp. 36-42, 51, May 2010, ISSN:0973-8703. (Indexed in Scopus, Google Scholar, UGC: S.No: 20802, Index Copernicus, ICI)

#### **Other Publications: International / National Journals**

- 1) Saravanan. S, **An Empirical Investigation on Patients Perception about Service Quality of Corporate Hospitals in Coimbatore, Tirupur, and Erode Districts - Tamilnadu**, GITAM Journal of Management, Vol. 12, Issue.4, pp.114-123, December2014.
- 2) Saravanan. S, **A Study on Socio Economic Profile and Problems Faced by the Women Self-Help Groups in Coimbatore District - Tamilnadu**, IPE journal of Management, Vol.1,Issue.1,pp.151-163, January-June-2014, ISSN:2249-9040.
- 3) Saravanan. S, **Empirical Investigation on Owners' Perception about TVS Scooty Pep With Special Reference to Coimbatore**, Global Research Review, Vol. 3, Issue.1, pp.111-121, May 2014, ISSN:2250-2521,
- 4) Saravanan. S, **A Study on Awareness Level and Farmers' Attitude About Factors of Bank Loan in Tirupur District - Tamilnadu**, Journal of Commerce and Management Research, Vol.3, Issue.1, pp.51-65, March 2013, ISSN:2249-0442.
- 5) Saravanan. S, **An Empirical Investigation on Farmers Awareness and Attitude towards Farm Loans in Erode District - Tamilnadu**, Journal of Commerce and Management Research, Vol.2, Issue.5, pp.102-112, December 2012, ISSN:2249-0442.
- 6) Saravanan. S, Suganya.S, **A Study on Customer Perception about Service Quality of Mega Stores at Coimbatore Province**, Aditya International Journal of Research in Technology and Management, Vol.1, Issue.11, pp.46-54, April 2012, ISSN:2248-9665.
- 7) Saravanan. S, Sathya.M, **An Empirical Study on Investors Perception on Mutual Fund in Coimbatore**, Journal of Commerce and Management Research, Vol.2, Issue.2, pp.38-48, March 2012, ISSN:2249-0442.
- 8) Saravanan. S, **An Empirical Study on Farm Loan Constrains faced by the Farmers in Tiruppur District, Tamil Nadu**, Journal of Commerce and Management Research, Vol.2, Issue. 1, pp.143-149, January 2012, ISSN: 2249-0442.



- 9) Saravanan. S, **An Investigation of Socio- Economic Conditions and Level of Consumer Awareness and Rights Among Women in Tiruppur District**, International Journal of Commerce and Management, pp.345-352, October 2011, ISSN:0974-2646.
- 10) Sabaripadmini. M, Saravanan. S, **A Study on Tourist Satisfaction towards Tourism Spot with Special Reference to Ooty**, Journal of Commerce and Management Research, Vol.1, Issue. 4, pp.143-152, September 2011, ISSN: 2249-0442.
- 11) Saravanan. S, **Impact of Socio Economic Conditions on the Level of Job Satisfaction of Women Workers in Hosiery Units at Tiruppur**, Journal of Contemporary Research in Management, Vol.6, Issue.2, pp. 49:68, April-June-2011, ISSN: 0973-9785.
- 12) Saravanan. S, **Empirical Research on Relationship between Working Capital and Profitability - A Case Study of Pricot Meridian Ltd, Coimbatore**, International Journal of Marketing and Management Research, Vol.2, Issue.10, pp.174-188, October2011, ISSN: 2229-6883.
- 13) Saravanan. S, **Scenario of Indian Agriculture, HRD Times**, September 2011, ISSN: 0976-7401.
- 14) Saravanan. S, **Investigation of Women Workers Perception about Work Place - Hosiery Units in Tiruppur**, Journal of Commerce and Management Research, Vol.1, Issue.2, pp.104-120, September 2011, ISSN:2249-0442.
- 15) Saravanan. S, **Women Workers Perception on Job Satisfaction and Stress at Work Place - With Special Reference to Hosiery Units in Tiruppur**, Asia Pacific Journal of Research in Business Management, Vol.2, pp. 55-70, March 2011, ISSN-2229-4104.
- 16) Saravanan. S, Poongoathi. V.S, **An Empirical Investigation on Consumer Satisfaction in Edible Oils With Special Reference to Coimbatore City**, Research Line Interdisciplinary Research Journal, Vol.3, pp. 151-163, December 2010, ISSN: 0975-8941.
- 17) Saravanan. S, **Job Satisfaction of Employees of Private Sector Banks - With Special Reference to Coimbatore, HRD Times**, Vol. 12 , September 2010 , ISSN:0976-7401.

#### **BookPublications**

- 1) **Fundamentals of Research Methodology**, Saravanan. S, Vanmathi Publishers, ISBN-978-81-920808-0-2.

#### **Presentations in Conference**

- 1) **GST Filing – Returns and Appeals**, National Seminar on Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, 27-Sep-17.

- 2) **Impact of GST in SMES**, International Conference on pros and cons of GST in India, Bharathidasan College of Arts and Science, 11–Aug- 17.
- 3) **Branding Strategies in International Market**, National Conference on Marketing unplugged: The game changing innovataions (NLC MUGI), Sri Ramakrishna College of Arts and Science for Women, 3-Mar-17.
- 4) **Crowd Funding - An Alternative Source of Finance**, International Conference on Advances in Commerce and Management, Pioneer College of Arts and Science, 8-Feb-17.
- 5) **Challenges in Awareness and Adoption of E-Banking Technology in Rural Area**, International Conference on contemporary Issues in Global Banking, Kongunadu Arts and Science College, 4-Aug-16.
- 6) **Impact of Online Marketing on Indian Retailers**, National Seminar on Online Marketing Opportunities and Challenges, P.K.R. Arts College for Women, 15 & 16-Mar-16.
- 7) **Green Marketing Opportunities and Challenges**, National Level Conference on Green Marketing- Emerging Opportunities and challenges, S.N.R. Sons College, 10 -Feb-16.
- 8) **Issues and Challenges of Online Marketing in Indian Context**, International Conference on Innovative Marketing Strategies for Sustainable Growth Issues and Challenges, Sankara College of Science and Commerce, 16 -Sep-15.
- 9) **HRM in India**, International Conference on Global HRM Strategies for Sustainable Development, P.K.R Arts College for Women, 15-Sep-15.
- 10) **Critical Challenges of Higher Education in India**, National Conference on Emerging Education Models for 21st Century Learner (NCEEM-2015), Association of Principals of Colleges, Bharathiar University, jointly with UGC Human Resource Development Centre, Bharathiar University, 1-Aug-15.
- 11) **Challenges Faced by the Women Entrepreneurs in Indian Context**, International Conference on Contemporary issues and challenges before Indian Managers and Entrepreneurs - A Global Perspective, GRD Academy of Management, 6-Feb-13.
- 12) **Consumer Protection Councils**, National Level Seminar on Consumerism – Challenges and Prospects, Hindustan College of Arts and Science, 1-Feb-13.
- 13) **Challenges Faced by the Women Entrepreneurs in Indian Context**, International Conference on Contemporary Issues and Challenges before Indian Managers and Entrepreneurs - A Global Perspective, GRD Academy of Management ,6-Feb-13.

- 14) **An Evaluation of HR Practices through HR Score Card**, International Conference on HRM in the era of global Mobility, Kongunadu Arts and Science College, 18-Jul-12.
- 15) **Challenges and Opportunities in Global Business**, National Conference on Challenges and Issues in Services marketing, SNR Sons College, 17-Mar-11.
- 16) **SHGS – The Rural Women Empowerment**, National Level Seminar on Empowerment of women Through Self Help Groups, R.V.S. College of Arts and Science, 10-Feb-10.
- 17) **Globalization of Financial Market - Risk Involved**, National Level Seminar on Financial Markets- Innovations and Growth, Department of Commerce and Research, V.L.B. Janakiammal College of Arts and Science, 6 -Feb-10.
- 18) **Emerging Economic Developments Trends**, National Seminar on Emerging Trends in Commerce, Economics and Management-2010, Hindustan College of Arts and Science, 29-Jan-10.
- 19) **Financial Re-Engineering-Strategies and Regulations**, National Level Seminar on Financial Re-Engineering-Strategies and Regulations, Dr. N.G.P. Arts and Science College, 28-Jan-10.
- 20) **Impact of Global Financial Crisis on Indian Economy**, National Conference on The Global Financial Crisis and Its Impact on India, Maharaja Arts and Science College, 25-Sep-09.
- 21) **Global Financial Crisis and its Impact in India**, National Level Seminar on The Global Financial Crisis and Its Impact on India, Navarasam Arts and Science College for Women, 7-Feb-09.
- 22) **Boundary Less Business – Impact in Indian Economy**, International Level Seminar on Recent Trends in Global Business Order – Impact in Asia, Vivekanandha Institute in Information and Management Studies, 30 & 31-Jan-09.
- 23) **Impact of Bank Securitizations Act**, National Level Seminar on Current Trends in Financial Sector, Hindustan College of Arts and Science, 31-Jan-09.
- 24) **IPR in Bio-Technology**, National Conference on Advance Trends in Bio-technology, Dr. N.G.P. Arts and Science College, 19 & 20-Dec-08.
- 25) **Impact of Non- Performing Assets in Banking Sector**, National Level Seminar on Recent Trends in Banking, Tamil Nadu College of Engineering, 2- Apr-08.
- 26) **E-Commerce – The Trend of Commerce**, National Level Seminar on The Growth of E-Commerce in the Modern World, Dr. G.R. Damodaran College of Science, 5-Mar-08 .
- 27) **Service Marketing**, National Level Seminar on E- Environment, Vellalar College for Women, 29-Feb-08.

- 28) **Role of Money Markets in Financial Sector**, National Level Seminar on Reforms in Banking and Financial Sector, Karpagam Arts and Science College, 15-Feb-08.
- 29) **Bank Assurance Trends in India**, National Level Seminar on Recent Trends in Insurance Sector, Gandhigram Rural University, 22–Nov-06.
- 30) **GAP Analysis**, International Level Seminar on Galloping of Indian Services towards Global Standards, Muthayammal Engineering College, 2-Nov-06.
- 31) **Impact of Liberalisation on Export Growth**, National Level Seminar on Liberalisation and Its Impact on Export Performance, Karpagam Arts and Science College, 7-Oct-06.
- 32) **Recent Trends in Electronic Banking**, National Level Seminar on Indian Banking in Globalised Era, Karpagam Arts and Science College, 24–Feb-06.
- 33) **Insurance**, National Level Seminar on Opportunities and Challenges in Service Industry, Hindustan College of Arts and Science, 30–Sep-05.
- 34) **Emerging Trends in Banking Sector**, National Level Seminar on The Impact of Globalization on Service Sector and Capital Market, Erode Arts College, 13-Feb-04.
- 35) **Marketing Entry Strategies**, National Level Seminar on Market Entry Strategies around the Globe – Emerging Scenario, V.L.B. Janakiammal College of Arts and Science, 11-Feb-04.
- 36) **Globalization – A Boon**, National level Seminar on Globalization –A Boon or Bane, Cherran’s Arts and Science College, 7-Feb-04.
- 37) **E-Banking**, State Level Seminar on The Impact of LPG on the Indian financial sector, Vellalar College for Women, 6-Feb-04.

## Participation in Conference

### International

- 1) **Business Challenges under Globalisation**, Bharathidasan College of Arts and Science, 7-Sep-17.

### National

- 1) **Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC)**, Dr. N.G.P. Arts and Science College, 9 & 10-Dec-11.
- 2) **Issues in Higher Education**, Association of Principals of Colleges Bharathiar University, University Grants Commission and Bharathiar University - Academic Staff College , 29-Oct-10.

- 3) **Legal and Regulatory Frame Work for Corporate Sector**, Dr. N.G.P. Arts and Science College, 17-Feb-10.

#### **Participation in Seminars**

- 1) **Role of Teachers in Quality Sustenance and Improvement**, P.K.R. Arts College for Women, 3-Nov-15.
- 2) **Opportunities and Challenges in Rural Marketing and its Impact on Rural Development**, Dr. N.G.P. Arts and Science College, 30-Sep-15.
- 3) **People Management for Quality Enhancement in Higher Education** (NAAC Sponsored National Seminar), Bharathiar University, Coimbatore, 29 & 30-Jul-13.
- 4) **Role of Autonomy and Quality Assurance in Higher Education: Issues, Achievements and Challenges Excellence** (UGC National level Seminar), Gobi Arts and Science College, 1 & 2-Feb-13.
- 5) **Self Esteem**, The Bhakthivedant Academy, International Society for Krishna Consciousness, 25-Aug-07.
- 6) **Convergence and Technologies in Business**, Sri Ramakrishna College of Arts and Science College for Women, 03-Mar-03.
- 7) **Global Excellence**, Indian Chamber of Commerce and Industry, Coimbatore, R.V.S. College of Arts and Science, 4-Mar-99.

#### **Participation in Workshop**

- 1) **Multivariate Analysis using SPSS**, Kongu Engineering College, 5 to 7-Aug-16.
- 2) **Data Analysis in Management Titled DMS – DAM Workshop**, Pondicherry University, 24 to 26-Apr-15.
- 3) **Research Techniques using SPSS**, Dr. G.R. Damodaran College of Science, 28 & 29-Sep-12.
- 4) **Ethics and Corporate Social Responsibility**, Kongunadu Arts and Science College, 7-Sep-11.
- 5) **Carrier Guidance and Aptitude Coaching**, Bharathiar University, 4 & 5-Mar-08.
- 6) **Motivation, Counseling and Commitment in Teaching Profession**, Dr. N.G.P. College of Education, 10-Jun-06.

- 7) **The Procedure for Assessment and Accreditation**, Dr. N.G.P. Arts and Science College, 17-Feb-05.
- 8) **Role of Banks in Entrepreneurial Development**, Dr. N.G.P. Arts and Science College, 1-Feb-05.

#### **Participation in Orientation Programme / Short Term Courses**

- 1) **Entrepreneurship**, Sponsored by DST- (National Science and Technology Entrepreneurship Development Board Department of Science and Technology, Government of India), Innovation and Entrepreneurship Centre, PSGR Krishnammal College for Women, 1-Nov-16 to 14-Nov-16.

#### **Participation in Faculty Development Programme**

- 1) **Research and Consultancy for Academicians**, ICAI Business School (IBS), 31-Jan-13.
- 2) **Statistical Analysis and Interpretation Using SPSS and AMOS**, Karunya University, 21 to 22-Sep-12.
- 3) **Faculty Development Programme**, Dr. N.G.P. Arts and Science College, Coimbatore, 6-Feb-09.
- 4) **Faculty Development Programme**, Dr. N.G.P. Arts and Science College, Coimbatore, 9-Jan-09.
- 5) **Faculty Development Programme**, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Oct-02.

#### **Conference / Seminar / Workshop Organized**

- 1) Organizing Secretary, One Day National Level Seminar on Economic Empowerment of Women through Entrepreneurship– Problems and prospects Sponsored By (Indian Council of Social Science Research (ICSSR), New Delhi ), Dr. N.G.P. Arts and Science College, Coimbatore, 20-Aug-16.
- 2) Organizing Secretary, Three days Entrepreneurship Awareness Camp (EAC) Sponsored by DST- EDI (National Science and Technology Entrepreneurship Development Board Department of Science and Technology, Government of India, New Delhi and Entrepreneurship Development Institute of India, Ahmadabad), Dr. N.G.P. Arts and Science College, Coimbatore, 20 to 22-Jul-16.
- 3) Organizing Secretary, Three days Entrepreneurship Awareness Camp (EAC) Sponsored By DST- EDI (National Science and Technology Entrepreneurship Development Board Department of Science, Technology, Government of India, New Delhi and Entrepreneurship Development Institute of India, Ahmadabad), Dr. N.G.P. Arts and Science College, Coimbatore, 28 to 30-Dec-15.

- 4) Organizing Secretary, One day National Level Seminar on Role of Agribusiness in Sustainable Rural Entrepreneurship Development Sponsored By (Indian Council of Social Science Research (ICSSR), New Delhi), Dr. N.G.P. Arts and Science College, Coimbatore, 20-Aug15.
- 5) Organizing Secretary, One day National Level Seminar on Problems and Prospects of Rural Banking and its Impacts on Empowerment of Rural Households Sponsored By (Indian Council of Social Science Research (ICSSR), New Delhi), Dr. N.G.P. Arts and Science College, Coimbatore, 18-Dec-15.
- 6) Organizing Secretary, Three days Entrepreneurship Awareness Camp (EAC) Sponsored By DST-EDI (National Science and Technology Entrepreneurship Development Board Department of Science, Technology, Government of India, New Delhi and Entrepreneurship Development Institute of India, Ahmadabad) , Dr. N.G.P. Arts and Science College, Coimbatore , 26 to 28-Aug-14.
- 7) Organizing Secretary, Two days International Conference on Quality Changes through Research–Experiences, Expectations, Enhancement, Dr. N.G.P. Arts and Science College, Coimbatore, 14 & 15-Mar-14.
- 8) Organizing Secretary, Three days Entrepreneurship Awareness Camp (EAC) Sponsored By DST-EDI (National Science and Technology Entrepreneurship Development Board Department of Science, Technology, Government of India, New Delhi and Entrepreneurship Development Institute of India, Ahmadabad), Dr. N.G.P. Arts and Science College, Coimbatore, 16 to 18-Dec-13.
- 9) Organizing Secretary, One day National level seminar on Financial Inclusion for sustainable Financial Development, Dr. N.G.P. Arts and Science College, Coimbatore, 6-Sep-13.
- 10) Organizing Secretary, One day National Level Seminar on Role of Banking Sector in Rural Economic Development, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- 11) Organizing Secretary, One day conference on Global Business Opportunities and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 4-Mar-10.

**Invited Speaker / Session Chair / Member Organizing Committee - Conference / Seminar / Workshop**

- 1) Invited Speaker, Commandments of Success, Kaamadhenu Arts and Science college- 12-Sep-16.
- 2) Resource Person, Faculty Development Programme, R.V. Arts and Science College, 9-Dec-15.
- 3) Resource Person, National Conference on Information and Communication Technology in Education Perceptions and Professional Practices (ICTEP3), Dr. N.G.P. College of Education, 14-Mar-15.

- 4) Invited Speaker, Project Selection and Guideline, Nehru Arts and Science College, 22-Jan-15.
- 5) Resource Person, One Day SPSS Work Shop on Research Methodology in Social Science, Center for Research, Dr, N.G.P. Arts and Science College, Coimbatore, 19-Jan-15.
- 6) Resource Person, Tally Work Shop, K.K. Naidu Higher Secondary Schools Students, 12-Aug-14.
- 7) Invited Speaker, Self Efficacy for Successful Life, Rathinam college of Arts and Science, 6-Aug-14.
- 8) Invited Speaker, High Performance Marketing and Customer Relationship Management, Kongunadu Arts and Science College, 23-Oct-13.
- 9) Invited Speaker, Indian Economy Dance of Democracy, Sree Saraswathi Thyagaraja College, 17-Oct-13.
- 10) Resource Person, Entrepreneurship Awareness Camp, Sponsored By Entrepreneurship Development Institute of India, Ahmadabad, Kaamadhenu Arts and Science College, 27-Sep-13.
- 11) Resource Person, National Seminar on Empowering Women through Entrepreneurship, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, 7-Aug-13.
- 12) Invited Speaker, Growth and Career Opportunities in Banking, Kongunadu Arts and Science College, 13-Mar-13.
- 13) Resource Person, National Conference on Recent Trends in Marketing, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, 28-Aug-12.
- 14) Invited Speaker, Consumer Awareness for higher secondary students, SLNM Higher Secondary School, 4-Jul-12.
- 15) Resource Person, Workshop on Excel Applications, Department of Commerce TERF's academy College of Arts and Science, 23-Feb-12.
- 16) Invited Speaker, Efficient Management of Working Capital, Sri Vasavi College, 21-Oct-10.
- 17) Invited Speaker, Bio Entrepreneurship Submit, Dr. N.G.P. Arts and Science College, 18-Mar-10.
- 18) Invited Speaker, Fundamentals of Investments, TERF's Academy College of Arts and Science, 29-Sep-08.

#### **Member in BoS**

- 1) Board of Commerce, PSGR Krishnammal College for Women, 2017 - 2018.
- 2) Board of Commerce, Kongunadu Arts and Science College, 2016-2017.



### Editorial / Review Board Member

1) Chief Editor, Journal of Commerce and Management Research (ISSN 2249-0422), Since June 2011.

### Membership in Professional Bodies

| Name of the Professional Body   | Nature of membership | Duration              |
|---|----------------------|-----------------------|
| Senate member Bharathiar University   | -                    | 2014                  |
| Governing Council Member in Dr. N.G.P. Arts and Science College, Coimbatore | -                    | -                     |
| Indian Society of Agricultural Economics                                    | Life Member          | -                     |
| Indian Society of Agricultural Marketing                                    | Life Member          | -                     |
| Doctorial Committee member in Bharathiar University                         |                      | Since 2016            |
| Registered Member in Bharathiar University Register of Graduates.           | 5 Years              | 1-Apr-14 to 31-Mar-19 |

### Awards / Honors

| Awards / Honors | Agency / Institute                      | Year of Award |
|-----------------|---|---------------|
| Best Faculty    | Nehru Group of Institutions, Coimbatore | 2009          |