

Name : **Dr. S.Renugadevi**
Designation : Professor
Department : Commerce (CSCA)
Qualification : M.Com., M.Phil., Ph.D.
Experience : Teaching - 14.5 Years
Area of Specialization : Service Marketing and Taxation
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Bharathiar University	2018
M.Phil.	Commerce	Bharathiar University	2008
M.Com.	Commerce	Sri Ramalinga Sowdambigai College of Science and Commerce	2006
B.Com.	Commerce	Sri Ramalinga Sowdambigai College of Science and Commerce	2004

Other Qualifications

Dip./ Cert.	Area of Specialization	Institution / University / Agency	Year
Certificate	Tally	Aptech Computer Education, Coimbatore	2005
CCA	Tally	CSC Computer Education, Madurai	2011
Certificate	Stress Management	NPTEL, IIT, Kharagpur	2018
Certificate	Marketing Management	NPTEL, IIT, Kharagpur	2019
Certificate	Digital Teaching Techniques	ICT Academy	2020
Certificate	Research Proposal	University of California (Coursera)	2020
Certificate	Financial Markets	Yale University - (Coursera)	2020
Certificate	Building your leadership skills	HEC, Paris - (Coursera)	2020
Certificate	Digital Teaching Techniques	ICT Academy	2020
Certificate	Introduction to Personal Branding	University of Virginia - (Coursera)	2020

Certificate	Introduction to Psychology	Yale University - (Coursera)	2020
Certificate	Children's Human Rights	University De Geneve - (Coursera)	2020
Certificate	Introduction to Cyber law	Sri Krishna Aditya College of Arts and Science	2020
Certificate	GST in 90 Minutes	ICT Academy	2020
Certificate	Income tax for Beginners House Property Income	Sri Krishna Aditya College of Arts and Science	2020
Certificate	Income tax for Beginners Capital Gain	Sri Krishna Aditya College of Arts and Science	2020
Certificate	Front Accounting 2.4.7	IIT Bombay	2020
Certificate	Research Methodology for Social Science	Indian Academic Research Association	2020
Certificate	Stress Management	Erode Arts and Science College	2020
Certificate	Introduction to Marketing Essentials	NPTEL	2023

Patent

- Dr. S.Renugadevi etc .all., **“Relationship Marketing in Hotel Organizations”** on, 04th Feb 2022.(U/S 11A - Intellectual Property India).
- Dr. S.Renugadevi etc .all., **“New Media technologies and barriers in Teaching”**, 9th March 2023. (U/S 11A - Intellectual Property India).
- Dr. S.Renugadevi etc all, **“ Students Ethics in the Academic Research Real Behaviour Versus Expectations”**, 1st March 2024. (U/S 11A - Intellectual Property India).

Book Publication

- Dr. S.Renugadevi and Dr. V. Nirmaladevi, **“Emerging Trends in Banking”**, Feb 2022, Baba Publications, Madurai, ISBN: 978-93-5578-115-4.
- Dr. S.Renugadevi, Mr.P.Ramakrishnan and Mrs.P.Kalaiselvi, **“ Business Organisation and Office Management”** Mar 2023, Cheranmadevi Publications. ISBN:978-93-5659-279-7.

Funded Projects

S.No	Status	Title	Amount	Funded by
1	Completed	A Study on Socio Economic Conditions of Street Vendors during Covid 19 pandemic with special reference to Coimbatore city AY 2021-22	₹ 5, 000	Dr. N.G.P. Arts and Science College
2	Ongoing	Attitude towards Atal Pension Yojana Scheme among Unorganised Sectors in Coimbatore District	₹ 4, 00, 000	ICSSR – Short term Call

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	1

Research Publications (Indexed)**Scopus Publications:**

1. **A Study on Impact of Online Educational Service During COVID 19 Pandemic: A Student Survey with Special Reference to Arts and Science Colleges in Coimbatore**, Review of International Geographical Education (RIGEO – 11(7), ISSN No: 2146-0353, Spring Oct 21.
2. **A Study on Survival of Street Vendors during COVID 19 Pandemic with Special Reference to Coimbatore City**, International Journal of Marketing, Kalahari Journals, ISSN No 0974-5823, Elsevier, Vol 7, No 1, January 2022.
3. **A Study on Tiny Workshops with Reference to Coimbatore City**, Specialusis Ugdyimas, ISSN No 1329-5369, Elsevier. Vol 1, No 43, August 2022.
4. **A Study on Customers Attitude towards online ticket booking during Covid 19 with reference to Coimbatore City**, Journal of Pharmaceutical Negative Results, ISSN 0976-9234, 2229-7723, vol 13, Special Issue 6, September 2022.
5. **Problems encountered by the customers in Retail banking services – An empirical study in Madurai district**, Corrosion and Protection, ISSN No: 1005-748x, Vol 51, Issue 1, Aug 2023.

6. **“A Study on Users Perception towards Social Media After Covid19 Pandemic with Special Reference to Coimbatore City”**, Journal of Research Administration, ISSN:1539-1590, Dec 2023.

International:

1. **A Study on Environmental Awareness Among College Students in Madurai City**, The International Journal for Research and Development in Environmental Education, Vol 1, Issue 1, Pp.184-186, Mar. 2012, ISSN - 2277-7571.
2. **A Study on Consumer Awareness About Banking Services in Madurai City**, IJRCM – International Journal of Research in Commerce and Management, Vol 4, Issue 5, Pp.139-142, May 2013, ISSN - 0976-2183.
3. **A Study on Customer Attitude towards E-Banking in Madurai City**, International Journal of Scientific Research and Management, Pp.1-5, Sep. 2013, ISSN - 2321-3418.
4. **A Study on Customer Satisfaction Towards SBI in Madurai City**, Indo Global Journal of Applied Management Science, Vol 2, Issue 3, Pp.195-199, April 2014, ISSN - 2320-7892.
5. **A Study on Customer Satisfaction Towards ATM Services in Madurai City**, Indo Global Journal of Commerce and Economics, Vol 2, Issue 3, Pp.382-384, April 2015, ISSN - 2393-9793.
6. **A Study on Service Quality of Private Sector Banks in Madurai City**, International Journal of Management and Development Studies (A Double –Blind Peer Reviewed Quarterly Journals), Mar 2016, Vol 5, Issue 1, PP.1-3, ISSN - 2321-1423, 2320-0685.
7. **Entrepreneurial Traits Among College Students in Madurai City**, International Journal of Management and Development Studies, (A Double –Blind Peer Reviewed Quarterly Journals) Mar 2016, Vol 5, Issue 1, PP.10-15, ISSN - 2321-1423, 2320-0685.
8. **A Study on Consumer Behaviour Towards Festival Shopping in Madurai City**, Indo Global Journal of Commerce and Economics, April 2016, Vol 3, Issue 1, PP.128-130, ISSN - 2393-9796.
9. **A Study on Customers Attitude Towards Online Reservation in Madurai City**, International Journal of Current Research and Modern Education, International Refereed Research Journal, Feb 2017, Vol 2, Issue 1, PP.60-65, ISSN - 2455-5428.
10. **A Study on Customers Level of Satisfaction Towards Pradhan Mantri Jan Dahn Yojana Scheme with Reference to Madurai City**, International Journal of Current Research and Modern

Education, International Refereed Research Journal, Feb 2017, Vol 2, Issue 1, Pp.18-22, ISSN - 2455-5428.

11. **Demonetisation – A SWOT Analysis**, Shanlax International Journal of Commerce (A Peer Reviewed Refereed Scholarly Quarterly Journal) June 2017, Vol 5, Issue 1, Pp.113-118, ISSN 2320-4168.
12. **A Study on Consumer Preference and Prospects of Cosmetic Products**, International Journal of Multidisciplinary Researches (UGC Approved), Feb 2018, Vol 4, Issue 4, PP.78-80, ISSN -2349-8684.
13. **A Study on Customer Attitude Towards Pandian Grama Bank in Madurai**, Emperor International Journal of Finance and Management Research (UGC Approved), Mar 2018, Vol IV, Issue IV, Pp.207-213, ISSN -2395-5929.
14. **A Study on Brand Preference Towards to Chocolates in Madurai City**, JCT Journal (UGC Care Approved), Volume XIII, Issue I, January 2020, ISSN NO: 0731-6755.
15. **A Study on Customer Perception Towards Organic Food – An Empirical Study with Reference to Coimbatore City**, Infokara Research (UGC care Approved), Vol 9, Issue 3, March 2020., ISSN 1021-9056.
16. **A Study on Problems Faced by Customers in Online Reservation with Reference to Madurai City**, Infokara Research (UGC care Approved), Vol 9, Issue 3, March 2020., ISSN 1021-9056.
17. **A Study on Consumer Satisfaction towards Honda Bikes service with Special Reference to Coimbatore City**, Journal of Interdisciplinary Cycle research (UGC Care approved), Vol 12, Issue 12, December 2020.ISSN 0022 – 1945.
18. **A Study on Customer Satisfaction towards Himalaya Products with Special Reference to Coimbatore City**, Journal of Interdisciplinary Cycle research (UGC Care approved), Vol 12, Issue 12, December 2020. ISSN 0022 – 1945.
19. **A Study on Customer behaviour towards Organic Products with Special Reference to Coimbatore City**, Journal of Composition Theory (UGC Care approved), Vol 12, Issue 12, December 2020. ISSN 0731- 6755.

20. **A Study on level of Teaching among Unaided College Teachers with Reference to Coimbatore City**, Journal of Advanced Research in Public Policy and Administration (Google Indexed), Vol 2, Issue 2, January 2021.
21. **A Study on Consumer Perception towards Promotional messages with special reference to Coimbatore city**, Journal of Advanced Research in HR and Organizational Management, (IPI Indexing 2.18), Vol 8, April 2021. (DOI) ISSN 2454 -3268.
22. **A Report on Advertisement and Marketing Strategies adopted by Mobile Company with Literature Review**, Journal of Advanced Research in Quality Control and Management, Vol 6, Issue 1, April 2021. (DOI) ISSN 2582 - 3280.
23. **A Study on Advertisement and Marketing Strategies on Xiaomi Brand in Coimbatore City**, Journal of Advanced Research in Operational and Marketing Management, Vol 4, Issue 1, April 2021. (DOI) ISSN 2582 – 5399.
24. **A Study on Factors Influencing Online Shopping Buying behavior among Youth during COVID 19 in Thirunelveli city**, GIS science Journal, Vol 8, Issue 6, June 2021. (UGC Care and DOI) ISSN 1869 – 9391.
25. **A Study on Customer Satisfaction towards Banking sectors during COVID 19 with Special Reference to Coimbatore City**, Journal of Composition theory, Vol 14, Issue 12, December 2021. (UGC Care and DOI) ISSN 0731-6755.
26. **A Study on Consumers Perception Towards Mediclaim Insurance During COVID 19 Pandemic with Special Reference to Coimbatore City**, GIS science Journal, April 2022, Vol 9, issue 4, (UGC Care), ISSN 1869 – 9391.
27. **Life style of Sanitation Workers in Coimbatore Corporation**, EPRA international Journal of Multidisciplinary Research, Vol 8, Issue 9, ISSN 2455-3662, September 2022.
28. **A Study on Awareness on E-Sports Service Sector in India with Special Reference to Coimbatore City**”, International Journal of Research and Analytical Reviews, January 2023, Vol 10, issue 1, (UGC care), ISSN 2348-1269.
29. **A Study on Customer Preference towards fast foods during Covid 19 with Special reference to Coimbatore City**”, Journal for Basic Sciences, January 2023, Vol 23, Issue 1, ISSN No: 1006-8341.

30. **A Study on Customer Satisfaction Towards Food Centers during Covid 19 with Special reference to Coimbatore City**", EPRA international Journal of Multidisciplinary Research, Vol 9, Issue 5, ISSN 2455-3662, May 2023.
31. **Reason to hold Bank Account by the Retail Customers in Madurai District**" Journal of the Asiatic Society of Mumbai, June 2023, Vol: XCVI, No: 17, (UGC CARE GROUP-1) ISSN: 0972-0766.
32. **A Study on customer Preference towards Mobile Apps for shopping in Coimbatore City**", Shodha Prabha, June 2023, Vol 48, Issue 3, (UGC CARE GROUP-1), ISSN No 0974-8946.
33. **A Study on Job Stress Among Private Security Guards in Coimbatore City**", Journal of the Oriental Institute, June 2023, Vol 72, Issue 2, (UGC CARE GROUP-1), ISSN No 0974-8946.
34. **A Study on the Reference groups affecting the decision of choosing educational Institution in Coimbatore City**", International Journal for Science and Advance Research in Technology, Vol 9, Issue 9, September 2023, ISSN No: 2395-1052.
35. **A Study on problems faced by women employees in the garment industry with special reference to Coimbatore District**", International Journal of Multidisciplinary Research, Vol 9, Issue 9, September 2023, ISSN No 2455-3662.

Other Publications: National Journals/ Conference Proceedings

1. **Electronic Banking Services Rendered by Canara Bank- A Study in Madurai City**, (Shanlax Publications), pp.125-127, ISBN -978-93-80657-29-5, Jan 2015
2. **A Study on Service Efficiency of Commercial Banks in Madurai District**, Shanlax Publications, Mar 2016, Issue 1, PP.163-165, ISBN 938597705-9.
3. **SME and Banking**, Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario, Jeyalakshmi Publications, Feb 2018, Vol 1, Issur 1, pp.482-485, ISBN 978-93-86712-19-6.
4. **A Study on E –Banking Services Provided by Private Sector Banks**, Proceedings of 3rd International Research Conference on Global issues, KG College of Arts and Science, Coimbatore, Innovations & Future Challenges in Business, Economics, IT & Management, Sep 2018, pp177-178, ISBN- 978-93-5311-230-1.

5. **A Study on Women Empowerment Through Mahalir Thittam in Madurai District**, National Conference on Entrepreneurship and Women Empowerment, Bonfring Coimbatore, Sep 2018, pp.66-68, pp -978-93-87862-15-9.
6. **A Study on Loan Services Provided by Commercial Banks in Madurai District**, Bodhi International Journal of Research in Humanities, Arts and Science, Jan 2019, Vol 3, Issue 1, ISSN-2456-5571.
7. **A Study on Consumer Satisfaction towards Reliance Jio Sim with Special reference to Coimbatore City**” Udyuktha, Blind Peer Reviewed Journal, vol 18, Issue 1, March 2021, ISSN No:2329-1010.
8. **Factors influencing Consumer’s Decision and Satisfaction in online Shopping in Pandemic Situation of Coimbatore city, India**”, Journal of Advanced Research in Operational and Marketing Management, Vol 8, Jan 2022, ISSN No: 2582-5399.
9. **An Empirical Study on Consumer attitude towards Online Reservation in a Selected City**”, Journal of Advanced Research in HR and Organizational Management, Vol 8, Jan 2022, ISSN No: 2454 – 3268.
10. **A Descriptive Study of difficulties faced by PMJDY account holders**” Journal of Advanced Research in accounting and Finance Management, Vol 3, Issue 2, 2021.
11. **Ranking the Level of Satisfaction about Online Ticket booking**”, Journal of Advanced Research in Entrepreneurship, Innovation and SMEs Management, vol 4, Issue 2, 2021.
12. **An Empirical Study of Impact of Demography n Online Reservation in a selected city in India**”, Advanced Research in Entrepreneurship, Innovation and SMEs Management, vol 4, Issue 2, 2021.
13. **A Descriptive Study into implementation challenges and Promotion Measures for E-Commerce during COVID -19 Period**”, Journal of Advanced Research in Service Management, Vol 4, Issue 2, 2021.
14. **A Study on Investors Preference towards Pradhan Mantri Jan Dhan Yojana with Reference to Madurai City, Tamil Nadu, India**”, Journal of Advanced Research in Public, Policy and Administration, Vol 2, Issue 2, 2021.

15. Proceedings of National conference on Skills Development for Sustainable growth and Empowerment, “**A Study on Life style and Socio-Economic Conditions of Sanitary workers in Coimbatore City**”, Sri Ramakrishna College of Arts and Science, 978-93-91347-53-6, 28th March 2023.
16. Proceedings of National Level Seminar on, The future of Insurance India -Faster and Easier, “**Challenges and Opportunities in E-Insurance**”, SNMV College of Arts and Science, ISBN No: 978-93-5996-082-1, 27th September 2023.

Publication in Edited Book (Book Chapters)

1. **A Study on Exploring the Impact of COVID 19 on Travel Behaviour with special reference to Coimbatore City**”, Post COVID 19 Eco System and its Implications on Society, ISBN:978-93-5526-208-0, August 2021.
2. **A Study on Customer Preference and Service Quality towards the Hotels in with Special reference to East Zone of Coimbatore City**”, New Perspective on Commerce and Management, ISBN: 978-1-68576-143-1, Nov 21.
3. **A Study on Service Quality of the Hotels with Special Reference to East Zone of Coimbatore City**”, New Perspective on Commerce and Management, ISBN: 978-1-68576-143-1, Nov 21.
4. **A Study on Educational Services Received by the Students during Covid 19 Pandemic with Special Reference to Coimbatore City**”, Impact of Covid 19 Pandemic in Education - Global Perspective, ISBN: 978-93-5578-503-9, Nov 21.
5. **A Study on Job Stress among Private School Teachers in Coimbatore City**”, Impact of Covid 19 Pandemic in Education - Global Perspective, ISBN: 978-93-5578-503-9, Nov 21.
6. **A Study on Customers Attitude towards ATM Services during Covid 19with reference to Coimbatore City**”, Emerging trends in Liberal Arts and Social Science, ISBN: 978-93-5777-180-1, Nov 2022.
7. **A Study on ATM Services during Covid 19 pandemic with special reference to Coimbatore City**”, Emerging trends in Liberal Arts and Social Science, ISBN: 978-93-5777-180-1, Nov 2022.

8. **Ulterior Scope of M-Commerce for Sustainable Entrepreneurship**", Emerging trends and Innovations in Business Commerce and Management for sustainable Entrepreneurship, ISBN: 978-93-5737-352-4, Dec 2022.
9. **Advertisements as an influencing Factor on Consumer Buying Behaviour**", Sustainable Economic Development – Indian Perspective, ISBN: 978-93-5813-506-0, Apr 2023.
10. **A Study on Employees satisfaction towards online food delivery companies in Coimbatore**", Sustainable Economic Development – Indian Perspective, ISBN: 978-93-5813-506-0, Apr 2023.
11. **Future of Marketing – Trends and Changes**", Sustainable Economic Development – Indian Perspective, ISBN: 978-93-5813-506-0, Apr 2023.
12. **E-Learning and Educational Productivity**", Sustainable Economic Development – Indian Perspective, ISBN: 978-93-5813-506-0, Apr 2023.
13. **A Report on Purpose of using ATM during Covid 19 Pandemic with Literature Review**", Innovation and Entrepreneurship, ISBN: 978-93-5906 -390 -4, May 2023.
14. **Impact of E-Learning in Post Pandemic Scenario**", Innovation and Entrepreneurship, ISBN: 978-93-5906 -390 -4, May 2023.
15. **A Study on Customer Preference Towards Tupperware at Coimbatore City**, Sustainable Consumption on a Worldwide Scale, **ISBN: 978-93-5813-507-1**, Vol 1, July 2023.
16. **A Study on Customers Satisfaction Towards Cosmetic Brands Nykaa and Purple**, Sustainable Consumption on a Worldwide Scale, **ISBN: 978-93-5813-507-1**, Vol 1, July 2023.
17. **Role of Education in Women's Development and Empowerment**, Women Empowerment in Modern Perspective, ISBN: ISBN: 978-93-5813-508-2, Aug 2023.

Presentation in Conference

International

- International Conference **on E-Marketing-Roads Ahead of India**, Kongunadu Arts and Science College, Coimbatore, Aug. 22, 2013

- International Conference on **Innovation of Information Technology in Global Business**, Kongunadu Arts and Science College, Coimbatore, Feb. 03, 2014
- International Conference on **Competency in Business and Technology for Sustainable Development**, Sri Ganesh School of Business Management, Salem, Feb. 25, 2014
- 4th International Conference on **Competency building strategies in Business and Technology for Sustainable Development**, Sri Ganesh School of Business Management, Salem, Feb. 20, 2015.
- 5th International Conference on **Competency building strategies in Business and Technology for Sustainable Development**, Sri Ganesh School of Business Management, Salem, Feb. 19, 2016
- 2nd International Conference on **Current Strategies and Innovative practices of Business and Banks in the Digital Epoch**, St. Joseph's College of Art and Science, Thiruchy, Feb 2018
- 3rd International Research Conference on **Global Issues, Innovations and Future Challenges in Business, Economics, IT and Management**, KG College of Arts and Science, Coimbatore, September 8th 2018.
- Inter Disciplinary International E- Conference, **“Covid 19 Pandemic Challenges and Opportunities”**, Shankarlal Arts and Science College, Amravati, 21st August 21.
- Two Days International Virtual Conference on, **“Pandemic and Business sustainability”, A Study on Employees Perception among Private School Teachers during COVID 19 in Coimbatore city, Dr. NGP Arts and Science College**, 21st and 22nd October 2021.
- International Conference on Idea Bankruptcy of Educationists and Thinkers, **“A Study n Private School teachers Attitude during Covid 19 pandemic in Coimbatore City**, BPS Institute of Teacher Training and Research, Haryana, 28&29th March 2022.
- International Conference on Data Driven Sustainable Business Practices during Turbulent Times, **“A Study on users' perception towards social media during Covid 19 pandemic with special reference to Coimbatore City”**, Mount Carmel College, 4th August, 2023.

National

- UGC Sponsored One day National Conference on **New Business Development – Issues, Challenges and Opportunities**, Bishop Heber College, Trichy, Feb. 12, 2010

- One Day National Conference on, **Environmental Sustainability**, St. Xavier's College of Education, Palayamkottai, Mar. 07, 2012.
- ICSSR Sponsored Two Day National Conference **on Impact of Globalisation on The Prospects of Indian Banking Sector**, Vivekannada College, Thiruvudagam, Jan. 23 & 24. 2015
- National Conference on **Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario**, The American College, Feb 2018
- UGC Sponsored National Conference on **Banking and Insurance: A Catalyst towards India's Vision 2022**, The Madura College, Madurai, 31st August 2018
- National Conference on **Entrepreneurship and Women Empowerment**, Dr. NGP Arts and Science College, Coimbatore, 20th September 2018
- One day **National level Conference on Impact of MUDRA Scheme on Micro, Small and Medium Enterprises**, Erode, 24th January 2020
- National Conference on **Modern Business Opportunities and Challenges**, Dr. NGP Arts and Science College, Coimbatore, 27th Feb 2020
- National Conference on **Implications of Fintech in Indian Economy**, Dr. NGP Arts and Science College, Coimbatore, 4th March 2020.
- National Conference on **New VISTAS of Teaching and Learning**, presented a paper titled "**A Study on Job Stress among private School Teachers in Coimbatore City**", Invertis University, 6th and 7th August 21.
- 6th National Business Research Virtual Conference on Innovation and Advances in Interdisciplinary, "**A Study on employees satisfaction towards online food delivery companies in Coimbatore**", D.B.Jain College, 28th Jan 2023.
- One Day National Seminar on Tomorrows Accountant: Role of Cost and Management Accountant in Digital Future, "**Artificial Intelligence and Future Audit**", Sri Ramakrishna College of Arts and Sceicne, 24th August 2023.

Participation in Conference

National:

- **4th Student's Conference – Dynamics in Companies Act 2013** – in the Pursuit of Attaining Professional Excellence, Madurai Chapter of ICSI, Madurai, 6th & 7th October 2018.
- National Level Virtual Conference on **Strategies and Recommendations of National Education Policy 2020, AMET, 23rd November 2020.**
- National Level Conclave on, **“Shaping Imaginations”**, VET Institute of Arts and Science College, 19th & 20th May 21.
- International Educational Forum, **“National Educational Policies”**, St.Joshep College, Hyderabad, August, 2 to 4, 2021.
- National Level, **“HR Conclave 21”**, ATSS College of Business Studies and Computer applications, 28th August 21.
- National Conference on **New VISTAS of Teaching and Learning**, Invertis University, 6th and 7th August 21.
- Inter Disciplinary International E- Conference, **“Covid 19 Pandemic Challenges and Opportunities”**, Shankarlal Arts and Science College, Amravati, 21st August 21.
- ICSI Teacher's Conference, **“Empowering Educators”**, Institute of Company Secretaries of India, 9th September 2021.
- One day National Virtual level Seminar on Entrepreneurship in the Digital Era: Innovation and Skill Development for sustainability, **“A Study on Women Entrepreneurs Satisfaction of SHG in Suler at Taluk”** PSGR Krishnammal College for women, 16th Mar 2022.
- Two Days International Virtual Conference on, **“Pandemic and Business sustainability”**, **A Study on Employees Perception among Private School Teachers during COVID 19 in Coimbatore city**, Dr. NGP Arts and Science College, 21st and 22nd October 2021.
- International Conference on Idea Bankruptcy of Educationists and Thinkers, **“A Study n Private School teachers Attitude during Covid 19 pandemic in Coimbatore City**, BPS Institute of Teacher Training and Research, Haryana, 28&29th March 2022.

Conference / Seminar / Workshop Organized

- Organizing Committee member, **One-day Workshop on E-Commerce for Everyone**, Research Centre of Commerce Fatima College, Madurai, 2nd March 2012
- Organizing Committee member, **Ruby seminar on Career Carving Commerce Education**, Research Centre of Commerce, Fatima College, Madurai Feb.18, 2016
- Organizing Committee member, **National Seminar on Impact of Demonitisation on Indian Economy**, Research Centre of Commerce, Fatima College, Madurai, Mar 10, 2017
- Coordinator, **Workshop on Making of Silk Thread Jewels Kattakulam Village**, Research Centre of Commerce, Fatima College, Madurai, 13th March, 2017
- Organizing Committee member, **National Conference on Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario**, Department of Commerce, The American College, Feb 2018
- Organising Secretary, **6 days Training Program on Graphic Designer, Department of Commerce**, Kalasalingam Academy of Research and Foundation (Deemed University) from 30th October to 13th Nov 2018
- Committee member, **National Conference on Modern Business Opportunities and Challenges**, Department of Commerce in Business Process services, Dr. N.G.P. Arts and Science College, Coimbatore, 27th Feb 2020.
- Committee member, **National Conference on Social Innovation and Business Sustainability**, Department of Commerce in Business Process services, Dr. N.G.P. Arts and Science College, Coimbatore, 09th Feb 2022.
- Organising Committee member, **“National Conference on Sustainability and Innovation in Business Development”**, Dr. N.G.P. Arts and Science College, Coimbatore, 09th Feb 2023.
- Organising Secretary, **“Symposium on Consumer Case Analysis”**, Dr. N.G.P. Arts and Science College, 09th Jan 2024.
- Convenor, **“ICSSR Sponsored workshop on Atal Pension Yojana among unorganized Sector Workers**, Dr. N.G.P.ASC, Coimbatore, 20th Feb 2024.

Presentation in Seminars

- AICTE Sponsored 3-day **National Seminar on Financial Sector-Contemporary Issues**, PG Department – Sree Saraswathi Thyagaraja College, Pollachi, Sep. 15, 2009
- **National Seminar on Emerging Trends in Commerce, Economics and Management**, Hindustan College of Arts and Science, Coimbatore, Jan. 29, 2010
- **National seminar on New Dimensions of Management in The Globalised Era-2016**, Madurai Kamaraj University, Mar. 30, 2016.
- **National Seminar on Impact of Demonitisation on Indian Economy**, Fatima College, Madurai, Mar 10, 2017.
- One day National Virtual level Seminar on Entrepreneurship in the Digital Era: Innovation and Skill Development for sustainability, “**A Study on Women Entrepreneurs Satisfaction of SHG in Sullur at Taluk**” PSGR Krishnammal College for women, 16th Mar 2022.
- Two days National level online seminar on Covid 19 crisis and sustainable development goals in India. Pathways for adaptation and Resilience, “**E-learning and Educational Productivity**”, **Government Arts college for Men**”, Chennai, 19th and 20th October 2022.

Participation in Seminars/Webinar

- **Ruby seminar on Career Carving Commerce Education**, Fatima College, Feb.18, 2016
- **Transcending lockdown barriers through Academic outreach**, KSMDDB College, 14th May to 20th May 20.
- **International Women’s Day Webinar Series**, by Yavarum Kelir Thiran Valar Sangam, Namakkal from 21st March 21 to 31st March 21.
- 4 days Webinar Series on, “**Skill Up**”, KSG College of Arts and Science, 19th July to 23rd July 21.
- International Six days Webinar on, “Ice breakers for Job seekers”, Oceanik College of Education, 26th July to 31st July 21.

Participation in Workshop

- **One day Workshop on E-Commerce for Everyone**, Fatima College, 2nd March 2012.
- **One Day Workshop of Creating Awareness about Financial Markets for Future Investors**, Baroda Pioneer Mutual Fund in association with Ambition Learning Solutions at Fatima College, Dec. 15, 2015
- Two weeks **MOOC Workshop on “Management of Environment and its Resources”**, Nesamony Memorial Christian College and St.Xavier College, Palayamkottai, 28th April to 11th May 2020.
- IIC online sessions to **Promote Innovation, IPR, Entrepreneurship and startups among HEIs**, MHRD, Government of India, 28th April to 22nd May 2020.
- National E-Workshop on, **“Share Market”**, Nandha Engineering College, 28th May 21.
- National Level E-Workshop on, **“How to Right Research Paper”**, VIT, Chennai, 22nd June 21.
- Three Days Online Workshop on, **“The Revised Accreditation Framework of NAAC”**, Dhandaimatha Education Soceity Shanchalit Arts and Science College, 22nd July to 24th July 21.
- Virtual Workshop on, **“Research Methodology and Hands on Training”**, KISS deemed University, 2nd to 6th August 21.
- Workshop on, **“POWER”**, National Stock Exchange, Sep 3rd 2021.
- Workshop on **Implementation of Outcome BASED Education in Commerce Department**, G.Venkatasamy Naidu College, 27th August 2022.
- International Workshop on, **“Role of Financial Institutions and Services for Entrepreneurial Development”**, Sri Ramakrishna College of Arts and Science, 8th August 2023.
- Two-day workshop on, **“Public Financial Management System”**, Dr. NGPIT, 20th and 21st Nov 23.

Participation in Orientation Programme / Short Term Courses

- **SPSS Training Program**, Fatima College, 6th Nov 2013
- **Research colloquium**, Vivekananda College, Madurai, 4th July 2015

- **Level 4 English @Work**, English Language Programme Compliant, ILFS and Fatima College, Madurai, Nov 2015
- **Innovative Teaching**, Kalasalingam Academy of Research and Education (Deemed University), 2nd July 2018 to 11th July 2018
- **UGC stride training Programme on Excellence in Research**, Avinashilingam Institute for Home Science and Higher Education for Women, 27th Jan 21 to 8th Feb 21.

Participation in Faculty Development Programme.

- **Personality Development**, Koval Kalai Magal College of Arts and Science, Coimbatore, 3rd Nov 2007
- **Improving Teaching Ability**, Fatima College, 4th Nov 2016 to 11th Nov 2016
- **FDP on An over view of Goods and Services tax transactions in Tally**, Department of Commerce, Kalasalingam Academy of Research and Education (Deemed University), 12th to 14th July 2018.
- **Online FDP on Data Science Using R**, Statistical Tools using R Software, Kalasalingam Academy of Research and Education (Deemed University), 26th November to 30th November 2018
- **Improving Teaching Ability**, Fatima College, 4th Nov 2016 to 11th Nov 2016
- **FDP on An over view of Goods and Services tax transactions in Tally**, Department of Commerce, Kalasalingam Academy of Research and Education (Deemed University), 12th to 14th July 2018.
- **Online FDP on Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts and Science, Coimbatore, Gobi Arts and Science College, Gobichettiapalayam & Vellalar College for Women, Erode, 13th April to 20th April, 2020.
- **Online FDP on FOSS in Association with IIT Bombay (Front Accounting)**, G.Venkatasamy Naidu College, Kovilpatti, 30th April 20 to 4th May 2020.
- **Online FDP on Teaching, Learning and Research in Higher Education- A COVID-19 Response**, PKR Arts College for Women Erode, 4th May 20 to 9th May 20.

- **One week FDP on Spoken Tutorial FOSS**, Dr. NGP Arts and Science College, 4th May 20 to 10th May 20.
- **Online FDP on Effective and Instructive Research**, SONA College of Technology from 4th May 20 to 10th May 20.
- **Six days FDP on Challenges in Financial Management- COVID 19**, Kovai Kalaimagal College of Arts and Science, Coimbatore, 14th May 20 to 19th May 20.
- **Six Days FDP on Challenges in Higher Education during COVID 19**, Kovai Kalaimagal College of Arts and Science, Coimbatore, 18th May to 23rd May 20.
- **FDP on MBPS II**, Tata Consultancy Services, 1st June 20 to 8th June 20.
- **FDP on Supply Chain Management**, Tata Consultancy Services, 17th June 20 to 26th June 20
- **Ten days Online International Skill Development Programme on “Social Media Digital Marketing”**, RUSA Project, Bharathiar University, 27th November to 8th December 20.
- National FDP on, **“Teaching Pedagogies for Virtual Classrooms”, Vivekananda College of Arts and Science for Women, 25th May to 31st May 21.**
- Online FDP on, **“Research Methodology and Pedagogy for Tertiary Education”**, Dr. NGPASC, 15th June to 21st June 2021.
- One-week online FDP on, **“Entrepreneurship and Challenges”**, Sharda University, 12th July to 16th July.
- 9 Days National Level FDP on, **“Foregrounding the Spectrum of Character Building in Modern Human Life”**, Balaji Institute of Technology and Science, 25th June to 3rd July 21.
- National Level 7 days FDP on, **“Nurturing the Next generation Educators”**, PPG College of Arts and Science, 12th June to 18th June 21.
- 5 days International Professional Development Programme on, **“Research Analysis for Social Sciences”**, SRM Institute of Science and Technology, 13th July to 17th July 21.

- National Level 7 days FDP on, **“Emerging Trends and Challenges in Commerce”**, PPG College of Arts and Commerce, 2nd to 9th August 21.
- National Level 7 days FDP on, **“Nurturing the Next generation Educators”**, PPG College of Arts and Science, 12th June to 18th June 21.
- 5 days International Professional Development Programme on, **“Research Analysis for Social Sciences”**, SRM Institute of Science and Technology, 13th July to 17th July 21.
- One-week Online FDP on, **“Emergence of Block chain technology and Crypto currency”**, IITM, New Delhi, 9th to 14th August 21.
- Five Days International FDP on **“Higher Education Changes and Challenges”**, Gurunanak College 28th Mar 2022 to 1st April 2022.
- FDP on **“Overview of Capital Market”**, NGM College and Bombay Stock Exchange, 22nd August to 30th August 2022.
- National level Virtual FDP on **“Research Methodology”**, Kristu Jyoti College of Management and Technology, 1st Nov 22 to 6th Nov 2022.
- Short term FDP on, **“Ethics in Research Writing”**, AMET business School, 30th Jan 23 to 04th Feb 23.
- Five Days FDP on, **“Outcome based Education”**, Dr. N.G.P. Arts and Science College, 17th June to 21st June 2023.
- Five Days FDP on, **“Empowering Education for Innovation – A NEP Perspective”**, Dr. NGPASC, 30th June to 4th July 23.
- Five days International PDP on, **“Upskilling Research and its Applications”**, Sri Kanyaka Parameswari Arts and Science College for Women, Chennai, 24th July to 28th July 2023.
- Five Days National Level FDP on, **“Influence of AI in Teaching and Research”**, Hindusthan College of Arts and Science, 4th Sep to 9th Sep 2023.
- 12 Weeks FDP on, **“Introduction to Marketing Essentials”**, NPTEL, Jul-Oct 23.

Extension Activities Organized

- Coordinator, **Collecting of Plastic Waste and Creating Awareness through Rally**, Old Vilangudi, Madurai, Fatima college, 6th Feb 2014
- Coordinator, **Awareness Program on Opening of RD current a/c**, Kattakulam Village, Madurai, Fatima college, 21st Dec 2015.
- Coordinator, **Identifying Adulteration in Food products**, Food Science Lab, Fatima college', 24th August 2016
- Coordinator, **Awareness program on Consumer Rights and Responsibilities** at Kattakulam village, Vadipatti, Research Centre of Commerce, Fatima college 7th Sep 2016.
- Coordinator, Awareness program on Consumer Rights and Responsibilities. Kattakulam village, Vadipatti, Research Centre of Commerce, Fatima college 7th Sep 2016.
- Coordinator, **Awareness program on Green and Clean Village**, at Kattakulam village, 6. Vadipatti, Research Centre of Commerce, Fatima college 6th Sep 2016
- Coordinator, **Program on Imparting Entrepreneurial Skills Among Women Folk** Kattakulam, Vadipatti, Research Centre of Commerce, Fatima college 15th Dec 2016.
- Coordinator, Training program on Food Safety and Standards, Research Centre of Commerce, Fatima college 23rd Feb 2017
- Coordinator, **Awareness program on Removal of Prosopis Juliflora (Seemai Karuvelam)** Kattakulam, Vadipatti, Research Centre of Commerce, Fatima college 15th Dec 2017.

Member in BoS

- Board of Management Studies, **Kongunadu Arts and Science College**, Coimbatore 2008-2010
- Board of PG Department of Commerce, **Fatima College**, Madurai, 2011- 2017
- Board of Department of Commerce, **American College**, Madurai, 2017- 2018
- Board of Department of Commerce, Kalasalingam Academy of Research and Education, Krishnankoil, 2018-2019.

- Board of Commerce in Business Process Services, **Dr. NGP Arts and Science College**, Coimbatore, 2019 Onwards.

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
International Institute of Organized Research	Life time Member	Feb 2021 Onwards
Yavarum Kelir, Thiran valar Sangam	Life time Member	March 2021 Onwards
Indian Association of Social Science Research	Member	1.7.21 – 31.12.21
National Institute for technical Training and	Life time Member	September 2021 Onwards
Global Professors Welfare Association Forums	Life time Member	October 2021 Onwards
Member in SEMS Welfare Foundation	Member	May 2022 Onwards
Academic and Research Conclave	Life time Member	June 2022 Onwards
Indian Academic Researchers Association	Life time Member	December 2022 Onwards

Membership in Editorial Board

- Journal of Advance Research in Entrepreneurship, Innovation and SME Management (Advanced Research Publications – Unleashing Research Potentials, Peer Reviewed and Google Indexed Journal).
- International Journal of Innovation in Social Sciences, (An International Multidisciplinary quarterly Peer Reviewed Refereed Research Journal).
- Reviewer in Global Multi Track Conference and Special Minds Global Excellence Awards (SEMA 2022).
- Editorial Board member in Multidisciplinary Cosmopolitan Journal of Research (International Peer Reviewed Journal).
- Editorial Board Member in the Book titled on The New Horizon & Emerging Challenges in Post Covid-19 Business Scenario, ISBN: 978-93-5473-143-3, June 2021.

- Editorial Board Member in the Book titled on Impact of Covid-19 Pandemic on Organizations, Society and Individuals, ISBN: 978-93-5493-048-5, July 2021.
- Editorial Board Member in the Book titled on Post Covid-19 Business Ecosystem & Its Implementations on Society, ISBN: 978-93-5526-208-0, August 2021.
- Editorial Board Member in the Book titled on Impact of Covid-19 Pandemic on Education- A Global perspective, ISBN: 978-93-5578-503-9, November 2021.
- Editorial Board Member in the Book titled on Sustainable Development and Innovations for Post Pandemic Survival, ISBN: 978-93-5620-251-1, February 2022.
- Editorial Board Member in the Book titled on Contemporary Issues, Challenges and Opportunities for India-2030, ISBN: 979-93-5701-506-6, March 2022.
- Editorial Board Member in the Book titled on Innovative Growth Strategies for Vision India-2030, ISBN: 978-93-5635-937-6, April 2022.
- Editorial Board Member in the Book titled on Emerging Trends in Liberal Arts and Social Sciences, ISBN: 978-93-5777-180-1, November 2022.
- Editorial Board Member in the Book titled on Sustainable Economic- Indian Perspective, ISBN: 978-93-5813-506-0, April 2023.
- Editorial Board Member in the Book titled on Innovation & Entrepreneurship 5.0, ISBN: 978-93-5906-390-4, May 2023.
- Editorial Board Member in the Book titled on Modern Perspective in Social Sciences, ISBN: 978-93-5913-560-1, June 2023.
- Editorial Board Member in the Book titled on Sustainable Consumption on a Worldwide Scale, ISBN: 978-93-5813-507-1, July 2023.
- Editorial Board Member in the Book titled on Women Empowerment in Modern Perspective, ISBN: 978-930-5813-508-2, August 2023.
- Editorial Board Member in the Book titled on Women Empowerment and Leadership, ISBN: 978-93-5813-511-2, August 2023.

- Editorial Board Member in the Book titled on New Paradigms in Management and Social Sciences, ISBN: 978-93-5813-508-3, September 2023.
- Editorial Board Member in the Book titled on Technology for Education and Employment, ISBN: 978-93-5813-508-4, September 2023.
- Editorial Board Member in the Book titled on Innovation and Entrepreneurship, ISBN: 978-93-5813-508-5, October 2023.
- Editorial Board Member in ABCD Journal indexing, Journal Reviewer, September 2023.

Acted as Resource Person

- Keynote Speaker in One Week Virtual FDP on, “**Teaching Pedagogies for Virtual Classrooms**”, Vivekananda College of Arts and Science for Women, 25th May to 31st May 21.
- Resource Person in One week FDP on, “**Effective Teaching and Learning processes**”, Yavarum Kelir Thiran Valar Sangam and Maruthar Keasari Jain Cllege for Women”, 16th September 2021.
- Resource Person in International Webinar on, “**Awareness on Human Rights in India**”, Yavarum Kelir Thiran Valar Sangam and Maruthar Keasari Jain College for Women, 25th Dec 2021.
- Resource Person in Seminar on, “**Report Writing Techniques**”, Sri Ramakrishna College of Arts and Science, 10th Feb 2022.
- Resource person in Special lecture on, “**Start up and legal and Ethical Steps**”, Vivekananda College of Arts and Sciences for Women, 24th Feb 23.
- Resource Person in Faculty Professional Development on, “**How to Publish the Scopus Papers**”, Dr. NGPASC, 25th August 2023.
- Resource person in Guest lecture on, “**Provision of Various Allowances**”, KG college of Arts and Science College, 7th Feb 24.

Awards / Honors

S.No	Name of the Award/Recognition	Agency/Institute	Year
1	Manbumigu Mahalir Virudhu 2024	Vaagai Tamil Sangam	2024
2	Valnal Sathanaiyalar Viruthu	Cheranmadevi Media	2024
3	Engal Asan viruthu	Pasumai Vasal Foundation	2024
4	Desathin Olichudar Virudhu	Success Academy	2023
5	Nalam Valar Nallasiriyar Virudhu	Tamil Amuthu Arakattalai	2023
6	Kalvi Sirpi Virudhu	Cheranmadevi Arakattalai	2023
7	Meignana Poomalai Viruthu	Aram Anbin Adayalam Trust	2023
8	Best Professor for Research	Dr. N.G.P. Arts and Science College	2023
9	Best Work Paper	Dr. N.G.P. Arts and Science College	2023
10	Achievers Day Award	Dr. N.G.P. Arts and Science College	2023
11	Manbumigu Magalir Virudhu 2023	Vagai Tamil Sangam	2023
12	Arivu Suriyan Virudhu	Rubsika Cultural Association	2023
13	Kalvi Kalangarai Vilakku Virudhu	Abdulkalam Ilangnar Narpani Mantram	2023
14	Vajra Kodimani Virudhu	Prema Charitable Trust	2022
15	Meignanana Olichemmal Virudhu	Pasumai Vasal Foundation	2022
16	Thangapenne	DAR Jewellery	2022
17	Kakkan Veeraa Virudhu	Veeramangai Samuga Sindhanai Trust	2022
18	Kalvi Mamani Virudhu	Sri Success Academy Foundation and	2022
19	Semmozhi Sudar Kalaignar Virudhu	Akshyam Trust	2022
20	Best Faculty	SEMS foundation, Rajasthan	2022
21	Achiever Day Award 2022	Dr. N.G.P. Arts and Science College	2022
22	Best Professor Research Contribution	Dr. N.G.P. Arts and Science College	2022
23	Semmozhi Thenral Virudhu	Saraswathy Charitable Trust	2022

24	Best Social Worker	Bharatha Makkal Samuga Sevai Sangam	2022
25	Mozhi Chemmal Virudhu	Aram Anbin Adayalam	2022
26	Oli Vilakku Virudhu	Subam Educational Trust	2022
27	Kural Chemmal Virudhu	Sivakarunyam Events	2022
28	Eluthuga Vali Katti Virudhu	Nallore Vattam	2021
29	Nal Asan Ven Pura Virudhu	Nambikkai Trust	2021
30	Gnana Oli Virudhu	Mother Thresa Nursing College	2021
31	Gnana Ratham Saral Virudhu	Agni Pengal Tamil Sangamam	2021
32	Sindhanai Ezil Virudhu	Yavarm Kelir Thiran Valar Sangam	2021
33	Sathanaiyalar Virudhu 2021(One year Contribution)	Yavarm Kelir Thiran Valar Sangam	2021
34	Sathanaiyalar Virudhu 2021(Best Teacher)	Yavarm Kelir Thiran Valar Sangam	2021
35	Mahatma Gandhi Virudhu 2021	Annai Illam Trust	2021
36	Sathanai Ratna Award	GBR Achievement Awards	2021
37	Gnaniyar Virudhu	Yavarm Kelir Thiran Valar Sangam	2021
38	Kalvi Sudaroli Virudhu 2021	Aram Anbin Adayalam trust	2021
39	Kalvi Tamil Vendhar Virudhu	Veeramangai Samuga Sinthanai Arakattalai	2021
40	Senbhagaraman Virudhu 2021	National Women Rights Association, Chennai	2021
41	Muhilnani Virudhu	Yavarm Kelir Thiran Valar Sangam	2021
42	Kalvi Chemmal Virudhu 2021	Pasumai Vasal Foundation	2021
43	Yalinier Virudhu	Yavarm Kelir Thiran Valar Sangam	2021
44	Kalaingnarin Muthamil Viruthu	Pasumai Vasal Foundation	2021
45	Surabi Semmal Viruthu	Yavarm Kelir Thiran Valar Sangam	2021
46	Aasiriyar Rathna Viruthu 2021	Aram Anbin Adayalam Trust	2021
47	Remarkable Women Award 2021	Rajasthan Media	2021

48	Sri Nalla Gounder Research and Innovation Awards 2020	Dr. N.G.P. Arts and Science College	2020
49	National Entrepreneurship Awards 2019 - Entrepreneurship Pledge	Ministry of Skill Development and Entrepreneurship, Government of India	2020
50	Pledge for Women Rights	National Commission for Women, India	2020
51	Active Participation in ACS	Madurai ICSI chapter	2019
52	Dr. APJ Abdul Kalam Award for Teaching Excellence 2018	Marina Labs, Chennai	2018
53	Best Consumer Club – Coordinator	Madurai Consumer Forum	2017

Recognition National/International

Nature of Recognition	Organization / Institution	Year
Question Paper Board Chairmen	Madurai Kamarajar University	2023
Appreciation for International Competition Judge	Vagai Tamil Sangam	2023
Recognition for Judge	Yavarm Kelir Thiran Valar Sangam	2022
Motivator for Students	Senthamil 2.0 You tube channel Competition	2022
International Competition Judge	Pavaiyasiriyar Virudhu Yavarm Kelir Thiran Valar Sangam	2022
International Competition Judge	Kathir Virudhu, Yavarm Kelir Thiran Valar Sangam	2022
International Competition Judge	Thiran Sudar Virudhu, Yavarm Kelir Thiran Valar Sangam	2022
Entrepreneurship Pledge and Promotion	Ministry of Skill Development and Entrepreneurship, Government of India	2020
E-Waste Pledge	Ministry of Electronics and Information Technology	2020
Pledge for Anti Dowry	National Commission for Women, India	2020
Human Rights Pledge	National Human Rights Commission, India	2020

World Record Participation

- Participated as Resource Person (Speaker) in “Ulaga Sathanai Nigalchi” Thenamutha Tamil Makkal Nala Arakattalai, Tamil America TV and Orange book of World Record, 12th June 21.
- Participated as Resource Person (Speaker) in “Mahakavi Bharathi Nootrandu Ulaga Sathanai Nigalchi”, Sanga Tamil ilakkiya Ponka, Tamil America TV, 12th September 21.