

Department of Commerce– AY 2022-23

Department Activities

GUEST LECTURE/ INVITED LECTURE

S,NO	Date	Name and Designation of Resource Person	Topic
1	04.08.2022	Mr.S.Vinothkumar, Tax collection officer, Income tax office in Coimbatore	Financial Reporting
2	03.11.2022.	Mr.K.K.Ravi, Company Secretary, Roots industries in Coimbatore	Career opportunities available in Multinational Company
3	13.10.2022.	Dr.A. Sreedhar kumar, General Manger IBS group, South India	Corporate Readiness
4	14.02.2023.	CS D.Vignesh practicing company secretary in Coimbatore	Role Company secretary in Corporate

SEMINAR/ WORKSHOP/ CONFERENCE

S.No	Date	Name of the Event (Seminar/ Workshop/ Conference	Title of the Event	Resource Person
1	09.02.2023	Conference	Social innovation and business sustainability	Mr. Arun Umapathy, Head of Turnkey solutions, Bangalore
2	2.11.2022	Workshop	Opening IPPB savings account and its benefits to the students which cover health insurance	Mr.Ashok, DM, Indian postal service, Coimbatore.

ALUMNI INTERACTIONS

S.No	Date	Title	ALUMNI
1	31.03.2023	Entrepreneurship	S.Kavin raj, Entrepreneur SKM Mill, Tiruppur

EXTENSION ACTIVITIES

S.No	Date	Title	Place	Students involed
1	28.01.2023	Awareness of Virtual water, Water foot print and Water Savings	Tiruppur Village	Final Year UG &PG

STAFF - PRESENTATION / PARTICIPATION (details where they have presented/participated)

S.No	Date	Name of the Staff	PRESENTATION / PARTICIPATION	College / Institutions
1.	9 th and 10 th March 2023	Ms. P. Maheswari	An analysis of working and living conditions of migrant textile workers in Tiruppur district	University of Hyderabad
2.	9 th and 10 th March 2023	Dr.Vennial Gopal	An analysis of working and living conditions of migrant textile workers in Tiruppur district	University of Hyderabad
3.	1 st March 2023 to 31 st March 2023	Ms.P.Maheswari	One month National Online Workshop on Communicative & Executive English for academicians & Researchers	HI Learn Edutech Institute, Karnataka
4.	12-Dec-22 to 19-Dec-22	Mr.K.Ponnumani	National Level Faculty Development Program on “RESEARCH METHODOLOGY	PPG College of Arts and Science
5.	08-Dec-22 & 09-Dec-22	D.Shanmugavadivel	FDP on Teaching pedagogy and online Resources & Tools	IOT Academy
6.	01-Nov-22 to 06-Nov-22	Dr.S.Renugadevi	Five days national level Virtual FDP on Research methodology.	Kristu Jyoti College of Management and Technology
7.	19-Oct -2022 to 20-Oct – 2022	Dr.S.Renugadevi	Two days National level Online Seminar on COVID 19 Crisis and Sustainable development goals in India.	Government Arts College for Men
8.	14-Oct-22	Dr. S. Dharchana	National Conference on Women Empowerment and equality towards an equitable future	Women in Society
9.	07-Oct to 15 & Oct- 22	Dr. Vennila Gopal	Professional Development Programme on ‘Implementation of NEP 2020 for University and College Teachers’	Indira Gandhi National Open University Staff Training and Research Institute of Distance Education, New Delhi

10.	27-Oct-22 to 03-Nov-22	Mr.K.Ponnumani	Faculty Development Programme on ESG Framework for business	V.O.Chidambaram College, Thoothukudi
11.	27-Oct-22 to 03-Nov-22	Dr.M.P.Kumaran	Faculty Development Programme on ESG Framework for business	V.O.Chidambaram College, Thoothukudi
12.	25-Oct-22 to 29-Oct-22	Dr. P.B. Banudevi	AICTE Training And Learning (ATAL) AcademyOnline Elementary FDP on "Five Days National Level Workshop on Case Study Writing"	St. Joseph's College of Commerce
13.	08-Oct-22	Dr. S.Saravanan	One Day International Workshop On Research Methodology	Scholars Gate - Research Training Institute, Tamil Nadu, India.
14.	21-Sep-22 to 22-Sep-22	Dr. S.Saravanan	ICSSR Sponsored Two day National Seminar on Great Initiatives of State and Central Government through Startups Programmes in Nurturing Entrepreneurial Activities	Jamal Mohamed College (Autonomous), Tiruchirappali
15.	30-Aug-22 & 31-Aug-22	Dr.S.Renugadevi	Online Seminar on Digital Financial Inclusion	Suguna College of Arts and Science
16.	27-Aug-22	Dr.S.Renugadevi	Workshop-Implementation of Outcome based Education in Commerce Department	G.Venkataseamy Naidu College
17.	19-Aug-22 22-Aug-22	Ms.M.Banurekha	FDP-Practical Aspects of ICT Tools & Online Teaching in Current Scenario	Research Foundation of India & Vishisht School of Management
18.	19-Aug-22 22-Aug-22	Dr.S.Renugadevi	FDP- Overview of Capital Market	NGM College & Bombay stock Exchange

19.	16-Aug-22 22-Aug-22	Ms.M.Banurekha	Training Programme-First Hand Experience on SPSS-Introductory Module	Research Foundation of India
20.	29-Jul-22& 30-Jul-22	Dr.S.Renugadevi	Virtual National Seminar on Service Sector in Post Pandemic - Challenges and Opportunities	Sarojini Naidu Vidhya Maha Vidhyalaya,Hyderabad
21.	03-Jun-22	Dr.M.Kumaran	International Conference on Business Intelligence	VLB Janakiammal College of Arts & Science

STUDENTS - PRESENTATION / PARTICIPATION (details where they hve presented/participated)

S. No	Date	Name of the Student	Class	Event	Organization/ Institutions	Prize won
1	11.08.2022.	Harinee	II B.Com A	Tamil kavithai competition	Dr. N.G.P. Arts and Science College	I- prize
2	12.08.2022	Rakesh.V, Arrthi,T, Suruba.L and Kavya.M	III B.Com B	webinar organized	Saveetha college of Liberal Arts and Science	-
3	15.08.2022	Yamuna.S, Saranya Devi.S, Kavya.R and Manjusree.G	III B.Com A	National Sports Day-Quiz, 75th Indepence Day Quiz	Dr.Radhakrishnan History Techers Group	-
4	22.08.2022.	Yamuna.S	III B.Com A	Online Quiz Competition	Department of Zoology at Shri Shivaji Education Societ, Amravati'son	-

5	24-08-22	Abinaya	II B.Com A	Tamil kavithai competition	Dr.N.G.P.Arts and Science College	II- prize
6	25-08-22	Geerthik D	II B.Com A	Tamil kavithai competition organized	Dr.N.G.P.Arts and Science College	-
7	28.08.2022	Yamuna.S	III B.Com A	Income Tax Quiz	Department of Accountancy Deshbhakta Ratnappa Kumbhar College of commerce	-
8	30.08.2022 & 31.08.2022	Logadharshini M , Darshana B, Manjula Devi G, Elakkiya S K, Vishnupriya T, Harshini K and Poornima	I M.Com	Poornima A	Suguna College of Arts and Science	-
9	05-09-2022	karthikeyan	II B.Com A	Tamil essay competition	Dr.N.G.P.Arts and Science College	III -prize
10	16.09.2022	Suruba.L	III B.Com B	Quiz competition	Dr. Radhakrishnan History Techers Group	-
11	28.09.2022	Mughilan.E, Niekil Vinay.K, Thejal.S, Nivetha.S, Sharveshwaran.B and Akash.S	I B.Com A	Professional Fiesta Inter collegiate competition	Krishnammal College For Women	-
12	12.10.2022.	Mughilan.E	I B.Com A	“Youth Leadership Summit 2022	Sri Krishna College of Arts and Science	-

13	14.10.2022.	Goutham K and Hari Prasad.G.K	I B.Com A	paper presented in National conference on title ""Women Empowerment and Equality towards an Equitable Future- A Key for Economic Development	PSGR Krishnammal College for Women	-
14	03.11.2022.	Mughilan.E, Niekil Vinay.K, Thejal.S, Nivetha.S, Sruthi.S, Monik.G, ThilipKumar.A.S, Aishvarya.S, Harriesh.S, Subash.K, Suman.M, Sushant.V, Logesh.M, Rajveerdev.D, Sanjana.B, Akash.S, Akilesh.N, Lokin.S and Tarun.J	I B.Com A	Inter collegiate competition	Nirmala College For Women	-
15	20.01.2023 to 25.01.2023.	Deva dharshini.v and Abdul basith a	III B.Com B	Inter collegiate competition	Dwarka Doss Goverdhan Doss Vaishnav College	-
16	15.02.2023.	Arun prakash a, naren khanna r, nithish m and sarvesh g	II B.Com B	Inter collegiate competition	RATHINAM College of Arts and Science	-

17	17.02.2023.	Nithish M, Nithish S, Rohith.M.M	I B.Com B	Inter collegiate competition	SRI KRISHNA ADITHYA College of Arts and Science	-
18	18.02.2023	Nithish S	I B.Com B	Inter collegiate competition	SRI RAMAKRISHNA College of Arts and Science	-
19	09.03.2023	M M . Rohith and Aldrin.E.C	I B.Com B	Inter collegiate competition	PPG College of Arts and Science	-
20	11.03.2023	Bala Vishnu.M	I B.Com B	Inter collegiate competition	PSGR Krishnamal College of Womens	-

PATENT / COPYRIGHT

S.NO	DATE	NAME OF THE STAFF	TITLE
1	22.07.2022	. Dr.D.Parasakthi	Mediums that exhibit the impact of latest technology on HR
2	22.07.2022	. M Banurekha	An anlaysis of the decision-making model for human resources outsourcing based on quality and quantity

RESEARCH PAPER PUBLICATIONS (Journals/books)

S.No	Title of Paper	Name of the Faculty	Name of the Journal	Month & Year	ISSN/ISBN No
1.	CONSUMER'S PERCEIVED RISK AND SATISFACTION IN ONLINE SHOPPING	D.Shanmugavadi vel	IJCRT	June 2022	2320-2882 - 10
2.	INFLUENCE OF INSTAGRAM MARKETING ON SHOPPING PREFERENCE OF CONSUMERS	D.Shanmugavadi vel	IJRAR	June 2022	2349-5138 - 9
3.	MEASURE THE SPECIALIZED QUALITY OF SERVICES PROVIDED BY THE HOSPITALS AND OVERALL SATISFACTION OF THE PATIENTS OF SELECT MULTI-SPECIALITY HOSPITALS IN COIMBATORE CITY	Dr.M.R Chandrasekar	GJMR	June 2022	2249-4618/ 0975-5888
4.	A STUDY ON CUSTOMER SATISFACTION IN BANKING SERVICES OF SBI WITH SPECIAL REFERENCE TO COIMBATORE CITY	Dr.M.R Chandrasekar	IJRAR	June 2022	2348-1269
5.	IMPACT OF LIQUIDITY ON PROFITABILITY OF SELECT IT COMPANIES	Dr.M.P.Kumaran	IJCRT	June 2022	2320-2884
6.	ANALYSIS OF OTT DEVELOPMENT BASED ON USER'S PERCEPTION DURING COVID 19 LOCKDOWN	N. Chandru	IJCRT	June 2022	2320-2882
7.	CONSUMER SATISFACTION TOWARDS AROKYA MILK	Dr.M.P.Kumaran	International Journal for innovative research in multidisciplinary field	June 2022	2455-0620
8.	LIQUIDITY AND PROFITABILITY ANALYSIS OF SELECT AUTOMOBILE INDUSTRY	N. Chandru	JETIR	June 2022	2349-5162
9.	ANALYSIS OF OTT DEVELOPMENT BASED ON USER'S PERCEPTION DURING COVID 19 LOCKDOWN	N. Chandru	IJCRT	June 2022	2320-2882
10.	IMPACT OF LIQUIDITY ON PROFITABILITY OF SELECT IT COMPANIES	Dr.M.P.Kumaran	IJCRT	June 2022	2320-2884
11.	CUSTOMER LEVEL OF SATISFACTION	Dr.D.Parasakthi	Journal of Emerging Technologies	June 2022	2349-5162

	TOWARDS ONLINE SHOPPING AT COIMBATORE CITY		and Innovativ Researche		
12.	CONSUMER PERCEPTION AND SATISFACTION TOWARDS BRITANNIA BISCUITS	Ms.P. Maheswari	IJRAR	June,2022	2349-5138
13.	STUDY ON FACTORS AFFECTING CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY	Dr.D.Parasakthi	Journal of Emerging Technologies and Innovative Research	June 2022	2349-5162
14.	STUDY ON THE VIEW OF FRONTLINE WORKERS WELFARE MEASURES POST PANDEMIC IN COIMBATORE DISTRICT	Dr.D.Parasakthi	Journal of Emerging Technologies and Innovative Research	June 2022	2349-5163
15.	STUDY ON STUDENTS ATTITUDE TOWARDS ONLINE CLASSES DURING PANDEMIC	Dr.D.Parasakthi	Journal of Emerging Technologies and Innovative Research	June 2022	2349-5164
16.	STUDY ON THE INFLUENCE ON THE PERSONALITY TRAITS ON WOMEN CONSUMER BUYING BEHAVIOUR TOWARDS COSMETICS WITH REFERENCE TO COIMBATORE DISTRICT	Dr.D.Parasakthi	Journal of Emerging Technologies and Innovative Research	June 2022	2349-5165
17.	CUSTOMER SATISFACTION TOWARDS RAPIDO BIKE TAXI SERVICE WITH REFERENCE TO COIMBATORE CITY	Dr.D.Parasakthi	Journal of Emerging Technologies and Innovative Research	June 2022	2349-5167
18.	A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE CAB BOOKING SERVICE IN COIMBATORE CITY	Dr.D.Parasakthi	Journal of Emerging Technologies and Innovative Research	June 2022	2349-5168
19.	A STUDY ON STUDENTS PREFERENCE FOR MOOD OF EXAMINATION DURING PANDEMIC	Dr.D.Parasakthi	Journal of Emerging Technologies and Innovative Research	June 2022	2349-5169
20.	A STUDY ON CONSUMER SATISFACTION ABOUT ELECTRIC BIKES (E-BIKES) WITH REFERENCE TO COIMBATORE CITY	Dr.D.Parasakthi	International journal for research trends and Innovations	June 2022	2456-3315
21.	CONSUMER BUYING BEHAVIOUR TOWARDS AMWAY HAIR CARE PRODUCTS AT COIMBATORE CITY	Dr.D.Parasakthi	Journal of Emerging Technologies and Innovative Research	June 2022	2349-5169
22.	FINANCIAL PERFORMANCE ANALYSIS OF SELECT STEEL COMPANIES	Dr.S.Gandhimathi	International Journal of Research and Analytical Reviews (IJRAR)	June 2022	2455-7838
23.	FINANCIAL PERFORMANCE ANALYSIS OF	Dr.S.Gandhimathi	Journal of Emerging Technologies	June 2022	2349-5162

	SELECT PAINT COMPANIES		and Innovative Research (JETIR)		
24.	CUSTOMER SATISFACTION TOWARD RAPIDO BIKE TAXI SERVICES IN PEELAMEDU	Dr.M.P.Kumaran	International Journal of Research and Analytical Reviews (IJRAR)	June 2022	2349-5138
25.	CUSTOMER SATISFACTION TOWARDS SAKTHI MASALA	Dr.M.P.Kumaran	International Journal for innovative research in multidisciplinary field	June - 2022	2455-0620
26.	FINANCIAL PERFORMANCE ANALYSIS OF SELECT TELECOMMUNICATION COMPANIES	Mr.K.Ponnumani	Journal of Emerging Technologies and Innovative Research	June-2022	2349-5162
27.	EFFECTIVENESS OF ADVERTISING A NEW PRODUCT THROUGH SOCIAL MEDIA	D.Shanmugavadi vel	IJCRT	July-2022	2320-2882
28.	CONSUMER BEHAVIOUR TOWARDS SMARTPHONES	D.Shanmugavadi vel	IJRAR	July 2022	2348-1269
29.	CUSTOMER SATISFACTION TOWARDS RAMRAJ COTTON	D.Shanmugavadi vel	IJCRT	July 2022	2320-2882
30.	JOB SATISFACTION OF MIGRANT WORKERS IN TIRUPUR GARMENT INDUSTRY	Dr.M.P.Kumaran	IJCRT	July 2022	2320-2883
31.	A STUDY ON CUSTOMER SATISFACTION TOWARDS SHREE DEVI TEXTILES	Dr.S.Gandhimathi	International Journal of Research and Analytical Reviews (IJRAR)	July2022	2349-5138
32.	E PAYMENT ON ONLINE SHOPPING BEHAVIOUR	D.Shanmugavadi vel	IJRAR	July 2022	2349-5138
33.	CUSTOMER PREFERENCE AND SATISFACTION TOWARDS HONDA DIO WITH SPECIAL REFERENCE IN COIMBATORE CITY	D.Shanmugavadi vel	IJRAR	July 2022	2349-5138
34.	A STUDY ON TINY WORKSHOPS WITH SPECIAL REFERENCE TO COIMBATORE CITY	Dr.S.Renugadevi	Specialusis Ugdyas	July 2022	1392-5369
35.	CONSUMER AWARENESS AND SATISFACTION LEVEL TOWARDS EDIBLE OIL	Ms.P. Maheswari	IJRAR	July, 2022	2349-1269
36.	IMPACT ON TELEVISION ADVERTISEMENT ON FOOD PRODUCTS	Ms.P. Maheswari	IJRAR	July,2022	2349-5138
37.	ONLINE SHOPPING AT BIGGBASKET WITH SPECIAL REFERENCE TO CLEANING AND HOUSEHOLD ITEMS	Ms.P. Maheswari	IJCRT	July,2022	2320-2882
38.	CONSUMER SATISFACTION TOWARDS NIKE FOOTWEARAMONG YOUTH	Ms.P. Maheswari	IJCRT	July,2022	2320-2882

39.	PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS INVOLVED IN COSTUME DESIGNING	Ms.P. Maheswari	IJCRT	July,2022	2320-2882
40.	CUSTOMER SATISFACTION TOWARDS BATA PRODUCTS	Dr.M.P.Kumaran	International Journal of Creative Research Thoughts [IJCRT]	July 2022	2320-2882
41.	CONSUMER BUYING BEHAVIOUR AND SATISFACTION IN ONLINE SHOPPING OF COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO NYKAA	Ms.P. Maheswari	IJRAR	July,2022	2349-5138
42.	CUSTOMER RESPONSE TOWARDS BRAND EQUALITY AND BRAND EXTENSION ON CONSUMER DURABLES	N Chandru	IJRAR	July 2022	2349-5138
43.	CONSUMER PREFERENCE OF UTILISATION OF RETAIL STORES IN COIMBATORE CITY	N Chandru	IJRAR	July 2022	2348-1269
44.	EMOTIONAL INTELLIGENCE AND BURNOUT SYNDROME OF PRIVATE SCHOOL TEACHERS	N Chandru	IJIRMF	July 2022	
45.	CONSUMER AWARENESS AND SATISFACTION TOWARDS ONLINE SHOPPING IN COIMBATORE CITY	N Chandru	IJRAR	July 2022	2349-5138
46.	MARKETING MIX STRATEGIES OF RELIANCE JIO 4G NETWORK	N Chandru	IJCRT	July 2022	2320-2882
47.	PATIENTS SATISFACTION LEVEL OF SPECIALITY SERVICES OFFERED BY KOVAI MEDICAL CENTER HOSPITAL	N Chandru	IJRAR	July 2022	2348-1269
48.	CONSUMER BEHAVIOR TOWARDS CADBURY CHOCOLATES	Dr.M.P.Kumaran	International Journal of Research and Analytical Reviews (IJRAR)	July 2022	2349-5138
49.	CONSUMER BUYING BEHAVIOUR TOWARDS SOCIAL MEDIA MARKETING	Dr.M.P.Kumaran	International Journal of Research and Analytical Reviews (IJRAR)	July 2022	2349-5138
50.	USE OF SOCIAL MEDIA BY HOME BAKERS	Dr.M.P.Kumaran	International Journal of Creative Research Thoughts [IJCRT]	July 2022	2320-2882
51.	FINANCIAL ANALYSIS OF INFOSYS LTD	Mr.K.Ponnumani	International Journal of Creative Research Thoughts	July-2022	2320-2882
52.	VIEWERS SATISFACTION TOWARDS OTT PLATFORMS	Mr.K.Ponnumani	International Journal of Creative Research Thoughts	July-2022	2320-2882

53.	CUSTOMER PERCEPTION AND SATISFACTION TOWARDS GREEN BANKING PRACTICES OF SELECTED COMMERCIAL BANKS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT	Mr. P Vimal Kumar	International Journal for research and analytical review	3rd july	2349-5138
54.	A STUDY ON CONSUMER PREFERENCE TOWARDS SWIGGY AND ZOMATO AMONG COLLEGE STUDENTS	Mr. P Vimal Kumar	International Journal for research and analytical review	3rd july	2349-5138
55.	CUSTOMER PERCEPTION TOWARDS SBI MOBILE BANKING SERVICE	Dr.M.P.Kumaran	International Journal of Creative Research Thoughts [IJCRT]	July 2022	2320-2882
56.	PROBLEMS OF VIRTUAL LEARNING EXPERIENCE DURING PANDEMIC AMONG SCHOOL STUDENTS	MR. P VIMAL KUMAR	International Journal for research and analytical review	3rd july	2349-5138
57.	CUSTOMER SATISFACTION TOWARDS OLA CAB SERVICES WITH SPECIAL REFERENCES TO COIMBATORE CITY	Mr.K.Ponnumani	International Journal of Research and Analytical Reviews, Volume 9 Issue 3	July 2022	2349-5138
58.	COLLEGE STUDENTS' BEHAVIOR TOWARDS SELECTION OF SMARTPHONE	Dr.S.Gandhimathi	International Journal of Research and Analytical Reviews (IJRAR)	July2022	2349-5139
59.	· CHANGES IN FOOD CONSUMPTION DURING COVID 19 PANDEMIC PERIOD	Dr.S.Gandhimathi	International Journal of Creative Research Thoughts (IJCRT)	July2022	2320-2882
60.	CUSTOMER PREFERENCE AND SATISFACTION TOWARDS SBI ATM SERVICES	Dr.S.Gandhimathi	International Journal of Research and Analytical Reviews (IJRAR)	July2022	2349-5138
61.	THE CONSUMER UNDERSTANDING BEHAVIOUR ON ORGANIC PRODUCTS	Mr.K.Ponnumani	International Journal of Creative Research Thoughts	July 2022	2320-2882
62.	CONSUMER SATISFACTION TOWARDS DMART RETAIL WITH REFERENCE TO COIMBATORE CITY	Mr. P Vimal Kumar	International Journal for research and analytical review	July 2022	2349-5138
63.	BUYING BEHAVIOUR OF MARUTHI SUZUKI CARS IN COIMBATORE CITY	Mr. P Vimal Kumar	international journal for research and analytical review	July 2022	2349-5138
64.	CONSUMER'S BUYING BEHAVIOUR AND SATISFACTION TOWARDS YAMAHA FASCINO WITH SPECIAL REFERENCE TO CHINNIYAMPALAYAM, COIMBATORE	MR. P Vimal Kumar	International journal for research and analytical review	July 2022	2349-5138
65.	IMPACT OF SOCIAL MEDIA ON THE LIFE STYLE OF YOUTH	Ms.P. Maheswari	IJCRT	August, 2022	2320-2882

66.	CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THEIR EXPECTATION WITH SPECIAL REFERENCE TO KTM BIKES	N. Chandru	IJRAR	August 2022	2349-5138
67.	LIFE STYLE OF SANITATION WORKERS IN COIMBATORE CORPORATION	Dr.S.Renugadevi	EPRA international journal of Multidisciplinary research	August 2022	2455-3662
68.	USAGE OF ONLINE LEARNING PLATFORMS BY THE COLLEGE STUDENTS WITH REFERENCE TO COURSERA AND SWAYAM	Dr.S.Gandhimathi	International Journal of Research Publication and Reviews	August 2022	· 2582-7421
69.	ANALYSIS OF WORKING CAPITAL MANAGEMENT IN EICHER MOTORS LIMITED	Dr.M.P.Kumaran	International Journal of Research and Analytical Reviews (IJRAR)	August 2022	2349-5138
70.	ELECTRONIC ADVERTISING TRENDS IN INDIA WITH SPECIAL REFERENCE FAST MOVING CONSUMER GOODS	Mr.K.Ponnumani	International Journal of Research and Analytical Reviews, Volume 9, Issue 3,	August-2022	2349-5138
71.	A STUDY ON PROBLEMS AND PROSPECTS OF HANDLOOM WEAVERS	D.Shanmugavadi vel	IJRAR	August 2022	2348-1269
72.	CONSUMER PREFERENCE AND SATISFACTION TOWARDS GREEN MARKETED PRODUCTS OF TUPPERWARE	Mr.K.Ponnumani	International Journal of Research and Analytical Reviews, Volume 9 Issue 3	August 2022	2349-5138
73.	CONSUMER PERCEPTION AND SATISFACTION ON JIO TELECOMMUNICATION SPECIAL REFERENCE WITH COIMBATORE RURAL AREAS	Mr.K.Ponnumani	International Journal of Creative Research Thoughts	August-2022	2349-5138
74.	WOMEN'S ATTITUDE TOWARDS INDUCTION STOVE WITH SPECIAL REFERENCE TO COIMBATORE CITY	Ms.P. Maheswari	IJRAR	September, 2022	2349-5138
75.	INVESTORS PERCEPTION AND AWARENESS ON MUTUAL FUND INVESTMENT DECISION DECISION MAKING: POST COVID-19	Dr. S. Saravanan	Korea Review of International Studies, Volume 15, Issue 38 , , pp.36 – 44	Sep 2022	1226-4741
76.	A STUDY ON CONSUMER SATISFACTION ON SOLAR WATER HEATER IN SPECIAL REFERENCE TO COIMBATORE CITY	Mr.K.Ponnumani	International Journal of Research and Analytical Reviews, Volume 9 Issue 3	September-22	2349-5138
77.	A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE TICKET BOOKING DURING COVID 19 WITH SPECIAL REFERENCE TO COIMBATORE CITY	Dr.S.Renugadevi	Journal of Pharmaceutical Negative results	October 2022	0976-9234

78.	A STUDY ON CUSTOMERS ATTITUDE TOWARDS ATM SERVICES DURING COVID 19 WITH REFERENCE TO COIMBATORE CITY	Dr.S.Renugadevi	Emerging trends in Liberal Arts and Social Science	Nov 2022	ISBN : 978-93-5777-180-1
79.	A STUDY ON ATM SERVICES DURING COVID 19 PANDEMIC WITH SPECIAL REFERENCE TO COIMBATORE CITY	Dr. enug vi	Emerging trends in Liberal Arts and Social Science	Nov 2022	ISBN : 978-93-5777-180-1
80.	A STUDY ON IMPACT OF SOCIAL NETWORKING ISSUES AMONG YOUNGSTERS WITH SPECIAL REFERENCE TO COIMBATORE CITY	Mr.K.Ponnumani	International Journal of Scientific Research in Engineering and Management	November - 2022	2582-3930
81.	ULTERIOR SCOPE OF M-COMMERCE FOR SUSTAINABLE ENTREPRENEURSHIP	Dr.S.Renugadevi	Emerging trends and Innovations in Business Commerce and Management for sustainable Entrepreneurship	Dec 2022	ISBN : 978-93-5737-352-4
82.	A STUDY ON CUSTOMER PREFERENCE TOWARDS FAST FOODS DURING COVID 19, WITH SPECIAL REFERENCE TO CIMBATORE CITY	Dr.S.Renugadevi	Journal of Basic Sciences	Jan 2023	1006-8341

AWARDS, PRIZES AND RECOGNITIONS

S.No	Name of the Staff	Name of the Award/ RECOGNITIONS	Awarded by	Date
1	Dr.S.Renugadevi	Resorse person - Seminar	Sri Ramakrishna College of Arts & Science	10.02.2023
2	Dr.S.Renugadevi	Reviewer - Conference Papers	Special Minds, St. Joshep University	10.1.23

3	Dr.S.Renugadevi	International Competition Judge	Vagai Tamil sangam	29.01.23
4	Dr.S.Renugadevi	Kalvi Kalangarai Vilakku Virudhu	Abdulkalam Ilaigar Narpani Mantram	17-Jan-23
5	Dr. P.B Banudevi	Achiever award	Tamilnadu GST Association and ICP academy	07-Jan-23
6	Dr. P.B. Banudevi	DC member	Tiruppur Kumaran College	04.1.2023
7	Dr.D.Parasakthi	DC member	Government Arts College Elumathur	10- Dec-22
8	Dr.S.Renugadevi	Vajra Kodimani Virudhu	KambanKalagam, Krishnagiri	07- Dec- 22
9	M.Banurekha	Resource person	Dr. NGP IT	07- Dec- 22
10	Dr.S.Dharchana	Resource person	Dr. NGP IT	07- Dec- 22
11	N.Chandru	Resource person	Dr. NGP IT	12- Dec- 22
12	Dr.S.Dharchana	BOS member	Sri Ramakrishna College of Arts & Science	12.12.2022
13	Dr.S.Renugadevi	Meignanan Olichemmal Virudhu	Pasumaivasal Foundation	24- Oct -22
14	Dr. P.B. Banudevi	External auditor - Academic Audit	Rathinam College of Arts and Science	14.10.2022

15	Dr. P.B. Banudevi	Guest Speaker - A Hybrid mode two day International conference	SIIMS Standalone Business School	24.11.2022 and 25.11.2022
16	Dr.S.Saravanan	Resource person in Faculty Professional Development Programme on Application of Parametric Tests in Biological Research	Microbiology Department (Under DBT Scheme) Dr.N.G.P.Arts and Science College	28.10.2022
17	Dr.S.Saravanan	Resource person in Statistical Tests Using SPSS.	Avinashilingam Institute for Home Science and higher Education for women	02.11.2022
18	Dr.S.Renugadevi	Thangapenne	DAR Jewellery	16-Sep-22
19	Dr. P.B. Banudevi	BOS member	PG & Research Dept of Commerce Vellalar College for Women(Autonomous)	21.9.2021
20	Dr.S.Renugadevi	Kakkan Veeraa Virudhu	Veeramangai Samuga Sindhanai Trust	15-Aug-22
21	Dr. S.Dharchana	Resource person -Guest lecture	Sri Ramakrishna College of Arts & Science	16.8.2022
22	Dr.S.Renugadevi	Kalvi Mamani Virudhu	Sri Success Academy Foundation and Academy	15-Jul-22
23	Dr.S.Renugadevi	Semmozhi Sudar Kalaignar Virudhu	Akshyam Trust	03-Jun-22

AWARD OF Ph.D.: 02

1. Dr.P.Vimal Kumar awarded Ph.D under the Guidance of Dr.D.Parasakthi
2. S.Kalaiselvi awarded Ph.D under the Guidance of Dr.D.Parasakthi