

Name : Dr.A.Anandalakshmy
Designation : Professor
Department : Commerce Accounting and Taxation
Qualification : M.Com., M.Phil., NET(UGC) , Ph.D., DCA.,
Experience : Teaching: 13Years, Research: 12years
Area of Specialization(s): Marketing, Finance, Human Resource Management
Email (Official ID) : anandalakshmy@drngpasc.ac.in
Languages Known : English, Tamil , Malayalam, Hindi, Sanskrit



Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Commerce	L.R.G. Govt. Arts College for Women, Tirupur, Bharathiar University	2019
M.Phil.	Commerce	Kovai kalaimagal College of Arts and science, Bharathiar University	2012
NET	Commerce	UGC (University Grants Commission)	2011
M.Com.	Commerce	Annamalai University	2008
B.Com.	Commerce	N.S.S. College, Calicut University	1995

Additional Qualifications

Area of Specialization	Institution/University/AgencyName	Year
Diploma in Computer Application	Skill Tech. Training Institute	2022
Diploma in Computer Application	Computer software College	2010

Research Guidance

Programme	No. of Scholars
Ph.D.	2

Research Publications

International/National

- Dr.A.Anandalakshmy, “A Study on Consumer's Perception and Sustainability level of 5G Network while using Social Media .”, Journal of Emerging Technologies and Innovative Research , Volume 12, Feb. 2025, ISSN NO: 2349-5162, (UGC CARE, Peer reviewed, Google Scholar).
- Dr.A.Anandalakshmy, “Digital Financial Literacy among Working Women in Kerala: A Study

with Special Reference to Malappuram District.”, Tuijin Jishu/Journal of Propulsion Technology, Volume 44, Nov. 2023, ISSN NO: 1001-4055, (Scopus).

- Dr.A.Anandalakshmy, **“Financial Performance Analysis of Selected Oil and Natural Gas Companies in India .”**, International Journal of Environmental Economics, Commerce and Educational Management , Volume 10, Issue 8, PP. No.225 -234, July 2023,ISSN NO: ISSN-2348-814X, (UGC Care Group II).
- Dr.A.Anandalakshmy, **“Investor’s Perception towards Online Share Trading through selected Apps with special reference to Coimbatore City. ”**, International Journal of Creative Research Thoughts(IJCRT),Volume11,Issue7,PP.No.225-234,July 2023,ISSNNO:2320-2882, (Indexed in UGC, International Open Access, Peer Reviewed, Refereed journal, Google Scholar).
- Dr.A.Anandalakshmy, **“A Study on Impact of Microfinance in Empowerment of Women in Rural Area Special Reference to Neighbourhood System in Kerala”**, Pramana Research Journal, Volume 13, Issue 6, PP. No.1-7, June 2023,ISSN NO: 2249-2976, (Indexed in UGC, International Open Access, Peer Reviewed, Refereed journal, Google Scholar).
- Dr.A.Anandalakshmy, **“A Comparative Study On Customer Perception and Satisfaction towards Amazon and Flipkart with Special Reference to Coimbatore”**, International Journal of Current Science, Vol.12, Issue 3, PP. No.769 -775,July 2022, ISSN NO: 2250--1771, (Indexed in UGC, International Open Access, Peer Reviewed, Refereed journal, Google Scholar).
- Dr.A.Anandalakshmy, **Fiscal Recital Scrutiny of Dazzling Health Care Companies in India**, GIS Science Journal, Vol. 8, Issue: 5, PP. No.407—419, May 2021, ISSN No. ISSN NO: 1869-9391, (Indexed in UGC, Google Scholar).
- Dr.A.Anandalakshmy &C.R.Gayathri, **Customer Perception towards Paytm Application with special reference to Coimbatore City”** The International Journal of Analytical and Experimental Model analysisll, Vol. 12, Issue: 7, PP. No.2971—2981 July 2020, ISSN No: 0886-93672, (Indexed in UGC, Google Scholar).
- Dr.A.Anandalakshmy&Dr.K.Brindha, **Satisfaction Level and Problems faced byMediclaim Policyholders against Selected Private Health Insurers**, Pramana Research Journal, Vol. 10, Issue: 3, PP. No.64—72, March 2020, ISSN No.2249- 2976,(Indexed in UGC, Google Scholar).
- Dr. A.Anandalakshmy &Mrs. G. Geetha, **Customer Awareness and Satisfaction Level towards The Chennai Silks with special reference to Coimbatore City**, Indian Journal of Research,Vol.9,Issue:3,PP.No.01-03,March2020,PP.No.01-03,ISSNNo.2250- 1991.(Indexed

in UGC, Google Scholar).

- Mrs.A.Anandalakshmy&Dr.K.Brindha, **Mediclaim Policyholder's Awareness and Satisfaction Level of Selected Private Health Insurers with special reference to Coimbatore District**, Pramana Research Journal, Vol. 9, Issue: 9,PP. No.61- 70,September 2019,ISSN:.2249-2976,(Indexed in UGC, Google Scholar,).
- Mrs.A.Anandalakshmy& S. Hamsiniaathreya, **Retail Banking and Services**, Pramana Research Journal, Vol. 9, Issue: 6, PP. No.1692- 1699,June 2019, ISSN No. 2249-2976,(Indexed in UGC,Google Scholar,)
- Mrs.A.Anandalakshmy, &S. Bharanidharan, **Mediclaim Policyholder's Awareness and Satisfaction Level towards Health Insurance Policies with special reference to Coimbatore District** Pramana Research Journal, Vol. 9, Issue: 10,PP. No.100-104,September 2019, ISSN: .2249-2976,(Indexed in UGC, Google Scholar).
- Mrs. A. Anandalakshmy& R. Ajith Kumar,**A study on the Customer Satisfaction towards HP Laptop with special reference to Coimbatore City**, Pramana Research Journal,**Vol.9**, Issue: 10, PP. No.142—149, September 2019,ISSN No.2249-2976,(Indexed in UGC, Google Scholar)
- Mrs.A.Anandalakshmy&S.Ashokkumar, **Problems and Challenges of Women Entrepreneurs**,(IJRAR) - International Journal of Research and Analytical Reviews,**Vol.5**, Issue:3, PP.No.6-14,September 2018,ISSN 2349-5138,(Indexed in UGC, Google Scholar).
- Mrs.A.Anandalakshmy & Dr.K.Brindha, **Policyholders Awareness and Satisfaction Level of ICICI Health Insurance Company with special reference to Coimbatore City**, Asia Pasafic Journal, Vol.1, Issue: LXXXVIII, May 2018,ISSN:2320-5504 (Indexed in UGC,Google Scholar
- Mrs.A.Anandalakshmy & Dr.K.Brindha, **Women's Preference of Two Wheelers with Special Reference to Coimbatore City**, International Journal of current research and Modern Education,**Vol.2 & Issue 1**, pp.79-84, February 2017,ISSN:2455-1627(Google Scholar)
- Mrs. A.Anandalakshmy & Dr.K.Brindha, **Policy holders' awareness and factors influencing purchase decision towards health insurance in Coimbatore district,—International Journal of commerce and research**||Vol.3,Issue2,February.2017,PP.12-16 ,ISSN:2455-1627(Google Scholar)

Book Publications

- Mrs.A.Anandalakshmy,**E-BUSIBNES**1stEdition,Academic Guru Publishing House, Bhopal, M.P.India, August 2022,ISBN:978-93-95468-19-0

- Mrs.A.Anandalakshmy, **Recent Developments in Commerce and Management**, 1st Edition, Innovation Online Training Academy Publishers, Tamilnadu. India, October 2022, ISBN: 978-93-93622-10-5.

Chapter Publications

- Mrs.A.Anandalakshmy, title “**Impact of Digital platforms on small scale rural areas of Kerala**”, K S Ragasamy College of Arts and Science, Thiruchencode, Tamilnadu, Shanlax Publication Pvt. Ltd , Feb.25, ISBN: -978-93-342-2500-6
- **Impact of Digital platforms on small scale rural areas of Kerala**, International Conference, K S Ragasamy College of Arts and Science, Thiruchencode, Tamilnadu, 25-02
- Mrs.A.Anandalakshmy, title “The Evolution and Impact of Takaful: A Comparative Analysis of Islamic Insurance models and their acceptance into Global Financial Systems”, Rathinam College of Arts and Science, Coimbatore, India, Shanlax Publication Pvt. Ltd , Feb.25, ISBN: -978-93-92150-22-7
- Mrs.A.Anandalakshmy, title “Possibility of Virtual Tutors in Higher Education Sector of Kerala”, N G M College of Arts and Science, Pollachi, India, Jan.25, ISBN: -978-93-94004-64-1
- Mrs.A.Anandalakshmy, title “Green Entrepreneurship Startups”, Coimbatore Institute of Information Technology., Coimbatore, India, Sep.24, ISBN: - 978-93-6126-266-1.
- Mrs.A.Anandalakshmy, title “Possibilities and Challenges in Applicability of Artificial Intelligence in Agriculture Sector”, Emperor Research Foundation., Kachipuram, India, Sep.23, ISBN: -978-81- 19716-91-3.
- Mrs.A.Anandalakshmy, title “Perspective of ICT Tools in Education (ICSSR, Ministry of Finance Sponsered) ”, Shanlax Publication Pvt. Ltd., Lunawada, India, , Aug.23, ISBN: -978-93-94004-27-6.
- Mrs.A.Anandalakshmy, title “A Study on Transformation of Marketing from Traditionl to Digital”, Shanlax Publication Pvt. Ltd., Lunawada, India, , Aug.23, ISBN: -978-93-9406-27-6.
- Mrs.A.Anandalakshmy, title “Digital Tranformation of Financial Services”, Shanlax Publication Pvt. Ltd., Lunawada, India, , Aug.23, ISBN: -978-93-9407-25-6.
- Mrs.A.Anandalakshmy, title “Women Empowerment through Financial Inclusion -**Women Empowerment and its importance**”, P.No452-459, 1st Edition, Shanlax Publication Pvt. Ltd., Lunawada, India, Shanlax Publication , Feb.2023, ISBN: 978-93-5786-052-9.
- Mrs.A.Anandalakshmy, title “Advanced Researches in Data Sciences and E Commerce Technologies -**Role of E-Commerce** ”, P.No452-459, 1st Edition, AN Publications., India, ISBN: 978-81-959579-7-2, Dec.2022
- Mrs.A.Anandalakshmy, title “**Advanced Researches in Data Sciences and E Commerce Technologies** – Online Education”, P.No452-459, 1st Edition, AN Publications., Lunawada, India,

ISBN: 978-81-95955-7-2, Dec.2022

- Mrs.A.Anandalakshmy, , National Education Policy: Transformational forms in Higher Education title “**National Education Policy and Higher Education**”,1st Edition, Red’s shine Publication Pvt.Ltd.,Lunawada,India,India,November2022,ISBN:978-93-95456-47-0.
- Mrs.A.Anandalakshmy, Recent Developments in Commerce and Management, title “**Evolution of Market**”, 1st Edition, Innovation Online Training Academy Publishers,Tamilnadu, India, October 2022, ISBN: 978-93-93622-10-5
- Mrs.A.Anandalakshmy, Rural Students and Youth Embracing Digital Medium to Continue Learning during COVID-19, title “**E-Learning and its Impact on Rural Areas**”, 1st Edition, SHANLAX Publication, Madurai, Tamilnadu, India, August 2022 ,ISBN: 978-93- 5636-348-9
- Mrs.A.Anandalakshmy,“ **Retailing Emerging Trends &Challenges**”1st Edition, Dominant publishers & Distributors Pvt. Ltd(New Delhi).,India,2015,ISBN:978-93-84161-70-5.
- Mrs.A.Anandalakshmy, **Innovative Marketing Strategies for Sustainable Growth Issues and Challenges**, 1st Edition, Bonfiring publishers (Tamilnadu), India, 2015,ISBN: 978-93-85477-14-0.

Patent Publications

- Dr.A.Anandalakshmy, Title of Invention: **Evaluation of Trends and Strategies of Green Marketing**, on 19-Sep-2022 under Intellectual Property India. Application No. 202221053828.

Editor

- Mrs.A.Anandalakshmy, **Recent Developments in Commerce and Management**, 1st Edition, Innovation Online Training Academy Publishers, Tamilnadu. India, October 2022, ISBN: 978-93-93622-10-5

Achievements

- Received **Best Faculty Award** for the achievement of excellent contribution in the field of Academics and Research, Aram Foundation , Tamilnadu on 17-December -2023.
- Received **Best Faculty Award** for the achievement of excellent contribution in the field of Academics from Innovation, Online Training Academy, Tamilnadu on 25-June-2022
- Received **Top Performing Mentor** Certificate in recognition of role as Mentor for the NPTEL online Certification Course on 05-July-2022.

International Conference

- **Impact of Digital platforms on small scale rural areas of Kerala**, International Conference,

K S Ragasamy College of Arts and Science, Thiruchencode, Tamilnadu, 25-02-2025

- **Entrepreneurship Development In India Opportunities& Challenges**, Two days International Conference , Srinivasan College of Arts and Science, Perambalur, Tamilnadu, 31-Jan. 2023 to 001- Feb.2023
- Incremental Changes in Instructional Strategies and Research in Higher Education, International Educational Conference, Mar Theophilus Training College, Thiruvananthapuram, 03-Mar.2022to05-Mar.2022
- **The opportunity to integrate value in curriculum designing**, International Conference on New Education policy, St.Francis College for women in collaboration with Globethics.net India, Hyderabad ,26- February-2022.
- International Educational Conference on **Mobile Technologies: Use of mobile devices in Library**, Sri Chhatrapathi Shivaji College, Omerga, India,07-Feb-2022
- International Educational Conference on **“Incremental Changes in Instructional Strategies and Research in Higher Education”** Martheophilus College,03-March- 2022to 05-March- 2022
- International Educational Conference on **Pandemic and Business Sustainability** held on 21- Oct- 2021 & 22-Oct-2021
- **CRM & Retail Marketing**, International Conference on Innovative Marketing Strategies for Sustainable Growth -Issues and Challenges, Sankara College of Science and Commerce,16-September 2015.
- **Retail Marketing**, International Conference on Innovative Marketing Strategies for Sustainable Growth -Issues and Challenges, Sankara College of Science and Commerce,16-September- 2015.
- **Banking Sector in India**, International Conference on Global Finance: Issues and Challenges, S.N. R. Sons College, 27-Aug-2014

National Conference

- **Rebuilding Global Business Environment**), Dr.N.G.P. Arts and Science College of Arts and Science, 15th February 2023.
- **Cyber Security**, National Conference on Emerging Research Trends in Computer Science and Technology (*NCERTCST'20*), SNMV College of Arts and Science,29th January2020.
- **Problems and Challenges of Women Entrepreneurs**, National Conference on Emerging Trends in Trade and Investment, AJK College of Arts and Science,Coimbatore,24thSeptember 2018.
- **Digitalization is Key to Business Growth & Challenges in Implementing Digital India**, National Conference on Digital India - Problems and Prospects, VLB Janakiammal college of Arts and

Science, 24th February 2017.

- **Human Resource Management**, National Conference on Emerging Trends in Business, Economics and Management, Department of Management Sciences of Hindustan Institute of Technology & Hindustan College of Engineering and Technology, 9th March 2016.
- **Foreign Direct Investment in Indian Retail Sector-A SWOT Analysis**, National Conference on Retailing In India: Recent Trends and Upcoming Challenges, Erode Arts and Science College, 19- Sept -2014 to 20-sept-2014
- **Retail Banking**, National Conference on Innovations in Banking, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, 28-Aug- 2014.
- **E-Marketing**, National Conference on Changing Dynamics of E-COMMERCE, Dr. G R D Damodaran College of Science, 10th March -2014.

Presentation and Participation in Seminar

- National Seminar on “Education 4.0 Enhancing India's Workforce for the AI - Powered Future” Organized Nallamuthu Gounder Mahalingam College, Pollachi held on 24-Jan-24.
- National Seminar on “A Study on the Dynamics of Digital Marketing Transformation on Innovation and Digitalization of the Insurance in India: A New ERA” Organized Rathinam College of Arts and Science held on 23-Dec-2024.
- National Seminar on “Impact on Business Performance and Industry Challenges” Organized by Providence Women's College, Calicut and Department of Advertising and Marketing Management, Patna Women's College, Patna held on 28th October 2024.
- National Seminar on “Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP perspective (ICSSR SPONSORED)” Organized by IQAC, Dr.N.G.P Arts and Science College held on 04-July-2024 to 05-July-2024
- National Seminar on “Sustainable Agriculture Enterprises” Organized by, SNR Arts and Science College
Held on Sept-2024.
- National Seminar on “Women Empowerment through Skill Development ” (ICSSR Sponsored) Organized by NGM College, Pollachi, Coimbatore, held on 02.08.2023
- National Seminar on “Perspective of ICT Tools in Education” (ICSSR, Ministry of Finance Sponsored) Organized by NGM College, Pollachi, Coimbatore, held on 04.08.2023
- National Seminar on “Women Empowerment through Skill Development” Organized by NGM College, Pollachi, Coimbatore, held on 15.Mar.2023
- National Seminar on “Women Empowerment through Financial Inclusion” Organized by NGM

College, Pollachi, Coimbatore, held on 03.Feb.2023

- International Webinar on “Emerging Trends in Business Innovation and Promotional Strategies”
Organized by PSG College, Coimbatore, Coimbatore held on 17-Aug-2022
- ICSSR - SRC Sponsored National Seminar on “Digital Financial Inclusion” organized by Suguna College of Arts and Science, Coimbatore, Coimbatore held on 30-Aug-2022 to 31- Aug-2022
- ICSSR Sponsored National Seminar on “E-Learning and its Impact on Rural Areas”
organized, NGM College, Pollachi, Coimbatore held on 15-June-2022 to 16-June-2022.
- NAAC sponsored National virtual seminar on Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques – A Key Focus Area of NEP 2020 organized by IQAC, Sri Ramakrishna College of Arts & Science, Coimbatore held on 21-April-2022 to 22-April-2022.
- An Overview of Intellectual Property Rights organized by the School of Management and IQAC Nehru Arts and Science College, Coimbatore held on 26-Nov-2021
- International Webinar on Tips to become a Successful Entrepreneur, Nehru Arts and Science College, 14-Sep-2021.
- “Teachers! The Heroes behind Every Empowered Child” SRM Institute of Science and Technology, Chennai, 6- September-2021.
- International Conclave on Tools and Strategies for Emerging Business, KPR College of Arts Science and Research, 18-Aug-2021.
- National Level Webinar on “Entrepreneurial Opportunities and Government Subsidies in the Post Covid Era” St. Xavier’s College, Palayamkottai, Tirunelveli, 30-July-2021.
- Cloud Computing–Microsoft Azure, Nehru College of Arts and Science, 19-June-2021.
- Disruptive Innovation-Opportunities for Digital Youth, Thiruvalluvar College, Papanasam, 8-May-2021
- Lessons to Learn from the Brighter Side of Covid-19, Research and Publication Club, Sri Krishna Adithya College, Coimbatore, 7-May-2021 □
- International Webinar on Educate High to Elevate Higher, Virudhunagar Hindu Nadar’s Senthil kumara Nadar College, 2-July-2021
- Communication of Affection for Healthy Work Life Integration-A Global Perspective, St. Mary’s College, Thoothukudi, 30-March-2021
- Quality Assurance in Higher Education Institutions: Role of IQAC, Michael Job College of Arts and Science for Women, Coimbatore, 16-July-2020.
- Impact factor, H- Index & Google Scholar, Rathinam College of Arts, Science and Commerce, Coimbatore, 29-June-2020. Moodle Learning Management System, Govt. Arts College for Women, Salem and IIT Bombay, 2.6.2020 to 6-June-2020

- Higher Education Scenario, Post Covid, Boons and Banes, ASFASM and PWC,13-May-2020
- Role and Responsibilities of College Development Council in Promoting Higher Education, ASFASM and PWC, 14-May-2020
- Education 5.0the New Wave, ASFASM and PWC,14-May-2020
- Facilitating the Role of Teacher as Career Counselor,ASFASManPWC,15-May-2020
- Importance of Online Education and ICT Tools ASFASM and PWC,,18-May-2020
- Essentials of English Language and Communication in Higher Education, ASFASM and PWC, 25- May-2020.Emerging Careers into Accountancy and International Taxation, Raheja College of Arts and Commerce,28-May-2020.
- Community Media In India paved way during the Lockdown Covid, VLB Janakiammal College of Arts and Science,11-May-2020
- Covid-19-&aftermath inworld economy, PSG College of Arts and Science, Coimbatore, 6-May-2020 to 8-May-2020.
- Skill Development & Opportunities in Robotics, Gujarat Technological University,1- May-2020.
- U' Curve,V' Curve& W' Curve, VLB Janakiammal College of Arts and Science, Coimbatore, 15-May-2020.
- Pre&PostCOVID-19PolicyMeasures &Implications, VLB Janakiammal College of Arts and Science, Coimbatore, 22-May-2020.
- Teaching Learning Tools for the Digital Era, Sri Ramakrishna College of Arts and Science, 11.05.2020 TO 16-May-2020.
- Impact ofCovid-19 on Indian Economy, VLB Janakiammal College of Arts and Science, Coimbatore, 14-May-2020.
- Internet of Things, VLB Janakiammal College of Arts and Science, Coimbatore, 09-May-2020.
- Teaching Effectiveness for the GenZ, VLB Janakiammal College of Arts and Science, Coimbatore, 27-May-2020.
- Introduction and Future Trends in Artificial Intellengence, UkaTarsadia University, 07-May-2020.
- Future of Entrepreneurship and Employment Opportunities, Nehru Institute ofTechnology,13-May-2020 to 15-May-2020.
- Contemporary Issues in Digital Marketing, VLB Janakiammal college of Arts and Science, Coimbatore, 20-July- 2018.
- Professionalizing Unorganized Sector-A Corporate View, Dr.N.G.P.Arts and Science College, Coimbatore, 24-August- 2016.
- Problems and Prospects of Rural Banking and its Impact on Empowerment of Rural Households,

Dr.N.G.P. Arts and Science College, Coimbatore,18-December-2014

- HRM-An Exploration of New Dimensions, VLB Janakiammal college of Arts and Science, Coimbatore 16- March -2013.
- Role of Stakeholders in Quality Enhancement in Higher Education, VLB Janakiammal college of Arts and Science, Coimbatore, 14th and 15-Sept-2012.

Participation in Workshop

- Digital Creativity Skills (Professional Development Workshop, Dr.N.G.P. Arts and Science College, Coimbatore , 01.7.2023 to 05-07-2023.
- Research Methodology, St.Joseph's College of Arts and Science, Cuddalore, 29.7.2021 to 31-July-2021.
- Bloom's Taxonomy Based Question Paper Design For Outcome Based Education, Ayya Nadar Janaki Ammal College, Sivakasi, under UGC - PARAMARSH Scheme, 27-Sept- 2021.
- National Level Research Methodology, Kaamadenu Arts and Science College, Erode 10- April- 2021.
- "Bloom's Taxonomy Based Question Paper Design For Outcome Based Education", Ayya Nadar Janaki Ammal College, Sivakasi, 27-Sept-2021 under UGC-PARAMARSH Scheme.
- Fundamentals of Data Analysis for Research, VLB Janakiammal college of Arts and Science, Coimbatore, 27-Nov-2015.
- Moodle Learning Management System, Kaypeeyes College of Art & Science, Kotagiri and IIT Bombay, MHRD, Govt., of India, 01-May-2020.

Participation in Orientation Programme/Short Term Courses

- GST-Registration, Assessment and Filing of returns (Rashtriya Uchchattar Shiksha Abhiyan), Bharathiar University, 2-Nov-2020 to 12-Nov-2020.

Presentation and Participation in Faculty Development Programme

- Two days FDP on "Future-Ready Educators: Transforming Teaching and Learning in the present Scenario" Organized by Hindustan College of Arts and Science , Coimbatore, held on 07- Aug.-24 & 14-Aug.-24.
- Participated on "Kayakalpa " Organized by The World Community Service Centre, Coimbatore, held on 30-Nov-2024
- Seven days FDP on "The Art of Research " Organized by IOT Academy , Coimbatore, held on 06-Jan-2025 to 13-Jan-2025.
- Two days FDP on "Future-Ready Educators: Transforming Teaching and Learning in the present Scenario" Organized by Hindustan College of Arts and Science , Coimbatore, held on 07- Aug.-24 &

14-Aug.-24.

- Participated on FDP on the title “Upskill Your Resources”, Ayya NadarJanaki Ammal College,Sivakasi, 07.07.2023 to 13.07.2023
- Two days FDP on “Innovative practices for quality enhancement through IQAC in higher education institution” Organized by RMK Engineering College, Thiruvallur, Chennai, held on 28- Oct-222 & 29-Oct-22
- Participated on FDP on the title “Outcome based Education”, S.E.S College& KSHEC, Kerala, 18.02.2023 to 25.02.2023
- Present Brand for career Growth, Dr.SNS Rajalakshmi College of Arts and Science, 07-Feb- 2022.
- Higher Education-Changes and Challenges, Gurunan College,Chennai,01-April-2022.
- Introduction to Mutual Fund, Dr.N.G.P. Arts and Science College, 27-Dec-2021.
- Research Methodology, Ayyanadar JanakiAmmalCollege, 22.12.2021 to24-Dec-2021.
- Academic Integrity for Academia, Dr.SNS Rajalakshmi College of Arts andScience, Coimbatore, 15-June-2021.
- Outcome Based Education, Karpagam Academyof Higher Education, Coimbatore, 26-July- 2021to 1-Aug-2021.
- Digital Teaching Methods in Higher Education, Hindustan College of Arts and Science, Coimbatore,23-Aug-2021 to 28-Aug-2021.
- Publications in Scopus Indexed Journals, Sree NarayanaGuru College,Coimbatore,8-Sept-2021.
- Financial Planning for Educators, Dr.N.G.P.Arts and Science College,Coimbatore, 11-Sept-2021.
- Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Era”, Hindusthan College of Arts and Science, Coimbatore, 22.09.2021to 28-Sep-2021.
- Faculty Development webinar under UGC PARAMARSH scheme on “PLAN and PROGRESS”, The Standard Fireworks Rajaratnam College for Women, Sivakasi, 28-Sep- 2021.
- How to openTrading and Demat Account,Dr.N.G.P.Arts and Science college,7-Oct-2021
- Emerging Pedagogical & Research Trends in Business Management, GNA Business School, GNA University, Phagwara, Punjab, 19 June 2021 to 20 June 2021.
- “Emerging Trends in Industry”, MVPS’s K.B.T. College of Engineerin Nashik (Maharashtra), 18th May2021 to 22nd May2021.
- “7 Day International Professional Development Programme (PDP) on SPSS” Patrician College of Arts and Science, 21-June-2021 to 27-June-2021.
- FDP Hands-on “MOODLE”,SJR College forWomen,7th-June2021to9thJune2021.

- Covid-19 Creating a Paradigm shift in Rural Teaching & Learning Practices, Caussanel College of Arts and Science, Ramanathapuram, 12th to 14- July-2021.
- Citation Styles and Reference Lists, Siva Sivani Institute of Management, Telangana, 21st to 23- June-2021.
- Develop the ability to write Research Proposal (AIMIT), Bengaluru Central University, 24– April- 2020.
- Moodle Learning Management System , Kaypeeyes College of Arts &Science, Kotagiri and IIT Bombay, MHRD, Govt., of India , 29-April-2020 to 01-May-2020.
- Enhancing your IT Skills during Quarantine, Bishop Appasamy College of Arts and Science, Coimbatore, 18-May-2020 to 23-May-2020.
- Impact of COVID 19 on Higher Education Institution's Challenges &Responses, Hindustan College of Arts and Science, Coimbatore, 16.05.2020to 22-May-2020.
- Big Data Analytics for Business, Hindustan College of Arts and Science, Coimbatore,08-May-2020.
- Bridging the Gap for Real world Marketing –Industry vs. Academia, VET Institute of Arts and Science, Erode, 02-may-2020.
- Finance &Accounting, INFOSYSBPO LTD. At Mysore, 21- November-2016.to 24- November -2016.

Recognition/Honors

Nature of Recognition	Organization/Institution
Reviewer	Journal of Women Entrepreneurship and Business Management
Editor - MAT Journals	Journal of Accounting Research Business and Finance Management
Editor - MAT Journals	Journal of Women Entrepreneurship &Business Management
Reviewer	Asian Journal of Economics, Business and Accounting
Reviewer	South Asian Journal of Social Studies and Economics
IQAC, National seminar Organising Member	IQAC, Dr.N.G.P. Arts and Science College
Associate Editor	International Journal of Advanced Research and Development
Review Board Member	International Journal of Creative Research Thoughts
Review Board Member	International Journal of Current Science
Review Board Member	Journal of Emerging Technology and Innovative Research
Editorial Board Member	International Journal of Academic Research and Development

Editorial Board Member	International Journal of Advanced Education and Research
Editorial Board Member	National Journal of Multidisciplinary Research and Development
Associate Editor	International Journal of Advanced Research and Development
Editorial Board Member	International Journal of Multidisciplinary Education and Research
Associate Editor	International Journal of Advanced Educational Research
Editorial Board Member	National Journal of Advanced Research since
Associate Editor	International Journal of Commerce and Management Research
Associate Editor	International Journal of Humanities & Social Science Research
Editorial Board Member	International Journal of Applied Research
Associate Editor	Journal of Multidisciplinary Research and Development
Meritorious service rendered to the Placement Training.	VLB Janakiammal college of Arts and Science, Coimbatore,
Excellent training and inspired our students to get placement in major leading companies.	VLB Janakiammal college of Arts and Science, Coimbatore,

Membership in Professional bodies

Name of the Professional Body	Nature of membership
International Association of Academic plus Corporate	Annual member
Academic Research Conclave	Life member
World Economic Association	Life member
International Institute of Organized Research	Fellow Member
Indian Academic Researchers Association	Life Member
National Institute for Technical Training & Skill Development	Member
Global Professors Welfare Association	Member