

Name : Dr. N. Kodhai Nayaki

Designation : Professor

Department : Commerce Accounting and Taxation

Qualification : M. Com., M. Phil., M.B.A., PGDCA., Ph.D.

Experience : Teaching: 21.7 Years

Area of Specialization(s) : Finance & Marketing Management

Email (Official ID) : kodhainayaki@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Chikkana Government Arts College, Tirupur	2018
MBA	Management	Bharathiar University	2009
M. Phil.	Commerce	Gobi Arts and Science College	2001
M. Com.	Commerce	Gobi Arts and Science College	1998
B. Com.	Commerce	Gobi Arts and Science College	1996

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University	2004

Grants Received

Event Title	Agency	Amount Rs.	Date
Seed Money	Dr. N. G. P Arts and Science College Coimbatore	Rs. 5,000	Six Months

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M. Phil.	1	-

Research Publications (Indexed)

International

- **A Study on Gold Investment Behavior of Working Women in Coimbatore City**, Zeichen Journal, ISSN N O: 0932-4747, Volume 10, Issue 08, 2024 (UGC Care Group II)
- **A Study on Financial Statement Analysis of Steel Authority of India**, International Journal for Multidisciplinary Research (IJFMR), E-ISSN: 2582-2160, Volume 6, Issue 3, May-June 2024.
- **Passenger's Perception and Satisfaction Towards Airline Services A Study with Reference to Coimbatore City**, International Journal of Research and Analytical Reviews (IJRAR) -(E-ISSN 2348-1269, P- ISSN 2349-5138) (Peer Reviewed, Referred Journal Impact Factor 7.17) September 2023, Volume 10, Issue 3.
- **A Study on Impact of You tube Advertisement Viewers Purchase Behaviour and Attitudes**, International Journal of Research and Analytical Reviews (IJRAR) - (E-ISSN 2348-1269, P- ISSN 2349-5138) (Peer Reviewed, Referred Journal Impact Factor 7.17) September 2023, Volume 10, Issue 3.
- **A study on consumer satisfaction and usage towards Paytm with Special reference to Coimbatore city**, International Journal of Creative Research Thoughts (IJCRT) –ISSN 2320-2882, Vol 11 Issue 1, Jan 2023, Impact Factor 7.97 (UGC)
- **Marketing Analysis towards Patanjali Ayurvedic Products- with reference to Coimbatore City**, International Journal of All research and Scientific Methods, ISSN 2455-6211, Vol 9 Issue 9 Sep 2021, Impact Factor 7.4 (UGC Care)
- **Intelligence in Managing Stress Among IT Professionals in Coimbatore City**, International Journal for Research in Applied Science & Engineering Technology, ISSN No 2321-9653 Vol 9, Issue IX, Sep 2021, Impact Factor 7.8, (UGC Care)
- **Impact of Air Pollution**, International Journal of Research and Analytical Reviews (IJRAR), Vol. 5 Issue. 4, pp.482-485, December 2018, e-ISSN: 2348-1269 p-ISSN: 2349 5138, (Indexed in UGC).
- **Digital Transmission: Issues and Challenges**, International Journal of Scientific Research and Review (ISSN: 2279-543X), Issue No.11, Vol. 8, pp. 161-163. September 2018, (Peer Reviewed, Indexed with impact factor6.1).

National

- **Challenges Faced by Learners Towards Online Classes During Covid-19 - An Empirical Study with Reference to Coimbatore City**, Journal of Interdisciplinary Cycle Research, ISSN 0022-1945, Vol XIII Issue IX, Sep 2021, Impact Factor 6.2, UGC Care

- **A Study on Customer perception towards Organic Food – An Empirical study with reference to Coimbatore City**, Info Kara Research, Vol 9 Issue 3, Mar 2020, 1021-9056, Impact Factor: 5.7, U.G.C.
- **A Study on Brand Preference towards Chocolates in Madurai**, A Journal of Composition Theory, Vol XIII Issue I Jan 2020, 0731-6755 / Impact Factor: 5.7, U.G.C
- **Role of Women in Society with Special Reference to Coimbatore District of Tamilnadu State**, Journal of Applied Science and Computations, Volume VI, Issue II, pp.449-456, February 2019, ISSN NO: 1076-5131. (UGC approved Journal).
- **A Study on How CBD will be a Potential Channel in bridging the Geographical Barrier in Insurance Sale for ICICI Prudential with Reference to Coimbatore District**, Review of Research, Vol.8, Issue. 3, pp.1-5, December 2018, Impact Factor: 5.7631(UIF). (UGC approved JournalNo.48514).
- **Measuring Customer Perceived Service Quality in Online Shopping: An Empirical Study**, Journal of Emerging Technologies and Innovative Research, Vol. 5, Issue. 10, pp.90-96, October 2018, Impact Factor: 5.87. UGC approved

Other Publications: International / National Journals

- **A Study on effects of online Review towards Amazon Online shopping with reference to Coimbatore City**, Journal of Advanced Research in Quality Control and Management, Vol 6, Issue 2, 2021, Pg. No 10-13 (Peer Reviewed).
- **Impact of Goods and Service Tax (GST) on Indian Economy**, Journal of Management and Science, Special Issue.No.1, pp.269 – 271, September 2017, ISSN: 2249-1260, E-ISSN:2250-1819.
- **Impact of Celebrity Endorsed Advertisements on Consumers buying Behaviour**, Bonfring International Journal of Industrial Engineering and Management Science, Vol.6 pp.107-109, ISSN: 2250-1096, Peer reviewed with Impact Factor 0.541, December 2016.
- **A Study on Impact of Endorsement of Celebrity on Purchase of Beauty Care Products**, International Journal of Multidisciplinary Research and Development, Vol. 3 pp. 197-19. ISSN: 2349-5979, Peer reviewed with Impact Factor 5.72, October 2016.
- **Developing Employability Skills for Job Market**, Bonfring International Journal of Industrial Engineering and Management Science Vol.6 pp.18-20, Peer reviewed, February 2016.
- **Social Entrepreneurship - An Overview Issues and Challenges**, International Journal of Business Innovations, Vol.3 pp. 112-115. ISSN: 2321-5615, Peer reviewed with Impact Factor 1.53, February 2015.

- **Impact of Celebrity Endorsed Television Advertisements on Purchase of Personal Care Products in Coimbatore**, International Journal of management, social science research review, Vol.1 pp: 39-41. ISSN: 2349-6738-Peer reviewed 2015.
- **Emerging Trends in Recruitment Scenario in Various Industries**, Emerging Dimensions in Management – Finance, HR & General, pp.199-200, (ISBN 978-93-82338-38-3).
- **Emerging Trends in Social Marketing in India**, Emerging Dimensions in Management - Marketing, pp.159-160, (ISBN 978-93-82338-33-8).
- **Retail Sector in India: Issues, Challenges**, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, pp.169-173, (ISBN 978-93-84743-40-6).
- **Problems and Prospects on Green Marketing in India**, Green Marketing – Problem and Prospects, pp.270-272, (ISBN 978-93-80622-04-0).
- **Knowledge Management Issues and Challenges**, Contemporary Issues in Global Business Management, Vol.2, pp.361-363, (ISBN 978-93-80426-69-3).

Book Publication

- **Principles of Management**, Charulatha publications, Chennai. ISBN 978-93-6260-375-3, Oct-24.
- **Indirect Tax**, Scientific International Publishing House, ISBN 976-93-5757-615-6, Dec 2023.
- **Marketing Management**, Charulatha publications, Chennai. ISBN 978-93-5577-721-8, Sep-23.
- **Entrepreneurial Development**, Book, Lambert Academic Publication, Europe, ISBN-978-620-6-15813-4, April 2023.

Publication in Edited Books

- **Benefits of using Social Media for Education**, Shanlax Publication, Madurai, Tamilnadu, ISBN- 978-93-6163-862-6, October, 2024.
- **Sustainability Practices Ingrained in Indian Culture**, Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSRIKS2024), sponsored by ICSSR, ISBN- 978-8-19-710005-5, July, 2024, New Delhi.
- **ECO Tourism Ventures**, Coimbatore Institute of Information Technology, ISBN 978-93-6126-266-1, Sep 2024.
- **E- Commerce, Contemporary Issues and Trends in Digital Marketing**, Mayas Publication, ISBN-978-93-95214-27-8, Aug 2023.
- **Women Empowerment in India and its Importance**, Shanlax Publication, Madurai, Tamil Nadu. ISBN-978-93-5786-052-9. 3rd Feb 2023.
- **Outcome Based Education**, Shanlax Publication, Madurai, Tamil Nadu. ISBN-978-93-95422-57-4, Oct 2022.

- **Artificial Intelligence**, Shanlax Publication, Madurai, Tamil Nadu. ISBN-978-93-95422-25-3, Oct2022.
- **Artificial Intelligence**, Sri Ramakrishna College of Arts and Science, Coimbatore ISBN No: 29. October 2021.

Presentations in Conference

International:

- International Conference on “**Block Chain and Cryptocurrency**”, KPR College of Arts, Science and Research, 07th March 2024
- International Conference on “**Equity Valuation of Public Sector Banks**”, KPR College of Arts, Science and Research, 30 & 31th January 2024
- International Conference on “**Entrepreneurship and Innovation- Embracing Sustainability Transformation**”, The Oxford College of Management, 30th June and 1st July
- International Entrepreneurship, International Conference on “**NEWGEN Entrepreneur – Travel towards Digital Revolution**”, Rathinam College of Arts and Science, 12.09.2019.
- **Emerging Trends in HR Accounting in India**, International Seminar on Emerging Trends in Global Accounting, Finance and Taxation, Dr. R.V arts and Science College, Karamadi, 31-Aug-18.
- **Customer Experience Management in Retailing**, International Conference on Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem, 19-Feb-16.
- **Foreign Direct Investment in India**, International Conference on Responsibility India – Emerging Dimensions, S.N.R Sons College, Coimbatore, 16-Feb-16.
- **Capital Structure Analysis of Selected Indian Automobile Industry**, International Conference on Responsibility India – Emerging Dimensions, S.N.R Sons College, Coimbatore, 16-Feb-16
- **Employees Prospective of Knowledge Management in Banks**, International Conference on Contemporary Issues and Challenges, Sri Ganesh College of Arts and Science, Salem 13-Feb-15.
- **Retail Sector in India**, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, SNR Sons College, Coimbatore, 20-Feb-15.

National:

- **Eco Tourism Ventures**, "Green Entrepreneurship Research for Startups under the Sustainable Development Goals (SDGs) -An initiative of SANKALP Scheme of Ministry of Skill Development & Entrepreneurship" sponsored by INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR),

New Delhi Organized by PGN Research Department of International Business. Sri Ramakrishna College of Arts & Science (Autonomous)-Coimbatore held on September 06, 2024.

- **Sustainability Practices Ingrained in Indian Culture**, Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSRIKS2024), sponsored by ICSSR, 04 & 05 July 2024. New Delhi.
- **Impact of New Education Policy among Future Generation**, Indian Council of Social Science Research (ICSSR), organized by, Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu on 10th August 2023.
- **Rural Women Empowerment Through Skill Development**, Indian Council of Social Science Research (ICSSR), organized by, Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu on 2nd August 2023.
- **Need of the hour for reviving as Self-Reliant India amid the Pandemic Covid**, *SRM* Institute of Science and Technology, Kattankulathur, sponsored by the Indian Council of Social Science Research, Southern Regional Centre, Hyderabad. 19-Sep-2022 to 20-Sep-2022,
- **Digital Financial Inclusion**, Two days, ICSSR - SRC Sponsored National Seminar, Suguna College of Arts and Science, 30.08.2022 to 31.08.2022.
- **Business Opportunities and Challenges**, One day National Conference on Business opportunities and Challenges, DR. N.G.P Arts and Science College, 27.02.2020
- **Upliftment of Women Entrepreneurs**, National Conference on Impact of Mudra Scheme Medium and Small Enterprises, VET Institute of Arts and Science. 24.01.2020.
- **Reforms in Banking Sector and Economic Growth**, ICSSR Sponsored One day National Seminar on Financial inclusion for Sustainable Economic Growth Strategies and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- **Problems and Prospects on Green Marketing**, National Level Conference on Green Marketing – Emerging Opportunities and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb- 16.
- **Currency Risk**, National level seminar on Risk Management, Karpagam University, Coimbatore, 8- Oct-16.
- **Problems and Prospects of Indian Rural Markets**, National Level Seminar on Opportunities and Challenges in Rural Marketing and its Impact on Rural Development, Dr. N. G. P. Arts and Science College, Coimbatore, 30-Sep-15.
- **Rural Markets in India Opportunities Prospects and Challenges**, National Level Seminar on Opportunities and Challenges in Rural Marketing and its Impact on Rural Development,

Dr. N. G. P. Arts and Science College, Coimbatore, 30-Sep-15.

- **Social Entrepreneurship: A Growing Trend in Indian Economy**, UGC Sponsored National Seminar on Social Entrepreneurship – A Drive for Sustainability, Dr. N. G. P. Arts and Science College, Coimbatore, 27-Feb-15.
- **A Comparative Analysis of Dividend Payout Trend of Indian Pharmaceutical and Cement Industries**, UGC Sponsored National Level Seminar on Corporate Governance and Dividend Policy in India, Dr. N. G. P. Arts and Science College, Coimbatore, 25-Sep-15 to 26-Sep-15.
- **Lean Revolution and Human Resource Aspects**, National Conference on Concurrent Issues and Challenges in Lean Management, Dr. N.G.P. Arts and Science College, Coimbatore, 12-Feb-15.
- **Big Challenging Road Ahead**, ICSSR Sponsored National Seminar on Problems and Prospects of Rural Banking and Its Impact on Empowerment of Rural Households, Dr. N. G. P. Arts and Science College, Coimbatore, 18-Dec-14.
- **Opportunities and Challenges in Corporate Finance**, National Conference on Indian Corporate Sector Challenges and Opportunities, Karpagam University, Coimbatore, 28-Feb-14.
- **Emerging Trends in Recruitment Scenario in Various Industries**, National Conference on Emerging Dimensions in Management, V.L.B. Janakiammal College of Arts, Science, Coimbatore, 1-Feb-13.
- **Emerging Trends in Social Marketing in India**, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.
- **Indian Banking Industry in a Globalised Era**, National Seminar on Impact of Globalization on Service Sector, V. L. B. Janakiammal College of Arts and Science, Coimbatore, 21-Feb-03.

Participation in Workshop

- Five Days Workshop on “**Foundation of Stock Market for beginners**”, organized by Star International Foundation for Research and Education on 23.09.2024 - 27.09.2024
- One Day Workshop on “**Data Analytics & AI**”, organized by Centre for Computer Science and Information Technology (CCSIT), Manjeri, University of Calicut in association with Ipsr solutions limited on 15th June 2024.
- Two days International Workshop on “**Recent Advances & Developments IntransDisciplinary Research**” Jointly organized by Sri Venkateswara University, Tirupati & Seven Hills College of Pharmacy (Autonomous), Tirupati on 26th & 27th July 2023.
- One Day Workshop on **Outcome Based Education (OBE)**, Dr. N.G.P Arts and Science

College, Coimbatore. 04 March 2023.

- ICSSR-SRC, Hyderabad sponsored One Day National Level Online **Workshop on Implementation of (Outcome Based Education) OBE in Commerce Education”**
G.Venkataswamy Naidu College,Kovilpatti – 2.27 Aug 2022
- **Workshop on Digital Teaching Techniques**, ICTACADEMY, 10th Aug to 15th Aug.20
- **Tally with GST**, Sowdeswari College. Salem, 01-Aug-2019
- **E – Commerce Business Opportunities and Challenges**, Kamadhenu Arts and Science College, Sathyamangalam,7-Feb-19.
- **Tally ERP-9**, Karpagam Academy of Higher Education, Coimbatore,10-Feb-16.
- **Indirect Taxation/GST**, Vivek Jothi Tax Consultancy Coimbatore,5-May-15.

Participation in Faculty Development Programme

- Management Development Programme (MDP) on **Sustainable Supply Chain Management, (SSCM)** organized by the School of Management Studies University of Hyderabad in Collaboration with Meritone Inc., USA from 27.01.2025 to 31.01.2025.
- One day Faculty Development Programme on **Financial Education - A Life Skill Under NEP2020**, PSGR Krishnammal college for women Collaboration with Association of Mutual Funds in India (AMFI)
- **Academy Faculty Development Programme (ATAL) on Artificial Intelligence as a copilot in bridging the gap between Academia and Industry**, Surana College Autonomous (AICTE) Nelson Mandela Marg, Vasant Kunj, New Delhi 25.11.2024 - 30.11.2024
- One Week International Faculty Development Programme on,” **Ethics and Integrity in Management Practices”**, Sushant University, Gurugram, India, 22.07.2024-26.07.2024
- **Seven Days** Faculty Development Programme on Essential skills for Professional Development in Higher Education, Star International Foundation for Research and Education, Tiruchengode 01.07.2024-07.07.2024
- One Week Faculty Development Programme on “**NEP 2020 Implementation and Beyond**”, **Mangalmay Institute of Management and Tecnology Greater Noida, Uttar Pradesh10.06.2024-14.06.2024**
- Seven days Faculty Development Programme on **Python**, **Star International Foundation for Research and Education**, Tiruchengode.19.03.2024 -25.03.2024
- Five days Faculty Development Programme on **Digital Higenic approach with blockchain technology** organized by Sri Krishna Arts and Science College. Coimbatore 26.02.2024-10.03.2024

- Five days International Faculty Development Programme on **Adaptability & Resilience in the face of Rapid Change for Academia**, Dwaraka Doss Goverdhan Doss Vaishnav College, 21.02.24 - 25.02.24
- Five days International Faculty Development Programme on **Exploration of Mathematics in Emerging Fields**, PPG College of Arts and Science, Coimbatore. 21.02.2024 - 25.02.2024
- Seven days Faculty Development Programme on **Teaching strategies – A pedagogy**, organized by Department of English and other languages, SRM Institute of Science and Technology, Ramapuram. 16.02.2024 - 22.02.2024
- Seven days Faculty Development Programme on **Artificial Intelligence and Language Teaching**, organized by Department of English and other languages, SRM Institute of Science and Technology, Ramapuram. 30.10.2023 - 04.11.2023.
- Seven days Faculty Development Programme on **The Power of Positivity Approach in Teaching and Learning System of Cultural Transformation**, organized by Department of Commerce with Professional Accounting & Accounting and Finance, Hindusthan College of Arts & Science (Autonomous) and Coimbatore. 19th September 2023 - 26th September 2023.
- Seven days Faculty Development Programme on **“Emerging Trends & Challenges in Commerce & Management Education”**, organized by Department of Commerce with International Business, Hindusthan College of Arts & Science (Autonomous), Coimbatore. 19th September 2023 - 26th September 2023.
- International Management Development Programme (MDP) on **Technology & Digital Transformation - Its Impact on Business**, organized by the Department of MBA, Sri Ramakrishna College of Arts and Science from 24.07.2023 to 26.07.2023.
- Five days Faculty Development Program on **Outcome Based Education (OBE)**, Dr. N.G.P Arts and Science College, Coimbatore. From 17.06.2023 to 21.06.2023
- Five days Faculty Development Program on **Education 5.0**, Dr.M.G.R Education Research Institute, Chennai 15.05.2023 – 19.05.2023.
- International Faculty Development Programme on **“AI Applications and Its Impact on Business Practices”** “Organized by, Sri Ramakrishna College of Arts and Science, Coimbatore - 06 held on 18th to 22nd April 2023
- Faculty Development Program on **Transforming the Skill Landscape**, FINTECH, 17th & 18th Mar 2023.
- One-week Faculty Development Programme, **ESG Framework for Business**, organized by V.O Chidambaram College, Thoothukudi from 27 Oct to 3rd Nov 2022.
- Faculty Development Program on **“Enhancing teaching skills & Tactics of Tax Saving**

KMEA College of Arts and Science, Kuzhuvelippadi on 27th Oct 2022.

- Faculty Development Programme on “**Funded Research Project Proposal Preparation and Submission Protocol**” organized by CMS College of Science and Commerce, Coimbatore on 31st March 2022.
- International Level Faculty Development Programme on “**Being a Firm Friendly & Approachable Teacher**” organized by, AJK College of Arts and Science, Coimbatore, TamilNadu on 11.03.2022.
- One-week International Faculty Development Programme, **Investors Education** organized by Rathinam College of Arts and Science, 17 th Jan to 23 Jan 2022.
- One-week International Faculty Development Programme, **Research Excellence and Academic Development** organized by Sri Ramakrishna College of Arts and Science Coimbatore from 1st Sep to 8 Sep 2021.
- **Outcome Based Education**, Karpagam Academy of Higher Education, Coimbatore 26th July to 01st July 2021
- **Research Methodology and Pedagogy for Testiary Education**, Dr.N.G.P Arts and Science College, Coimbatore 15th June to 21th June 2021
- **Nurturing the next Generation Educators**, PPG College of Arts and Science , Coimbatore 12th June to 18th June 2021
- **Banking For BPS**, Tata Consultancy Services, (TCS-BPS), Chennai, 10-Feb-21 to 19-Feb-21.
- **Introduction to Industry 4.0**,conducted by Digital Career and Entrepreneurship Hub of Department of Computer Applications, MHRD BU RUSA Phase II BEICH, Bharathiar University, 23rd December 2020 to 10th February 2021
- **Skill Development Programme on Digital Marketing**, Bharathiar University, Coimbatore, 2-Sep-20 to 12-Sep-20
- **GST Registration, Assessment and Filing of Returns Under GST Law**, Bharathiar university, Coimbatore, 17.-Aug-20 to 28-Aug-20
- **Recent Advances In Business Studies 2020**, Karpagam Academy of Higher Education, Coimbatore,7-Aug- 20 to 13-Aug- 20
- **Skill Development Programme on Social Media Digital Marketing**, Bharathiar University, Coimbatore, 10- Aug-20 to21- Aug-20
- **Business Resilience**, Jnana Jyothi degree college, Bengaluru, June 30 to July 04, 2020
- **Being A Super Teacher**, Bannari Amman Institute of Technology, Sathyamangalam, July 6 to July 12, 2020

- **Market Research and Retail CPG**, Tata Consultancy Services, (TCS-BPS), Chennai, 29-June-20 to 30-June-20
- **Moodle Learning Management System**, Hindusthan College of Arts and Science, Coimbatore, 10-June-20 to 16-June-20
- One-week Faculty Development Programme. **Challenges in Higher Education during post Covid 19**, Organized by Kovai Kalaimagal College of Arts and Science, Coimbatore 15th May-23th May 20
- **Innovative Teaching And Learning Practices**, Vivekananda Institute of Management Studies, Coimbatore, 13 May and 19 May 2020
- **Quality Initiatives in Higher Education**, online in Google Meet Jointly organized by Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts and Science Coimbatore, Gobi Arts and Science College, Gobichettipalayam & Vellalar College for Women, Erode held from 1st to 2nd April 2020.
- Seven-day **Faculty Development Programme on NAAC Revised Accreditation Framework and OBE Assessment Methodology** Conducted Dr. N.G.P. Arts and Science College, Coimbatore From May 27 to June 02, 2019
- **Managing Business Process II**, Tata Consultancy Services, Krishna Adithaya Arts and Science College, Coimbatore, 2 to 4-Jan-19.
- **Quality Measures in Higher Education**, Dr. N. G. P Arts and Science College, Coimbatore, 3 to 9- Dec-18.
- **Managing Business Process I**, Dr. N.G.P. Arts and Science College, Coimbatore in association with Tata Consultancy Services, 11-July-18 to 13-July-18.
- **E - Taxation**, Karpagam Academy of Higher Education, Coimbatore, 30-Jan-16.
- **Web Tools and E-Content for Digital Learning**, Karpagam Academy of Higher Education, Coimbatore, 22 & 23-Jan-16.
- **Global Communicate English**, Karpagam University, Coimbatore, 2 to 23-May-16.
- **Thirteen days Faculty Development Programme**, Academic Staff College, Karpagam University, Coimbatore, 12 to 27-Jun-14.
- **Faculty Development Programme**, Department of Commerce and Management Studies and Research, Karpagam University, Coimbatore, 17-Aug-13.

Conference / Seminar / Workshop Organized

- Organiser in the National Conference on **Digital Transformation in Business-Opportunities and Challenges (DTBOC - 23)** 5th September, 2023. Dr. N.G.P. Arts and Science College,

Coimbatore

- Organiser in the National Conference on **Rebuilding Global Business Environment (RGE - 23)** on 15 th February, 2023. Dr.N.G.P. Arts and Science College, Coimbatore.
- Committee Member, National Conference on **“Modern Business-Opportunities and Challenges (CMBOC-2020)”**, Dr.N.G.P. Arts and Science College, Coimbatore on 27.02.2020.
- Committee Member, National Conference on **“Opportunities and Challenges of Business in the Digitalized Era - (COCBD2018)”**, Dr.N.G.P. Arts and Science College, Coimbatore on 27th and 28th Sep 2018
- Organizing Secretary, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.

Member in BoS

- Board of Commerce Accounting and Taxation, Dr.N.G.P Arts and Science College Coimbatore, 2022 Onwards.
- Board of Commerce in Business Process Services, Dr.N.G. P Arts and Science College Coimbatore, 2018 - 2018.
- Board of Commerce and Management, Karpagam University, Coimbatore, 2006 - 2017

Certificate Course Completed

- MOOC Short-Term Course on Guidance and Counselling Inter University Centre for Disability Studies (Iucds) Ahatma Gandhi University Kottayam.
- “Advanced Skill Tasks Using GST Centure Simulation Software”, Topmans Education and Career Horizons Pvt. Ltd, Kochin for the course “GST Skill Programme
- “Front Accounting” Spoken Tutorial IIT Bombay.
- “Introduction to Cyber Law” Sri Krishna Aditya college of Arts and Science, Coimbatore.
- “Financial Statement Analysis - Solvency & Profitability Ratio” Sri Krishna Aditya College of Arts and Science, Coimbatore.
- “Fundamentals of Banking” Sri Krishna Aditya college of Arts and Science, Coimbatore.
- “Banking Awareness” Sri Malolan College of Arts and Science, Madurantakam, Chengalpattu.
- “Basic Concepts of Derivatives” Sri Krishna Aditya college of Arts and Science. Coimbatore.
- Digital Teaching Techniques ICT Academy.

Other Academic Activities

- Acted as an University Representative (UR) Bharathiar University
- Acted as an Class Committee co-coordinator
- Acted as an CDC co-coordinator
- Acted as an Anti-Ragging and Discipline Committee Member.
- Acted as an Admission Committee Member.
- Served as an Exam Cell Member.
- Served as an IQAC & Autonomous Committee Member.
- Act as Placement Co-ordinator.
- Act as a Board of Studies and Academic Counseling Member.
- Served as Women Development Cell co-coordinator.
- Acted as Event Coordinator for “Variety Entertainment” on Pranaya 2013 – A National Level Inter Collegiate Competition, 28th February, 2013, Karpagam University, Coimbatore
- Acted as Event Coordinator for “Variety Entertainment” on Pranaya 2014 – A National Level Inter Collegiate Competition, 20th February, 2014, Karpagam University, Coimbatore

Appreciation Awards

- Received Appreciation Certificate from the Vice-Chancellor, Karpagam University for publishing Two articles during 2015-2016 academic year
- Received Appreciation Certificate from the Vice-Chancellor, Karpagam University for publishing one articles during 2014-2015 academic year.
- Received Appreciation Certificate from the Vice-Chancellor, Karpagam University for publishing one articles during 2013-2014 academic year
- Received Appreciation Certificate from the Vice-Chancellor, Karpagam University for publishing one articles during 2012-2013 academic year

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
Journal of Sales, Service and Marketing Research	Reviewing A Scientific Article	2025
Journal of Sales, Service and Marketing Research	Editorial Board member at MAT Journals.	2024
Journal of Women Entrepreneurship & Business Management	Editorial Board member at MAT Journals.	2024
International Journal of Creative Research Thoughts	Member	2023

TIJER - International Research Journal	Member	2023
National Institute for Technical Training and Skill Development	Member	2023
International Peer Reviewed Research Journal & Book Publication	Member	2021

Awards /Honors

Awards / Honors	Agency / Institute	Year of Award
Best Professor	Silampoli Foundation	2024
Aasiriyar Rathna Viruthu 2021	Aram Anbin Adayalam Trust	2021
Best Faculty	Dr. N.G.P Arts and Science College	2021
Best Mentor	Dr. N.G.P Arts and Science College	2021
10 Years Completion of Commendable Service	Karpagam University	2015