

Name: **Dr. S. NAMASIVAYAM**

Designation : Professor and Head

Department : Commerce in Business Process Services

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

Experience: Teaching: 21 Years 4 Months Research: 18 Years

Area of Specialization(s): Financial Management, Marketing & Human Resource Management

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### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Gobi Arts & Science College, Gobi	2013
MBA	Management	Bharathiar University, Coimbatore	2009
M. Phil	Commerce	Gobi Arts & Science College, Gobi	2005
M.Com	Commerce	Gobi Arts & Science College, Gobi	2001
BBM	Management	Gobi Arts & Science College, Gobi	1999

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
UGC - NET	Commerce	University Grants Commission, New Delhi	2012
PGDCA	Computer Applications	Gobi Arts & Science College, Gobi	2002
Type Writing	English Higher	Sakthi Institute of Technology	1998

## Certificate Courses

Topic	Institution /AgencyName	Year
Emotional Intelligence	NPTEL	Jan-Mar 2023
Digital Teaching Technique	ICT Academy	August 2020
Corporate Social Responsibility	NPTEL	July-Sep 2019
Principles of Human Resource Management	NPTEL	Feb-Mar 2018
Innovation and Technology in Accounting	UDEMY	July 2015
How to become a Financial Analyst	UDEMY	July 2015

## Grants Received

Event Title	Agency	Amount	Date
ICSSR - IMPRESS SCHEME IMPRESS/P3426/64/2018 - 19/ICSSR	Indian Council of Social Science Research	₹ 4,90,000	11.03.2019

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	2	2
M. Phil.	6	-

## Research Publications (Indexed)

### International

1. **Dr. S. Namasivayam & Kokila N, A Study on service utilization and overall patients' satisfaction towards the multispecialty hospitals in Coimbatore District South India**

- Journal of Social Sciences, Volume XXI, Issue 8, January -June – 2022, pp. 49-52 (ISSN: 0972-8945), Peer Reviewed, Indexed & UGC-CARE Group I Journal with impact factor 5.45).
2. **Dr. S. Namasivayam & Kokila N, Patients' satisfaction towards multispecialty hospitals with special reference to Coimbatore City** , Journal of Management and Entrepreneurship, Volume 16, Issue 3, July-September – 2022, pp. 1-5 (ISSN: 2229-5348), Peer Reviewed, Indexed & UGC-CARE Group I Journal with impact factor 4.257).
  3. **Dr. S. Namasivayam & Dr. V.P. Amuthanayaki, The Impact of Pandemic Crisis and Business Sustainability**, International Journal of Scientific Research in Engineering and Management, Volume 5, Issue 12, December – 2021, pp. 1-6 (ISSN: 2582-3930, Peer Reviewed, Indexed & UGC-CARE Group II Journal with impact factor 7.185).
  4. **Dr. V.P. Amuthanayaki & Dr. S. Namasivayam, A study on stress management in corporate sector – with reference to Coimbatore city**, Journal of Interdisciplinary Cycle Research, Volume 13, Issue 11, November – 2021, pp. 311-318 (ISSN: 0022-1945, Peer Reviewed, Indexed & UGC-CARE Group II Journal with impact factor 6.2).
  5. **Dr. S. Namasivayam & Kokila N, Awareness, knowledge and preference towards Allopathic medical centers in Coimbatore district**, International Journal of Emerging Technologies and Innovative Research, Volume 7, Issue 10, October – 2020, pp. 1787-1791 (ISSN: 2349-5162, Peer Reviewed, Indexed & UGC-CARE Journal with impact factor 5.87).
  6. **Dr. S. Namasivayam & J. Jolly Vini Sheeba, Perception of consumers purchase pattern towards cause Marketing of FMCG companies**, Journal of Interdisciplinary Cycle Research, Volume 12, Issue 8, August – 2020, pp. 862-867 (ISSN: 0022-1945, Peer Reviewed, Indexed & UGC-CARE Group II Journal with impact factor 6.2).
  7. **Dr. V.P. Amuthanayaki and Dr. S. Namasivayam, A study on impact of celebrity Advertisement in electronic media with special reference to Coimbatore city**, Journal of Xidian University, Volume 14, Issue 7, July – 2020, pp. 504-512 (ISSN: 1001-2400, Peer Reviewed, Indexed & UGC-CARE Journal with impact factor 5.4)
  8. **Dr. S. Namasivayam & Dr. V.P. Amuthanayaki, Growers' agreeability and satisfaction towards trickle irrigation**, Journal of Shanghai Jiaotong University, Volume 16, Issue 7, July-2020, pp. 106-114 (ISSN:1007-1172, Peer Reviewed, Indexed & UGC-CARE Journal with impact factor 6.2)
  9. **Dr. S. Namasivayam, Effect on Customer Relationship Management (CRM) concept**

- adoption on Quality services and Customer Satisfaction**, The International Journal of Analytical and Experimental Modal Analysis, Vol XII, Issue III, Mar 2020, pp. 1003-1012 (ISSN: 0886-9367, Peer Reviewed & Indexed with impact factor 6.3)
12. Dr. S. Namasivayam, **Impact of Job Stress and organizational commitment on Job Performance of employees working in select IT Companies, Coimbatore**, Journal of Emerging Technologies and Innovative Research, Volume 7, Issue 2, February 2020, pp. 1264-1275. (ISSN: 2349-5162 – UGC Approved & Peer Reviewed with impact factor of 5.87)
13. Dr. S. Namasivayam, **A Study on Consumer perception and purchasing behaviour towards cause related marketing**, International Journal of Research and Academic Review, Volume 6, Issue 2, June 2019, pp. 288-296. (E-ISSN 2348-1269, P- ISSN 2349- 5138- UGC Referred and Indexed with impact factor 5.75)
14. Dr. S. Namasivayam, **A Study on Employee relations and its impact on talent Management in Information Technology with special reference to Coimbatore City**, Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 3, March 2019. Pp. 554-560. (ISSN: 2349-5162 – UGC Approved & Peer Reviewed with impact factor of 5.87)
15. **Dr.S.Namasivayam** & P. Sri Padma Abirami & Dr. N. Kodhai Nayaki , **“Digital Transmission: Issues and Challenges”** International Journal of Scientific Research and Review (ISSN: 2279-543X), Issue No.11, Vol: 8, September 2018, pp. 161-163. (Peer Reviewed & Indexed with impact factor 6.1)
16. **Dr.S.Namasivayam** & M. Subha Sree , **“Digitalization in Educational Sector”** Asia Pacific Journal of Research (ISSN: 2320-5504), Special Issue No.1, September 2017, pp. 80-84. (Peer Reviewed & Indexed with impact factor 0.472)
17. **Dr.S.Namasivayam** & K. Arthi , **“A Study on problem faced by vegetable producing farmers in Nilgiri District”** International Journal of Research in Commerce, IT & Management (ISSN: 2231-5756), Vol. 7, Issue. 7, July 2017, pp. 13-15. (Peer Reviewed & Indexed with IC value of 5.09)
18. M.Prakash **Dr.S.Namasivayam**, M.Gunasekaran & S.Ashwini **"A study on effectiveness of training programme in propel industries Sulur"** International Journal of Multidisciplinary Research and Development (E-ISSN: 2349-4182), Vol.No.3, Issue 2, February 2016, pp. 306-210. (Impact factor: 5.72).
19. **Dr.S.Namasivayam**, M.Prakash, Dr.M.S.Ranjith kumar, M.Gunasekaran & S.Ashwini **"A**

- study on Brand Awareness and Consumer Behaviour towards laptops with reference to Coimbatore city**" International Journal of Multidisciplinary Research and Development (E-ISSN: 2349-4182), Vol.No.3, Issue 2, February 2016, pp. 243-247. (Impact factor: 5.72).
20. M.Prakash, **Dr.S.Namasivayam**, S.Ashwini & M.Gunasekaran. "**A Study on Performance Appraisal System of Propel Industries in Sullur**", International Journal of Marketing, Financial Services & Management Research (E-ISSN: 2277 3622), Vol.No.4, Issue 8, August 2015, pp. 71-78. (Impact factor: 3.454).
21. **Dr.S.Namasivayam** & M.Gunasekaran, "**A Study on effectiveness of ethics in advertisements and its impact on the consumer preference for health drinks with reference to Coimbatore**" International Journal of Multidisciplinary Research and Development (E-ISSN: 2349-4182), Vol.No.2, Issue 3, March 2015, pp. 68-71. (Impact factor: 3.672).
22. M.Prakash, **Dr.S.Namasivayam** & S.Ashwini, "**Analysis on Equity share behaviour of selected companies scrip in pharmaceutical sector and banking sector**" International Journal of Multidisciplinary Research and Development (E-ISSN: 2349-4182), Vol.No.2, Issue 3, March 2015, pp. 576-578. (Impact factor: 3.672).
23. **Dr.S.Namasivayam**, Dr.M.S.Ranjith kumar, Dr.B.Thangaraj and Mr.S.Mohan, "**A Study on level of attitude on employees on factors contributing to Training programme, promotion and job rotation in private sector banks**" Global Journal for Research Analysis (ISSN: 2277-8160), Vol.No.3, Issue-7, July 2014, pp. 34-36. (Impact factor : 1.5408)
24. **S.Namasivayam**, Mr.M.Prakash and Mr.M.Suganthendral, "**A Study on customer satisfaction towards online shopping with special reference to Coimbatore city**"
25. Global Research Analysis (ISSN: 2277-8160), Vol.No.2, Issue-12, December 2013, pp. 155-156. (Impact factor : 0.2714).
26. **S.Namasivayam**, Dr.M.S. Ranjithkumar, Ms.A. Anandhi, "**A Study on Producers Satisfaction about Co-operative milk society with special reference to ore city**" Aditya International Journal of contemporary Practices (ISSN: 2231-5608), Vol.No.2, Issue- 3, May 2013, pp. 27-33.
27. **S.Namasivayam** "**Socio-economic conditions of employees and the level of attitude on HRD climate in public and private sectors banks in Coimbatore District**", Aditya International Journal of Research in Technology and Management (ISSN: 2248-9665),

Vol.No.2, Issue-3, October 2012, pp.17-29.

28. **S.Namasivayam**, M.S.Ranjithkumar and N.Kokila, "**An Empirical study on the investors opinion of an online share trading with special reference to Mothilal Oswal securities limited Udumalpet**", Aditya International Journal of Modern-Day Practices (ISSN: 2277-730x), Vol.No.1, Issue-6, September 2012, pp.13-25.

### **National**

1. Dr. S. Namasivayam, **A Study on Customer satisfaction and Usage of Paytm with special reference to Coimbatore city**, Journal of Interdisciplinary Cycle Research, Vol. XII Issue III, Mar 2020. (ISSN: 0022-1945, Peer Reviewed and Indexed)
2. Dr. S. Namasivayam, **A Study on Brand Preference towards Chocolates in Madurai**, A Journal of Composition Theory, Vol XIII Issue I, Jan 2020 (ISSN: 0731-6755, Impact Factor - 5.7).
3. **Dr.S.Namasivayam** , "**GST in India – Associated Benefits and Problems**" Journal of Management and Science (E-ISSN: 2250-1819), Special Issue No.1, September 2017, pp. 216-220.
4. **Dr.S.Namasivayam** & Ms. P. Sri Padma Abirami , "**Impact of GST**" Journal of Management and Science (E-ISSN: 2250-1819), Special Issue No.1, August 2017, pp. 90-93.
5. **D.S.Namasivayam** , "**Public Internet Access Programme**" Journal of Management and Science (E-ISSN: 2250-1819), Vol. 1, February 2017, pp. 159-161. (Impact factor: 0.654 & Quality Factor: 1:30)
6. **Dr.S.Namasivayam** , "**E-Governanace – Reforming Government through technology – A Digital India Initiative**" Journal of Management and Science (E- ISSN:2250-1819), Vol. 1, February 2017, pp. 234-237. (Impact factor: 0.654 & Quality Factor: 1:30)
7. **Dr.S.Namasivayam** &Mrs. R. Srikala , "**International Human Resource Management**" Jamal Academic Research Journal: An Interdisciplinary (ISSN: 0973- 0303), Vol. 9, No.2, January 2017, pp. 488-490.
8. Mr.M.Prakash, Dr.S.Namasivayam and S.Mohan, "**A Study on cultivation and marketing of vegetables with special reference to Nilgris District**" Indian Journal of Applied Research (ISSN: 2249-555X), Vol.No.4, Issue7, July 2014, pp. 93-95. (Impact factor : 2.1652).
9. Dr.M.S.Ranjith kumar, Dr.S.Namasivayam, , and Ms.N.Renugadevi, "**Empirical study**

**on consumers satisfaction towards pasteurized milk** “ with special reference to **dindugal district, tamilnadu**” Paripex “ Indian journal of research (ISSN: 2250- 1991), Vol.No.3, Issue-7, July 2014, pp. 29-31. (Impact factor : 1.6714)

10. Dr.S.Namasivayam, "A Study on level of attitude on employees on factors contributing to **Performance appraisal, transfer and promotion in public sector banks**" Paripex “ Indian journal of research (ISSN: 2250-1991), Vol.No.3, Issue-7, July2014, pp. 1-3. (Impact factor : 1.6714).
11. Dr.S.Namasivayam, Mr.M.Prakash and Mr.M.Krishnakumar, "A Study on customer satisfaction towards **Samsung smart phones with reference to Coimbatore city**" Indian Journal of Applied Research (ISSN: 2249-555X), Vol.No.4, Issue-5, May 2014, pp.91-93. (Impact factor : 2.1652).
12. Dr.M.S.Ranjith kumar, Mrs.T.Snekalatha and Dr.S.Namasivayam, "A Study on arts college students satisfaction about online programs with special reference to **Coimbatore**" Indian Journal of Applied Research (ISSN: 2249-555X), Vol.No.4, Issue 8, August 2014, pp. 61-63. (Impact factor: 2.1652)
13. S.Namasivayam, Mr.M.Prakash and Ms.Barani karunambigai, "A Study on problems and prospects on **E-Payments in Tirupur city, Tamilnadu**" Indian Journal of Applied Research (ISSN: 2249-555X), Vol.No.3, Issue-12, December 2013, pp. 91-93. (Impact factor : 0.8215).
14. S.Namasivayam and S.Sudha, "A study on **Customer Satisfaction towards-Bike with special reference to Coimbatore city**", Journal of Commerce and Management Research, Vol.No.1, Issue-2, September 2011. Pp. 52-62.

#### **Other Publications/Book Chapters : International / National**

1. Published in ISBN Edited Book, on “Emerging Technologies and Innovations in Service Sector” titled “Advancement of Trading using AI”, by Dr. N.G.P. Arts and Science College, Coimbatore, ISBN No. 978-81-964455-9-1, September 2023, pp. 143-148.
2. Published in ISBN Edited Book, on “Perspective of ICT Tools in Education” titled “Artificial Intelligence in Education”, by Shanlax Publications, Madurai, ISBN No. 978-93-94004-27-6, August 2023, pp. 539-541.
3. Published in ISBN Edited Book, on “Basics of Outcome Based Education” titled “Recent Trends in Outcome Based Education”, by Shanlax Publications, Madurai, ISBN No. 978-93-

95422-57-4, October 2022 pp. 28-33.

4. **“Artificial Intelligence Transforming Insurance Sector”**, International Conference on “Insurance 2030 - The impact of Artificial Intelligence on the future of Insurance” organized by Department of Commerce BPS & RM, Sri Ramakrishna College of Arts & Science, Coimbatore on 29th October, 2021, pp. 114-118. (ISBN Edited Book No. 978-93-5566-099-2)
5. S.Namasivayam, **"Rural Development through Agri entrepreneur"** in a National Seminar on "Role of agribusiness in sustainable rural entrepreneurship development" conducted by Department of Commerce with Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore on 20th August 2015, pp. 750-755. ISBN Edited Book (978-81-920808-7-1)
6. S.Namasivayam, **"Derivatives Market in India Evolution, Trading, Mechanism and Future Prospects"** in an International Seminar on Emerging trends in global and Indian financial markets, conducted by PG and Research Department of Commerce, Hindustan College of Arts and Science, Coimbatore on 6th February 2015, pp 81-85. (ISBN Edited Book No. 978-93-80686-41-7)
7. S.Namasivayam, **"Role of Cooperative Banks in Agricultural Credit"** in a National Seminar conducted by Department of Commerce with Information Technology & Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 18th December 2014. ISBN Edited Book (978-81-920808-6-4).
8. S.Namasivayam, **"New and emerging technologies in education – A review"**, Quality changes through research experiences, expectations and enhancement, ISBN Edited Book (978-81-920 808-5-7), 14th and 15th March 2014, pp 622-626.
9. S.Namasivayam, **"Intellectual Property Rights on Microbes"**, Microbes issues and challenges, ISBN Edited Book, 21st November 2012.
10. S.Namasivayam, **"Features and implementation of Kissan Credit Card"**, Role of Banking in Rural Economic Development, ISBN Edited Book (978-81-920808-2-6), 23rd September 2011, pp. 1-6.

#### **Presentations in Conference**

1. Entrepreneurship and Financial Institutions, MSME-TDC (CFTI) Sponsored National Level Conference on “Role of entrepreneurship in the changing economic environment” organized



by Department of Commerce, KPR College of Arts, Science and Reserach, Coimbatore on 22<sup>nd</sup> September, 2023.

2. Artificial Intelligence in Education, ICSSR Sponsored National Level Seminar on “Perspective of ICT Tools in Education” organized by Department of Commerce, NGM College, Pollachi on 4th August, 2023.
3. Impact of IT in Banking Sector, International Level Virtual Conference on “AI for sustainable development – Challenges and Opportunities” organized by School of Commerce, VET Institute of Arts & Science College, Erode on 25th November, 2022.
4. Climate Risk Insurance and Insurance in 2030, Insurance Institute of India Sponsored National Level Seminar on “Insurance in the Face of Global change-The Future Proof” organized by Department of Commerce BPS & RM, Sri Ramakrishna College of Arts & Science, Coimbatore on 12th Oct, 2022.
5. Initiatives in Nurturing Entrepreneurial Activities, ICSSR sponsored two day national seminar on “Great initiatives of state and central government through startup(s) programmes in Nurturing Entrepreneurial activities, organized by the PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 21st and 22nd September, 2022.
6. Artificial Intelligence Transforming Insurance Sector, International Conference on “Insurance 2030 - The impact of Artificial Intelligence on the future of Insurance” organized by Department of Commerce BPS & RM, Sri Ramakrishna College of Arts & Science, Coimbatore on 29th Oct, 2021.
7. Digital Entrepreneurship outside the service, International Conference on “Newgen Entrepreneur – Travel towards Digital Revolution” Organized by School of Commerce, Rathinam College of Arts and Science, Coimbatore on 12<sup>th</sup> September 2019
8. Digital Transmission: Issues and Challenges in the International Conference on Impact of Digital Economy in India Organized by Department of Commerce & Commerce CA, Bharathidasan College of Arts and Science, Erode on 12<sup>th</sup> September 2018.
9. Emerging Trends in Green banking in India in the International Seminar on Emerging Trends In Global Accounting, Finance and Taxation Organized by Department of Commerce, Dr. R.V arts and Science College, Karamadi on 31<sup>th</sup> August 2018.
10. Impact of NPA on Indian Economy in a National conference on “Rejuvenation of

11. Banking Industry in India” conducted by Department of Commerce with Computer Applications, Dr. S.N.S. Rajalakshmi College of Arts and Science, Coimbatore on 28<sup>th</sup> February 2018.
12. E-Business Strategies, International Conference on “Information and Communication Technoogy for Business Turnaround: Sustainability, Growth and Innovation” Jointly Organized by Department of Commerce & Compter Science, Vivekanandha College of Arts and Science for Women & Dhaka International University, Bangladesh, on 1<sup>st</sup> & 2<sup>nd</sup> February 2018.
13. Human Resource Management Practices in a National Seminar on Emerging Business Practices in the global environment conducted by PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli on 19<sup>th</sup> January 2017.
14. E-Governanace – Reforming Government through technology – A Digital India Initiative in an International conference on Digital India: New perspectives in Management of Technology and Innovation conducted by Department of Commerce with Computer Applications and E-Commerce, Vellalar College for Women (Autonomous), Erode on 10<sup>th</sup> February 2017.
15. Public Internet Access in an International conference on Digital India: New perspectives in Management of Technology and Innovation conducted by Department of Commerce with Computer Applications and E-Commerce, Vellalar College for Women (Autonomous), Erode on 10<sup>th</sup> February 2017.
16. Impact of GST in the International Conference on Pros and Cons of GST in India Organized by Department of Commerce & Commerce CA, Bharathidasan College of Arts and Science, Erode on 11<sup>th</sup> August 2017.
17. Digitalization in Educational Sector in the National Conference on Digitalization in Service Sector Today and Tomorrow Organized by Department of Commerce (BPS), Sri Ramakrishna Arts and Science College, Coimbatore on 27<sup>th</sup> September 2017.
18. GST in India – Associated Benefits and Problems in a National Seminar on Impact of Goods and Services Tax (GST) conducted by Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore on 27<sup>th</sup> September 2017.
19. Corporate Social Responsibility in India in an International conference on Emerging Trends and Innovative Strategies in Social Media Marketing Issues & Challenges conducted by

Department of Commerce with Computer Applications and Professional Accounting, Sankara College of Science and Commerce, Coimbatore on 11<sup>th</sup> October 2017.

20. Women Entrepreneur And Their Enterepreneurship Prospective in a National Seminar on Economic Empowerment of Women through Entrepreneurship - Problems and Prospects conducted by Department of Commerce with Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore on 16<sup>th</sup> August 2016.
21. Rural Development through Agri entrepreneur in a National Seminar on Role of agribusiness in sustainable rural entrepreneurship development conducted by Department of Commerce with Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore on 20<sup>th</sup> August 2015
22. Women Development and Empowerment Model in Higher Education in a National Conference on Emerging Education Models for 21<sup>st</sup> century learners, organized by Association of Principals of Colleges, Bharathiar University held at Dr.NGP Arts and Science College, Coimbatore on 01.08.2015.
23. Derivatives Market in India Evolution, Trading, Mechanism and Future Prospects in an International Seminar on Emerging trends in global and Indian financial markets , PG and Research Department of Commerce, Hindustan College of Arts and Science, Coimbatore on 6- Feb- 2015.
24. The Opportunities and Challenges of Foreign Direct Investment (FDI) in retail in India in an International conference ,Department of Commerce with Professional Accounting, SNR Sons College (Autonomous), Coimbatore on 20- Feb- 2015.
25. Role of Media in Consumer Protection in a National Conference conducted by Citizen Consumer Club & Department of Commerce, Kaamadhenu Arts and Science College, Sathiyamangalam on 14<sup>th</sup> February 2014.
26. Role of Cooperative Banks in Agricultural Credit in a National Seminar conducted by Department of Commerce with Information Technology & Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 18<sup>th</sup> December 2014.
27. Features and implementation of Kissan Credit Card in a National Level Seminar conducted by Department of Commerce CA, Dr.N.G.P. Arts and Science College, Coimbatore on 23<sup>rd</sup> September 2011.
28. Financial Re-engineering Strategies and Regulations in a National Level Seminar conducted

by Department of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore on 28th January 2010.

29. The Global financial crisis and its challenges for banks in a National Level Seminar organized by Navarasam Arts and Science College for Women, Arachalur, Erode on 7th February 2009.
30. Global financial crisis in a National Level Seminar organized by Department of commerce and commerce CA, Maharaja Arts and Science College, Coimbatore on 25th September 2009.
31. Gap Analysis in an International Seminar on Galloping of Indian services towards Global Standards, Muthayammal Engineering College, Rasipuram, Tamil Nadu, India on 2- Nov- 2006.
32. Impact of Liberalization on export growth, Karpagam Arts and Science College, Coimbatore on 7th October 2006.
33. Impact of private players in insurance sector , National Seminar , Department of Management Studies, Tamilnadu College of Engineering, Coimbatore , 02-Sep-2008
34. Applications of commerce in biotechnology ,National Level Seminar ,Department of Biotechnology, Dr.N.G.P. Arts and Science College, Coimbatore 19<sup>th</sup> -20<sup>th</sup> 2008.
35. Voice Recognition System , Navarasam Arts and Science College for Women, Arachalur, Erode on 12- Feb- 2005.
36. Corporate Governance in a UGC , Sri.G.V.G. Visalakshi College for women, Udumalpet, Coimbatore on 29- Sep- 2004.
37. Mutual Funds in Indian Financial Markets in UGC , Indian Financial Markets under Reforms organized by Gobi arts and Science College on 10th & 11- Sep- 2004.

## Participation in Conference / Symposium

1. Participated in the International Level Symposium on “**Volatility in Global Markets**” organized by School of Commerce, VET Institute of Arts & Science College, Erode on 23<sup>rd</sup> August, 2023.
2. Participated in the International Seminar on **Attaining the Sustainable Development Goals - Perspectives and Challenges**, organised by Department of Commerce BPS and BA, PSG College of Arts & Science, Coimbatore held on 28/10/2022.
3. Participated in the one day National Conference on **Industry 5.0 for Education Sector Bringing the Industry and Academia** organised by Sri Krishna Arts & Science College, Coimbatore held on 30/03/2022.
4. Participated in the Virtual International Conference on **Bridging Human Resource Management and Corporate Sustainability** organised by Department of Commerce in Business Process Services, PSG College of Arts & Science, Coimbatore held on 30/03/2022.
5. Participated in the National Level Hybrid Seminar on **Recent Amendments in Company Law and Taxation** organised by Department of Commerce with Professional Accounting, PSG College of Arts & Science, Coimbatore held from 17/03/2022 to 19/03/2022.
6. Participated in the National Level Seminar on **Competition Issues in India** organised by PG & Research Department of Commerce, Gobi Arts & Science College, Gobichettipalayam & sponsored by Competition Commission of India, New Delhi held on 25/09/2021.
7. Participated in the International Conclave on **Tools and Strategies for Emerging Business** organised by School of Commerce, KPR College of Arts, Science and Research, Coimbatore held on 18/08/2021.
8. Participated in the One Day International Seminar on **Service Sector in India: Making New Avenues in Indian Economy** organised by the Post Graduate & Research Department of Commerce, Jamal Mohamed college (Autonomous), Tiruchirappalli on 13 January 2021.
9. **Impact of Digital Economy in India**, Bharathidasan College of Arts and Science, Erode on 12<sup>th</sup> September 2018.
10. Emerging Trends In Global Accounting, Finance and Taxation, Dr. R.V arts and Science College, Karamadi on 31<sup>th</sup> August 2018.
11. Rejuvenation of Banking Industry in India, Dr. S.N.S. Rajalakshmi College of Arts and Science, Coimbatore on 28<sup>th</sup> February 2018.

12. Emerging Trends and Innovative Strategies in Social Media Marketing Issues &
13. Challenges, Sankara College of Science and Commerce, Coimbatore on 11<sup>th</sup> October 2017.
14. Digitalization in Service Sector Today and Tomorrow, Sri Ramakrishna Arts and Science College, Coimbatore on 27<sup>th</sup> September 2017.
15. Pros and Cons of GST in India, Bharathidasan College of Arts and Science, Erode on 11<sup>th</sup> August 2017.
16. Perspectives in Research Methodology, Sankara College of Science and Commerce, Coimbatore on 4<sup>th</sup> March 2017.
17. Digital India: New perspectives in Management of Technology and Innovation, Vellalar College for Women (Autonomous), Erode on 10<sup>th</sup> February 2017.
18. Emerging Business Practices in the global environment, Jamal Mohamed College (Autonomous), Tiruchirappalli on 19<sup>th</sup> January 2017.
19. Business Challenges under Globalisation, Bharathidasan College of Arts and Science, Erode on 7<sup>th</sup> September 2016.
20. Corporate Employability Skills, Bharathidasan College of Arts and Science, Erode on 14<sup>th</sup> September 2015.
21. Green Revolution “It's aftermath, Nirmala College for Women, Coimbatore on 17<sup>th</sup> September 2012.
22. Ethics and Corporate Social Responsibility, Kongunadu Arts and Science College, Coimbatore on 7<sup>th</sup> September 2011.
23. Motivation, Counselling and Commitment in Teaching Profession, Dr. N.G.P. Arts and Science College, Coimbatore on 17<sup>th</sup> February 2010.
24. Management practices in Indian Hospitals “ Retrospects & Prospects , Kovai Medical Center and Hospital, Coimbatore on 23<sup>rd</sup> February 2008
25. The Indian Railways towards a new horizon-challenges and opportunities, Sri Vasavi College, Erode on 20<sup>th</sup> January 2007.
26. Legal and regulatory frame work for corporate sector , Dr.N.G.P. College of Education, Coimbatore on 10<sup>th</sup> June 2006.
27. Role of banks in entrepreneurial development, Dr.N.G.P. Arts and Science College, Coimbatore on 1<sup>st</sup> February 2005.
28. Convergence and Challenges in information technology, Sri Ramakrishna College of Arts& Science for Women, Coimbatore on 18<sup>th</sup> September 2003.

29. Vision India 2020, V.L.B. Janakiammal College of Arts & Science, Coimbatore on 13th March 2003.

### **Participation in Workshop**

1. One day workshop on “Outcome Based Education” organized by Dr. N.G.P. Arts and Science College, Coimbatore in association with ipsr solutions limited, kuttikulam, Kerala on 4<sup>th</sup> March 2023
2. National Workshop on “**How to write a Research Paper**” conducted by School of Social Science and Languages, Vellore Institute of Technology, Chennai on 22<sup>nd</sup> June, 2021
3. Workshop on “**Arts of Writing Research Paper in Scopus Journals**” conducted by Post Graduate and Research Department of Commerce, Kaamadenu Arts and Science College, Sathyamangalam on 10<sup>th</sup> April, 2021
4. 10 Days Workshop on “**Motivation and Knowledge Retention – Under Rashtriya UchchattarShiksha Abhiyan (RUSA 2.0) - MHRD Sponsored**” conducted by Department of Education, Bharathiar University, Coimbatore from 12.10.2020 to 23.10.2020
5. Workshop on “Tally with GST (E-way Billing)” conducted by Post Graduate and Research Department of Commerce, Salem Sowdeswari College, Salem on 1<sup>st</sup> August 2019
6. National Level Workshop on “E- Commerce Business Opportunities and Challenges” conducted by Department of Commerce, Kamadenu Arts and Science College, Sathyamangalam on 7<sup>th</sup> February 2019.
7. Research Methodology for Social Sciences, Kaamadhenu Arts and Science College, Sathyamangalam, Erode District on 4th January 2013.
8. International Workshop on “Ethics and Corporate Social Responsibility” organized by Department of Commerce, Kongunadu Arts and Science College, Coimbatore on 7<sup>th</sup> September 2011.

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

1. 7 Day International Virtual Faculty Development Programme on “**The Power of Positivity approach in Technical and Learning system of cultural transformation**”, organized by Department of Commerce PA & AF, Hindustan College of Arts and Science, Coimbatore from 19.09.2023 to 26.09.2023.
2. 5 Day Faculty Development Programme on “**Empowering Education for Innovation – A NEP Perspective**”, organized by Center for professional development, Dr. N.G.P. Arts and

Science College, Coimbatore from 30.06.2023 to 04.07.2023.

3. 5 Day Faculty Development Programme on “**Outcome Based Education**”, organized by Center for professional development, Dr. N.G.P. Arts and Science College, Coimbatore from 17.06.2023 to 21.06.2023.
4. 5 Days online Faculty Development Programme on “**AI Applications and its impact on Business Practices**”, organized by Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore from 18.04.2023 to 22.04.2023.
5. NPTEL-AICTE Online Faculty Development Programme on “**Emotional Intelligence**” organised by Indian Institute of Technology, Madras, held during January- March 2013.
6. One Week online International Faculty Development Programme on **Research Excellence and Academic Development**, organized by Department of Commerce with Professional Accounting, Sri Ramakrishna College of Arts and Science, Coimbatore from 01.09.2021 to 08.09.2021.
7. 7 Days online Faculty Development Programme on **Research Methodology and Pedegogy for tertiary education**, organized by Internal Quality Assurance Cell & Center for Faculty Development, Dr. N.G.P. Arts and Science College, Coimbatore from 15.06.2021 to 21.06.2021.
8. 7 Days Natioanl Level online Faculty Development Programme on **Nurturing the Next Generation Educators**, organized by Department of Commerce with CA, PA and IT, PPG College of Arts and Science, Coimbatore from 12.06.2021 to 18.06.2021.
9. 6 Days online Faculty Development Programme on **Strategic Resilience and Organisation Agility**, organized by Valluvar College of Science and Management, Karur from 26.05.2021 to 31.05.2021.
10. One Week online Faculty Development Programme on **Emerging Trends in Industry**, organized by Department of Instrumentation & Control Engineering and IQAC, MVPS’s K.B.T. College of Engineering, Nashik (Maharashtra), from 18.05.2021 to 21.05.2021.
11. 12 Days AICTU funded online Faculty Development Programme on **Outcome Based Education in Management Education**, organized by Saintgits Institute of Management, Kottayam, from 16.11.2020 to 28.11.2020.
12. 3 Days Faculty Development Programme on **Capital Markets for Business Process Services**, organized by Tata Consultancy Services, (TCS-BPS), Chennai, from 14.09.2020



to 16.10.2020

13. One Week Online Certificate Course on “**Digital Teaching Techniques**” organized by ICT Academy, Chennai from 10.08.2020 to 15.08.2020.
14. 6 Days Faculty Development Programme on **Managing Business Process Services – II**, organized by Tata Consultancy Services, (TCS-BPS), Chennai, from 01.06.2020 to 05.06.2020 & 08.06.20.
15. **Moodle – Learning Management System**, National Level Online FDP organized by the Department of Computer Applications, MES College Marampally, in association with Spoken Tutorial, IIT Bombay, from 19-05-2020 to 23-05-2020.
16. **Teaching, Learning and Research in Higher Education : A Covid – 19 Response**, Online FDP, organized by Department of Management, P.K.R. Arts College for Women, Gobichettipalayam, from 04-05-2020 to 09-05-2020
17. **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, Gobichettiapalayam & Vellalar College for Women, Erode held from 13th to 20th April 2020.
18. NPTEL-AICTE Online Faculty Development Programme on “**Corporate Social Responsibility**” organised by Indian Institute of Technology, Madras, held during July-September 2019.
19. **Quality Measures in Higher Education**, at Dr. N.G.P. Arts and Science College, Coimbatore, held from 3<sup>rd</sup> to 9<sup>th</sup> December 2018.
20. **Managing Business Process Services - I** organized by Tata Consultancy Services at Dr.N.G.P. Arts and Science College, Coimbatore from 11th July to 13h July 2018.
21. **Faculty Internship Program on “Business Process Services”** organized by Tata Consultancy Services, Chennai from 4th June to 15th June 2018.
22. **Retail CPG and Market Research**, organized by Tata Consultancy Services at PSG College of Arts and Science, Coimbatore from 6<sup>th</sup> December to 8<sup>th</sup> December 2017.
23. **Insurance for business process services**, organized by Tata Consultancy Services at Dr.N.G.P. Arts and Science College, Coimbatore from 7th September to 9th September 2017.

24. **Faculty Internship Program** for the course on “**Insurance for business process services**” organized by Tata Consultancy Services , Think Campus, Bangalore from 15<sup>th</sup> May to 30<sup>th</sup> May 2017.
25. **Teacher Student Relationship: Psychological Dimensions** at Dr. N.G.P. Arts and Science College, Coimbatore, held on 2<sup>nd</sup> July 2016
26. **Teaching Learning: A New Paradigm** at Dr. N.G.P. Arts and Science College, Coimbatore, held on 3<sup>rd</sup> November 2016.
27. **Finance and Accounting – Business Process Services (BPS)** at Sri Krishna College of Arts and Science, Coimbatore, held from 15.06.2015 to 19.06.2015.

### **Participation in Skill Development / Training / Capacity Development Programme**

1. Two Weeks ICSSR Sponsored Capacity Building Programme for Faculty of Social Sciences from 15-29 December 2021 organised by Department of Commerce, Manonmaniam Sundaranar University, Thirunelveli.
2. 9 Day online UGC Stride Sponsored Training Programme on **Excellence in Research**, organized by Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore from 27.01.2021 to 08.02.2021.
3. 10 Days online Rashtriya Uchchatar Shiksha Abhiyan (RUSA) Sponsored National Skill Development Programme on **GST Registration, Assessment, Filing of Returns** – Phase III, organized by Department of Commerce, Bharathiar University, Coimbatore from 02.11.2020 to 12.11.2020.

### **Participation in Webinar**

1. National Level Webinar on NEP 2020 – Focusing on Higher Education and Research, organized by Indian Academic Researchers Association, Trichy in association with Indian Accounting Association, Trichy Branch on 28.05.2022.
2. International Webinar on entrepreneurship and startups challenges and opportunities, organized by IQAC & EDC Cell, Dr. S. Gopalaraju Government First Grade College, Anekal, Bangalore, Karnataka on 08.07.2020.
3. National Level Webinar on digital Marketing - The New Normal, organized by Department of Business Administration, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for

Women, Chennai on 22.06.2020.

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

1. Convenor, National Conference on “**Emerging Technologies and Innovations in Service Sector (ETISS-2023)**”, organized by Commerce Streams, Dr.N.G.P. Arts and Science College, Coimbatore on 14.09.2023.
2. Organizing Secretary, International Conference on “**Artificial Intelligence in Modern Business Era - (ICAIMBE-2023)**”, Commerce Streams, Dr. N.G.P. Arts and Science College, Coimbatore on 17<sup>th</sup> February 2023.
3. Convenor, National Conference on “**Modern Business - Opportunities and Challenges (CMBOC-2020)**”, Dr.N.G.P. Arts and Science College, Coimbatore on 27.02.2020.
4. Organizing Secretary, National Conference on “**Opportunities and Challenges of Business in the Digitalized Era - (COCBD-2018)**”, Dr.N.G.P. Arts and Science College, Coimbatore on 27<sup>th</sup> and 28<sup>th</sup> Sep 2018.
5. Organizing Secretary , National Level Seminar on "Challenges and opportunities in Rural Marketing and its impact on Rural Development" , Dr.N.G.P. Arts and Science College, Coimbatore on 30th September 2015.
6. Joint-Secretary , National Level Seminar on "Financial Inclusion for sustainable financial development" , Dr.N.G.P. Arts and Science College, Coimbatore on 6th September 2013.
7. Joint-Secretary , National Level Seminar on "Role of Banking sector in Rural Economic Development" , Dr.N.G.P. Arts and Science College, Coimbatore on 23rd September 2011.
8. Joint-Secretary , National Level Seminar on "Challenges and opportunities in banking and insurance sector" , Dr.N.G.P. Arts and Science College, Coimbatore on 30th September 2006.

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

1. Resource person, Guest lecture on the topic “**Paradigm Shift in Startup Scenario in India**”, organized by St. Joseph College of Commerce, Bangalore, 22-September-2023.
2. Chair Person, National Conference on “**Digital Transformation in Business: Opportunities and Challenges**”, organized by Faculty of Commerce and Management, Dr. N.G.P. Arts and Science College, Kalapatti, Coimbatore, India on 05-September-2023.
3. Resource person in **Association Inauguration and Freshers Day** conducted by Department of Commerce, Nandha Arts and Science College, Erode , 24-July-2023.
4. Resource person, 7 Day National Virtual **Faculty Development Programme** on “**Ethics in**

- Research & Research Methodology**”, KG College of Arts and Science, Karamadai, 23-December-2022.
5. Chair Person, Two Days Virtual International Conference on **“Pandemic and Business Sustainability”**, Commerce Streams, Dr. N.G.P. Arts and Science College(Autonomous), Kalapatti, Coimbatore, India on 22-October-2021.
  6. Resource person, Guest lecture on the topic **“Insurance - Practical Perspective”**, Dr. RV College of Arts and Science, Karamadai , 04-June-2021.
  7. Resource Person in a Guest Lecture on **“Insurance in USA”** , Department of Commerce (BPS), Sri Ramakrishna Arts and Science College, Coimbatore, 21-October 2020.
  8. Chair Person, One Day National Conference on **“Impact of Trade War on Indian Economy”**, Commerce Streams, Dr.N.G.P Arts and Science College (Autonomous),Kalapatti, Coimbatore, India on 25-February-2020.
  9. Chair Person, **International Seminar on “Emerging trend in global Accounting,Finance and Taxation”**, Dr. R.V. Arts and Science College, Karamadai, Coimbatore, 31-Aug-2018.
  10. Resource person, **“Small Savings Awareness Programme”**, Government Primary School, Periathadagam, Coimbatore, 20- July-2018.
  11. Chair Person, **National Conference on “Digitalization in Service Sector Today and Tomorrow”** , Department of Commerce (BPS), Sri Ramakrishna Arts and Science College, Coimbatore , 27-Sep-2017.
  12. Resource person, Guest lecture on the topic **“Creating a Strategy for Success”**, Dr.RV College of Arts and Science, Karamadai , 27-Sep-2016.
  13. Resource person,**“Personality development through leadership skills”**, Bharathidasan College of Arts and Science, Chithode, Erode ,14-July-2016.
  14. Resource person, **“Consumer awareness programme”**, Government Primary School, Kalapatti, Coimbatore, 11-Jan-2016.
  15. Resource person, **“Health Insurance”** Government Middle School, Nehru Nagar,Kalapatti Road, Coimbatore, 18-Feb-2015.
  16. Resource person, **Citizenship Training Camp - Importance of Social TrainingCamp** , Dr. N.G.P. College of Education, Kalapatti Road, Coimbatore, 12-Jan- 2015.
  17. Resource person, **“Computer Education”**, Government Middle School, NehruNagar, Kalapatti Road, Coimbatore, 3- Jan-2013.

18. Resource person, “**Tally Workshop**” , Government Higher Secondary School,Kalapatti, Coimbatore , 11-Aug-2012.
19. Resource person , “Importance of Life and General Insurance” , Government MiddleSchool, Nehru Nagar, Kalapatti Road, Coimbatore, 24-June-2011.

### **Member in Board of Studies**

1. Member - Board Studies of B. Com Information System Management, SDNB Vaishnav College for Women, Chromepet, Chennai from June 2023 to May 2025.
2. Member - Board Studies of B. Com Banking and Insurance, Gobi Arts and Science College, Gobichettipalayam, Erode from June 2022 to May 2025.
3. Member - Board Studies of B. Com BPS, NGM College, Pollachi from June 2022 to May 2025.
4. Member - Board Studies of B. Com CA and M. Com CA in Post Graduate and Research Department of Commerce with Computer Applications, Vellalar College of Arts and Science for women, Dhindal, Erode from April 2016 May 2017.
5. Board Studies of B. Com BA in Department of Commerce with Business Analytics, Dr. N.G.P. Arts and Science College, Coimbatore from June 2016 to October 2017.
6. Chairman of Board of Studies, Department of Commerce in Business Process Services, Dr. N.G.P. Arts and Science College Coimbatore, 2016 Onwards.

### **Editorial / Review Board Member**

1. Editorial Board Member, Kalasalingam Academy of Research and Education, Since December 2019.

### **Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Indian Academic Researchers Association	Life Member	December 2022 onwards
Global Professors Welfare Association Forums	Life Member	January2022 onwards
International Association of Academic Plus Corporate Society	Life Member	17 <sup>th</sup> May 2020 onwards
Royal Society of Research and Development, New Delhi	Life Member	29 <sup>th</sup> July 2015 onwards

**Awards / Honors**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year of Award</b>
Best Paper Award	Sri Ramakrishna College of Arts & Science, Coimbatore	29 <sup>th</sup> October, 2021
Dr.NGPASC Sri Nalla Gounder Research & Innovation Award : Best Fund Mobilizer	Dr. N.G.P. Arts and Science College, Coimbatore	2019-20
Dr.NGPASC Sri Nalla Gounder Research & Innovation Award: Best Professor – Research Contributor	Dr. N.G.P. Arts and Science College, Coimbatore	2019-20
Best Service Award	Friends of Police, Coimbatore	18 <sup>th</sup> July 2018
Best Educator Award	Friends of Police, Coimbatore.	28 <sup>th</sup> December 2017
Dr. Thavamani D. Palaniswami Research Awards - Best work paper award	Dr. N.G.P. Arts and Science College, Coimbatore	2016-2017
Dedicated Service Award	Friends of Police, Coimbatore	3 <sup>rd</sup> August 2012