

Name : Dr J NITHYA

Designation : Professor

Department : Commerce in BPS

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

Experience : Teaching:15 Years 0-months Industry :5.6 Years Research:14 years

Total Experience: 20 years 06 months

Area of Specialization(s) : Finance, Entrepreneurship and Business Management

Email (Official ID) : nithya.j@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce-Finance	Dr G R Damodaran College of Science/Bharathiar University	2019
M.B. A	Finance	PSG Institute of Management/Anna University	2014
M.Phil.	Commerce	SNR & Sons College/ Bharathiar university	2013
M.Com	Commerce	University of Madras	2002
B. Com	Commerce	PSGR Krishnammal College for Women/Bharathiar University	2000

Additional qualification

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Type writing	Lower -English	Department of Technical Education	1999
Certification	MS office	CSC computer Education	2000
Certification	Tally	CSC computer Education	2000
Certification	C++	APTECH	2001
Certification and Batch	Digital Teaching Techniques	ATOS/ SYNTEL with ICT Academy	2021
Certification and Batch	Microsoft Azure AI Fundamental	MICROSOFT with ICT Academy	2022
Certification	Innovation Through Design:	The University of Sydney - Coursera	2022

	Think, Make, Break, Repeat		
Certification	Digital Transformation Insights-Finance, Accounts, Accounting and IT Functions	Skillsoft	2022
Certification	Python	Infosys Wingspan	2022
Certification	Introduction to Microsoft Excel	Coursera	2022
Certification	Create a financial statement using Microsoft Excel	Coursera	2023
Project Certification	Project work-creating project management tractor using Microsoft Excel	Coursera	2024
Certification	ChatGPT for HR	Great Learning	2024
Certificate Course & AICTE approved FDP	Management Studies Minor in Management	NPTEL Swayam IIT Roorkee	2024
Certification	Getting started with GEMINI	Great Learning	2024
Certification	ChatGPT for FINANCE	Great Learning Academy	2025

Memberships

1. Associate member ISDS-International society for Development and Sustainability, ISDS Society Japan
2. Journal Review member in JETIR - Journal of Emerging Technologies and Innovative Research an (UGC and ISSN Approved Journal), Impact factor 7.95 Calculated by Google Scholar with Member ID is: 223189
3. World Economic Association Member -2022
4. Life member of All India Council for Technical Skill Development membership ID: AICTSD/PROFESSOR/03943
5. Associate member in International society for development and sustainability ISDS society, Japan
6. ABCD indexed Journals- Review member

7. Editorial Board Member in International Journal of Sustainable Development Research- IJSDR 2024-2027
8. CERTIFIED Reviewer and Referral in International Journal of Innovative Research in Technology IJIRT
9. Editorial Board Member in IJRTBEM-International Research Journal of Research Trends in Business Economics and Management,2025

PATENT

1. Market Dynamics of Collective Ignorance and Spiraling Risk – to be published

2.BlockChain –Integrated Supply chain System for Sustainable Manufacturing- in process

CONSULTANCY

Date	Title of the Event	Nature of Consultancy undertaken	Funding Agency	Total Funding
October 2024	Survey conducted and Report submitted to Mr.Mohanadoss, TN Food Safety & Drug Administration Department. TN Food Safety & Drug Administration Department.	21days Expert Consultant- survey	Mr.Mohanadoss, TN Food Safety & Drug Administration Department. TN Food Safety & Drug Administration Department.	Rs.3000
21.09.24	Sponsored E FSSAI CAMP in association with TN Food Safety & Drug Admin Dept ,cbe.	Expert Consultant At Government portal of TN Food Safety & Drug Administration Department.	TN Food Safety & Drug Admin Dept ,cbe.	Rs 4500
				Rs.7,500

Research Publications (Indexed)

SCOPUS

1. THE FINANCIAL PERFORMANCE ANALYSIS OF AN INSURANCE SECTOR WITH SPECIAL REFERENCE TO HDFC LIFE INSURANCE, Journal of Harbin Engineering University, **SCOPUS & UGC CARE Group II**, ISSN: - 1006-7043, Vol: pg.: 1231-1240
<https://harbinengineeringjournal.com/index.php/journal/article/view/589>
2. INTRINSIC VALUE OF SALESPERSONS AND THEIR VALUE-ADDED ATTRIBUTE - A CRITICAL ASSESSMENT, *Journal of Pharmaceutical Negative Results*, **SCOPUS**, ISSN Online - 2229-7723, Vol:13. Special Issue 8, pp 1209–1219, Oct 2022
<https://doi.org/10.47750/pnr.2022.13.S08.150>

UGC CARE/ISSN

3. Integrating Monte Carlo Simulation with Sentiment Analysis of Recent News: Predicting It Stock Performances-March 2025 | IJIRT-UGC Approved | Volume 11 Issue 10 | ISSN: 2349-6002-pp1781-1785, Impact factor- 8.12
4. THE SYNERGY OF DIGITAL FINANCIAL SERVICES ALONG WITH AI: A STUDY ON TRANSFORMATION in Juni Khyat (जूनी ख्यात) ISSN: 2278-4632, (**UGC CARE Group I Listed Journal**) Vol-15, Issue-01, No.04, January: 2025 Page | 46-50, Copyright @ 2025
5. INDUSTRIAL DEVELOPMENT AND GLOBAL COMPETITIVENESS VIA ARTIFICIAL INTELLIGENCE in Shanlax International Journal of Arts, Science and Humanities, P-ISSN: 2321-788X, E-ISSN: 2582-0397, Vol. 12, No. 3, pp 18-21, January 2025
6. CORPORATE GOVERNANCE PRACTICES ON FINANCIAL PERFORMANCE AND SHAREHOLDER VALUE CREATION in Juni Khyat (जूनी ख्यात) ISSN: 2278-4632, (**UGC CARE Group I Listed Journal**) Vol-15, Issue-01, No.04, January: 2025 Page | 61-65, Copyright @ 2024
7. INTEGRATION OF DIGITAL FINANCIAL SERVICES IN E-COMMERCE - A TRANSFORMATIONAL STUDY-IJIRT International Journal of Innovative Research in Technology- **UGC approved journal no 47859** Volume 11 Issue 1 | ISSN: 2349-6002 | June 2024 | PP:2158-2161
<https://ijirt.org/Article?manuscript=165959>
8. A STUDY ON PARENTS' AWARENESS TOWARDS JOHNSON & JOHNSON BABY PRODUCTS WITH REFERENCE TO COIMBATORE CITY - Journal of Oriental Institute- **UGC CARE LIST 135**, ISSN 0030 5324 [Print copy](#)

9. TRANSFORMING AND TRANSMUTING SKILL THROUGH DIGITAL TECHNOLOGY- A FUTURISTIC ASSESSMENT", International Journal of Emerging Technologies and Innovative Research (www.jetir.org | **UGC and ISSN Approved**), ISSN:2349-5162, Vol.10, Issue 7, page no. ppe52-e57, July-2023, <http://www.jetir.org/papers/JETIR2307406.pdf>
10. BUSINESS TRANSFORMATION VIA ARTIFICIAL INTELLIGENCE –THE PATH OF NEW AGE BUSINESS, **International Journal of Novel Research and Development (www.ijnrd.org)**, ISSN: 2456-4184, Vol.8, Issue 7, page no.b588-b593, Impact factor 8.76, July-2023,Indexed in **Google scholar, Academia, Research gate, Orchid...**<http://www.ijnrd.org/papers/IJNRD2307165.pdf>
11. AWARENESS TOWARDS CONSUMER RIGHTS – AN INSIGHT FROMA RURAL TALUK OF ERODE DISTRICT in Vol 31 Issue 2, ISSN: 0971-2143, pp 1235-1240, Nov 2022 in **PURAKALA-UGC CARE APPROVED JOURNAL** <https://publication.rockartweb.com/publication.php?term=AWARENESS+TOWARDS+CONSUMER+RIGHTS+%E2%80%93+AN+INSIGHT+FROMA+RURAL+TALUK+OF+ERODE+DISTRICT>
12. Value Proposition and Customer Relationships - A New Model in E-Business in ComFin Research, **SHANLAX** ,E-ISSN: 2582-6190, Vol. 11, No. 1, Pg 39-43 ([PDF](#)) [Value Proposition and Customer Relationships - A New Model in E-Business \(researchgate.net\)](#)
13. Dr J Nithya, **Revolutionized Prophecy of Transformation in Consumer Behavior and the Intrinsic Component of Marketing - A Critical Post-Pandemic Review**, International Journal of Management and Social Sciences, IJMSS, Volume 10 issue 04, pp 44-48, April 2022, ISSN: 2321-1784 **Impact factor: 7.088** <https://mail.google.com/mail/u/1/#search/IJMSS/FMfcgzGpFgpdTkbRDVHjwxPtGzXTTgkC?projector=1&messagePartId=0.2>
14. Dr J Nithya, **Tangible Effect of sales persons owned Loyalty and Consumer Buying Experiences- An Analytical Study with reference to Retail Textile Marketing**, IJAEM- The International Journal of Analytical and Experimental Modal Analysis- - Vol XIII, Issue X: ISSN-9367, pp: 1644-1654, Oct 2021, **Impact Factor 6.3, an UGC CARE Approved Journal** https://drive.google.com/file/d/1prtymvznbuk2zkeeywim2vn2ig_r1ld6/view
15. Dr J Nithya, **The Denouement: Thrust Mode and Effect Analysis of Kingfisher Airlines**, International Journal of Advances in Engineering and Management IJAEM, VOLUME 3, ISSUE 9, pp: 943-947, Sep 2021, ISSN: 2395-5252, DOI:10.35629/5252-0309943947, **Impact Factor Value 7.429, ISO 9001: 2008 Certified Journal** <https://mail.google.com/mail/u/1/#search/ijaem/fmfcgzgljvrmzqhwkwwkgrhlltdmvmjf?projector=1&messagepartid=0.2>
16. Dr J Nithya, **Multitude Sustainability Approach of Global Business Entity’s– An Appraisal**, IJRCM Journals of International Research, IJRCM-International Journal of Research In Commerce, Economics And Management, Vol 10 Issue 05, pp 4-7, May 2020. ISSN 0976-2183 file:///C:/Users/aathm/Downloads/ijrcm-3-IJRCM-3_vol-10_2020_issue-05-art-02.pdf
17. Dr S Sarojini & Dr J Nithya, **Leveraging Consumer Experience with the Critical Choice of Retail Outlets- An Analytical Study**, EPRA International Journal Of Economic And Business Review,

Epra Trust Publishing, VOL 8 Issue 4, pp 51-55, April 2020, ISSN Online 2347-9671 ISSN Print 2349-0187, **Impact Factor (SJIF 2019): 8.045**

https://www.researchgate.net/publication/341035593_leveraging_consumer_experience_with_the_critical_choice_of_retail_outlets-_an_analytical_study

18. Dr J Nithya, **Optimism and Effort- A Robust Backing or Bias on Ability of Investment Decisions**, IJSAR- International Journal of Social and Allied Research - Speak Foundation, Vol 8, No 1, pp 1-8, Oct 2019, P ISSN 2319-3611, E ISSN 2349-9311, **Index Copernicus Journal Id: 40864 [ICTM VALUE: 87.80], UGC JOURNAL ID: 64083**
<https://journals.foundationsspeak.com/index.php/ijisar/article/view/994>
19. Dr J Nithya, **Smarter with Money: Understanding the Purpose of Investing**, Think India Journal, VOL 22, ISSUE 14. pp 3223-3538, Dec 2019, **Impact factor-6.02, UGC CARE (A) Approved Journal.**
<file:///C:/Users/aathm/Downloads/13128-Article%20Text-16460-1-10-20191210.pdf>
20. Dr J Nithya, **Building Brands with Big Data: Redefined Business Intelligence**, ELK Asia Pacific Journal of Marketing and Retail Management- ELK APJMRRM 2019- VOL:10 Issue:4(4), pp. 33-38, Oct 2019, ISSN 0976- 7193, (print) ISSN 2349- 2317 (online), **Impact factor:4.87**
<https://www.elkjournals.com/MasterAdmin/UploadFolder/161BUILDING%20BRANDS>
21. Dr. J Nithya, **A Repercussion- Investor's View of Their Experience and Financial Decisions**, IJRAR - International Journal of Research and Analytical Reviews, Vol.6, Issue 2, Pp.765-773, June 2019, E-ISSN 2348-1269, P- ISSN 2349-5138, **Impact Factor: 5.75, UGC Journal Id: 43602.** <http://www.ijrar.org/IJRAR19K4235.pdf>
22. J Nithya, **Specialized Capital and Customized Investment Solutions Redefined the Startup's Funding**, in Wide Spectrum, Vol:7, No.4, pp:25-31, Nov 2018, ISSN 2250-2815
23. J Nithya & Dr Revathi Anand Kumar, **Emotional States and Trading Performance- With Special Reference to Stock Market Investments**, EPRA International Journal of Economic and Business Review, Vol-5, Issue- 2, pp 100-107, Feb 2017, E-ISSN: 2347 – 9671 P- ISSN:2349 – 0187, **SJIF Impact Factor (2016): 6.484, UGC-Approved Journal No: 47335**
<https://mail.google.com/mail/u/1/#search/epra+international+journal+of+economic+and+business+review%2c/ktbxlzgwwpkzrmpgxtjcljpxzfrzfdclb?projector=1&messagepartid=0.2>
24. J Nithya & Dr Revathi Anand Kumar, **A Study on Emotional Finance and Its Influence on Investment Pattern of Investors with Special Reference to Stock Market Investments**, International Journal in Management and Social Science, IJMSS, Vol.04 Issue-12, pp 59-71, Dec 2016, ISSN:2321-1784, **Impact Factor- 6.178, UGC Journal Id: 63251.**
<https://indianjournals.com/ijor.aspx?target=ijor:ijmss&volume=4&issue=12&article=007>
25. J Nithya & J Komala, **Strategic Industrial Analysis-It Industry Porters Five Forces Model Generic Strategies Micro and Macro Environmental Analysis**, Intercontinental Journal of Marketing Management, Vol 3, Issue 9, pp 1-11, Sep 2016, ISSN:2350-0891
26. J Nithya, **Dividend Announcements Stimulates Stock Prices- An Analysis from Indian IT Sector**, International Journal in Management and Social Science, IJMSS, Vol.04 Issue-07, pp 89-107, July 2016, ISSN: 2321-1784, **Impact Factor- 5.276 Scopus ID IJMSS: A9CA72AA6AE914A8**
<https://indianjournals.com/ijor.aspx?target=ijor:ijmss&volume=4&issue=7&article=011>

27. J Nithya, **Optimal Portfolio Construction with Markowitz Model Among Large Cap's in India**, Research Journal's Journal of Finance, Vol 2/N0:2, pp 1-15, Feb 2014, ISSN: 2348-0963. <https://researchjournali.com/pdf/384.pdf>
28. J Nithya & Dr G Tamilselvan, **Effectiveness of Technical Analysis in Banking Sector of Equity Market**, IOSR- Journal of Business & Management, Vol:16 Issue:17 (Version V), pp 20-28, July 2014, E ISSN :2278-487 PISSN:2319-7665. <https://www.iosrjournals.org/iosr-jbm/papers/Vol16-issue7/Version-5/C016752028.pdf>
29. J Nithya, **A Study on Behavioral Influence and Factors Determining Investment Pattern of Investors with Special Reference to Stock Market Investments**, International Journal of Commerce and Business Management, IJCBM, Vol:7 Issue:1, pp 162-169, April 2014, E ISSN: 2319-2828. http://researchjournal.co.in/upload/assignments/7_162-169.pdf

National

30. Presented paper titled **TRANSFORMING LIVES: SUPPORT SYSTEMS IN THE ECONOMIC EMPOWERMENT OF TRANSGENDER ENTREPRENEURS** in ICSSR Sponsored Conference *Vision Viksit Bharat@2047 - Building a Future-Ready Business Ecosystem* organized by Happy Valley Business School on Feb 20 & 21 2025 on the themes "Rural Renaissance: Women, Livelihood & Growth" and "Rural Resilience: Building Sustainable Livelihoods in a Changing World".
31. Published conference proceedings paper titled **A STUDY ON DIGITAL FINANCIAL SERVICES IN E- COMMERCE** at a National level conference "Digital Integration Strategies for Long Term Business success" at St Joseph's college of Science ,Bangalore on 4th march 2024
32. Published conference proceedings paper titled **CORPORATE RENOVATION VIA ARTIFICIAL INTELLIGENCE IN THE PATH OF NEW AGE BUSINESS** in Empereor International journal of Finance and Management Research - ISSN: 2395-5929, pp;82-87,©MayasPublication
www.ejfmr.comhttps://drive.google.com/file/d/1crbEsp4sCZucU8QMS2YKdg8zgm8Acf4h/view?usp=drive_link
33. Published paper in **NACC sponsored NATIONAL SEMINAR** paper titled "**SUSTAINABLE CONSUMPTION AND PRODCUTION PRACTICES: AN APPROACH TO SAFEGUARD GLOBAL ECONOMY** on Weaving Sustainable Development Goals in Quality Textile and Management Education: A Forum for Exchange Of Ideas and Practices Among Stakeholders, at SARDHAR VALLABHAI PATEL INTERNATIONA SCHOOL OF TEXTILES AND MANAGEMENT, MINISTRY OF TEXTILES, GOVERNMENT OF INDIA with **ISBN – 978-81-964379-0-9 pp:170-175**
34. Published paper in **ICSSR Sponsored** One Day National Seminar on Rural Women Empowerment Through Skill Development titled **SKILL DEVELOPMENT THROUGH NEP-AN**

AFFIRMATIVE PRACTICE IN WOMEN EMPOWERMENT in NGM College on 2nd August, 2023- Proceedings Under Construction.

35. **Published paper** titled “**IMPRINT OF DIGITAL LEARNING IN EDIFICATION: A POST-PANDEMIC PERSPECTIVE** “in an **ICSSR SPONSERED TWO DAY NATIONAL LEVEL SEMINAR** on” Impact of Digital Learning in Education Sector- A pandemic Perspective” on 8th and 9th February 2023 organised by Department of Commerce of Nallamuthu Gounder Mahalingam College, Pollachi.
36. Paper titled **ROLE OF DIGITAL TECHNOLOGY IN TRANSFORMING SKIL- A FUTURISTIC VIEW** in a One-day **National Conference on Skills Development for Sustainable Growth and Empowerment** by Department of Commerce of Sri Ramakrishna College of Arts and Science, Cbe on 28th March 2023 in pp:87-90, ISBN 978-93-91347-53-6
37. “**IMPRINT OF DIGITAL LEARNING IN EDIFICATION: A POST-PANDEMIC PERSPECTIVE** “in an **ICSSR SPONSERED TWO DAY NATIONAL LEVEL SEMINAR** on” Impact of Digital Learning in Education Sector- A pandemic Perspective” on 8th and 9th February 2023 organised by Department of Commerce of Nallamuthu Gounder Mahalingam College, Pollachi.
38. “**India means Business**” in an **ICSSR SPONSERED ONE DAY NATIONAL LEVEL SEMINAR** on India Means Business-Reform, Perform and Transform on 5th Jan 2023 by Department of Commerce BPS and Retail Marketing of Sri Ramakrishna College of Arts and Science, Cbe, pp:406 with ISBN No:978-93-5780-330-4
39. Published paper in an **Insurance Institute of India Sponsered National Level Seminar** on Insurance in the Face of Global change-The Future Proof organized by Department of Commerce BPS and Retail Marketing of Sri Ramakrishna College of Arts and Science, Cbe on 12th October 2022
40. Dr J Nithya, **Experiential Learning Methodologies: Value Delivered to Learners- A Critical Review, NAAC Sponsored Two-Day National Seminar** On "Defining, Designing and Developing Learning Outcomes-Based Curriculum Framework in Arts and Science Colleges, **Internal Quality Assurance Cell (IQAC)**, KG College of Arts and Science with Proceedings Published, pp 79-82, 18th 19th Nov-2021, ISBN 978-93-5578-229-8, **Special Issue**
41. Dr J Nithya & Dr A Nagalaxmi, **A Study of Pre-Pandemic Comparative Income Statements - A Fleeting Review**, One Day International Conference on Business and Innovation" ICON 2021 " Organized by the Department of Management (MBA & Research), Sri Ramakrishna College of Arts and Science, Business and Innovation- pp279-284, Sep-2021, ISBN: 978-93-90454-72, **Special Issue**
42. Dr J Nithya, **Emerging Archetype in Banking and Financial Services- A Global Sight**, 4th International Conference ICIM- International Marketing in Asia Pacific-Issues and Challenges, GRD Institute of Management, March 2017, Vol:1, pp:147, Nov-2017, ISBN 978-93-5281-698-9, **Special Issue**
43. J Nithya, **Green Marketing Pressures, Problems and Practices** in Trade, Economics and Finance Research Journal, pp 48-51, April 2014, ISBN:978-93-83459-2

44. J Nithya and Dr G Tamilselvan, **An Empirical Study on Constraints and Constructive Schemes- Green Marketing**, Journal of Emerging Paradigm in Management Research, pp: 59-62, February 2014, ISBN-978-93-80686-96-7

Book Publications

1. Published Edited book titled **FUTURISTIC TRENDS IN ARTIFICIAL INTELLIGENCE**, Volume 3, Book 9, 2024, IIP Series, ISBN: 978-93-6252-266-5, Publisher, Printed at & Distribution by: Selfypage Developers Pvt. Ltd., IMPRINT: I I P Iterative International Publishers
2. Authored a Text Book titled **CORPORATE ACCOUNTING**, Alpha International Publication AIP, ISBN 976-93-5762-814-3.
3. A chapter titled **AI-POWERED HEALTHCARE TECHNOLOGY: A POST PANDEMIC CRITICAL REVIEW** in Edited book titled Futuristic Trends in Artificial Intelligence, Volume 3, Book 9, 2024, pp-1-9, ISBN: 978-93-6252-266-5, IIP series.
4. A chapter titled **DIGITAL STARTUPS: A MULTIDISCIPLINARY APPROACH IN TECHNOLOGY AND SUSTAINABLE DEVELOPMENT** titled '**The Imprint of Vacation Education on Entrepreneurship- A Review Study**' in BLUE AVA FORD Publications, volume 1, pp No:120 with ISBN 978-93-93376-66-4
5. Co Editor in the proceedings of National conference -Emerging Advancements and innovations in commerce and Industry on September 2023 at Dr NGP Arts and Science College, Coimbatore
6. A Chapter titled **GLOBAL TRENDS IN BANKING** for the book EMERGING TRENDS IN BANKING as a Single Component Retail Product Book for **RAJA RAMMOHAN ROY NATIONAL AGENCY**, Department of Higher Education, and Ministry of Human Resource Development. Government of India, December 2021, ISBN 978-93-5578-115-4.
7. Co Editor in the proceedings of International conference on **Artificial Intelligence in modern Business era** on 17.02.23 at Dr. N.G.P Arts and Science College.
8. **BUILDING GREATER RESILIENCE- A NEW NORMAL IN SUPPLY CHAIN OPERATIONS** in the edited book '**CONTEMPORARY EVOLUTIONS IN BUSINESS, MANAGEMENT AND COMMERCE** - Book Rivers, Lucknow, pp 40-46, ISBN:978-93-5515-849-9

Presentations in Conference

International

1. Presented paper titled 'Monte Carlo simulation with risk bands and sentiment analysis of recent news predicting IT stock performance' in 2 day International Conference in association with **MADESH UNIVERSITY, Nepal** and **Artificial Intelligence Medical**

and Engineering Research society, Vijayawada along with center for Creativity, Research and Development of Dr.SNS Institutions on march 12th and 13th 2025.

2. Presented paper titled “AI Enhanced Decision making process- A study on Collaborative Business Development Presented paper titled” **International conference along with DIC** organized by KSR College of Arts and Science on 19.09.2024
3. “Global Competitiveness via Artificial Intelligence- The strategies of MSME's Business Development” in **International Conference Industry 5.0 with MSME Technology Development Centre** organized by KSR College of Arts and Science on 27.9.24
4. Cyber threats - New Challenges for Insurance in One day **national level seminar** at Sri Ramakrishna college of Arts and Insurance Institute of India on 18.7.24
5. “**CORPORATE RENOVATION VIA ARTIFICIAL INTELLIGENCE–THE PATH OF NEW AGE BUSINESS** “in **ICSSR Sponsored International Conference on Fintech: Digital Transformation of Financial Services - ICF2023**, organized by the Department of Commerce, **Bharathiar University, Coimbatore**, Tamilnadu and sponsored by the Indian Council of Social Science Research (**ICSSR**), **New Delhi on 14th September 2023** to 16th September 2023.
6. Presented paper in International conference on "Data driven Sustainable Business Practices during Turbulant times" titled **AI POWERED HEALTH CARE TECHNOLOGY: A POST PANDAMIC CRITICAL REVIEW** at MOUNT CARMEL COLLEGE IN in Association with **University of Central Oklahoma, College of Business on 4th August 2023**.
7. Presented Paper titled **ROLE OF DIGITAL TECHNOLOGY IN TRANSFORMING SKIL- A FUTURISTIC VIEW** in a One-day **National Conference on Skills Development for Sustainable Growth and Empowerment** by Department of Commerce of Sri Ramakrishna College of Arts and Science, Cbe on 28th March 2023
8. Participated in INTERNATIONAL WEBINAR In association with Institution’s Innovation Council “**Emerging Trends in Business Innovation and Promotional Strategies**” on 17.08.2022 Organized by the Department of Commerce with Business Process Services, PSG College of Arts & Science, Coimbatore
9. Presented Paper Titled **Awareness & Sensitivity Analysis of Digital Investment avenues** for the International Conference on Digital Transformation in Finance, Insurance and Corporate Sector, Rathinam college of Arts and Science ,06-Apr -2022
10. Presented Paper **Generation of Business Opportunity: Corporate’s Sustainability Strategies** in International conference on Sustainable Development and Green practices in MNC’s - ICSDGM’20, Pioneer College of Arts and Science held during Feb-2020.

11. Presented Paper **Promise of Digital Globalization and Entrepreneurship** in the ICSSR sponsored 3rd International Conference on 'Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment' held at Periyar Institute of Management Studies, Salem, 28&29-Jan-2019
12. Presented Paper **Report on Correlation Between Corporate Strategies and Capital Structure** in **UGC sponsored** International Conference on 'Significance on Joint Liability Group as Saviors of Rural Poor Students' held in Periyar University on 09 &10- Oct-2018.
13. **Credits of MSME Customers** in 2nd International Conference on Finance and Banking (FIBA 2018), Sengunthar Arts and Science College, Feb-2018.
14. Presented Paper **Emerging Archetype in Banking and Financial Services- A Global Insight** in 4th International Conference on International Marketing in Asia Pacific Issues and Challenges ICIM, GRD SCIB, Dr GR Damodaran College of Science,10 & 11 - Nov-2017.
15. **Green Marketing Pressures, Problems and Practices**, National Conference on Trade, Economics and Finance Research, SNR & SONS College, Feb-2014

National

1. One day National Webinar in collaboration with Association of Mutual Funds in India (AMFI) titled Wealth creation through Financial Planning organized by Imperial College of Business and Science ICBS , Patna , Bihar on 3.2.25
2. One day National Webinar in collaboration with Association of Mutual Funds in India (AMFI) titled Wealth creation through Financial Planning organized Dept of Management Studies, Tellakula Jellaya Posisetty Somasundaram College, Guntur, Teluganna, AP on 6.2.25
3. .National Conference by Krishna College of Arts and Science on 20.12.24
4. National Conference in collaboration with IARA -Digital Transformation for Sustainable Development by PG and Research Dept of Commerce, Shree Venkareshwara Arts and Science College,Trichy on 4.10.24
5. **Building Brands with Big Data: Redefined Business Intelligence**, National Conference on Business Analytics and Intelligence by Department of Commerce, Sri Krishna Arts and Science College ,07 & 08-Feb-2019
6. **A New Era of Business Etiquette - An Indian Perspective**, National Conference, GRD School of Commerce and International Business, 06-Sep-2018

7. **Specialized Capital, Liquidity and Customized Investment Solutions- Redefined the Startups Funding**, National Conference on Challenges in Modern Banking, GRD Institute of Management, 29-Aug-2018.
8. **Corporate Governance and its Impact on Financial Performance -An Indian Perspective**, National Conference of SNR & Sons College, July-2014
9. **Infusion of Environmental Concepts in Curriculum**, IECC, One day Conference, Department of Management Sciences, SNR & Sons College, 26-Feb -2010
10. **Life Insurance Companies and Marketing Strategies**, National Conference on Indian Insurance Industry – Sustainability in The Era of Globalization, GRD SCIB, Mar-2014

Presentation in Seminars

1. Presented paper in **NACC sponsored NATIONAL SEMINAR** paper titled **“SUSTAINABLE CONSUMPTION AND PRODCUTION PRACTICES: AN APPROACH TO SAFEGUARD GLOBAL ECONOMY ON Weaving Sustainable Development Goals in Quality Textile and Management Education: A Forum for Exchange Of Ideas and Practices Among Stakeholders, ”** at **SARDHAR VALLABHAI PATEL INTERNATIONA SCHOOL OF TEXTILES AND MANAGEMENT, MINISTRY OF TEXTILES, GOVERNMENT OF INDIA ON 14.09.2023**
2. Presented paper in **ICSSR Sponsored** One Day National Seminar on Rural Women Empowerment Through Skill Development titled **SKILL DEVELOPMENT THROUGH NEP-AN AFFIRMATIVE PRACTICE IN WOMEN EMPOWERMENT** in NGM College on 2nd August, 2023
3. **Presented paper** titled **“IMPRINT OF DIGITAL LEARNING IN EDIFICATION: A POST-PANDEMIC PERSPECTIVE “in an ICSSR SPONSERED TWO DAY NATIONAL LEVEL SEMINAR on”** Impact of Digital Learning in Education Sector- A pandemic Perspective” on 8th and 9th February 2023 organised by Department of Commerce of Nallamuthu Gounder Mahalingam College, Pollachi.
4. **Presented paper** titled **“India means Business”** in an **ICSSR SPONSERED ONE DAY NATIONAL LEVEL SEMINAR** on India Means Business-Reform, Perform and Transform on 5th Jan 2023 by Department of Commerce BPS and Retail Marketing of Sri Ramakrishna College of Arts and Science, Cbe,
5. Presented paper titled **“IMPRINT OF DIGITAL LEARNING IN EDIFICATION: A POST-PANDEMIC PERSPECTIVE “in an ICSSR SPONSERED TWO DAY NATIONAL LEVEL SEMINAR on”** Impact of Digital Learning in Education Sector- A pandemic Perspective” on 8th and 9th February 2023 organised by Department of Commerce of Nallamuthu Gounder Mahalingam College, Pollachi.
6. Presented paper **“India means Business”** in an **ICSSR SPONSERED ONE DAY NATIONAL LEVEL SEMINAR** on India Means Business-Reform, Perform and Transform on 5th Jan 2023 by Department of Commerce BPS and Retail Marketing of Sri Ramakrishna College of Arts and Science, Cbe

7. Presented paper in an **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 and Retail Marketing of Sri Ramakrishna College of Arts and Science, Cbe on 12th October 2022
8. Actively Participated in **ICSSR SPONSERED TWO DAY NATIONAL LEVEL SEMINAR** on DIGITAL FINANCIAL INCLUSION on 31.08.2022 & 01.09.2022, Organized by the Department of Management, Suguna College of Arts & Science, Coimbatore
9. Presented paper “Tax Nexus - Apportionment and Throwback” In ICSSR Sponsored National Level Seminar On ‘Impact of Demonetization and GST on Indian Economy’, VLB Janakiammal College for Arts and Science ,20-Aug-2018.
10. Presented paper “India Queues in the Transition of Cashless Economy”, National Level Seminar On ‘Cash Vs Cashless Trade: Challenges and Opportunities, Nandha Arts and Science College, Feb-2018.
11. Presented paper “Cashless India- Understanding Financial Technology”, National Seminar, PSGR Krishnammal College for Women, Feb -2017.
12. Presented paper “Startup’s – Distressed Macro Environment”, International Seminar on Management Education and Entrepreneurship in the Globalized Business Environment, Sengunthar Arts and Science College, Jan -2017.
13. “Green Marketing – An Empirical Study on Constraints and Constructive Schemes”, National Seminar, MBA department, Vivekananda College, Tamil Nadu, Feb-2014.
14. Presented Paper Titled “An Overview of Airline Service Marketing in India”, National Seminar, Department of Management Studies, SNR & SONS College, 16-Nov-2013
15. Presented paper Technology and Banks Transformation, National Level Seminar on ‘Role of Information Technology in Promotion of Banking Sector’, SNR & SONS College, March-2012
16. Presented Paper in One day State Level Seminar on “Service Marketing- An Indian Scenario”, SNR & SONS College, 02-March-2012
17. Presented Paper Titled “E Banking Challenges and Opportunities in Indian Banking Sector, One day National Seminar, SNR & SONS College, 17-March -2010
18. Presented a Paper in Seminar on Managerial Excellence, National Level Seminar, Turning Point Consultancies, Bangalore, May-2000

Presentation/ Participation in Workshop

1. 'Workshop on Creating Documentaries as Tools for Teaching in Higher Education -October 30-31, 2023, organized by **Centre for Education Beyond Curriculum (CEDBEC)** inside the Bangalore Central Campus, Christ (Deemed to be University) Hosur Road Bangalore .

2. Presented in an International workshop on " Role of Financial institutions and services for Entrepreneurial Development" organized by PG and Research Department of Sri Ramakrishna college of arts and science in association with National Insurance company limited on 8/08/2023
3. Design Thinking Workshop:" Leveraging the Power of Mind", School of Design Thinking, Mr. Arun Jain CMD, Intellect Design Arena on 22-Jan -2022
4. Attended a Session on "Analysis of Union Budget 2022" at Dr RK Shanmugam Chetty Memorial Budget Meeting by Indian Chamber of Commerce and Industry, ICCI – Coimbatore chapter on 12-Feb-2022.
5. Attended two-day workshop on "Data Analysis Using Excel and Case Study" Organized by GRD SCIB with Institute of Analytics- IOA, a Global Body for Analytics, Bangalore, 18 & 19- Feb - 2020.

Participation in Orientation Programme / Short Term Courses

1. A Certificate Course in Microsoft Azure AI Fundamental and Earned a BATCH from MICROSOFT with ICT Academy ,14-March to 16-Mar-2022.
2. A Certificate Course in Digital Teaching Techniques and Earned a BATCH from ATOS/ SYNTEL with ICT Academy ,27- Sep to 01- Oct- 2021

Participation in Faculty Development Programme

1. Attended 7 days FDP titled on Future ready Educators: Transforming teaching and learning in the present scenario by Department of Commerce CA. IT & BI, Hindustan College of Arts and Science, Coimbatore on 7.08.2024-14.8.2024
2. Attended online FDO from TCS For the subject Accounting for BPS on 28.8.24-30.8.24
3. Attended 7 days FDP titled EMPOWERING EDUCATION FOR INNOVATION A NEP PERSPECTIVE, by FDP CELL of Dr.N.G. P Arts and science college from 30.06.2023 to 04.07.2023
4. Attended seven day Virtual FDP Program on ESG Framework of Business in V.O.Chidambaram College, Thoothukudi from Oct '28-Nov'3'2022
5. Participated in 3-day International Faculty Development Programme on Supply Chain 4.0, School of Commerce, Presidency University, Bengaluru, 07 to 10 -Mar- 2022.
6. Presented a Case study in LIBA's Faculty Development Program as part of the National Case Development Conference organized, Loyola College, Chennai, 17- Feb-2022
3. 7-day FDP, Outcome Based Learning Approach in Higher Education, IQAC of Kiristu Jayanti College, Bengaluru ,24 to 30-Apr-2020.
4. Innovative Teaching Methods, GRD SCIB, Dr.G.R. Damodaran College of Science ,3-Mar-2020

5. Managing The Climate Change, Department of Computer Science, Dr.G.R. Damodaran College of Science, 29- Jun -2019
6. SMART GURUZ – Intellectual Rejuvenation, Dr.G.R. Damodaran College of Science, Coimbatore, 28-Mar -2015.
7. Entrepreneurship Teaching, Entrepreneurship Cell of Dr.G.R. Damodaran College of Science, Coimbatore, 09 to 16-Dec -2011

Conference / Seminar / Workshop Organized

1. Citizen Consumer Club coordinator the year 2023-24 at Dr NGP Arts and Science College, Coimbatore
2. Organising member of National conference -Emerging Advancements and innovations in commerce and Industry on September 2023 at Dr NGP Arts and Science College, Coimbatore
3. Organising Secretary of Symposium- Intercollegiate BPS Meet- BIZ VIZ BPS Meet on 28.02.2024 at Dr NGP Arts and Science College, Coimbatore
4. **Convener** of Symposium- Intercollegiate Case Analysis Competition on the occasion of world Youth day on 09.01.2024 at Dr NGP Arts and Science College, Coimbatore
5. Organising member of International conference on Artificial Intelligence in modern Business era, 17.02.2023 at Dr NGP Arts and Science College, Coimbatore.
6. Convener, **Talent Hunt** as a part of Commerce Day Celebrations-Adzap , Dr NGP Arts and Science College on 11.01.2023
7. Convener, **National Youth Day Celebrations**, Department of Commerce BPS, Dr NGP Arts and Science College on 10.09.2022.
8. Convener, Career orientation on Public Service Commission Examinations, Mr. N Hariharan, Founder & Director. Shine IAS Academy & Banking, Suguna College of Arts and Science 28-Apr-2022.
9. Convener, Digital Marketing, Mr. VM Prabakaran, Founder & CEO, Vaisaithalam Solutions, Department of Commerce and Management, Suguna College of Arts and Science, 04-Apr-2022
10. Convener, Workshop on Tally, Mr. Joel M Andrew, Director, Karam's I Tech Solutions, Tally Education P Ltd, Department of Commerce, Suguna College of Arts and Science, 23-Mar-2022
11. Convener, Session on Income Tax, Dr R Senthil Kumar, Department of Commerce, Suguna College of Arts and Science, 19-Mar-2022
12. Convener, "You Are More Than You Think" as a part of International Women's Day celebrations, Ms. Vaishnavee Balaji, Founder, Mapa Stupid Solutions, Motivational Speaker and Life Coach, Suguna College of Arts and Science, 08-Mar-2022

13. Convener, Entrepreneurship Summit by Mr. Rajesh Kumar Palanisamy, MSME, Chennai, Department of Commerce and Management, Suguna College of Arts and Science, 10-Dec-2021
14. Convener, Power Seminar on Digital Divide and Role of social media by Mr. Prashanth Ganesh, Co-Founder Preskale, Co-Founder Athleap Foundation, Suguna College of Arts and Science, 30-Nov-2021
15. Convener, Business Quiz - Club activity, Department of Management Studies, Suguna College of Arts and Science, 22-Nov-2021
16. Convener, Investment Awareness Programme Sponsored by NSE & Infinite Edge, Mr. Imran Ahamed, Founder & Director, Infinite Edge Training & HR Solutions, Department of Commerce and Management, Suguna College of Arts and Science, 18-Nov-2021
17. Convener, Seminar on Commercial Priorities Vs. Tax Obligation, Shri.R. Mani Mohan, Superintendent -(CBIC), Department of Revenue, Ministry of Finance, Department of Commerce and Management, Suguna College of Arts and Science, 17-Nov-2021
18. Convener, Effective Learning Towards Elite Life, Ms. Aishwarya Devi, Assurance Associate, ERNST&YOUNG, Chennai, Suguna College of Arts and Science, 11-Oct-2021
19. Convener, Inauguration of IQAC Cell, Commerce and Business Club, Suguna College of Arts and Science, Aug & Sep-2021.
20. Convener, ADZAP- Club activity, Department of Management Studies, Suguna College of Arts and Science, 29-Sep-2021.
21. Convener for one day Hands-on-Training on “Business Analytics- Programming with R” by Ms. Lihitha Krishnan, Institute of Analytics, Bangalore, Department of Commerce with Accounting & Finance, Dr G R Damodharan College of Science ,06-Feb-2019.
22. Organsier, BOOT CAMP, B. Com A&F, GRD SCIB, from 2018-2020.
23. Convener for one day Hands-on-Training on “Business Analytics- Programming with Python” by Dr. Vinod Kumar Murti, Country Head, Institute of Analytics, Bangalore, by Department of Commerce with Accounting & Finance, Dr G R Damodaran College of Science, 04- Oct -2018.
24. Convener for day Hands-on-Training on “Business Analytics” by Mr. Kshitig Upadhyay Institute of Analytics, Bangalore, by Department of Commerce with Accounting & Finance, Dr G R Damodaran College of Science, 06-Sep-2018.
25. Organizing Committee Member for National Conference on ‘Indian Insurance Industry – Sustainability in The Era of Globalization’, GRD SCIB, Mar-2014.
26. Committee Member, CALIBRE & Awards Day, GRD SCIB, from 2012 till 2020.
27. Organized One day Workshop Representing Department of Commerce CA, KG College of Arts and Science in association with SRIKARA, Coimbatore, Feb-2011.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

1. Acted as a Resource Person for “**FINANCIAL MANAGEMENT- CAPITAL BUDGETTING TECHNIQUES**” for Department of Commerce PG, Sri Ramakrishna college of Arts and Science college, cbe on Feb 21st 2025
2. Acted as chief guest & Resource Person for “**ENTREPRENEURSHIP-STARTUP INDIA**” for Department of Commerce Finance, Dr.SNS Rajalakshmi college of Arts and Science on 13th October 2023
3. Inaugurated COMMERCE Association & acted as Resource Person for “**SOCIAL HARMONY AND EMORIONAL WELLBEING- A SELF EVOLUTION**” Nandha Arts and Science College, Erode,
4. Inaugurated & acted as Resource Person for “**WOMEN DEVELOPMENT CELL**” Nandha Arts and Science College, Erode, with the topic **COLLABORATIVE INITIATIVES ON WOMEN EMPOWERMENT** on 2-Nov- 2021

Faculty Professional Development Programme

FinTech - '**SECONDARY LOAN MARKET GOES ONLINE**' initiated by Axis Bank along with 10 other banks including HDFC w.r.t Article in The Economic Times dated 12/9/2022, Along with Resource Person: MRS.SHAIMILA GOWRI, Branch Manager, HDFC Bank, Kotagiri Branch. **G meet link:** <https://meet.google.com/bdg-ksiy-mup>, Dr . N.G. P Arts and Science College