

**Name** : Dr. M.S.RANJITHKUMAR

**Designation** : Professor and Head

**Department** : B.Com with Business Analytics

**Qualification** : M.Com., M.Phil., PGDCA., NET., Ph.D.

**Experience** : Teaching: 22.3 Years Research: 20 years

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

**Email (Official ID)**: [dranjithkumar@drngpasc.ac.in](mailto:dranjithkumar@drngpasc.ac.in),



#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Gobi Arts & Science College, Gobi	2012
M. Phil.	Commerce	Gobi Arts & Science College, Gobi	2004
M. Com.	Commerce	Gobi Arts & Science College, Gobi	2002
B. Com.	Commerce	Gobi Arts & Science College, Gobi	2000

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
P.G.D.C.A	Computer Science	Bharathiar University, Coimbatore,	2003
NET	Commerce	University Grant Commission (UGC)	2010
NPTEL	<b>Principles of Human Resource Management</b>	Indian institute of technology Kharagpur	2018
NPTEL	Corporate social Responsibility	Indian institute of technology Kharagpur	2019
NPTEL	Supply Chain Analytics	Indian institute of technology Raarkee	2023

## Projects

### On-going

Project Title	Agency	Amount	Duration
<b>“A Study of Farmer’s Perception on Different Marketing Channels for Major Vegetables in Ooty and Coimbatore Districts of Tamil Nadu”</b>	ICSSR- Minnor 2020	3,00,000	<i>1 YEAR</i>
<b>NEP -2020 opportunities and challenges of HEIs in achieving grossenrolment ratio(GER in creating human resources to the paradigm industry requirements” a study of selected HEIs of Karnataka and mathiya Pradesh</b>	ICSSR- short term empirical 2023-24	10,00,000	6 months

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	5	2
M. Phil.	4	-

## Research Publications (Indexed)

### International

1. Dr. M.S.Ranjithkumar **An Empirical Study On The Investors Opinion Of An Online Share Trading With Special Referanve to Mothilal Oswal Securities Limited Udumalpet** Aditya International Journal of modern day practices, Volume.1, Issue6,pp.13-25,ISSN2277-730X. 2013
2. Dr. M.S.Ranjithkumar **A Study On Producers’ Satisfaction About Co-Operative Milk Society (With Special Reference to Tirupur District)** Aditya International Journal of research in technology and management Volume2, Issue10,pp. 34-47,ISSN2248-9665.
3. Dr. M.S.Ranjithkumar **A Empirical Study on Customer Awareness, Satisfaction And India Influence Among The Life Insurers of Coimbatore** International journal of scientific research. Volume no : 3/issue:8/ ISSN- 2277-8179pp. 40-42,I.F- 1.8651 august 2014.

4. Dr. M.S.Ranjithkumar **A Study of Quality Of Work Life With Special Reference To Employees In Coimbatore** International Journal of Informative and Futuristic Research, ISSN 2347-1697 in Volume 3, Issue 5, Impact factor of 4.164 January 2016.
5. Dr. M.S.Ranjithkumar **A Study On Brand Preference and Consumer Buying Behavior Towards Laptops With Special Reference to Coimbatore City** International Journal Of Multidisciplinary Research And Development ISSN:2349-4182(online) 2349-5979 (print ) in Volume 3, Issue 2 February 2016. PP 243-247.
6. Dr. M.S.Ranjithkumar **Empirical Study On Socio-Economic And Level of Satisfaction of Women Nurses In Private Hospitals With Special Reference to Coimbatore City** Intercontinental Journal Of Human Resource Research Review ISSN:2320-9704 - Online ISSN:2347-1662 - Print - Impact Factor:1.615 Volume 4, Issue 1, March 2016
7. Dr.M.S.Ranjithkumar **A Study on Banana Cultivators' Level of Satisfaction(With Special Reference to Thoothukudi District, Tamil Nadu)** International Educational Applied Scientific Research Journal (IEASRJ) Volume : 2 | Issue : 1 | Jan 2017 | e-ISSN : 2456-5040 | IMPACT FACTOR VALUE : 4.871 (SJIF)
8. Dr. M.S.Ranjithkumar **A Study on Liquidity Position Analysis Of Selected Textile Companies In India** Intercontinental Journal Of Finance Research Review ISSN:2321-0354 - Online ISSN:2347-1654 - Print - Impact Factor:4.236 volume 5, Issue 2, February 2017
9. Dr. M.S.Ranjithkumar **Determinants Of Passengers Satisfaction Towards Hygiene Facilities Provided In Coimbatore Junction**, International Journal of Current Research and Modern Education(IJCRME) , vol.3, Issue 1, page no.255-258, May 2018, ISSN :2455-5428 Impact factor:6.925
10. Dr. M.S.Ranjithkumar **A Study On Profitability Analysis Of Indian Selected Automobile Industry In India** International Journal for Research in Engineering Application & Management (IJREAM) ISSN : 2454-9150 Vol-04, Issue-07, Oct 2018
11. Dr. M.S.Ranjithkumar **A Study On The Impact Of Capital Structure On Manufacturing Unit Academicia: An International Multidisciplinary Research Journal Double Blind Refereed & Reviewed International Journal)** ISSN: 2249-7137 Vol. 8 Issue 10, October 2018 Impact Factor: SJIF 2017 = 6.049
12. Dr. M.S.Ranjithkumar **Trend in Sales and Profitability Positions of the Select Cement Industries In India** Research Review International Journal of Multidisciplinary ISSN 2455-3085 (Online) UGC Listed Journal Impact Factor 5.214 Sep- 2018.
13. Dr. M.S.Ranjithkumar **Financial Inclusion And Its Impact Of Digital Economy** International Journal of Scientific research and Review ISSN: 2279- 543X Sep 2018 Vol 8 Issue no : 11

14. Dr. M.S.Ranjithkumar **A Study on Consumer Level Of Satisfaction Towards Eco-Friendly Products** on eISSN:2348-1269 pISSN:2349-5138(Volume 5, Issue 4 Oct- December 2018. PP 425-427. Cosmos Impact factor 4.236
15. Dr. M.S.Ranjithkumar **Promoting And Innovating In Women Entrepreneurship With Special Reference To Coimbatore City** on International Journal Of Research And Analytical Reviews (IJRAR) E ISSN 2348 1269, P- ISSN 2349 5138, Vol 6, Issue 1 March 2019
16. Dr.M.S.Ranjith Kumar and Ms.R.Suganya, **A study on the Financial Performance of selected IT Companies in India** , Humanities and Social Science Studies , Vol.12, Issue 02, No.22, July-Dec 2023, ISSN:2319-829X
17. Dr. M.S.Ranjithkumar Published an article entitled ‘TRANSFORMING HR OPERATIONS ENHANCING EFFICIENCY WITH ANALYTICS RESKILLING AND UPSKILLING’ published in Proceedings of “ DIGITAL DRIFT IN MFM3.0- OPTIMISING THE BUSINESS “(ICAIMBE-23)AUGUST 2023, ISBN- 978-81-963865-9-7.
18. Dr. M.S.Ranjithkumar and Abhishekh V Published an article entitled ‘A STUDY ON PROBLEMS AND CHALLENGES FACED BY THE CUSTOMERS OF MARUTI SUZUKI CARS (WITH SPECIAL REFERENCE TO TIRUPPUR CITY)’ published in International Journal of Research and Analytical Reviews (IJRAR) MARCH 2025, ISSN- 2349-5138.
19. Dr. M.S.Ranjithkumar and Boosith C R Published an article entitled ‘AN EMPIRICAL STUDY ON CUSTOMER SATISFACTION OF SERVICE QUALITY IN ONLINE BANKING SERVICES OF NATIONALIZED BANKS (WITH SPECIAL REFERENCE TO COIMBATORE CITY) published in INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS) Vol. 05, Issue 03, MARCH 2025, -ISSN : 2583-1062 .
20. Dr. M.S.Ranjithkumar and Harish. S Published an article entitled ‘A study on customers preference and satisfaction towards electric two wheelers, Coimbatore city published in INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY (IJRCS) Volume - 9, Issue - 3, March - 2025, ISSN(O): 2456-6683.
21. Dr. M.S.Ranjithkumar and Jegan. S Published an article entitled ‘A study on consumer purchase behaviour of organic products in Coimbatore published in INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD Volume - 11, Issue - 03, March - 2025, ISSN(O): 2455-0620.
22. Dr. M.S.Ranjithkumar and Mithunsiddharth S.C Published an article entitled ‘A STUDY ON CONSUMERS SATISFACTION ON PUBLIC DISTRIBUTION SYSTEM published in Journal of Emerging Technologies and Innovative Research (JETIR) March 2025, Volume 12, Issue 3, ISSN-2349-5162.

23. Dr. M.S.Ranjithkumar and Surya S Published an article entitled 'CASE STUDY ON SUSTAINABLE PRACTICES ON TIRUPPUR EXPORTERS ASSOCIATION, TIRUPUR published in Journal of Emerging Technologies and Innovative Research (JETIR) March 2025, Volume 12, Issue 3, ISSN-2349-5162.
24. Dr. M.S.Ranjithkumar and Chithrapriya P Published an article entitled 'A Study On Employee Retention Strategies Of Textile Employees In Coimbatore published in International Journal of Engineering Research & Technology Volume 3 Issue 5 – MAY 2017, ISSN [O]: 2395-1052.
25. Dr. M.S.Ranjithkumar , Dr. P.Kanagaraj and Dharani.K Published an article entitled A Study on Sector Analysis for Non-Banking Finance Companies published in International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 09 Issue: 03 | March - 2025, ISSN: 2582-3930.
26. Dr. M.S.Ranjithkumar , Dr. P.Kanagaraj and Dharshini Priya .G Published an article entitled A Study on Gen Z Consumer Satisfaction of Fashion Products in Coimbatore published in International Journal of Scientific Research and Engineering Development Volume 8 Issue 2, Mar-Apr 2025, ISSN : 2581-7175.
27. Dr. M.S.Ranjithkumar and Karisni.T Published an article entitled A Study On Solvency Position Of Selected Green Energy Companies In India published in International Journal of Creative Research Thoughts (IJCRT) Volume 13, Issue 3 March 2025, ISSN: 2320-2882.
28. Dr. M.S.Ranjithkumar and SAGAPTHA.S Published an article entitled A STUDY ON PROBLEMS FACED BY WOMEN TEACHERS IN HIGHER EDUCATION INSTITUTIONS IN COIMBATOREX published in International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 09 Issue: 03 | March - 2025, ISSN: 2582-3930.
29. Dr. M.S.Ranjithkumar, Dr. Nathiya.T and Shamli.D Published an article entitled A STUDY ON CUSTOMER SATISFACTION TOWARDSVASANTH&CO.,SPECIAL PREFERENCE TO COIMBATORE CITY published in Journal of Emerging Technologies and Innovative Research (JETIR) March 2025, Volume 12, Issue 3, ISSN-2349-5162.
30. Dr. M.S.Ranjithkumar and Shilja S Published an article entitled Astudy on rural customer's perception on Indian e-commerce platform: a reference to Coimbatore district published in International Journal of Scientific Research and Engineering Development Volume 8 Issue 1,Jan-Feb 2025, ISSN : 2581-7175.
31. Dr. M.S.Ranjithkumar , Dr. Nancy Sebastina. J and Vismitha M.P Published an article entitled A Study on User Awareness Among Google Pay In Coimbatore City published in International Journal of Scientific Research and Engineering Development Volume 8 Issue 2, Mar-Apr 2025, ISSN : 2581-7175.

32.

**National:**

1. Dr. M.S.Ranjithkumar **Job Satisfaction Of Employees In A Retail Firm Determinants With Reference To Herzberg's Two Factor Theory** , Journal of Commerce and Management Research, Vol.No.1, Issue-I, JUNE 2011, PP.54-68. ISSN-2249-0442.
2. Dr. M.S.Ranjithkumar **India Lives In Its Villages**, Role of Banking in Rural Economic Development, ISBN Edited Book, 23rd September 2011. PP.342-347. ISBN- 978-81-920808-2-6 .
3. Dr. M.S.Ranjithkumar **A Study On Customers' Brand Loyalty And Satisfaction of Maruti Car At Erode District** Paripex - Indian Journal Of Research Volume2, Issue10,Pp.17-22,Issn2250-1991.Oct 2013.
4. Dr. M.S.Ranjithkumar **A Study on Customer Attitude of Brand Equity And Socio Economic Imbalances Of Two Wheeler User In Coimbatore District.** Indian journal of applied research, volume: 4, issue :3 pp:67 to 69. ISSN- 2249-555X impact factor:0.8215- March 2014.
5. Dr. M.S.Ranjithkumar **A Study on The Level of Attitude of Employees on Factors Contributing to Training Programme, Promotion and Job Rotation In Private Sector Banks** Global journal for research analysis, volume: 3, issue :7,pp:34 -36 ISSN no : 2277-8160, impact factor :1.5408- July 2014.
6. Dr. M.S.Ranjithkumar **A Study on Empirical Study on Job Satisfaction Of Employees In Retail Firm (With Special Reference to Coimbatore** Global Journal Research Analysis volume :3 , issue:7,pp:34 -36 ISSN no : 2277-8160, impact factor :1.5408- July 2014.
7. Dr. M.S.Ranjithkumar **Empirical Study on Consumer Satisfaction Towards Pasteurized Milk ( With Special Reference to Dindugal District, Tamil Nadu –** paripex- Indian journal research: volume :3, issue ; 7 pp: 29 to 31 ISSN no: 2250-1991, impact factor : 1.6714-july 2014.
8. Dr. M.S.Ranjithkumar **A Study on Arts College Students Satisfaction About Online Programs With Special Reference to Coimbatore** Indian journal of applied research volume:4/issue: 8/ pp:61-63, ISSN -2249-555x, if 0.8215 august 2014.
9. Dr. M.S.Ranjithkumar **Banking Problems in Rural Area** published in conference proceedings of Problems and prospects of rural banking and its impact on empowerment of rural households."ISBN edited book 978-81-920808-6-4 18<sup>th</sup> December 2014.
10. Dr. M.S.Ranjithkumar **Rural Development Through Agri entrepreneurship** in conference proceedings of Role of Agri Business In Sustainable Rural Entrepreneur Ship Development ISBN edited book 978-81-920808-7-1 20<sup>th</sup> August 2015.

11. Dr. M.S.Ranjithkumar **Impact of Dividend Policy on Shareholders Value** in conference proceeding “corporate governance and dividend policy in India , organized by the PG & Research Department of Commerce, Gobi Arts & Science College. Published in edited ISBN Book -978-81-910200-9-0, on 25<sup>th</sup> & 26<sup>th</sup> September,2015
12. Dr.M.S.RanjithKumar & R.Suganya, **Developing Entrepreneurship among Youth in India**,ISBN edited book 978-81-920808-8-8.
13. Dr.M.S.RanjithKumar & R.Suganya, **A Study on Liquidity position Analysis of Selected Textile Companies in India**, Intercontinental journal of Finance Research Review, Vol.2, Issue.4, pp.12-15, 2016, ISSN: 2321-0354.
14. Dr.M.S.RanjithKumar & R.Suganya , **Empirical Study on Socio Economic and Level of Satisfaction of Women Nurses in Private Hospitals with Special Reference to Coimbatore City**, Intercontinental Journal of Human Resource Research Review, Vol. 4, Issue. 1, pp.34-38, 2016, ISSN: 2230 -9704.
15. Dr. M.S.Ranjithkumar **Market Research on Factors Affecting Customer Satisfaction In RetailBanking** Jamal Academic Research Journal: An Inter disciplinary ISSN:0973-0303Vol.No.IX,Jan 2017
16. .Dr. M.S.Ranjithkumar **Corporate Social Responsibility In The Indian Banking Industry With Special Reference To State Bank Of India** Jamal Academic Research Journal: An Inter disciplinary ISSN:0973-0303Vol.No.IX,Jan 2017
17. Dr. M.S.Ranjithkumar **E- Governance –Reforming Government Through Technology : A Digital India Initiative** Journal of Management and Science ISSN: 2249-1260 | e-ISSN: 2250-1819 | Impact Factor: 0.654 | Quality Factor: 1:30 | Vol.1 | Feb 2017
18. Dr. M.S.Ranjithkumar **MSME and Implementation of Goods and Service Tax (GST)** Journal Of Management and Science ISSN: 2249-1260 | e-ISSN: 2250-1819 | Impact Factor: 0.654 | Quality Factor: 1:30 | Special Issue No.1 | SEP 2017Dr.
19. M.S.Ranjithkumar **Positive Growth In Banking Business By Private Sector Bank In Semi Urban Areas With Special Reference To ICICI Bank** National Journal of Multidisciplinary Research And Development ISSN:2455-9040(Volume 3, Issue 2 May 2018. PP 22-25. Impact factor of RJIF 5.22
20. Dr. M.S.Ranjithkumar **A Study on Job Satisfaction Of Health Care Employees Of Coimbatore( With Reference To Herzberg’s Two Factor Theory** on The research journal of social sciencesISSN 0025-1348 (P), 2456-1356 (O) UGC APPROVED February 2019 volume 10 Number 2
21. . Dr.M.S.Ranjithkumar **Perception Of Farmers Towards Cultivation And Marketing of Vegetables in Nilgiris District** on Journal of Emerging Technologies and Innovative Research (JETIR) (ISSN-2349-5162) February 2019, Volume 6, Issue 2

22. Dr. M.S.Ranjithkumar Published a Paper entitled **“Perception of farmers towards cultivation and marketing of Vegetables in Nilgiris district”** on Journal of Emerging Technologies and Innovative Research (JETIR) (ISSN-2349-5162) February 2019, Volume 6, Issue 2
23. Dr. M.S.Ranjithkumar Published a Paper entitled **“Impact Of Capital Structure On Firm's Profitability: A Study On selected Cement Manufacturing Companies Listed In NSE”** SAMBODHI (UGC Care Journal) ISSN: 2249-6661, Vol-44 No.-01 (III) January-March (2021)
24. Dr. M.S.Ranjithkumar Published a Paper entitled **“A Study On Economic Value Added Analysis Of Indian Selected Automobile Industry In India”** AEGAEUM JOURNAL UGC-CARE Approved (Group-II) Multidisciplinary National level ISSN: 0776-3808 Volume 9, Issue 2, 2021 ISSN: 0776-3808 <http://aegaeum.com/> Page No:171 (<http://aegaeum.com/gallery/19-agm.j-feb-4590.pdf> )
25. Dr. M.S.Ranjithkumar Published an article entitled **“Status Of Agricultural Production In India With Special Reference To Horticulture”** published in Journal Of Education: Rabindra Bharati University(UGC Care Journal)ISSN: 0972-7175 VOL:XXIII, NO. :7(I),2021-08-12.
26. Dr. M.S.Ranjithkumar Published a Paper entitled **“A Study On Customers Preference And Influencing Factors Towards Economic-Friendly Products”** published in AEGAEUM JOURNAL,VOL 9, ISSUE 4,2021. ISSN 0776-3808(UGC Care Journal) (priya)
27. Dr. M.S.Ranjithkumar Published an article entitled **“Determinants Of Production And Marketing Of Vegetables With Reference To Nilgiris District”**, published in Kalyan Bharati (UGC Care Journal)VOL-36,NO.7(III):2021. ISSN: 0976-0822.(deepha)
28. Dr. M.S.Ranjithkumar Published an article entitled **“A Study On Liquidity And Profitability Analysis Of Automobile Companies In India”** published in STRAD RESEARCH, VOLUME 8, ISSUE 8, AUGUST – 2021. An UGC-CARE Approved Group - 2 Journal ISSN: 0039-2049,
29. Dr. M.S.Ranjithkumar Published an article entitled **‘A Empirical Study On Artificial Intelligence Impact On Business Operations In India’** published in Proceedings of **“Artificial Intelligence In Modern Business Era ”**(ICAIMBE-23)February 2023, ISBN- 978-81-962056-7-6.



30. Dr. M.S.Ranjithkumar Published an article entitled **“A study on young customer awareness and satisfaction towards digital payment services”**, ed in Artificial Intelligence in Modern Business Era, ISBN- 978-81-962056-7-6
31. Dr. M.S.Ranjithkumar and, sagaptha.S Published an article entitled **Exploring The Satisfaction Level Of Women Teachers In Higher Education Institutions: A Study In Coimbatore District, Tamil Nadu.** AEGAEUM JOURNAL Volume 13, Issue 3 2025 ISSN NO: 0776-3808 Page No:115-120

#### Book Chapters

- Published an Book Chapters entitled “Social media in learning” published in Transformation Of Teaching Learning Strategies In The Digital Era, Shanlax publications September 2022 ISBN: 978-93-95422-04-8

#### Book Publications

- **FUNDAMENTALS OF BUSINESS ANALYTICS** , Dr.M.S.Ranjithkumar Prime International Publication chennai , August , 2024 ISBN: 978-93-6010-401-6
- **BUSINESS ACCOUNTING** , Dr.P.Jayasubramaniam , Dr.M.S.Ranjithkumar, Dr. P.Vimal kumar , Dr. A. Mallika 1<sup>st</sup> edition taran Publications, chennai , , March 2024 ISBN: 978-81-19994-4-1-2
- **INTRODUCTION TO DATA SCIENCE** , Dr.A.Kanagaraj ,Dr.N.Karthikeyan,Dr.A.Geetha ,Ms.N.Vaishnavi, Dr.M.S.Ranjithkumar 1<sup>st</sup> edition prime international Publications, chennai , , December 2023 ISBN: 978-93-6010-097-1.
- Proceedings of **“ Artificial Intelligence In Modern Business Era ”**(ICAIMBE-23)February 2023, ISBN- 978-81-962056-7-6
- **INTERNATIONAL TRADE**, Dr.P.N Raghunathan., Dr.A.Jaganathan & Dr.M.S.Ranjithkumar, 1<sup>st</sup> Edition,Karangal Publications, chennai , March 2020 ISBN: 978-81-938602-6-7
- **BANKING AND INSURANCE PRINCIPLES** , Dr.S.Ramkumar, Dr.M.S.Ranjithkumar & Dr.K.Sundaresh, 1<sup>st</sup> Edition, charulatha publications, chennai , January 2019 ISBN: 978-93-88335-55-3
- **Role of Banking Sector in Rural Economic Development** Volume-1, September 2011,ISBN- 978-81-920808-1-9
- **Role of Banking Sector in Rural Economic Development** Volume-2, September 2011,ISBN- 978-81-920808-2-6

#### Presentations in Conference

- **Gap Analysis** International Level Seminar on Galloping of Indian Services towards GlobalStandards held at Muthayammal Engineering College, Rasipuram, on 2-Nov-2006.

- **Motivation And Moral is a Challenging Role of HR in Recent Global Work Place** International Seminar on Recent Trends in Global Business Order “Impact in Asia” held at Vivekanandha Institute in Information and Management Studies Namakkal, on 30th and 31<sup>st</sup>-Jan-2009
- **MSME and Implementation of Goods and Service Tax (GST)** in the National level conference on ‘Impact of Goods and Service Tax (GST) Organized by Post Graduate and Research Department of Commerce With Commerce Computer Applications, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore on 27-Sep-2017.
- **Impact of Cashless Economy for Digital India** in the National level conference on ‘Impact of Digital Economy in India Organized by the Department of Commerce & commerce (CA) Bharathidasan college of Arts and science college Erode -16 on 12-Sep-2018
- **Emerging Trends in Indian Business Models** in the National level seminar on ‘Indian Business Environment : Past Reforms And Challenges Ahead Organized by the Department of Commerce & commerce (CA) Nanda Arts and science college erode 52 on 15-Feb-2019
- **Opportunities for Women Entrepreneurs** - National Conference at VET Institute of Arts and Science, Erode on 24-Jan-2020.
- **Human Resource Analytics for Business (Best Paper)** in the National Conference on Business Innovation and Sustainability-Building the organisations for the Future Organized by the Department of Commerce on 7-Feb-2020.
- **Green Entrepreneurship** in the International Conference on E-Startup: Challenges And Opportunities” Organized by School of Commerce, Rathinam College of Arts and Science, AICRAISE Coimbatore and Indian entrepreneurship club in Mumbai on 25-Feb-2020

### Participation in Conference

#### NATIONAL

- Threshold Challenges of Corporates in The Emerging Environment "organized by Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science and the Institute of Company Secretaries of India held 23-Sep-2002.
- Emerging Issues in Human Resources Accounting organized by Gobi Arts and Science College held on 23-mar-2004.
- Indian Financial Markets Under Reforms organised by Gobi Arts and Science College, and University Grants Commission, on 10th and 11-Sep-2004 presented a paper titled mutual funds in Indian financial markets.

- Financial Re-Engineering-Strategies and Regulations held at Dr.N.G.P. Arts and Science College, Coimbatore on 28-Jan-2010 presented a paper entitled Financial Re-Engineering-Strategies and Regulations.
- Legal and Regulatory frame work for corporate sector held at Dr.N.G.P. Arts and Science College, Coimbatore on 17-Feb-2010 Issues in Higher Education organised by Association of Principals of Colleges Bharathiar University and University Grants Commission and Bharathiar University - Academic Staff College held on 29-Oct-2010.
- Challenges and Issues in Services Marketing held at SNR Institute of Management Science, SNR Sons College, Coimbatore, on 17-Mar-2011 presented a paper titled service marketing an over view .
- Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC) held at Dr.N.G.P. Arts and Science College, Coimbatore on 9th and 10<sup>th</sup>-Dec-2011
- Risk Management, KPR College of Arts Science and Research, Coimbatore, 16.02.2022-17.02.2022.
- TEACHERS CONFERENCE ON THE EMPOWERING Educators Organised By Coimbatore Chapter Of **ICSI** On 04<sup>Th</sup> Sep 2025 Coimbatore .

## **INTERNATIONAL**

- Conformance on Galloping of Indian Services towards Global Standards held at Muthayammal Engineering College, Rasipuram, on 2-Nov-2006 presented a paper entitled Gap Analysis.
- Conformance on Recent Trends in Global Business Order Impact in Asia held at Vivekanandha Institute in Information and Management Studies Namakkal, on 30th and 31-Jan-2009 presented a paper entitled Motivation and Moral is a Challenging Role of HR in Recent Global Work Place.
- Conformance on DIGITAL DRIFT IN MFM3.0- OPTIMISING THE BUSINESS “held at Puratchi Thalaivi Amma Govt Arts And Science College palladam August 2023
- International Symposium on Volatility in global Markets, VET Institute of Arts and Science (Co-education) College, 23.08.2023
- International conference on India-Malaysia Bilateral Relations: Strengthening Economic, strategic and Cultural Ties in the 21st Century, Indian council of World affairs(ICWA), New Delhi, Sri Ramakrishna College & Arts & Science (Autonomous), 20-August-2025.

### **Participation in Seminars**

- Role of Autonomy and Quality Assurance in Higher Education: Issues, Achievements And Challenges Excellence Through Internal Quality Assurance Cell (IQAC) held at Gobi Arts and Science College, Gobi on 1st and 2-Feb-2013.
- Role of Banking Sector in Rural Economic Development held at Dr.N.G.P. Arts and Science College, Coimbatore on 23-Sep-2011 presented a paper and published in Edited ISBN Book paper entitled India Lives
- Recent Trends in Banking Held at Tamil Nadu College of Engineering, Coimbatore on 2-Apr-2008 presented a paper titled Impact of LPG on Indian insurance sector.

### **Participation in Workshop**

- Alpha & Omega of Research, organized by Sri Vasavi Arts and Science College ,Erode held on 22- Oct-2003.
- Environmental Issues & Management organized by Gobi Arts and Science College held on 2- Sep- 2004.
- Role of Banks in Entrepreneurial Development held at Dr.N.G.P. Arts and Science College, Coimbatore on 31-Jan-2005.
- Motivation, Counseling and Commitment in Teaching Profession held at Dr.N.G.P. College of education on 10-Jun-2006.
- Ethics and Corporate Social Responsibility ,PG and Research Department of Commerce and Department of e-Commerce, Kongunadu Arts and Science College, Coimbatore on 7-Sep-2011
- PUBLIC FINANCIAL MANAGEMENT SYSTEM (PFMS ) organized By Dr.N.G.P. Arts and Science College, and Dr.N.G.P. institute of technology , Coimbatore on 30&21-november -2023

### **Participation in Online Webinar**

- Conquering the invisible Enemy: Strategies for Co-operatives in the Pandemic World, Organized by Department of Co-operation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore ,22-May-2020.

## Participation in Faculty Development Programme

- **The Procedure For Assessment and Accreditation** held on 17-Feb-2005, Dr.N.G.P. Arts and Science College, Coimbatore.
- **Teaching Learning: A New Paradigm**, Dr. N.G.P. Institute of Technology Coimbatore, on 25-Jun-2016.
- **Teacher Student Relationship: Psychological Dimensions And Competency Mapping For Teaching Professionals**, Dr.N.G.P. Arts and Science College, Coimbatore, on 02-Jul-2016
- **Moral Values in Teaching & Attitude**, Dr.N.G.P. Arts and Science College, Coimbatore, on 16-Jul-2016
- **Innovative and best practices for arts and science college teachers**, Dr.N.G.P. Arts and Science College, Coimbatore, on 31-Oct-2016
- **Research and higher education**, Dr.N.G.P. Arts and Science College, Coimbatore, on 1-Nov-2016
- **Resilience and Happy Living**, Dr.N.G.P. Arts and Science College, Coimbatore, on 2-Nov-2016
- **Innovative Practices in Autonomy; Documentation For Assessment**, Dr.N.G.P. Arts and Science College, Coimbatore, on 3-Nov-2016
- **Total Quality Teacher**, Dr.N.G.P. Arts and Science College, Coimbatore, on 4-Nov-2016
- **Performance Dimensions for Teachers**, Dr.N.G.P. Arts and Science College, Coimbatore, on 5-Nov-2016
- **Intellectual Property Rights and Innovation**, Dr.N.G.P. Arts and Science College, Coimbatore, on 28-Oct-2017
- **Scientific Writing and IPR**, Dr.N.G.P. Arts and Science College, Coimbatore, on 03-Jan-2018
- **Examination Reforms towards OBE**, Dr.N.G.P. Arts and Science College, Coimbatore, on 19-Jan-2018
- **Quality Measures in Higher Education**, Dr.N.G.P. Arts and Science College, Coimbatore, on 03-Dec-2018
- **NAAC – Revised Accreditation Frame Work and OBE Assessment methodology**, Dr.N.G.P. Arts and Science College, Coimbatore on May 27 – June 02, 2019.
- **Corporate Social Responsibility**, NPTEL- AICTE Funded By Ministry of MHRD Govt. of India Jul-Sep-2019
- **R Programming**, Sri Krishna Arts and Science College, Coimbatore, 19-Apr – 20 to 24-Apr-20
- **Research Methodology and pedagogy for Tertiary Education** Dr. N.G.P. Arts and Science College Coimbatore 15-Jun-21 to 21-Jun-21
- **Bridging Tradition and Innovation: Insights from the Indian Knowledge system**, ATAL Sri Ramakrishna College of Arts & Science, Five days Online FDP, 7.7.2025-11.7.2025.

- **Empowering Managerial Education: Integrating AI in Teaching & Assessment with Practical Insights** at ATAL ISHAN INSTITUTE OF MANAGEMENT AND TECHNOLOGY from 18/08/2025 to 23/08/2025.
- **AI – Powered Industry 4.0**, ATAL Vivekananda Institute of Management Studies from 22.9.2025-27.9.2025.

#### Participations in Training Programme

- 10 days training on trainers training on INFOSYS PROJECT GENESIS at Infosys Campus Mysore On Juna\ Urary 3rd 2013 Till 12th 2013

#### Conference / Seminar / Workshop Organized

- Acted as Organizing Committee Member in a National Level Seminar on "Challenges and opportunities in banking and insurance sector" held at Dr.N.G.P. Arts and Science College, Coimbatore on 30-Sep-2006.
- Acted Organizing Committee Member in a National Level Seminar on "Role of Banking sector in Rural Economic Development" held at Dr.N.G.P. Arts and Science College, Coimbatore on 23- Sep-2011.
- Acted as Organizing secretary in a National Conference On “Opportunities And Challenges Of Business In The Digitalized Era”(COCBD2018) held at Dr.N.G.P. Arts and Science College, Coimbatore on 28& 29-Sep-2018.
- Acted as Organizing secretary in a National Conference On “modern business Opportunities AndChallenges”(CMBOC2020) held at Dr.N.G.P. Arts and Science College, Coimbatore on 27-Feb-2020
- Acted as convenor in a International Conference On “ Artificial Intelligence In Modern Business Era “(ICAIMBE-23) held at Dr.N.G.P. Arts and Science College, Coimbatore on 17-Feb-2023
- Acted as Organizing Committee Member NATIONAL CONCLAVE ON WORK2030 “ENTERPRENEURS HEARTS AND HR MINDS”

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

- Session chair /chair person on National Conformance On **Impact On Trade War On IndianEconomy** Dr.N.G.P. Arts and Science College, Coimbatore on 25-Feb-2020
- Session chair /chair person on National Conformance On **Implications of fintech in Indian economy** Dr.N.G.P. Arts and Science College, Coimbatore on 04-Mar-2020

- Session chair /chair person on National **Conformance On Contemporary Perspectives and Development In Humanities And Management** Dr.N.G.P. Arts and Science College, Coimbatore on 11-Mar-2020
- Session chair /chair person on National **Conformance On REBUILDING GLOBAL BUSINESS ENVIRONMENT** Dr.N.G.P. Arts and Science College, Coimbatore on 15-FEB-2023
- Session chair / Resource person for technical session on National **Conformance On FIN- TECH ECHO SYSTEM- A GAME CHANGER IN THE FINANCE SECTOR** “at PSGR Krishnammal College For Women. , Coimbatore on 3rd -April -2023
- Resource person for The seminar On “**POWER OF RESEARCH IN STUDENT DEVELOPMENT** “at Gobi Arts and Science, Erode, on 26 th SEPTEMBER 2023.
- Resource person for The seminar On “**RESEARCH AND DATA VISUALISATION** “at VET Institute of Arts and Science, Erode, on 27 th December 2023.
- Resource person for The seminar On “**From Literature to mField: Bridging Review and Questionnaire Design in social Sciences** “at PSGR Krishnammal College for Women, on 16 th JULY 2025.

#### Member in BoS

- **Special invite**, Board of commerce, Gobi Arts And Science College ,Gobichettipalayam , 2017
- **Subject expert**, Board of commerce Business analytics sri G.V.G Visalakshi College For Women, Udumalpet,2021 onwards
- **University nominee**, Board of commerce Business analytics vellalar College For Women, Erode ,2023 onwards
- **Subject expert**, Board of commerce Business analytics SREE SARASWATHAI THYAGARAJA COLLEGE , POLLACHI, 2024 onwards
- **University nominee**, Board of commerce IT NANDHA ARTS AND SCIENCE COLLEGE, Erode ,2025 onwards
- **Subject expert** Board of Commerce FINTECH PSGR Krishnammal College For Women. , Coimbatore .

#### Member in Doctoral Committee

- Bharathiar University **VC nominee** Doctoral Committee OF Ph.D IN VET Institute of Arts and Science, Erode, on 27 th December 2023. Onwards
- Bharathiar University **VC nominee** Doctoral Committee OF Ph.D IN SREE SARASWATHAI THYAGARAJA COLLEGE , POLLACHI, 2019 onwards
- Bharathiar University **VC nominee** Doctoral Committee OF Ph.D IN P.K.R COLLEGE For Women, GOBICHETTIPALAYAM ,

- Bharathiar University **VC nominee** Doctoral Committee OF Ph.D IN SRI VENGADESWARA ARTS AND SCIENCE COLLEGE, GOBICHETTIPALAYAM
- Bharathiar University **VC nominee** Doctoral Committee OF Ph.D IN RATHINAM COLLEGE, Coimbatore.

#### Editorial / Review Board Member

- Acted as **Editorial Board Member** for an ISBN Edited Book on “Role of Banking sector in Rural Economic Development”. VOLUME I & II
- Acted as **Editor** for an ISBN Proceedings of “ **Artificial Intelligence In Modern Business Era** ”(ICAIMBE-23), ISBN- 978-81-962056-7-6
- Acted as **Reviewer** of INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH IN TECHNOLOGY ISSN 2349-6002 8.01 IMPACT FACTOR

#### professional body Membership

Membership details	Name of the Professional Body	Nature of membership	Duration
ANU 0930	INDIAN ACCOUNTING ASSOCIATION	ANNUAL	1 YEAR

#### Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Smart deployment award	Google apps	2015
Best Research Paper Reviewer Award	DR.NGPASC Nalla Gounder Research & Innovative Awards	2019-2020
Best Ph.D. Research Guide Award	Sri Nalla Gounder Research & Innovative Awards	2020-2021
Research Fund Receiver	Sri Nalla Gounder Research & Innovative Awards	2023-24