

Name : Dr. Nancy Sebastina . J

Designation : Associate Professor

Department : Business Analytics

Qualification : B.Com (CA)., M.Com., PGDCA., Ph.D

Experience : Teaching – 12Years | Research – Years | Industry - 1Years

Specialization: Marketing

Email (Official) : nancysebastina.j@drngpasc.ac.in



Academic Qualifications

| Degree | Branch | Institution / University Name | Year |
|------------|--------------------------------------|--|------|
| Ph.D. | Commerce | PSGR Krishnammal College for Women | 2014 |
| M. Com | Commerce | P.S.G College Of Arts and Science | 2009 |
| B.Com (CA) | Commerce and Computer Application | Bishop Ambrose College of Arts and Science | 2003 |

Additional Qualifications

| Dip. / Cert. | Area of Specialization | Institution / Agency Name | Year |
|--------------|------------------------|--|------|
| Certificate | Tally | Indian Institute of Commerce | 2004 |
| Diploma | Computer Applications | Bharathiar University | 2007 |
| Certificate | Kona Kona Shiksha | NISM(National Institute of Securities Markets) | 2025 |

Projects

| Project Title | Agency | Amount | Period | Status |
|---------------|--------|--------|--------|--------|
| | | | | |

Grants Received

| Event Title | Agency | Amount | Date |
|-------------|--------|--------|------|
| | | | |

Patent

| Title | Status | Year |
|--|-----------------|------------|
| Entrepreneurial competency prediction using machine learning | 2 nd | 13.12.2024 |

Consultancy

| Title of Consultancy | Client | Amount | Status |
|----------------------|--------|--------|--------|
| | | | |

Research Guidance

| Programme | No. of Scholars | |
|-----------|-----------------|----------|
| | Awarded | Pursuing |
| Ph. D. | | |
| M. Phil. | | |

Research Publications

1. Dr. N. Yesodha Devi, J. Nancy Sebastina, Dr. V.S. Kanchana, **A Study On Customer Awareness, Opinion, Reasons For Opting Mobile Banking**. Zenith: International Journal Of Multidisciplinary Research, pp:218-233, November 2011, ISSN: 2231-5780.
2. Ms. Nancy Sebastina. J and Dr. N. Yesodha Devi, **Advertisement In Promoting Banking Services** ,Global Journal of Arts and Management - GJAM Vol.1 (3), Rising Research Journal Publications , pp:14-19, 2011, ISSN 2249-2658 (Online): 2249-264X (Print).
3. Dr. N. Yesodha Devi, Dr. V.S. Kanchana and J. Nancy Sebastina, **Internet Banking Patronage: An Emperical Investigation In Coimabtore City**. JM International Journal of Marketing Management, vol.1, pp:356-366, July- 2011, ISSN:2230-701x.
4. Dr. N. Yesodha Devi, Dr. V.S. Kanchana and J. Nancy Sebastina, **Consumer Demand Ehics In Advertisement**. SCMS Journal of Indian Management, vol.vii, no.2, pp:50-67, July – sep 2010, ISSN No. 0973-3167 - **SCOPUS**
5. Ms. Nancy Sebastina. J and Dr. N. Yesodha Devi, **A Study On The Problems Encountered In Using The Latest Technologies Introduced By Banks In Coimbatore City**, Commerce Times, pp:1-10, Nov 2014, ISSN No. 2320-9461.

6. Dr. Nancy Sebastina. J, **E-Payments – Pros & Cons**, A Journal of Intercontinental Management Research Consortium. Vol. 6, Issue 1, special edition II, pp.298-301, Feb 2018, ISSN:2347-1670/2347-1662/2347-1654.
7. Dr. Nancy Sebastina. J, **Implementation Of Gst And It's Pros And Cons**, A Journal of Intercontinental Management Research Consortium, Volume 7, Issue 2, pp. 80-82, Feb 2019, ISSN: 2347-1670/2347-1662/2347-1654.
8. Dr. Nancy Sebastina. J, **A Comparative Study Between Traditional Marketing And Digital Marketing**, Alochana Chakra Journal, Volume IX, Issue V, Page No:2589- 2597, May/2020, ISSN NO:2231-3990– UGC CARE
9. Dr. Nancy Sebastina. J & Mr.Dharsan Kumar P, **A Study On Digital Payment Adoption On Service Usage In Coimbatore City**, The International journal of analytical and experimental modal analysis, Volume 17, Issue 03, March /2025, Page No. 18-32, ISSN NO: 0886-9367, Impact factor 6.3, <https://ijaema.com/index.php/volume-17-issue-03-2025>. UGC- CARE approved group – II Journal.
10. Dr. Nancy Sebastina.J, Dr.M.S. Ranjith Kumar, Ms.Suganthini, **Comparative study on examining brand loyalty and customer preference towards starbucks and cafe coffee day (reference with Coimbatore city)**, International journal of scientific research in engineering & management (IJSREM), Vol 09, Issue 03, March 2025, Impact factor 8.586, ISSN No. 2582-3930.UGC
11. Dr. Nancy Sebastina.J, Mr. Gokul Prasad, **A Study On Factor Influence in Mamaearth Personal Care Products With Special Reference To Coimbatore City**, International Journal of Research and Analytical review (IJRAR), Vol 12, Issue 1, March 2025, Impact Factor 7.17, ISSN: 2348-1269/2349-5138, pg no. 684-691. UGC
12. Dr. Nancy Sebastina. J, Dr. M.S. Ranjith Kumar, Ms. Vismitha M.P, **A Study on User Awareness Among Google Pay In Coimbatore City**, International Journal of Scientific Research and Engineering Development, Volume 8 Issue 2, Mar-Apr 2025, Impact Factor 5.735, ISSN : 2581-7175 Pg no. 448-452
13. Dr. Nancy Sebastina.J, Ms.Deva Sri.V, **A Study on Analysing Job Satisfaction of Workers In Roots Industries At Coimbatore**, International journal for science and

advance research in technology, Volume 11, Issue 3, ISSN [ONLINE] : 2395-1052, March 2025, Pg no. 141-144. Impact factor, 7.883.

Books/ Book Chapters Publication

1. **Impact Of Demonetization On Black Money**, Dr. Nancy Sebastina.J An ICSSR Sponsored National Level Seminar on “ Impact of Demonetization and GST on Indian Economy”, Aug 2018, ISBN:978-93-81537-16-9.
2. **Insurance and Innovation**, Dr. Nancy Sebastina.J , July 2023, ISBN no. 978-81-964453-0-0.
3. **Digital Payment Systems in Commerce**, Dr. Nancy Sebastina.J, Innovation in Commerce and Management, March 2025, ISBN: 978-93-48990-60-0 Pg : 17-20.

Presentations in Conference/ Seminar

1. **Hedge funds and its Regulations**, AICTE Sponsored 3 – day National Seminar on “Financial Sector – Contemporary Issues” , STC, Pollachi, 15,16,17th sept 2009
2. **Ethical issues of advertising –A study on consumer’s perception**, International conference on “ Impact of Economic crisis in Global Business Scenario”, Sri Sai ram Institute of management studies, Chennai, 24 & 25th Sept 2009.
3. **Corporate Governance & Board of Directors**, Two day National Semianr on “Corporate Governance – New Dimension” , Sourashtra College, Madurai, 12 & 13th Feb 2010.
4. **A study on traditional methods of food preservation**, National seminar on integration of traditional Indian knowledge system into modern higher education: NEP Perspective, Dr. N.G.P arts and Science College, Coimbatore .(ICSSRIKS2024) on 4th & 5th July 2024.

Participation in Conference/Seminar

1. Managing Education for business and Commerce in a globlised World: Stragies for Excellence, International Conference on “Managing Education for business and Commerce in a globlised World: Stragies for Excellence”, PSGR Krishnammal College for Women, Coimbatore, 10-12th Dec 2009.

2. Online service quality & customer satisfaction – A study in internet banking, International seminar on “Impact of Information Technology in Financial Services”, Vivekanandha College of Arts and Science for Women, Trichengode, 11th Feb 2010.
3. A study on Consumer Perception towards Ethical issues and Advertising in Coimbatore, International Conference CORP CORONA 2012 on Corporate Social Responsibility - The Indian Perspective, Vellalar College for Women, Erode, 18th sept 2012.
4. Mutual funds and Hedge Funds, International Conference on Innovation and Creativity in Management Practices, Kongunadu Arts and Science College, Coimbatore, 25th sept 2012
5. Social Entrepreneurship in India, International Seminar on “ Management Education and Entrepreneurship in the Globalized Business Environment”, Sengunthar Arts and Science, Tiruchengode, 11th Jan 2017.
6. Impact of Demonetization on Black Money , ICSSR sponsored one day National Level Seminar on “Impact of Demonetization and GST on Indian Economy”, VLB Janakiammal College Of Arts and Science, Coimbatore, 20-08-2018.
7. Implementation of GST and it's Pros and Cons , National Level Seminar on “Indian Business Environment: Past Reforms and Challenges Ahead”, Nandha Arts & Science College, Erode, 15.02.2019.
8. Employability skills in curriculum Design, Webinar on “Employability skills in curriculum Design”, Audisankara College of Engineering & Technology, April 26,2020.
9. Awakening Business Trends , Webinar on “Awakening Business Trends”, Saveetha Engineering College, Chennai, 27.4.2020-1.05.2020.
10. How to explode your mental block ,Two days online seminar on “How to explode your mental block”,Kaamadhenu arts and Science College, Sathyamangalam, 27.4.2020-28.4.2020.
11. Working and learning online during a pandemic , National level Webinar on “ working and learning online during a pandemic” , Kaamadhenu arts and Science College, Sathyamangalam, 30.4.2020.
12. How to be a successful instructional designer in E- learning ,Webinar on “How to be a successful instructional designer in E- learning”,Rathinam college, Zillion Cubes, 30.4.2020.
13. Skycampus – The Future is here now, ICT Academy,27.4.2020- 1.5.2020.

14. Fine – Tuning Research Skills for Effective Writing (Thesis, Article & Proposal), Online Webinar on “ Fine – Tuning Research Skills for Effective Writing (Thesis, Article & Proposal)”, Vivekanandha College of Arts and science for Women, Tiruchengode, 3rd May 2020.
15. Impact of Covid on Economy and Management of Finances During this period, Webinar on “ Impact of Covid on Economy and Management of Finances During this period” IQAC, Shri Shankarlal Sundarbai Shasun Jain college for Women, 4th May 2020.
16. Art of teaching excellence in digital era, Webinar on “Art of teaching excellence in digital era”,SIIMS, Pollachi, 4.5.2020.
17. Joy of Orderly Living , National level Webinar “Joy of Orderly Living”, Kaamadhenu arts and Science College, Sathyamangalam, 5.5.2020.
18. Gamification Tools in Teaching , Webinar on “Gamification Tools in Teaching”, St. Xavier’s College for Women, Aluva , 07-05-2020.
19. Impact of Covid ’19 Pandemic on the Indian Financial System & Services, Webinar on “Impact of Covid ’19 Pandemic on the Indian Financial System & Services”, Shri Ramswaroop Memorial university, 6th May 2020.
20. Research challenges in Data Mining, Webinar on Research challenges in Data Mining, Chennai Institute of Technology, Chennai, 6.5.2020.
21. How to be a Successful Instructional Designer in e- Learning , Webinar on “ How to be a Successful Instructional Designer in e- Learning”, PSG College of Arts & Science, Coimbatore, 6th May, 2020.
22. Economic Challenges and Opportunities of Post Covid – Impact on Indian Economy and Industry 4.0, Webinar on “ Economic Challenges and Opportunities of Post Covid – Impact on Indian Economy and Industry 4.0”, P.K.R. Arts College for Women, Gobichettipalayam, 9th May ,2020.
23. Innovation And Entrepreneurship Ecosystem In Educational Institutes , National Webinar on “Innovation And Entrepreneurship Ecosystem In Educational Institutes” SIES College of Arts , Science and Commerce (Autonomous) , Sion (West) , Mumbai, 10th May 2020.
24. Life skills Development , Webinar on “ Life skills Development”, Idhaya College for Women, Kumbakonam, 11th May 2020.

25. Molecular Methods In Diagnosis Of Genetic Disorders , National Level Webinar Entitled “Molecular Methods In Diagnosis Of Genetic Disorders”, R.B.V.R.R Women’s College, Hyderabad, 12th May 2020.
26. Stress Management, Webinar on “Stress Management”, Arasu Women’s College of Arts & Science for Women, Karur, 13.5.2020.
27. Growth Implications of Covid 19 Pandemic on Indian Economy , Webinar on “Growth Implications of Covid 19 Pandemic on Indian Economy”, Nirmala College for Women, Coimbatore , 14.05.2020.
28. Human Trafficking and Covid -19, International Webinar on Human Trafficking and Covid -19, Sathyabama Institute of Science and Technology, Chennai, 14th May 2020.
29. Tax Planning for Salaried Employees , Webinar on “ Tax Planning for Salaried Employees” IQAC, Shri Shankarlal Sundarbai Shasun Jain college for Women, 14th May 2020.
30. Doom in Palm -Hidden Threats of Mobile Usage , Webinar on the topic "Doom in Palm - Hidden Threats of Mobile Usage” , Kovai Kalaimagal College Of Arts And Science, Coimbatore, 15th May 2020.
31. An Eagle Eye View on Organisational Change - Before and After COVID-19, Webinar on “An Eagle Eye View on Organisational Change - Before and After COVID-19”, Kalasalingam Academy of Research and Education, 15th May 2020.
32. Principles in Cell Signaling , Webinar presentation on “Principles in Cell Signaling”, UGC Stride Program, Mizoram University, Aizawl, Mizoram, 4, 11, 18 and 27 May 2020.
33. Webinar on You -2.0, Sri Venkateswaraa College of Technology, Sriperumbuthur, 18th May 2020.
34. Effective Research work using online platform during pandemic like COVID19 , Webinar on " Effective Research work using online platform during pandemic like COVID19 ", Dayananda Sagar College of Arts, Science and Commerce Kumaraswamy Layout, Bangalore, 18th May 2020.
35. Economic Impact Of COVID-19, Webinar on “Economic Impact Of Covid-19”, PSG College Of Arts & Science, Coimbatore, 19.5.2020.

36. Open Educational Resources , International Webinar on “Open Educational Resources”, Kongu Arts and Science College, Coimbatore, 22.5.2020.
37. National Webinar on “ MSME Perspective Post Covid -19 with respect to Supply Chain, Markets & Government stimulus”, G.S. College of Commerce & Economics, Jabalpur, 22nd May 2020.
38. Tough times never last, But tough people do , Webinar on Tough times never last, But tough people do, , Sri Venkateswaraa College of Technology, Sriperumbuthur, 23th May 2020.
39. Start where you are , Webinar on Start where you are, Sri Venkateswaraa College of Technology, Sriperumbuthur, 26th May 2020.
40. Network Security , Online programme on "Network Security", Alagappa University, Karaikudi, 26.5.2020.
41. Recent Trends in Computer Science Research , WEBINAR on “Recent Trends in Computer Science Research” Sri Vasavi College (SFW), Erode, 26.5.2020.
42. Evolve – Webinar series, J.N.N. Arts & Science, Chennai, 20.5.2020-26.5.2020.
43. Application of Space Technology in our Date to day life , Webinar on Application of Space Technology in our Date to day life!, Sri Venkateswaraa College of Technology, Sriperumbuthur, 19th may 2020.
44. Emerging opportunities in Civil Engineering ,Webinar on Emerging opportunities in Civil Engineering, Sri Venkateswaraa College of Technology, Sriperumbuthur, 20st may 2020.
45. Emerging technologies redefining automative Industry , Webinar on Emerging technologies redefining automative Industry, Sri Venkateswaraa College of Technology, Sriperumbuthur, 21st may 2020.
46. Intellectual Property Rights and Patent Filing , Webinar Intellectual Property Rights and Patent Filing, Rajiv Gandhi National Institute of Intellectual Property Management, AURORA'S DEGREE & PG COLLEGE , Nagpur, 22nd May 2020.
47. Red Hat Enterprise Linux, Virtualization and Containers to start your journey towards cloud, Webinar on Red Hat Enterprise Linux, Virtualization and Containers to start your journey towards cloud, Sri Venkateswaraa College of Technology, Sriperumbuthur, 22nd may 2020.

48. Deep Learning for Computer Vision , Webinar on Deep Learning for Computer Vision, Sri Venkateswaraa College of Technology, Sriperumbuthur, 27th May 2020.
49. The Role of Database Administration and the Concept of Disaster Recovery , Webinar “The Role of Database Administration and the Concept of Disaster Recovery”, Panimalar Institute Of Technology, Chennai, 28-05-2020
50. Digital & Social Media Marketing , Webinar on “Digital & Social Media Marketing”, The Maharaja Sayajirao University of Baroda, Vadodara and Indian Institute of Digital Education, Mumbai, 28th May 2020.
51. Aatmanirbhar Bharat - Self Reliant India , National Webinar on “Aatmanirbhar Bharat - Self Reliant India”, Dr.SNS Rajalakshmi College of Arts and Science , 29th May 2020.
52. Protection of Women and Children from Everyday Volience –COVID- 19, Online Webinar on Protection of Women and Children from Everyday Volience –COVID- 19, Auxilium College, Vellore with IJM, CIA , 29th may 2020.
53. Common Errors in the Construction of Doctoral Thesis , Webinar on “ Common Errors in the Construction of Doctoral Thesis” , St. Xavier’s College of Education , Tirunelveli, 30th May 2020.
54. Do’s & Don’ts in Social Science Research , One day National Webinar on “Do’s & Don’ts in Social Science Research”Padmavani Arts & Science College for Women, 30th May, 2020.
55. Data Visualization , Webinar Data Visualization, V.O.Chidambaram College, Thoothukudi, 30.05.2020.
56. Economic – Financial Challenges and Learnings: COVID – 19 Pandemic Impact , National Webinar on Economic – Financial Challenges and Learnings: COVID – 19 Pandemic Impact, St. Berchmans College, Kerela, 30th May 2020.
57. Webinar on Additive Manufacturing & It’s Applications, Sri Venkateswaraa College of Technology, Sriperumbuthur, 30th May 2020.
58. Ethics Conscience for a New Business Take, International Webinar on “Ethics Conscience for a New Business Take”, Cauvery College For Women, Tiruchirappalli, 31.5.2020.
59. Micro-Small-Medium Enterprise , “Webinar on “MSME (Micro-Small-Medium Enterprise)”, Kongunadu Arts And Science College, Coimbatore, 1.6.2020
60. “Enabling E-commerce And Enhancing Effective Learning Skills In Current Scenario”, Bishop Ambrose College, Coimbatore, 3.6.2020.

61. Managing your Finances & Investments during COVID 19, National Webinar on “Managing your Finances & Investments during COVID 19”, SSMRV College and Finmark Trainers India Pvt. Ltd, 3rd June 2020.
62. Career Education – Decide your path during this Quarantine, Two Day National Level Online Programme on “Career Education – Decide your path during this Quarantine”, Sri Vidhya College of Arts and Science, 3rd & 4th June 2020.
63. Know Your Career , One Day International Level Webinar on “ Know Your Career”, Aditanar College Of Arts And Science, Tiruchendur, 4.6.2020.
64. How to write an effective Research Article?, Webinar on “How to write an effective Research Article?”, Marudhar Kesari Jain College for Women, Vaniyambadi, 4.6.2020.
65. Automated Guided Vehicle (AGV) used in the Maritime Industry , Webinar on “Automated Guided Vehicle (AGV) used in the Maritime Industry”, SNS College Of Technology, Coimbatore, 5.6.2020.
66. How To Outreach Social Media - Post Covid 19, Webinar - How To Outreach Social Media - Post Covid 19, Anand Institute of Higher Technology, Chennai, 5.6.2020.
67. Essence of English for Employability, V.O.Chidambaram College, Thoothukudi, 05.06.2020.
68. Teaching Comprehensive Skills to Digital Native , Webinar on “Teaching Comprehensive Skills to Digital Native”, Vels Institute of Science, Chennai, 5.6.2020.
69. Industry Expectations – HR Perspective , Webinar “Industry Expectations – HR Perspective”, Anand Institute of Higher Technology, Chennai, 6th June 2020.
70. Reflect, Reboot & be Relevant for tomorrow , Online National Webinar on “Reflect, Reboot & be Relevant for tomorrow”, Thakur College of Science & Commerce, Mumbai, 6th June 2020.
71. Best Beginning to JavaScript , Online webinar on “Best Beginning to JavaScript” Gnanamani College of Technology, Chennai, 6.6.2020.
72. Future of Machine Learning and Artificial Intelligence , A Webinar on "Future of Machine Learning and Artificial Intelligence", MLR Institute of technology , Hyderabad, 6.6.2020.
73. Confidence Building , National Webinar on Confidence Building, CSI Jayaraj Annapackiam College, Tenkasi, 6.6.2020.

74. Cyber Security as a Career for Job Aspirants, Webinar on “Cyber Security as a Career for Job Aspirants”, MLR Institute of technology, Telangana, 7.6.2020.
75. Financial Planning For Business Sustainability, International Webinar on “Financial Planning For Business Sustainability” Kongunadu Arts And Science College, Coimbatore, 9.6.2020.
76. Investment Strategy and Role of Social Media in Building Businesses Post Covid -19, Two Day National Webinar on “Investment Strategy and Role of Social Media in Building Businesses Post Covid -19”, Arulmigu Palaniandavar College of Arts and Culture, Palani held on 10th June 2020 and 11th June 2020.
77. Shaping Imaginations”– A Commerce View , Two Day National Level Commerce Conclave “Shaping Imaginations”– A Commerce View, VET Institute of Arts and Science College, Erode , 19 th & 20 th May 2021
78. Indirect Taxation , National Level Webinar on Indirect Taxation, Vishwakseena Arts & Science College For Women, Thiruvallur, 28th, May 2021.
79. Digital Marketing, IQAC - One Day National Webinar On Digital Marketing, Nehru Arts Science & Commerce College, Karnataka, 2. 06.2021.
80. GST – An Overview and implications on Business, Webinar on “ GST – An Overview and implications on Business”, Mar Gregorios College of Arts and Science, Chennai, 17.6.2021.
81. One Day International Alumni Webinar on “Industrial Readiness for the Present Scenario”, Marudhar Kesari Jain College for Women, Vaniyambadi , 18.06.2021.
82. International Seminar on Network Security and Cryptography, SRM Institute of Science and technology, Chennai, 26.6.2021.
83. Intellectual Property Rights(IPRs), National Webinar on Intellectual Property Rights(IPRs), Anjuman-e-Islam’s NEHRU ARTS, SCIENCE AND COMMERCE COLLEGE, Karnataka, 8th June 2021.
84. Angel Investment/Vc Funding Opportunities For Early Stage Entrepreneurs , Webinar on “Angel Investment/Vc Funding Opportunities For Early Stage Entrepreneurs”, N.M.S.Sermathai Vasan College For Women, 31st May, 2021.
85. Practical Session on How to start a Business, Webinar on “Practical Session on How to start a Business”, Patrician College of Arts and Science, Chennai, 2nd July 2021.

86. National webinar on “ Let us talk about personal finance, Telangana social welfare Residential degree college for women, kothagudem, 4.6.2021.
87. Future of Leadership and Technology, International Webinar on Future of Leadership and Technology, Nehru arts, Science, Commerce, BBA, BCA College & PG Centre, Hubballi, 10th July 2021.
88. A study on traditional methods of food preservation, national seminar on integration of traditional Indian Knowledges system into Modern Higher education and :NEP perspective(ICSSRIKS2024), Dr, N.G.P arts and science College, July 4th &5th 2024.

Participation in Orientation Programme / Short Term Courses

1. **Kinesiology for kids**, International Kinesiology College, 24.09.2019.
2. **HTML Fundamentals course**, SOLO learn, 24.04.2020
3. **Effective Public Speaking**, AVS College of Arts & Science, 24.4.2020 to 26.4.2020.
4. **Strategies to Address the Soft Skill Gap** “International Journal of Advance Study and Research Work”, 27th April 2020 to 01st May 2020
5. **Network Security and Management(93%)**, Sri Krishna adithya college of arts and science,1-5-2020.
6. **Income tax beginners- House property (96%)**, Sri Krishna adithya college of arts and science, 28.04.2020
7. **Income tax beginners- Income from capital gain (80%)**, Sri Krishna adithya college of arts and science, 28.04.2020
8. **“R”- Spoken Tutorial**, IIT Bombay, Kaamadhenu arts and Science College, Spoken tutorial, 01.05.2020.
9. **“Nuances of Robotics”**, Hindusthan College of Arts and Science, 18.6.2020.
10. **“Basics of Effective Business Administration”**, Nallamuthu Gounder Mahalingam College, Coimbatore, 7.6.2021-13.6.2021.

Participation in Faculty Development Programme

1. **SMART GURUZ – “ Intellectual Rejuvenation FDP”**, Dr. G. R. Damodaran College of Science, 17.04.2017.

2. **“Current Research Trends In Social Science”**, PSGR Krishnammal College for Women, 3-5th May 2020.
3. **Emotional Intelligence**, Kg College of arts & Science, Coimbatore, 28th, 30th April and 2nd May 2020.
4. **The Data Science using R** and Geo Gebra, Jamal Mohamed College (Autonomous), Tiruchirappalli in association with Spoken Tutorial Project, IIT Bombay, MHRD, Govt. of India, 11.05.2020 to 14.05.2020.
5. **Teaching Pedagogy- an Industry Perspective**, Sri Sai Ram Institute of Technology , Chennai, 11/05/2020 to 16/05/2020
6. **“ Challenges in Financial Management – Covid -19 Scenario”** , Kovai kalaimagal College of Arts and Science, 14.5.2020 to 19.5.2020.
7. **“How to be a Successful Trader in Financial Markets”** , Rathinam Institute of Management, Zillion Cubes Learning Foundation, May 16, 2020.
8. **“Online Teaching Metrics”** , SRM Institute of Science & Technology, Ramapuram Campus, Chennai, May 12th to 18th 2021.
9. **“Applied Research in Multidisciplinary Studies”**, SONA College of Technology, 18th and 19th May 2020.
10. **Principles of Management**, Panimalar Institute of Technology in association with CSI and IEEE Computer Society, 18.5.2020- 22.5.2020.
11. **“Essentials Of Immersive Learning”**, KIT , Coimbatore, May 19, 2020.
12. **“The Art of Debriefing in Simulation Based Learning”**, Hindustan College of Arts and Science, Coimbatore, 22nd may 2020.
13. **“Teaching Pedagogies for Virtual Classrooms**, Vivekanandha College of arts and Science for Women, 25th to 31st may ,2021.
14. **‘Changes In Attitude Towards Teaching’**, Arulmigu Palaniandavar College of Arts and Culture, Palani, 2.6.2020.
15. **Managing the Climate Change**, Dr. G. R. Damodaran College of Science, 29.06.2019.
16. **Engendering the next generation educators**, Nehru arts and science college, 23.04.2020 to 28.04.2020.

17. **“Developing thinking abilities relevant for engineering education**, Face Prep Help, 27.04.2020 to 28.04.2020
18. **Emotional intelligence**, KG college of arts & science, Coimbatore, 28, 30th April and 2nd May2020.
19. **Current research trends in social science**, PSGR Krishnammal college for women., Coimbatore, 03.05.2020.
20. **Drupal**, SNMV college of arts & science, 11.5.2020-15.5.2020.
21. **“Cyber Security & Malware Analysis”**, CMR Engineering College, 26th & 27th May 2020.
22. **“Challenges in Post COVID-19 from HR Perspective”**, Bishop Amborse College, Coimbatore, 26th May 2020.
23. **“Influential Communication “** Sree Narayana Guru College, Coimbatore, 28.5.2020.
24. **“Governance and Best Practices”**, D.K.M College For Women, Vellore, 5.6.2020.
25. **"Product Design & Novelty"**, Dr Vithalrao Vikhe Patil College of Engineering Ahmednagar, Maharashtra and The Institution of Engineers (India) Ahmednagar from 6 th to 10th June, 2020.
26. Two Days Online State level FDP , SNS College of Technologe Chennai, 9Th & 10th June 2020.
27. **“Building Right Attitude in Students towards Growth”**, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 10.6.2020.
28. **Academic Leader ship, Teaching & learning methods, Research plan, Patent, Cyber Security, Stress management**, SNMV College of arts and Science, 8.06.2020-15-6.2020.
29. **“New Challenges in Business Management – A Strategic Approach”** Andhar Loyola Institute of Engineering and Technology, Andhra Pradesh, 8-10 June 2020.
30. **“Advances In Wireless Communication Technologies”**, Malla Reddy Engineering College, Telangana, 07th to 12th June 2021.
31. **Online Teaching Metrics**, SRM Institute of Science & Technology, 12-18.5.2021.
32. **Holistic Living**, Patrician College of Arts & Science, Chennai, 10.6.2021.

33. **SPSS** , International Professional Development Programme (PDP) on SPSS, Patrician College of Arts & Science, Chennai, 21.06.2021 to 27.06.2021.
34. **“Combating The Global Pandemic Through Motivation Using Life Skills”**, Guru Shree Shantivija Jain College For Women, Chennai, 4.04.2022.
35. **“International Financial Reporting and Standards”**, Dr. SNS Rajalakshmi College of Arts and Science, 09.04.2022.
36. **Art Of Effective Teaching**, Suguna College of arts and Science, Coimbatore, 31st July -4th Aug 2023.
37. **7 days online faculty development program on essential skills for professional development in higher education**, Star international foundation for Research and Education, Namakkal, 1st july 2024-7th july 2024.
38. **Power of AI tools for enhanced Research**, SRM Institute of Science and Technology, July 9th 2024 – 19th July 2024.
39. **Effective case study writing for Academic Excellence**, Symbiosis Centre for Distance Learning, Pune, July 27th 2024.
40. **Salesforce Business Analyst Professional (Online live FDP)**, ICT Academy , 14th Oct 2024- 21st Oct 2024

Participation in Workshop

1. **“Cyber Security During Covid-19”**, Smt. K. G. Mittal College [IQAC Committee] & IAA-TB, 3rd May 2020
2. **Digital Marketing Strategies and E- Advertising**, B.A.M. Khalsa College, Garhshankar, 4th June,2021.
3. **Filing Income Tax return related with Teaching profession -Assessment year 2021-2022**, J.H.A.Agarsen College , Chennai, 7th June 2021.
4. **Make your tax Journey simpler & easier with DIY e- Filing**, Patrician College of Arts & Science, Chennai, 11th June 2021.

5. **Data Analysis Using SPSS**, Patrician College of Arts & Science, Chennai, 13 & 14 June 2023.
6. Excel excellence : Techniques for Dynamic data handling, Inspire Softech Solutions, Chennai on 10th & 12th July 2024.
7. **Upscale your Analytical Skills through MS Excel** , Finance (Shift II), Patrician College of Arts & Science on 13th June 2024.

Conference / Seminar / Workshop Organized

Invited Speaker / Session Chair/ Reviewer

Editorial / Reviewer Board Member

Member in BoS

Membership in Professional Bodies

| Name of the Professional Body | Nature of membership | Duration |
|-------------------------------|----------------------|----------|
| | | |
| | | |

Awards / Honors

| Awards / Honors | Agency / Institute | Year |
|--------------------------|---|------|
| Inspiring educator award | International STEM and Robotics Championship (ISRC) | 2024 |
| Gnanachudhar Award 2024 | Mass Academy | 2024 |

Recognitions - National / International

| Nature of Recognition | Organization / Institution | Year |
|-----------------------|----------------------------|------|
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