

Name : Dr. M. Kalimuthu

Designation : Professor

Department : Commerce with Professional Accounting

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

Experience : Teaching: 17 Years, 7 Months Research: 12 Years

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

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



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
PGDCA	Commerce	Bharathiar University, Coimbatore.	2012
Ph.D	Commerce	Vidyasagar College of Arts and Science, Udumalaipettai.	2015
M.Phil	Commerce	Madurai Kamarajar University, Madurai.	2006
M.Com	Commerce	Arulmigu Palani Andavar College of Arts & Culture, Palani.	2003
B.Com	Commerce	Arulmigu Palani Andavar College of Arts & Culture, Palani.	2001

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Stress Management	AVS College of Arts and Science, Salem.	2020 (13.4.20-17.4.20)
Online Certificate	Personality Development	Vivekanandha College of Arts and Science College for Women, Tiruchengode, Namakkal.	2020 (17.4.20-18.4.20)
Online Certificate	Personal and Stress Management	Erode Arts and Science College, Erode.	2020 (13.5.20-14.5.20)
Online Certificate	The Essence of Research Methodology	Jamal Mohamed College, Tiruchirappalli.	2020 (16.5.20-17.5.20)

Grants Received

Event Title	Agency	Amount	Date
National Workshop on “Advanced Research Methodologies and Analytical Tools (SPSS, AMOS & R) for Social Science Researchers”	ICSSR-SRC Hyderabad	Rs. 75,000	09.03.2023
One day Training Programme on “Human Rights and Values – Promotion and Protection for Students”	National Human Rights Commission New Delhi	Rs. 75,000	20.12.2022

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph.D.	-	1
M.Phil.	4	-

Research Publications (Indexed)

- M.Kalimuthu, C.Manikanadan, **A Study on Consumer Behaviour and Perception Towards Marketing of Computer Hardware In Individual (with special reference to Coimbatore District, Tamil Nadu)**, Indo Global Journal of Applied Management Science, Vol. 1, Issue 3, pp 126-136, July 2013, ISSN No: 2320-7892.
- M. Kalimuthu, P.Sudha, **Innovative Project Management Practices for Sustainable Growth and Development**, AE International Journal of Multidisciplinary Research, Special Issue, pp 87-89, February 2015, ISSN No: 2348-6724.
- S.Gandhimathi, Dr.M.Kalimuthu, N.Vinoth, **An Analytical Study on Financial Performance of JK Cements Limited**, European Journal of Commerce and Management Research, Vol.4, Issue 2, pp 45-49, 2015.
- Dr.M.Kalimuthu, R.Gnanasekar, **A Study on Purchase Behaviour and Customer Satisfaction towards Selected Departmental Stores In Coimbatore**, IJARIE, Vol.3, Issue 2, , pp 2789 – 2793, 2017.
- Dr.M.Kalimuthu, Kaviya R.J, **Banking on E-Cash: Challenges and Opportunities**, A Journal of Intercontinental Management Research Consortium, Vol.1, Issue 1, pp 87-91, February 2018, ISSN No: 2347-1670.

- Dr.M.Kalimuthu, **Challenges of Rural Women Entrepreneurs**, Journal of Management and Science, Issue No.1, Special Issue 3, pp 96-99, February 2018, ISSN No: 2250-1819, EISSN No:2249-1260. **(Indexed in UGC / EBSCO) UGC Approved Journal No: 49291.**
- Dr.M.Kalimuthu, **Challenges and Problems of Women Entrepreneurs in 21st Century**, Shanlax International Journal of Commerce, Vo.6, Special Issue 3, pp c, February 2018, ISSN No: 2320-4168, Impact factor - 3.017. **(UGC Approved Journal No: 44120)**
- Dr.M.Kalimuthu, **Green Marketing In India – Future Opportunity for Business**, LITERARY FINDINGS – International Journal of Multidisciplinary Research, Special Issue, pp 42-51, February 2018, ISSN No: 2278-2311. **(UGC Recognized Journal)**
- Dr.M.Kalimuthu, C.Chachin, Muthukumar M, **E – Filing Procedures of Income Tax Returns**, International Journal of Innovative Research Explore, Vol. 5, Issue 2, pp 147-151, February 2018, ISSN No: 2347-6060, DOI: 16.10089/IJIRE, Impact factor -5.2.
- Dr.M.Kalimuthu, **A Study on Consumer Satisfaction In Hotel Industry (With Special Reference to Annapoorna Group of Hotels In Coimbatore, Tamilnadu)**, RESEARCH REVIEW International Journal of Multidisciplinary, Special Issue, pp 41-52, September 2018, ISSN No: 2455–3085 (Online), Impact factor – 4.184. **(Indexed in UGC) (UGC Approved Journal No: 44945)**
- Dr.M.Kalimuthu, **Promotional Institutions and Schemes for Development of Indian Women Entrepreneurs**, International Journal of Business and Administration Research Review, Vol.1, Issue No.23, Special Issue, pp 14-18, July - September 2018, E-ISSN No: 2347-856X, ISSN No: 2348 - 0653, Impact factor - 5.471.
- Dr.M.Kalimuthu, A. David, **Financial Performance of Steel Industry in India**, RESEARCH REVIEW International Journal of Multidisciplinary, Special Issue, pp 508-515, September 2018, ISSN No: 2455-3085 (Online), Impact factor - 4.184. **(Indexed in UGC) (UGC Approved Journal No: 44945)**
- Dr.M.Kalimuthu, **Goods and Service Tax in India: Problems and Prospects**, Journal of Intercontinental Management Research Consortium, Vol.7, Issue 2, pp 88-97, February 2019, ISSN No: 2347-1670, Impact factor – 6.613.
- Dr.M.Kalimuthu, **Awareness on Employment Registration in Coimbatore City - A Study**, Shanlax International Journal of Commerce, Vol.7, Special Issue 3, pp 62-71, February 2019, ISSN No: 2320-4168, DOI: <https://doi.org/10.5281/zenodo.2572427>, Impact factor -4.118.
- Ms.M.Umadevi, Dr.M.Kalimuthu, **Mobile and Internet Banking Service Experience of Youngsters in Canara Bank (With Special Reference to Tiruvallur District)**, THINK INDIA JOURNAL, Vol.22, Issue 10, pp 1862-1868, November 2019, ISSN No: 0971-1260, DOI: <https://doi.org/10.26643/think-india>. **UGC – CARE List – Group I Journal.**

- Dr. M. Kalimuthu, Ms.M.Umadevi, **On Overview of Block chain Technology in Indian Banking Sector**, Perishodh Journal, Vol. IX, Issue III, pp 5092 – 5096, March 2020, ISSN No: 2347-6648, Impact factor – 6.3. **UGC – CARE List – Group I Journal.**
- Ms.M.Umadevi, Dr. M. Kalimuthu, **A Study on Employees Perception of E-Banking With Special Reference to Selected Commercial Banks in Chennai District**, Alochana Chakra Journal, Vol. IX, Issue IV, pp 4318-4324, April 2020, ISSN No: 2231- 3990, , Impact factor – 6.3. **UGC – CARE List – Group I Journal.**
- Dr. M. Kalimuthu, Dr. S. Muruganandam, **A Study on Risk of Stock Returns by the Day of the Week in Indian Stock Market**, Alochana Chakra Journal, Vol. IX, Issue IV, pp 4318-4324, April 2020, ISSN No: 2231- 3990, Impact factor – 6.3. **UGC – CARE List – Group I Journal.**
- Dr. M. Kalimuthu, Dr. S. Mohan, Dr. S. Muruganandam, **Financial Performance of Steel Authority of India Limited (SAIL)**, Alochana Chakra Journal, Vol. IX, Issue IV, pp 2931-2955, ISSN No: 2231- 3990, April 2020, Impact factor – 6.3. **UGC – CARE List – Group I Journal.**
- Dr. M. Kalimuthu, Dr. S. Muruganandam, **A Study on Significant Difference in Share Price Movements in Indian Stock Market**, Alochana Chakra Journal, Vol. IX, Issue IV, pp 2956 – 2970, April 2020, ISSN No: 2231- 3990, Impact factor – 6.3. **UGC – CARE List – Group I Journal.**
- Dr. M. Kalimuthu, Dr. S. Sivaraman, **A Study on Consumer Opinion towards Quality and Satisfaction in Hotel Industry (With Special Reference to Annapoorna Group of Hotels in Coimbatore, Tamilnadu)**, International Journal of Research In Computer Application and Management, Vol. 10, Issue No. 7, pp 1-4, July 2020, ISSN No: 2231-1009. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Mr. SabariAjay K, **A Study on Customers Satisfaction towards Uber Eats Online Food Delivery Services with Special Reference to Coimbatore City**, EPRA International Journal of Environmental Economics, Commerce and Educational Management, Vol. 7, Issue 4, pp 37-41, November 2020, ISSN No: 2348 – 814X, DOI: <https://doi.org/10.36713/epra0414>, ISI I.F Value: 0.815, SJIF Impact Factor (2020): 7.572. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Miss. Preeti Jaiswal A, **A Study on Financial Performance Analysis of Hindustan Petroleum Corporation Limited**, EPRA International Journal of Research and Development, Vol.5, Issue 11, pp 260-266, November 2020, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Mr. R. Sounder, **Awareness and Perceptions towards Crop Insurance Schemes with Special Reference to Coimbatore District**, EPRA International Journal of Research and Development, Vol.5, Issue 11, pp 255-259, November 2020,

ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)

- Dr. M. Kalimuthu, Miss. Vidyasri V, **A Study on Impact of Celebrity Advertisements in Sales Promotion of Reliance Trends with Special Reference to Coimbatore City**, EPRA International Journal of Research and Development, Vol.5 Issue 11, pp 355-358, November 2020, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Monisha A, **A Study on Factors Influencing Usability of Refrigerator with Special Reference to Coimbatore District**, EPRA International Journal of Research and Development, Vol.5, Issue 11, pp 192 - 196, November 2020, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Dharani S, **A Study on Marketing Problems Faced by Coconut Producers with Special Reference to Sulur Taluk**, EPRA International Journal of Research and Development, Vol.5, Issue 11, pp 181 - 186, November 2020, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, M. Nandhagopal, **Customer Satisfaction towards DTH Services with Special Reference to Coimbatore City**, EPRA International Journal of Multidisciplinary Research, Vol. 6, Issue 11, pp 211-214, November 2020, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor : 7.032, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Ms. Sandhiya D, **A Study on Consumer Satisfaction of Whirlpool Home Appliances**, EPRA International Journal of Research and Development, Vol.5, Issue 11, pp 476 – 480, November 2020, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, M. Keerthana, **A Study on Consumer Satisfaction towards Female Beauty Creams in Himalaya Products (with Special Reference to Coimbatore City)**, EPRA International Journal of Research and Development, Vol.5, Issue 11, pp 487 – 491, November 2020, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)
- Madhumitha S, Dr. M. Kalimuthu, **A Study on Customer Satisfaction and Perception towards Max Fashion Brand (with Special Reference to Coimbatore City)**, EPRA International Journal of Multidisciplinary Research, Vol. 6, Issue 11, pp 536 - 539, November 2020, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor : 7.032, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Magdalene Nisha R, Dr. M. Kalimuthu, **A Study on Consumer Satisfaction towards Ramraj Cotton with Special Reference to Coimbatore City**, EPRA International Journal

of Multidisciplinary Research, Vol. 6, Issue 11, pp 476 - 480, November 2020, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor : 7.032, ISI I.F Value: 1.188. (Indexed in Google Scholar)

- Dr. M. Kalimuthu, Manorabin J, **Saving Habit and Investment Awareness among the Rural Household with Special Reference to Nanjundapuram Panchayat**, EPRA International Journal of Research and Development, Vol.5, Issue 11, pp 319 - 321, November 2020, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)
- Hariharan B, Dr. M. Kalimuthu, **A Study on Work Place Environmental Parameters and Occasional Health Problems among Women Construction Workers in Coimbatore**, EPRA International Journal of Research and Development, Vol.5, Issue 11, pp 446 - 451, November 2020, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 7.001, ISI I.F Value: 1.241. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Ms.M.Umadevi, **Internet Banking – An Accelerator in Banking Sector**, Dogo Rangsang Research Journal, Vol. 11, Issue 3, pp 121-124, March 2021, ISSN No: 2347 – 7180 (Online), Impact Factor: 7.12 (Page No: 121 - 124) **UGC – CARE List – Group I Journal.**
- Dr. M. Kalimuthu, Ms. N. Megavarshini, **Study on Challenges and Problems of Tea Plantation Workers (with special reference to Nilgiris District)**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 7, pp 472 - 475, July 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, V. Mithun, **Parental View on Impact of Media Advertisement on Junk Food among Children (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 7, pp 660 - 663, July 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Ms. P. Mohana Priya, **A Study on Students Perception on Educational Loan (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 7, pp 508 - 511, July 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Ms. S. Pavithra, **A Study on Financial Performance of Hero Motocorp Limited**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 7, pp 489 - 492, July 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)

- Dr. M. Kalimuthu, Ms. K. Sangeetha, **A Study on Challenges and Problems Face by Women Employees in Select IT Companies (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 7, pp 476 - 479, July 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Ms.S.Bhavya, **Consumer Preference towards Brooke Bond (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 7, pp 624 - 628, July 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, D. Sathishkumar, **Financial Performance of City Union Bank**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 7, pp 681 - 683, July 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Mr. S. Balasubramani, **A Study on Consumer Satisfaction towards Branded Two-Wheeler Tyres (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 8, pp 94 - 96, August 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Ms. Sindhu S, **A Study on Problems Face by Street Vendors in Coimbatore City**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 8, pp 87 - 90, August 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Ms. K. Madhu Shree, **Consumer Buying Behaviour towards Gold Jewellery (with special reference to Coimbatore city)**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 8, pp 1 - 4, August 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, M.Solvendhan, **Stress Management among Employees in Bannari Amman Sugars Ltd. at Sathyamangalam**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 8, pp 175 - 178, August 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)
- Dr. M. Kalimuthu, Ms. J, Shreenithi, **Financial Performance Analysis of ACC Cement Limited**, EPRA International Journal of Multidisciplinary Research, Vol. 7, Issue 8, pp 48 - 50, August 2021, ISSN No: 2455 – 3662 (Online), DOI: <https://doi.org/10.36713/epra2013>, SJIF Impact Factor 2021: 8.047, ISI I.F Value: 1.188. (Indexed in Google Scholar)

- Dr. M. Kalimuthu, Mr. S. Deepak, **A Study on Consumer Preference and Satisfaction about Select Branded Clothing for Men (with special reference to Tirupur city)**, EPRA International Journal of Research & Development, Vol.6, Issue 8, pp 46 - 49, August 2021, ISSN No: 2455 – 7838 (Online), DOI: <https://doi.org/10.36713/epra2016>, SJIF Impact Factor : 8.013, ISI I.F Value: 1.241. (Indexed in Google Scholar)

National:

- M. Kalimuthu, **Performance of TNSSTC Coimbatore Limited- Before and After The Amalgamation 1998 - 1999 to 2008 – 2009**, WIDE spectrum Research Journal, Vol.1 No.2, pp 12-24, September 2012, ISSN No: 2250-2815.
- M. Kalimuthu, **Analysis of Productivity In Tamilnadu State Transport Corporation, Coimbatore Division**, WIDE spectrum Research Journal, Vol.1 No.4, pp 43-57, November 2012, ISSN No: 2250- 2815.

Other Publications: International / National Journals (ISBN)

- M. Kalimuthu, **A Study on the Services of the Govt. Bus Transport Corporation at Palani**, *Challenges and Issues in Services Marketing* with ISBN – 978-81-907494-2-8.
- M. Kalimuthu, **A Study on Rural Consumer Attitude Towards Selection of Selected Home Appliances**, *Role of Banking Sector in Rural Economic Development* with ISBN – 978-81-9808-1-9.
- M. Kalimuthu, **A Study on Customer Satisfaction of Selected Private Sector Banks**, *Crowd Sourcing – A New Management Paradigm* with ISBN – 978-93-81537-02-2.
- M. Kalimuthu, **A Study on Consumer Attitude Towards Window Display on Readymade Garments**, *Innovative Strategies for Global Competitiveness* with ISBN – 978-93-81537-03-2.
- M. Kalimuthu, **Impact of FDI on Indian Retail Trade**, *Foreign Direct Investment in Retail Industry in India – Boon & Bane* with ISBN – 978-93-5067-214-3.
- M. Kalimuthu, **A Study on Effectiveness of Organisation Climate in CIBI International, Perundurai**, *MAGNETIC* with ISBN – 978-93- 81537-05-3.
- M. Kalimuthu, **A Study on Consumer Protection Act in India**, *Consumer Protection* with ISBN – 978-93-80539-11-9.
- Dr. M. Kalimuthu, **A Review on Wakening the Force in Women Entrepreneurs in Indian Economic - Present Scenario**, *Entrepreneurship and Women Empowerment* with ISBN – 978-93-87862-15-9.
- Dr. M. Kalimuthu, **A Study on Consumer Satisfaction in Hotel Industry (With Special Reference to Annapoorna Group of Hotels in Coimbatore, Tamilnadu)**, *Financial Inclusion – Reach the Unreached* with ISBN – 978-93-5311-963-8.
- Ms. M.Umadevi, Dr. M. Kalimuthu, **A Study on the Role of Banking Systems in India, Insurance 2030 - The Impact of Artificial Intelligence on the Future of Insurance** with

ISBN – 978-93-5566-099-2.

- Ms.M.Umadevi, Dr.M.Kalimuthu, Dr.M.R.Sasikala & Mr.A.Prakalathan, **Impact of the E-Commerce on Consumer Behaviour in Chennai city**, *Emerging Trends in Science and Technology (ETIST-2021)* with ISBN – **978-81-953602-3-9**.
- Ms.M.Umadevi, Dr.M.Kalimuthu, Dr.M.R.Sasikala & Mr.A.Prakalathan, **Impact on Microfinance and Women Empowerment**, *Emerging Trends in Science and Technology (ETIST-2021)* with ISBN – **978-81-953602-3-9**.
- Mr.A.Prakalathan, Dr.M.Kalimuthu, Dr.N.Giri, **Challenges and Issues in National Education Policy 2020**, *Innovative Strategies and Practices in Teaching, Learning and Evaluation Process for Arts and Science Colleges Towards New Education Policy – 2022* with ISBN – **978-93-94004-04-7**.
- Dr.M.Kalimuthu, **A Comparative Study on NEP 1986 V/S. NEP 2020**, *Innovative Strategies and Practices in Teaching, Learning and Evaluation Process for Arts and Science Colleges Towards New Education Policy – 2022* with ISBN – **978-93-94004-05-4**.
- Dr.M.Kalimuthu, Dineshkumar S, Sujeet S, Varshan Raj S.V, **Rural Women Entrepreneurship through Economic Development in India**, *Rural Women Empowerment through Entrepreneurship*, with ISBN – **978-93-5780-553-7**.
- Dr.M.Kalimuthu, M. Umadevi, **Women Empowerment through Education**, *Rural Women Empowerment through Entrepreneurship*, with ISBN – **978-93-5780-553-7**.
- Dr.M,Kalimuthu, Surendharan S, **Economic Empowerment through Micro Enterprise Development and Rural Women Entrepreneurship**, *Rural Women Empowerment through Entrepreneurship*, with ISBN – **978-93-5780-553-7**.
- Dr.M.Kalimuthu, **Blended Learning Models**, *Blended Mode of Teaching and Learning for Teachers Community* with ISBN – **978-93-94004-07-8**.
- Dr.M.Kalimuthu, **Role of Teacher in Blended Learning**, *Blended Mode of Teaching and Learning for Teachers Community* with ISBN – **978-93-94004-06-1**.

Presentations in Conference

- **Mobile Banking**, one day National Level Conference on *Financial Inclusion through Mobile Technology*, Post Graduate and Research Department of Commerce, Vidyasagar College of Arts and Science, Udumalpet, 05-Feb-11.
- **Mobile Banking**, one day National Level Seminar on *Technological Innovation in Banking Sector*, Department of Commerce(SF), PSGR Krishnammal College for

Women, Coimbatore, 09-Feb-11.

- **Mobile Banking**, one day National Level Seminar on *M-Commerce*, Department of Commerce and Research, VLB Janakiammal College of Arts and Science, Coimbatore, 11-Feb-11.
- **Women Entrepreneurship in Small Scale Industries**, UGC Sponsored Seminar on *Women Entrepreneurship in Tamilnadu - Opportunities and Challenges*, Department of Women's Studies, Bharathiar University, Coimbatore, 04-Mar-11.
- **Services of the Government Bus Transport Corporations at Palani**, one day National Level Conference on *Challenges and Issues in Services Marketing*, SNR Institute of Management Sciences, SNR Sons College, Coimbatore, 17-Mar-11.
- **A Study on Rural Consumer Attitude towards Selection of Selected Home Appliances (With Special Reference to Pollachi Taluk Rural Area Only)**, Indian Council of Social Science Research (ICSSR) Sponsored one day National Level Seminar on *Role of Banking Sector in Rural Economic Development*, Post Graduate and Research Department of Commerce with Computer Application, Dr.N.G.P. Arts and Science College, Coimbatore, 23-Sep- 11.
- **Impact of Global Recession in Banking Companies**, one day National Level Seminar on *Impact of Global Recession in Banking Companies*, Post Graduate and Research Department of Commerce, Sree Ramu College of Arts and Science, Pollachi, 06-Jan-12.
- **A Study on Customer Satisfaction of Selected Private Sector Banks**, one day National Level Conference on *Crowd Sourcing – A New Management Paradigm*, Sree Narayanaguru Institute of Management Studies, Coimbatore, 4-Feb-12.
- **A Study on Consumer Attitude towards Window Display on Readymade Garments**, one day National Level Conference on *Innovative Strategies for Global Competitiveness*, RVS Institute of Management Studies and Research, Coimbatore, 11-Feb-12.
- **Effectiveness of Organisation Climate**, two days National Level Seminar on *MAGNETIC*, Sree Narayanaguru College, Coimbatore, 16 & 17-Feb-12.
- **A Study on Consumer Protection Act in India**, one day National Level Conference on *Consumer Protection*, Kamadhenu Arts and Science College, Erode, 22-Feb-12.
- **Impact of FDI on Indian Retail Trade**, two days National Level Seminar on *Foreign Direct Investment in Retail Industry in India –Boon or Bane*, St. Xavier's College, Palayankottai, 23 & 24-Feb-12.
- **Impact of Euro-Zone Debt Crisis on the Indian Economy in Selected Sectors**, one day National Level Seminar on *Impact of Euro-Zone Debt Crisis on the Indian Economy*, Vidyasagar College of Arts and Science, Udumalpet, 27-Feb-12.

- **Cooperative Societies**, one day National Level Conference on *Emerging Trends in Banking Sector*, SNR Institute of Management Science & SNR Sons College, Coimbatore, 17-Mar-12.
- **Corporate Finance - Structural Changes and Emerging Paradigms in India**, one day National Level Conference on *Corporate Finance – Structural Changes & Emerging Paradigms*, Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore, 08-Feb-13.
- **Contemporary Accounting – Standards and Issues in India**, one day National Conference on *Contemporary Accounting – Standards and Issues in India*, Department of Commerce & Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College, Coimbatore, 07-Oct-13.
- **Innovative Project Management Practices for Sustainable Growth and Development**, one day National Level Conference on *Strategies for the Sustainable Industrial Development – Road Map to Make in India*, Department of Commerce & Administration, Vidyasagar College of Arts and Science, Udumalpet, 23-Feb-15.
- **Co-Operatives Finance for Inclusive Development**, one day International Seminar on *The Role of Social Enterprises in the Globalised Economy*, Department of Co-operation, Tiruppur Kumaran College for Women, Tirupur, 25-Aug-15.
- **Indian Finance – Growth and Issues**, one day National Level Seminar on *Indian Financial System*, Department of Commerce, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, 09-Feb-16.
- **Green Marketing**, one day National Level Conference on *Green Marketing – Emerging Opportunities and Challenges*, Department of Commerce with Computer Applications & MIB, S.N.R. Sons College, Coimbatore, 10-Feb-16.
- **Challenges and Opportunities of New Digital Economy in India**, one day International Conference on *New Digital Economy in India - Challenges and Opportunities*, Department of Commerce, Rathinam College of Arts and Science, Coimbatore, 18-Aug-17.
- **Digitalization in Service Sectors – Today and Tomorrow**, one day National Level Conference on *Digitalization in Service Sectors – Today and Tomorrow*, Department of Commerce – BPS and A&T, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sep-17.
- **Digital India – Transforming India in to a Knowledge Economy**, one day National Level Conference on *Digital India and Its Transformation*, Department of Commerce, Kongunadu Arts and Science College, Coimbatore, 10-Jan-18.

- **Banking on E-Cash: Challenges and Opportunities**, one day National Level Seminar on *Cash Vs. Cashless Trade: Challenges & Opportunities*, Department of Commerce & Commerce with Computer Application, Nandha Arts and Science College, Erode, 09-Feb-18.
- **Challenges of Rural Women Entrepreneurs**, ICSSR Sponsored one day National Level Seminar on *Women Empowerment and Rural Entrepreneurship in the Formation of Self Help Groups: Challenges and Opportunities*, Department of Cooperation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16-Feb-18.
- **Challenges and Problems of Women Entrepreneurs in 21st Century**, one day National Level Seminar on *Paradigm Shift in Indian Economy – Hopes and Challenges*, PG Department of Commerce with Computer Application, Ananda College, Devakottai, 21-Feb-18.
- **Green Marketing in India – Future Opportunity for Business**, one day National Level Seminar on *Green Marketing*, PG and Research Department of Commerce, Selvamm Arts and Science College, Namakkal, 24-Feb-18.
- **E-Filing Procedures of Income Tax Returns**, one day National Level Seminar on *E-Filing of Tax Returns*, PG Department of Commerce, AJK Arts and Science College, Coimbatore, 27-Feb-18.
- **Promotional Institutions and Schemes for Development of Indian Women Entrepreneurs**, one day International Conference on *Women Empowerment in Digital India*, PG & Research Department of Commerce & Business Administration, Padmavani Arts and Science College for Women, Salem, 31-Aug-18.
- **Digital Economy in India - Challenges and Opportunities**, two days International Conference on *Impact of Digital Economy in India*, PG and Research Department of Commerce & Commerce (CA), Bharathidasan College of Arts and Science, Erode, 12-Sept-18.
- **A Review on Wakening the Force in Women Entrepreneurs in Indian Economic – Present Scenario**, one day National Level Conference on *Entrepreneurship and Women Empowerment*, Faculty of Management, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Sept-18.
- **Financial Performance of Steel Industry in India**, one day International Conference on *Innovation in Management Practices*, Department of Commerce, Sankara College of Science and Commerce, Coimbatore, 26-Sept-18.
- **Customer Satisfaction in Hotel Industry**, one day National Level Seminar on *Financial Inclusion – Reach the Unreached*, Department of Commerce with BPS, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sept-2018.

- **Core Banking and Future Trends**, one day National Level Conference on *Changing Contours of Indian Financial System*, Department of Commerce, Kongunadu Arts and Science College, Coimbatore, 25-Jan-19.
- **E-Commerce in India**, one day National Level Conference on *Future Scenario of Service Sectors in Indian Economy*, Department of Commerce, A.V.P. College of Arts and Science, Tirupur, 29-Jan-2019.
- **Goods and Service Tax in India: Problems and Prospects**, one day National Level Seminar on *Indian Business Environment: Past Reforms and Challenges Ahead*, Department of Commerce and Commerce with CA, Nandha Arts and Science College, Erode, 15-Feb-2019.
- **Digital Banking – An Overview**, one day National Seminar on *Recent Trends in Banking Sector*, PG and Research Department of Commerce, Selvamm Arts and Science College, Namakkal, 16-Feb-2019.
- **Application of Artificial Intelligence in Accounting and Finance**, one day National Level Seminar on *Application of Artificial Intelligence in Accounting and Finance*, Department of Commerce with Accounting & Finance, Sri Ramakrishna College of Arts and Science, Coimbatore, 16-Feb-2019.
- **Role of Digital Commerce in India**, one day National Level Symposium on *ADIVIDYA 2K19*, Sri Krishna Adithya College of Arts and Science, Coimbatore, 16-Feb-2019.
- **Awareness on Employment Registration in Coimbatore City – A Study**, one day National Seminar on *New Frontiers in Business, Management and Technology*, Department of Commerce with CA, Ananda College, Devakottai, 20-Feb-2019.
- **Business Innovation through Technological Advancement**, one day International Conference on *Business Innovation through Technological Advancement*, School of Commerce, Rathinam College of Arts and Science, Coimbatore, 01-Mar-2019.
- **Rural Entrepreneurship: A Catalyst for Rural Development**, one day International Conference on *Emerging Trends in Entrepreneurial Development in India*, PG and Research Department of Commerce, Selvamm Arts and Science College, Namakkal, 26-Aug-2019.
- **Current Trends in E-Commerce Solutions in Trade Practices**, one day International Conference on *Current Trends in E-Commerce Solutions in Trade Practices – A Global Scenario*, Department of Commerce with (CS), (B&I), (Fin), SNMV College of Arts and Science and Institute of Management, Coimbatore, 04-Sept-2019.
- **Innovation in Insurance Industry in India**, one day National Level Conference on *Insurance and Technology – Emerging Challenges*, Department of Commerce with BPS, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sept-2019.

- **Impact on Microfinance and Women Empowerment**, one day International Conference on *Emerging Trends in Science and Technology (ETIST-2021)*, Nallamuthu Gounder Mahalingam College, Pollachi, 27-Oct-21.
- **Impact of the E-Commerce on Consumer Behaviour in Chennai City**, one day International Conference on *Emerging Trends in Science and Technology (ETIST-2021)*, Nallamuthu Gounder Mahalingam College, Pollachi, 27-Oct-21.
- **Role of Artificial Intelligence in E-Commerce Industry**, two days International Conference on *Artificial Intelligence – A Game Changer for Maritime Business*, AMET Business School, AMET University, Chennai, 18 & 19-March-22.
- **Challenges and Issues in National Education Policy 2020**, two day NAAC sponsored National Virtual Seminar on *Innovative Strategies & Practices in Teaching, Learning and Evaluation Process for Arts & Science Colleges towards New Education Policy-2022*, NGM College, Pollachi, 3-Nov-22 to 4-Nov-22.
- **The Influence of COVID-19 Pandemic on Customer Trust in the Life Insurance Industry in India**, one day International Conference on *Business Sustainability and Management 5.0*, REVA Business School, REVA University, Bengaluru, 10-Dec-22.
- **Impact of COVID-19 on Women Entrepreneurship in India**, one day National Level Seminar on *Challenges and Problems Faced by Women Entrepreneur in Indian Society after COVID -19 Pandemic*, Sankara College of Science and Commerce, Coimbatore, 14-Sept-22.
- **Impact of COVID-19 on Women Entrepreneurship with special reference to Chennai City**, one day National Level Seminar on *Challenges and Problems Faced by Women Entrepreneur in Indian Society after COVID -19 Pandemic*, Sankara College of Science and Commerce Publisher, Coimbatore, 14-Sept-22.
- **Impact of COVID-19 on Women Entrepreneurship Development with special reference to Selective Districts in Tamil Nadu**, one day National Level Seminar on *Challenges and Problems Faced by Women Entrepreneur in Indian Society after COVID -19 Pandemic*, Sankara College of Science and Commerce, Coimbatore, 14-Sept-22.
- **Innovation of Business in Modern World**, one day National Level Seminar on *India Means Business – Reforms, Perform & Transform*, Department of Commerce – BPS & RM, Sri Ramakrishna College of Arts and Science, Coimbatore, 05-Jan-23.
- **Opportunities and Challenges of Startups in India**, one day National Level Seminar on *India Means Business – Reforms, Perform & Transform*, Department of Commerce – BPS

& RM, Sri Ramakrishna College of Arts and Science, Coimbatore, 05-Jan-23.

- **Rural Women Entrepreneurship through Economic Development in India**, two days *National Seminar on Rural Women Empowerment through Entrepreneurship*, Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi, 19 & 20-Jan-23.
- **Women Empowerment through Education**, two days *National Seminar on Rural Women Empowerment through Entrepreneurship*, Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi, 19 & 20-Jan-23.
- **Economic Empowerment through Micro Enterprise Development and Rural Women Entrepreneurship**, two days *National Seminar on Rural Women Empowerment through Entrepreneurship*, Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi, 19 & 20-Jan-23.
- **Blended Learning Models**, two days National Level Seminar on *Blended Mode of Teaching and Learning for Teachers Community*, Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi, 30 & 31-Jan-23.
- **Role of Teacher in Blended Learning**, two days National Level Seminar on *Blended Mode of Teaching and Learning for Teachers Community* Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi, 30 & 31-Jan-23.

Participation in Conference

National:

- National Conference on **Emerging Education Models for 21st Century Learner** organised by Association of Principals of Colleges of Bharathiar University and UGC Human Resource Development Centre, Bharathiar University, Dr. N.G.P. Arts and Science College, Coimbatore, 1-Aug-15.
- **Institutions' Innovation Council - Regional Meet 2022**, KMEA Engineering College, Kochi, 6-Aug-22.
- **AIM for Institutions**, ATAL Innovation Mission and AIC RAISE, Coimbatore, 17-Aug-22.

International:

- International Conference on **Digital Business Innovation in Global Outlook – 2022** in Association with Bengaluru North University, Karnataka organized by Ebenezer Management College, Bengaluru, 18-Feb-2022 to 19-Feb-22.

- International Level virtual Conference on **Insurance 2030 - The Impact of Artificial Intelligence on the Future of Insurance** sponsored by the Insurance Institute of India, Mumbai organized by Department of Commerce with Business Process Services & Retail Marketing, Sri Ramakrishna College of Arts and Science, Coimbatore in association with Coimbatore Insurance Institute, Coimbatore, 29-Sept-21.

Participation in Workshop

- **Changing Scenario in Rural Marketing**, Department of Commerce, Sree Ramu College of Arts and Science, Pollachi, 22-Feb-11.
- **E-Banking**, PG & Research Department of Commerce, Sree Narayanaguru College, Coimbatore, 14-Feb-12.
- **National Children Science Congress -12**, National Council for Science and Technology Communication, Department of Science and Technology, Govt. of India and Sree Ramu College of Arts and Science, Pollachi, 17-July-12.
- **Industrial Motivation Camp**, Department of Commerce, Vidyasagar College of Arts and Science, Udumalpet, 24-Sep-12.
- **E-Business & E-Commerce – Its Emerging Trends**, Department of Commerce (E-Commerce), NGM College, Pollachi, 23-Aug-17.
- **Entrepreneurship and Business Solutions**, Department of Business Administration, NGM College, Pollachi, 22-Feb-18.
- **Fallacies in Social Science Research**, Govt. Arts and Science College, Kangayam, 07-Feb-19.
- **Rural Immersion – Community Engagement**, Mahatma Gandhi National Council of Rural Education, Hyderabad in collaboration with Dr. N. G. P. Arts and Science College, Coimbatore, 21-Sept-2019.
- **Basics of Research, Writing Research Papers, Academic Research Report Writing and Tools for Research**, Research Cell, Sankara College of Science and Commerce, Coimbatore, 9-April-20 to 10-April-20.
- **Self Development**, Department of Business Administration, Sri Sarada Niketan College of Science for Women, Karur, 20-April-20 to 21-April-20.
- **Smart Research**, IQAC, Govt. First Grade College, Kanakapura, Karnataka, 7-May-20 to 9-May-20.
- **Design Thinking in Digital Marketing**, Department of Management Studies, Vignan's Foundation for Science, Technology & Research, Deemed to be University, Guntur, Andhra Pradesh, 24-May-20.

- **Excellence in Research**, Department of Business Administration, School of Commerce and Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, 27-Jan-21 to 2-Feb-21.
- **NPTEL – E Awareness** Workshop, IIT Madras, 6-Jan-22.
- **Outcome Based Education (OBE)**, Dr.N.G.P. Arts and Science College, Coimbatore, 4-March-23.

Participation in Faculty Development Programme

- **Capacity Building for College Teachers on Student – Teacher Relation**, American College, Madurai, 12-Sept-07.
- **Challenges in the Current Educational Scenario**, Sree Ramu College of Arts and Science, Pollachi, 29-Aug-09.
- **Effective Teaching Skills and Class Room Management**, Sree Ramu College of Arts and Science, Pollachi, 8-June-11 to 13-June-11 (**6 Days**).
- **Job Satisfaction and Team Building**, Sree Ramu College of Arts and Science, Pollachi, 12-June-2012 to 13-June-2012 (**2 Days**).
- **Handling the Youth and Love your Job**, Sree Ramu College of Arts and Science, Pollachi, 20-Sept-14.
- **Entrepreneurship – Initiate and Ignite**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, 17-Sept-18 to 29-Sept-18 (**12 Days**).
- **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore 3-Dec-18 to 9-Dec-18 (**7 Days**).
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 27-May-2019 to 2-June-19 (**7 Days**).
- **Art of Effective Teaching**, PSGR Krishnammal College for Women, Coimbatore, 12-Feb-20.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 13-April-20 to 20-April-20. (**7 Days**).
- **Recent Trends In Artificial Intelligence and Impact on Teaching Professionals**, Rathnavel Subramaniam College of Arts and Science, Coimbatore, 22-April-20 to 24-April-20 (**3 Days**).

- **Entrepreneurship: Research, Critical Thinking and Innovation**, Acharya Institute of Graduate Studies, Bangalore, 22-April-20 to 28-April-20 (7 Days).
- **Art of Writing Research Article in Hi-Indexed Journals**, Nehru Arts and Science College, Coimbatore, 29-April-20 to 30-April-20 (2 Days).
- **COVID-19 Pandemic: Strategies for Effective Work-Life Balance of Academicians**, Karpagam College of Engineering, Coimbatore, 4-May-20 to 8-May-20 (5 Days).
- **Recapitulating Billion Years of Bharathiya Wisdom for Molding Millennials**, Arasu College of Arts and Science for Women, Karur, 8-May-20 to 12-May-20 (5 Days).
- **NAAC Awareness Programme for Faculty**, Marathwada Mitra Mandal Institute for Technology, Pune from 8-May-20 to 14-May-20 (7 Days).
- **Tally with GST**, Rathinam College of Arts and Science, Coimbatore, 11-May-20.
- **Improving Your Research Visibility - Research Impact and Metrics**, Velalar College of Engineering and Technology, Erode, 11-May-20 to 13-May-20 (3 Days).
- **Impact on AI in Education and Industry Post COVID-19**, Nallamuthu Gounder Mahalingam College, Pollachi, 11-May-20 to 14-May-20 (4 Days).
- **Innovation to Academicians**, Ramachandra College of Engineering, Eluru, Andhra Pradesh, 11-May-20 to 16-May-20 (6 Days).
- **The Art of Teaching**, Nallamuthu Gounder Mahalingam College, Pollachi, 12-May-20.
- **IPR Awareness**, Keyway Research, Hyderabad, Tirupati on 13-May-20.
- **Resilient Business Strategies: Preparing for A Pandemic World**, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, 14-May-20 to 16-May-20 (3 Days).
- **Economic Meltdown Poses Threat to Financial Stability – COVID 19**, Rathinam College of Arts and Science, Coimbatore, 16-May-20.
- **Nurturing Entrepreneurship - Law & ICT Perspectives**, Nallamuthu Gounder Mahalingam College, Pollachi, 16-May-20 to 22-May-20 (7 Days).
- **Applied Research in Multidisciplinary Studies**, Sona College of Technology, Salem, 18-May-20 to 19-May-20 (2 Days).
- **Challenges in Higher Education During Post Covid-19**, Kovai Kalaimagal College of Arts and Science College, Coimbatore, 18-May-20 to 23-May-20 (6 Days).

- **Effective Learning and Teaching Methods of Business Practices**, Kalasalingam Business School and Kalasalingam Academy of Research and Education, Krishnankoil, 19-May-20 to 25-May-20 (7 Days).
- **Emotional Intelligence**, Veltech Ranga Sanku Arts Colleg, Avadi, Chennai, 20-May-20.
- **Impact of Post Covid-19 Scenario in Banking and Insurance Sector**, Nallamuthu Gounder Mahalingam College, Pollachi, 20-May-20 to 27-May-20 (7 Days).
- **Data Science – Research Opportunities**, Sri Ramakrishna College of Arts and Science, Coimbatore, 21-May-20.
- **Artificial Intelligence**, Vardhaman College of Engineering, Hyderabad, 22-May-20 to 26-May-20 (5 Days).
- **Beyond Academic Excellence – A Reality Show**, Nallamuthu Gounder Mahalingam College, Pollachi, 25-May-20 to 31-May-20 (7 Days).
- **Researching Structuring & Writing Proposal**, Rathinam College of Arts and Science, Coimbatore, 27-May-20.
- **Education – Past, Present & Future”** Rajapalayam Rajus College, Rajapalayamon, 28-May-20.
- **Modern Padagogy Using Online Teaching Techniques**, Arulmigu Palani Andavar Arts College for Women, Palani, on 29-May-20.
- **Research Methodology and Pedagogy for Tertiary Education**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 15-June-21 to 21-June-21 (7 Days).
- **Business Analytics**, Acharya Institute of Technology, Bengaluru, 29-July-21 to 31-July-21(3 Days).
- **Term Insurance Checklist**, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 30-July-21.
- **Experimental Teaching – Corporate Cognizance**, Sri Ramakrishna College of Arts and Science, Coimbatore, 9-Aug-21 to 13-Aug-21 (5 Days).
- **Entrepreneur Skills, Investment Opportunities in Financial Markets and Management**, Rathinam College of Arts and Science College, Coimbatore, 23-Aug-21 to 2-Sept-21(10 Days).
- **Research Excellence and Academic Development**, Sri Ramakrishna College of Arts and Science, Coimbatore, 1-Sept-21 to 8-Sept-21 (7 Days).
- **Digital Citizenship for New Age Teachers**, Sri Ramakrishna College of Arts and Science, Coimbatore, 4-Oct-21 to 8-Oct-21 (5 Days).

- **Changing Dimensions in Commerce Education**, Nallamuthu Gounder Mahalingam College, Pollachi, 20-Oct-21 to 27-Oct-21 (**7 Days**).
- **Artificial Intelligence Embedded Business Processes**, Avinshilingam Institute for Home Science and Higher Education for Women, 21-March-22 to 27-March-22 (**7 Days**).
- **Investors Grievance Redressal Mechanism**, Padmavani Arts and Science College for Women, Salem, 26-March-22.
- **Examining Critical Frontiers in Social Sciences Domain**, Guru Nanak College, Chennai, 28-March-22 (**5 Days**).
- **Management of Emotions for Success in Career and Life**, Guru Nanak College, Chennai, 29-March-22.
- **Women Empowerment & Gender Sensitization**, Guru Nanak College, Chennai, 30-March-22.
- **Introduction to Securities Markets and Mutual Fund Investing**, ST. Joseph University, Nagaland, 30-March-22.
- **Paradigm Shift from Pedagogy 1.0 to Pedagogy 4.0 to address Industry 4.0**, Guru Nanak College, Chennai, 31-March-22.
- **Higher Education – Changes and Challenges**, Guru Nanak College, Chennai, 1-April-22.
- **International Financial Reporting and Standards**, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, 9-April-22.
- **Emerging Trends and Challenges in Higher Education and Research**, Prince Shri Venkateshwara Arts and Science College, Chennai, 18-April-22 to 22-April-22 (**5 Days**).
- **NLP Techniques for Gen Z Students'**, Dr. N.G.P. Institute of Technology, Coimbatore, 21-April-22.
- **Intellectual Property Rights**, Holy Cross Home Science College, Thoothukudi, 2-May-22 to 6-May-22 (**5 Days**).
- **Research Methodology**, SRM Institute of Science and Technology and SRM College of Science and Humanities, Ramapuram, Chennai, 6-June-22 to 21-June-22 (**14 Days**).
- **Emerging and Innovative Approach in Management, IT and Communication in Teaching and Research**, IIMT College of Management, Greater Noida, U.P, 9-June-22 to 15-June-22 (**7 Days**).

- **Innovative Approaches in Management Teaching for Excellence**, Sree Saraswathi Thyagaraja College, Pollachi, 11-July-22 to 16-July-22 (**6 Days**).
- **Overview of Capital Market**, Nallamuthu Gounder Mahalingam College, Pollachi, 22-Aug-22 to 30-Aug-22 (**7 Days**).
- **ESG Framework for Business**, V.O.Chidambaram College, Thoothukudi, 27-Oct-22 to 03-Nov-22 (**7 Days**).
- **Contribution of Service Sectors in Economic Growth and Industrial Development**, Nallamuthu Gounder Mahalingam College, Pollachi, 21-Nov-22 to 25-Nov-22 (**5 Days**).
- **Research Methodology**, PPG College of Arts and Science, Coimbatore, 12-Dec-22 to 19-Dec-22 (**7 Days**).
- **Ethics in Research & Research Methodology**, KG College of Arts and Science, Coimbatore, 19-Dec-22 to 26-Dec-22 (**7 Days**).
- **Teaching Pedagogy and Life Skill Management**, Hindusthan College of Arts and Science, Coimbatore 27-March-23 to 31-March-23 (**5 Days**).

Conference / Seminar / Workshop Organized

- Workshop Director, *Indian Council of Social Science Research – Southern Regional Centre (ICSSR-SRC)* sponsored National Workshop on **Advanced Research Methodologies and Analytical Tools (SPSS, AMOS & R) for Social Science Researchers** organized by Research and Development Cell & Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 29-March-23 to 31-March-23.
- Organizing Secretary, *National Human Rights Commission, New Delhi* sponsored One day Training Programme on **Human Rights and Values – Promotion and Protection for Students** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 22-Feb-23.
- Committee Member, National Conference on **Social Innovation and Business Sustainability** organized by Department of Commerce, Commerce with Professional Accounting, Commerce Finance and Commerce with Cost Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 09-Feb-23.
- Organizing Secretary, National Conference on **Implications of FINTECH in Indian Economy** organized by Department of Commerce, Commerce with Professional Accounting and Commerce Finance, Dr.N.G.P. Arts and Science College, Coimbatore on 4- Mar-2020.
- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored

National Workshop on **Advanced Research Methodology & Statistical Data Analysis for Research Scholars** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 11-Dec-19 to 13-Dec-19.

- Organizing Secretary, *EDII* sponsored **Entrepreneurship Awareness Camp (4 Camps)** organized by Entrepreneurship Development Cell, Dr.N.G.P. Arts and Science College, Coimbatore in 2019-2020. (**1st Camp** – 24 to 26.9.2019, **2nd Camp** – 12 to 14.12.2019, **3rd Camp** – 8 to 10.1.2020 and **4th Camp** 12 to 14.2.2020)
- Organizing Secretary, *EDII* sponsored **Entrepreneurship Awareness Camp (2 Camps)** organized by Entrepreneurship Development Cell, Dr.N.G.P. Arts and Science College, Coimbatore in 2018-2019. (**1st Camp** – 21,23 to 24.8.2018, **2nd Camp** – 24 to 26.9.2018)
- Committee Member, National Conference on **Disruptions in Banking Sector in Current Scenario** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 28-Feb-18.
- Organizing Secretary, *EDII* sponsored **Entrepreneurship Awareness Camp (2 Camps)** organized by Entrepreneurship Development Cell, Dr.N.G.P. Arts and Science College, Coimbatore in 2017-2018. (**1st Camp** – 21 to 23.8.2017, **2nd Camp** – 12 to 14.10.2017)
- Committee Member, *National Human Rights Commission, New Delhi* sponsored One day Training Programme on **Human Rights And Values – Promotion and Protection** organized by Department of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore on 19-Jan-17.
- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored National Conference on **Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges** organized by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 8-Sept-16.
- Committee Member, *National Bank for Agriculture and Rural Development (NABARD)* sponsored National Conference on **Venture Capital for Sustainable Rural Entrepreneurship and Economic Development** organized by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 18-Feb-16.

Member in BoS

- Member, Board of Commerce, Dr. N.G.P. Arts and Science College (Autonomous) since 2015-16 to 2016-17.
- Member, Board of Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College (Autonomous) since 2017.

Editorial / Review Board Member

- Peer-Reviewer, **Asia Pacific Journal of Multidisciplinary Research**, Lyceum of the Philippines University, **Since 2020**.
- Editorial Board Member, *National Conference on Implications of FINTECH in Indian Economy*, Abstract book published by Department of Commerce, Commerce with Professional Accounting and Commerce Finance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, with ISBN No: 978-81-943062-5-2. **(4-Mar-20)**
- Editorial Board Member, *One Day National Level Seminar on Disruptions in Banking Sector in Current Scenario*, book Published by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore and Non-Olympic Times, Coimbatore, with ISBN 978-81-935722-5-2. **(28-Feb-2018)**
- Editorial Board Member, *Indian Council of Social Science Research (ICSSR)* sponsored National Conference on **Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges**, book Published by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore. **(8-Sept-2016)**
- Editorial Board Member, *National Bank for Agriculture and Rural Development (NABARD)* sponsored National Conference on **Venture Capital for Sustainable Rural Entrepreneurship and Economic Development**, book Published by Department of Commerce and Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore. **(18-Feb-2016)**

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Citizen Consumer Club Coordinator Award	Govt. of Tamil Nadu	2011 - 2012
Centum Result Achiever Award	Sree Ramu College of Arts and Science College, Pollachi.	2008 - 2009 2009 - 2010
Best Youth Red Cross Programme Officer Award	Govt. of Tamil Nadu Indian Red Cross Society, Coimbatore Branch.	2019 - 2020
Best Working Paper Research Award	Dr. N. G. P. Arts and Science College Coimbatore	2021- 2022
Best Fund Mobilizer Award	Dr. N. G. P. Arts and Science College Coimbatore	2022 - 2023