

Name : **Dr. N.RAMYA**

Designation : Associate Professor

Department : Commerce with Professional Accounting

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

Experience : Teaching: 15 Years Industry: 9 Months Research: 13 Years

Area of Specialization(s) : Retail Management and Marketing

Email (OfficialID) : ramyan@drngpasc.ac.in



ACADEMIC QUALIFICATIONS

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Management	CMS Institute of Management Studies, Coimbatore	2020
M. Com.	Commerce	Directorate of Distance Education, Annamalai University, Cuddalore	2016
PGDRM	Retail Management	Directorate of Distance Education, Madurai Kamaraj University, Madurai	2011
M.B.A.	Finance and Marketing	KCT Business School, Kumaraguru College of Technology, Coimbatore	2009
B. Com.	Commerce and Business Management	Avinashilingam University for Women, Coimbatore	2007

ADDITIONAL QUALIFICATIONS

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Certificate	Marketing Management	NPTEL	2018

GRANTS RECEIVED

Title	Agency	Amount	Duration
Seed Money Grant - “A Comparative Study on Students’ Perception about online and offline during COVID-19 Pandemic amongst the students of Dr. N.G.P. Arts and Science College, Coimbatore”	Dr. N.G.P. Arts and Science College, Coimbatore	Rs.5,000	2021-22

RESEARCH GUIDANCE

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	2

RESEARCH PUBLICATIONS (INDEXED)

INTERNATIONAL

- Dr.N.Ramya, Ms.L.Vijayadharani, **“IMPACT OF BRAND SWITCHING AND CONSUMER BEHAVIOUR ON IDENTIFYING NEW BRANDS”**, International Journal of Innovative Research in Technology (Peer-Reviewed, Open Access, Fully Refereed International Journal), with UGC Approved Journal No.:47859, e-ISSN: 2349-6002, Impact Factor- 7.37, Volume:11, Issue:04, Sep-24, Pg. No. 1351 to 1356.
- Dr.N.Ramya, Ms. Rithika K, **“IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR IN RETAIL STORES”**, International Journal of Innovative Research in Technology (Peer-Reviewed, Open Access, Fully Refereed International Journal), with UGC Approved Journal No.:47859, e-ISSN: 2349-6002, Impact Factor- 7.37, Volume:11, Issue:04, Sep-24, Pg. No. 839 to 847.
- Dr.N.Ramya, Ms. Praveena V S, **“CHATBOT IN EDUCATION: A CRITICAL EXAMINATION OF ETHICAL IMPLICATIONS AMONG TEACHERS WITH SPECIAL REFERENCE TO COIMBATORE CITY”**, International Journal of Creative Research Thoughts (Peer-Reviewed, Open Access, Fully Refereed International Journal), with UGC Approved Journal No.: 49023(18), e-ISSN: 2320-2882, Impact Factor- 7.97, Volume:12, Issue:09, Sep-24, Pg. No. e220 to e297.
- Dr.N.Ramya, Mr.Prasath S, **“ANALYZING STUDENTS AWARENESS AND PERCEPTION TOWARDS ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN HIGHER EDUCATION”**, International Journal of Creative Research Thoughts (Peer-Reviewed, Open Access, Fully Refereed International Journal), with UGC Approved Journal No.: 49023(18), e-ISSN: 2320-2882, Impact Factor- 7.97, Volume:12, Issue:09, Sep-24, Pg. No. b872 to b883.
- Dr.N.Ramya, Ms. Harini ED, **“A STUDY ON PUBLIC AWARENESS ON POST**

OFFICE SAVING SCHEMES WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:08, Aug-23, Pg. No. 307 to 311.

- Dr.N.Ramya, Ms. K. Divya, **“A STUDY ON CHALLENGES OF MOM-AND-POP STORE WITH SPECIAL REFERENCE WITH COIMBATORE CITY”**, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor-7.868, Volume:05, Issue:07, Jul-23, Pg. No. 907 to 911.
- Dr.N.Ramya, Ms. Sandhiya C, **“A STUDY ON CONSUMER PERCEPTION TOWARDS UPI APPLICATIONS WITH SPECIAL REFERENCE TO COIMBATORE CITY”**, International Journal of Scientific Research in Engineering and Management (IJSREM) (An Open Access Scholarly Journal, Index in major Databases & Metadata), with ISSN: 2582-3930, Impact Factor- 8.176, Volume:07, Issue:07, Jul-23, Pg. No. 1 to 10.
- Dr.D.Sivasakthi, Dr.N.Ramya, Ms.S.Vibharashmi, Ms.S.Srinisha, **A SYSTEMATIC REVIEW ON ONLINE AND OFFLINE CLASSES DURING COVID-19 PANDEMIC**, The International journal of analytical and experimental modal analysis (IJAEMA) (UGC CARE Approved, Peer Reviewed & Referred Journal), with ISSN: 0886-9367, Impact Factor-6.3, Volume-XV, Issue-VI, Jun -23, Pg. No. 809 to 815.
- Dr.N.Ramya, Dr.D.Sivasakthi, Ms.S.Vibharashmi, Ms.S.Srinisha, **A COMPARATIVE STUDY ON STUDENTS’ PERCEPTION ABOUT ONLINE AND OFFLINE CLASSES DURING COVID-19 PANDEMIC AMONG THE STUDENTS OF DR. N.G.P. ARTS AND SCIENCE COLLEGE, COIMBATORE**, Journal For Basic Sciences (A UGC Care Group-II Approved Journal & Indexed By Scopus), with ISSN: 1006-8341, Volume-23, Issue-06, Jun-23, Pg. No. 691 to 706.
- Dr.N.Ramya, N. Manoj Kumar, **AN ANALYSIS OF FINANCIAL PERFORMANCE OF RAMCO CEMENTS LIMITED**, International Journal of Scientific Research in Engineering and Management (IJSREM) (An Open Access Scholarly Journal, Index in major Databases & Metadata), with ISSN: 2582-3930, Impact Factor- 8.176, Volume:07, Issue:05, May-23, Pg. No. 1 to 14.
- Dr.N.Ramya, Mr. A. Vignesh, **A STUDY ON THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN SELECTIVE RESTAURANTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Research Publication and Reviews (Peer-Reviewed, Open Access, International Journal), with ISSN: 2582-7421, Impact Factor- 5.536, Volume:04, Issue:05, May-23, Pg. No. 672 to 677.
- Dr.N.Ramya, Mr. B. Sanjay Kumar, **A STUDY ON FINANCIAL PERFORMANCE OF CITY UNION BANK**, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International

Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:05, May-23, Pg. No. 4214 to 4216.

- Dr.N.Ramya, Ms. T. Madhumitha, **A STUDY ON EVALUATION OF VISUAL MERCHANDISING WITH SPECIAL REFERENCE TO THE CHENNAI SILKS, COIMBATORE**, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:04, Apr-23, Pg. No. 3334 to 3339.
- Dr.N.Ramya, Ms. S. Yuvashri, **A STUDY ON WORK LIFE BALANCE OF EMPLOYEES IN FLOW LINK SYSTEM PRIVATE LIMITED**, International Journal of Research Publication and Reviews (Peer-Reviewed, Open Access, International Journal), with ISSN: 2582-7421, Impact Factor- 5.536, Volume:04, Issue:04, Apr-23, Pg. No. 4693 to 4698.
- Dr.N.Ramya, Mr. S. J. Ranjith, **COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS USING CAMEL MODEL**, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:04, Apr-23, Pg. No. 3007 to 3012.
- Dr.N.Ramya, Ms. S. Indhu, **A STUDY ON FACTORS INFLUENCING CUSTOMERS SWITCHING BEHAVIOUR IN THE TELECOMMUNICATION INDUSTRY WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:04, Apr-23, Pg. No. 2963 to 2967.
- Dr.N.Ramya, **IMPACT OF SOCIAL MEDIA TOWARDS BEHAVIOR: A SYSTEMATIC LITERATURE REVIEW**, Journal of Education: Rabindra Bharati University (UGC CARE Approved, Peer Reviewed & Referred Journal), with ISSN 0972-7175 , Volume – XXIII, Issue – 12(V), 2021, Pg. No. 168 to 178.
- Dr.N.Ramya, Anuja J., Vijay Raj K., **THE EFFECTS OF CRUDE PRICE IN INDIAN ECONOMY**, International Journal of Research Publication and Reviews (Open Access, Peer Reviewed & International Journal), with ISSN 2582-7421 (Online), Impact Factor – 5.536, Volume – 2, Issue – 9, Sep-21, Pg. No. 783 to 787.
- Dr. N. Ramya, Ms. S. Kavidharani, Ms. R. Swathi, **ROLE OF INFORMATION TECHNOLOGY IN WOMEN EMPOWERMENT**, International Journal of Innovative Research in Technology (IJIRT) (Monthly Peer Reviewed & Open Access Journal), with ISSN 2349-6002 (Online), Impact Factor – 5.87, Volume – 8, Issue – 4, Sep-21, Pg. No. 474 to 478.
- Dr. N. Ramya, Ms. V. Anusurya, Ms. M. Keerthana, **A STUDENT'S PERCEPTION TOWARDS ONLINE AND OFFLINE CLASSES DURING THIS COVID-19**

PANDEMIC, International Journal of Innovative Research in Technology (IJIRT) (Monthly Peer Reviewed & Open Access Journal), with ISSN 2349-6002 (Online), Impact Factor – 5.87, Volume – 8, Issue – 4, Sep-21, Pg. No. 436 to 442.

- Dr.N.Ramya, Nithish K.K., **A STUDY ON CUSTOMER SATISFACTION ON KTM MOTORCYCLE (WITH SPECIAL REFERENCE TO COIMBATORE CITY)**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838 (Online), SJIF Impact Factor – 7.001, ISI I.F. Value : 1.241, DOI: 10.36713/epra2016, Volume – 5, Issue – 12, Dec-20, Pg. No. 148 to 152.
- Dr.N.Ramya, Mr.Rishinandhan M., **A STUDY ON PROBLEMS FACED BY MIGRANT LABOURS WITH SPECIAL REFERENCE TO TIRUPUR REGION**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 11, Nov-20, Pg. No. 326 to 330.
- Keerthana S ., Dr.N.Ramya, **A STUDY ON EVALUATION OF EFFECTIVENESS OF VISUAL MERCHANDISING WITH SPECIAL REFERENCE IN BIG BAZAAR TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 11, Nov-20, Pg. No. 295 to 300.
- Dr.N.Ramya, Mr.K.Madhanraj, **A STUDY ON PASSENGERS SATISFACTION TOWARDS SOUTHERN RAILWAY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE JUNCTION**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838 (Online), SJIF Impact Factor – 7.001, ISI I.F. Value: 1.241, DOI: 10.36713/epra2016, Volume – 5, Issue – 11, Nov-20, Pg. No. 642 to 646.
- Ms.R.Kousika, Dr.N.Ramya, **A STUDY ON CUSTOMERS SATISFACTION TOWARDS ONLINE BANKING TRANSACTIONAL SERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 10, Oct- 20, Pg. No. 109 to 113.
- Dr.N.Ramya, Mr.L.Karuppasamy, **A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 9, Sep-20, Pg. No. 142 to 147.

- Dr.N.Ramya, Mr.R.Anandha Krishnan, **A STUDY ON PREFERENCE AND LEVEL OF SATISFACTION TOWARDS POST OFFICE SAVING SCHEME**, EPRA International Journal of Multidisciplinary Research (IJMR) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-3662(Online), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, DOI: 10.36713/epra2013, Volume – 6, Issue – 9, Sep- 20, Pg. No. 94 to 97.
- Ms.R.Dharshini, Mrs.N.Ramya, **A STUDY ON CUSTOMER’S SATISFACTION ON SERVICE QUALITY IN BANKING SECTORS WITH SPECIAL REFERENCE TO HDFC BANK**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, DOI: 10.36713/epra2016, Volume – 5, Issue – 3, Mar-20, Pg. No. 628 to 633.
- Ms.Divya Bharathi R., Mrs..N.Ramya, **A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF INDIAN OIL CORPORATION LIMITED**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, DOI: 10.36713/epra2016, Volume – 5, Issue – 3, Mar-20, Pg. No. 250 to 255.
- Ms.N.Ajithadevi, Mrs..N.Ramya, **A STUDY ON BRAND EQUITY OF ONLINE FOOD DELIVERY APPLICATIONS WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD) (Monthly Peer Reviewed & Indexed International Online Journal), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, DOI: 10.36713/epra2016, Volume – 5, Issue – 3, Mar-20, Pg. No. 186 to 193.
- Ms.N.Ramya and Dr.A. Mohamed Ali, **A STUDY ON CONSUMER’S PERCEPTION TOWARDS ONLINE SHOPPING**, OUR HERITAGE JOURNAL (UGC Care Approved International Indexed and Referred Journal), with ISSN 0474-9030, Impact Factor – (SJIF) 4.912, Volume – 68, Issue – 30, Feb-20, Pg. No. 2397 to 2403.
- Ms.N.Ramya, Ms.Monisha A., Ms.Nithya V., Ms.Shrinidhi S., **WRAP-UP OF JET AIRWAYS - REASONS**, EPRA International Journal of Research and Development (IJRD) (International Peer Reviewed Open Access), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.241, Volume – 4, Issue – 10, Oct-19, Pg. No. 114 to 115.
- Ms.N.Ramya and Dr.A. Mohamed Ali, **CORPORATE RETAILING: AN OVERVIEW**, EPRA International Journal of Research and Development (IJRD) (International Peer Reviewed Open Access), with ISSN 2455-7838(Online), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.241, Volume – 4, Issue – 9, Sep-19, Pg. No. 32 to 35.
- Ms.N.Ramya, Ms.A.Kowsalya and Ms.K.Dharanipriya, **SERVICE AUALITY AND ITS DIMENSIONS**, EPRA International Journal of Research and Development (IJRD), Volue – 4, Issue – 2, Pg.No.38 to 41, Feb-19, ISSN 2455-7838 (Online), Impact Factor –

6.093. (Google Scholar, ResearcherID, Academia, entireweb, iam Researcher, ESJI, WZB MIZ, AB MED, Clarivate Analysis)

- Ms.N.Ramya and Dr.A. Mohamed Ali, **A STUDY ON PUBLIC AWARENESS AND LEVEL OF ADOPTION OF VARIOUS MODES OF CASHLESS TRANSACTION (WITH SPECIAL REFERENCE TO COIMBATORE CITY)**, International Journal for Science and Advanced Research in Technology (IJSART) (International Peer Reviewed Open Access), Volume – 4, Issue – 7, Pg. No. 913 to 919, Jul-18, ISSN 2395-1052 (Online), Impact Factor – 5.388.(Google Scholar, Academia.ed, issuu Indian science.in, Academic Resource Index- ResearchBi)
- Ms.N.Ramya and Dr.A. Mohamed Ali, **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS AMUL PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Applied Research (IJAR) (Peer Reviewed Journal, Referred Journal, Indexed Journal), Volume – 4, Issue – 7, Pg. No. 353 to 357, Jul-18, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – RJIF 5.2. (Index Copernicus International, Google Scholar)
- Ms.N.Ramya, Ms.C.Akshaya, Ms.M.Haripriya and Ms.S.Jamuna, **A STUDY ON CONSUMER PERCEPTION TOWARDS CADBURY CHOCOLATE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Applied Research (IJAR) (Peer Reviewed Journal, Referred Journal, Indexed Journal), Volume – 3, Issue – 11, Pg. No. 79 to 82, Oct-17, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – RJIF 5.2. (Index Copernicus International, Google Scholar)
- Ms.D.Sivasakthi, Ms.N.Ramya and Ms.S.Brindha, **EVALUATING THE PERFORMANCE OF SELECTED PUBLIC SECTOR BANKS USING CAMEL MODEL**, International Journal of Applied Research (IJAR) (Peer Reviewed Journal, Referred Journal, Indexed Journal), Volume – 3, Issue – 9, Pg. No. 509 to 513, Sep-17, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – RJIF 5.2. (Index Copernicus International, Google Scholar)
- Ms.N.Ramya, Mr.P.Kanagaraj, Ms.P.Dhanya and Ms.J.Ashwini, **AN OVERVIEW OF CROWD FUNDING**, Quest International Multidisciplinary Research Journal (Peer Reviewed International Journal), Volume – VI, Issue – I,– Pg. No. 46 to 50, Jan- Mar-17, ISSN 2278-4497, Quality Impact Factor – 6.89 (CARS), Thomson Reuters Research ID: B-9682-2016. (UCG, Google Scholar, Index Copernicus, Index Copernicus, Global Impact Factor, Australia, Directory of Research Journal Indexing.
- Ms.N.Ramya, Dr.A. Mohamed Ali, and Ms.A.Bhuvaneshwari, **A STUDY ON CONSUMER BUYING BEHAVIOUR IN DEPARTMENTAL STORE (WITH SPECIAL REFERENCE TO COIMBATORE CITY)**, International Journal of Applied Research (IJAR) (Peer Reviewed & Referred International Journal), 3(3), Pg. No. 734 to 737, Mar-17, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – 5.2. (Index Copernicus International, Google Scholar)

- Ms.N.Ramya, Ms.D.Sivasakthi and Dr.M.Nandhini, **CASHLESS TRANSACTION: MODES, ADVANTAGES AND DISADVANTAGES**, International Journal of Applied Research (IJAR) (Peer Reviewed & Referred International Journal), 3(1), Pg. No. 122 to 125, Jan-17, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – 5.2. (Index Copernicus International, Google Scholar)
- Ms.N.Ramya and Dr.A.Mohamed Ali, **FACTORS AFFECTING CONSUMER BUYING BEHAVIOR**, International Journal of Applied Research (IJAR) (Peer Reviewed & Referred International Journal), 2(10), Pg. No. 76 to 80, Oct-16, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – 5.2. (Index Copernicus International, Google Scholar)
- Dr.P.Jayasubramanian, Ms.N.Ramya, and Ms.M.Rohini, **A STUDY ON INFORMATION, COMMUNICATION TECHNOLOGIES LEARNING PRACTICES IN EDUCATIONAL INSTITUTIONS IN COIMBATORE**, International Journal of Applied Research (IJAR) (Peer Reviewed & Referred International Journal), 1(8), Pg. No. 480 to 485, Aug-15, ISSN 2394-7500 (Print), ISSN 2394-5869 (Online), Impact Factor – 5.2. (Index Copernicus International, Google Scholar)

NATIONAL

- Ms.N.Ramya and Ms.D.Sivasakthi, **GST AND ITS IMPACT ON VARIOUS SECTOR**, Journal of Management and Science, Special Issue No.1, Pg. No. 65 to 69, Sep- 17, ISSN 2249-1260 (Print), ISSN 2250-1819 (Online). (UGC, EBSCO, Springer)
- Ms.N.Ramya, **RETAILING BUSINESS MODEL - FRANCHISING, PARIPEX – Indian Journal of Research** (Peer Reviewed & Referred International Journal), Volume: 3, Issue: 4, Pg. No. 53 to 55, Apr-14, ISSN 2250-1991, Impact Factor – 1.6714. (Index Copernicus International, Google Scholar, Research Gate, Indian Citation Index, Open J-Gate, DRJI, Cosmos, WorldCat, IndianScience.in, DRJI, etc.,).

OTHER PUBLICATIONS: INTERNATIONAL / NATIONAL JOURNALS

- Mr.Sibu.D, Dr.N.Ramya, **MANAGEMENT PRINCIPLES FROM BHAGAVAT GITA AN ANCIENT SCRIPTURE OF WISDOM**, Proceedings of the National Seminar on Integration of Traditional Indian Knowledge Systems into Modern Higher Education: NEP Perspective (ICSSRIKS2024), Volume II, Pg. No. 261 to 265, ISBN 978-8-19-710005-5, Edited and Published by Prof.N.Kumar and Dr.Radha Palanisamy, IQAC, Dr.N.G.P. Arts and Science College, Coimbatore.
- Dr.N.Ramya, Ms. M. Nikhita and Ms. K. Rithika, **SALIENT FEATURES OF NEW EDUCATION POLICY**, Impact of New Education Policy among Future Generation, Volume 2, Pg. No. 510 to 518, ISBN 978-93-94004-26-9, Edited and Published by Dr. M. Deepa M.Com CA., M.Phil., Ph.D., Assistant Professor Department of Commerce CA Nallamuthu Gounder Mahalingam College Pollachi.

- Dr.D.Sivasakthi and Dr.N.Ramya, **CRYPTOCURRENCY**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Role of Digitalization Sector in rural Economy”, Pg. No. 100 to 104, ISBN 978-93-5636-057-0, Edited and Published by Department of BBA (CA), Sankara College of Science and Commerce, Coimbatore.
- Ms.N.Ramya and Ms.D.Sivasakthi, **FINANCIAL INCLUSION IN INDIA THROUGH SHG-BANK LINKAGE PROGRAMME**, Indian Council of Social Science Research (ICSSR) sponsored National Conference on “Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges”, Pg. No. 158 to 165, ISBN 819076502-7, Edited and Published by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore.
- Ms.N.Ramya, **STRATEGIES FOR SUCCESSFUL UNORGANIZED RETAILING**, One Day National Level Seminar on “Professionalising Unorganized Sector – A Corporate View”, Pg. No. 74 to 81, ISBN 819077894-3, Edited and Published by Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore.
- Dr.P.Jayasubramanian, Ms.N.Ramya and Ms.P. Suruthi Nivas, **EMPOWERMENT OF WOMEN ENTREPRENEURSHIP IN INDIAN CONTEXT**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Economic Empowerment of Women through Entrepreneurship – Problems and Prospects”, Pg. No. 52 to 58, ISBN 978-81-920808-8-8, Edited and Published by Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore.
- Dr.P.Jayasubramanian and Ms.N.Ramya, **IMPACT OF GLOBALISATION ON INDIAN AGRICULTURE**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Role of Agribusiness in Sustainable Rural Entrepreneurship Development”, Pg. No. 756 to 761, ISBN 978-81-920808-7-1, Edited and Published by Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore.
- Dr.P.Jayasubramanian and Ms.N.Ramya, **BANKING HABITS IN RURAL INDIA**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Problems and Prospectus of Rural Banking and Its Impact on Empowerment of Rural Households”, Pg. No. 448 to 452, ISBN 978-81-920808-6-4, Edited and Published by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting Dr.N.G.P. Arts and Science College, Coimbatore.
- Ms.N.Ramya, **RETAIL EVOLUTION, MODERN TRENDS AND BUSINESS OPPORTUNITIES IN INDIA**, Second National Conference on “Recent Advancement In Business Practices”, Pg. No. 49 to 56, ISBN 978-93-80657-87-5, Edited by Dr. K. Nanthini, Dr. S. Shanthi, Ms . Priya Kalyanasundaram and Mr. P. Mathivanan, Nehru Institute of Management Studies, Coimbatore, Published by Shanlax Publications, 61, T.P.K. Main Road, Vasantha Nagar, Madurai – 625003.
- Ms.N.Ramya, **FOREIGN DIRECT INVESTMENT IN INDIAN RETAIL SECTOR**,

Emerging Trends in Banking Sector, Pg. No. 43 to 48, ISBN 978-81-7273-585-2, First Edition, Editor-in-chief by Dr.A.Ramachandran, Director, SNR Institute of Management Sciences, SNR Sons College, Coimbatore, Published by AUTHORSPRESS, E-35, Jawahar Park, Laxminagar, New Delhi – 110092.

- Ms.N.Ramya, **CROWD SOURCING – IT’S APPLICATION IN MARKETING ACTIVITIES AND IT’S SUCCESSFUL PRINCIPLES**, “Crowd Sourcing – A New Management Paradigm” – ‘Karikayukta 2012’, Pg. No. 35 to 41, ISBN 978-93-81537- 02-2, First Edition, Edited by Dr. Rajeswari Krishnan, Mr. P. Radha Krishnan and Ms. Devi Premnath, Sree Narayana Guru Institute of Management Studies, Coimbatore, Published by NCRC Publications, 687, Oppanakara Street, Coimbatore – 641001.
- Ms.N.Ramya, **IMPACT OF VISUAL MERCHANDISING REGARDS TO CONSUMER BUYING BEHAVIOUR**, European Journal of Commerce and Management Research (EJCMR) (Double Blind, Peer Reviewed & Referred International Journal), Special Issue: 1, Pg. No. 154 to 157, 2015, ISSN 2051-8080, Impact Factor – 6.77.

BOOK CHAPTER PUBLICATION

- Dr. N.Ramya, Dr.D.Sivasakthi, Chapter in “Introduction to Strategic Management” title “**Total Quality Management**” Publisher IOT Academy Publishers, ISBN: 978-93-93622-19-8.

PRESENTATIONS IN CONFERENCE/ SEMINAR

- **MANAGEMENT PRINCIPLES FROM BHAGAVAT GITA AN ANCIENT SCRIPTURE OF WISDOM**, Indian Council of Social Science Research (ICSSR) – New Delhi sponsored National Seminar on “Integration of Traditional Indian Knowledge System into Modern Higher Education: Nep Perspective” organized by Internal Quality Assurance Cell (IQAC), Dr.N.G.P. Arts and Science College, Coimbatore during 4 & 5-Jul-24.
- **SALIENT FEATURES OF NEW EDUCATION POLICY**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Impact of New Education Policy among Future Generation” organized by Post Graduate Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi on 10-Aug-23.
- **A STUDY ON CONSUMER’S PERCEPTION TOWARDS ONLINE SHOPPING**, National Level Seminar on “INCLUSIVE BANKING IS ELUSIVE: A Retrospective Analysis for Prospective India” organized by Department of Commerce with Computer Applications, Nandha Arts and Science College, Erode, 7-Feb-20.
- **ARTIFICIAL INTELLIGENCE AND HUMAN INTELLIGENCE**, One Day National Level Seminar on “Application of Artificial Intelligence in Accounting and Finance”, Department of Commerce with Accounting and Finance, Sri Ramakrishna College of Arts and Science, Coimbatore in association with Dextrasys Technologies (P) Ltd.,

Tiruchirappalli, 16-Feb-19.

- **GST AND ITS IMPACT ON VARIOUS SECTOR**, One Day National Level Seminar on “Impact of Goods and Service Tax (GST)”, Post Graduate and Research of Department of Commerce with Computer applications, Dr.N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- **FINANCIAL INCLUSION IN INDIA THROUGH SHG-BANK LINKAGE PROGRAMME**, Indian Council of Social Science Research (ICSSR) sponsored National Conference on “Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges”, Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- **STRATEGIES FOR SUCCESSFUL UNORGANIZED RETAILING**, One Day National Level Seminar on “Professionalising Unorganized Sector – A Corporate View”, Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.
- **ECONOMIC EMPOWERMENT OF WOMEN ENTREPRENEURSHIP IN INDIAN CONTEXT**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Economic Empowerment of Women through Entrepreneurship – Problems and Prospects”, Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, 16-Aug-16.
- **INNOVATION IN MODERN MARKETING**, International Conference on “Repositioning India – Emerging Dimensions”, Department of Commerce with Professional Accounting, SNR Sons College, Coimbatore, 16-Feb-16.
- **GREEN MARKETING – OPPORTUNITIES AND CHALLENGES**, National Level Conference on “Green Marketing – Emerging Opportunities and Challenges”, Department of B.Com.(CA)., & M.I.B., SNR Sons College, Coimbatore, 10-Feb-16.
- **IMPACT OF GLOBALIZATION ON INDIAN AGRICULTURE**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Role of Agribusiness in Sustainable Rural Entrepreneurship Development” Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, 20-Aug-15.
- **IMPACT OF GLOBALIZATION ON INDIAN EDUCATIONAL SERVICES**, National Conference on “Emerging Educational Models for 21st Century Learners (NCEEM-2015)”, Association of Principals of Colleges of Bharathiar University jointly with UGC Human Resource Development Centre of Bharathiar University, 1-Aug-15.
- **IMPACT OF VISUAL MERCHANDISING REGARDS TO CONSUMER BUYING BEHAVIOUR**, National Conference on “Managing Turbulence in Business”, Adithya School of Business, Coimbatore, 21-Feb-15.
- **BANKING HABITS IN RURAL INDIA**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Problems and Prospectus of Rural Banking and Its Impact on Empowerment of Rural Households”, Department of

Commerce with Information Technology and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 18-Dec-14.

- **GLOBAL RETAILING TRENDS AND CHALLENGES**, National Level Conference on “Managerial Innovations and Challenges in Globalised Economy”, Department of Business Administration (MBA), KSR College of Engineering, Tiruchengode, 26-Sep-14.
- **RETAIL EVOLUTION, MODERN TRENDS AND BUSINESS OPPORTUNITIES IN INDIA**, Second National Conference on “Recent Advancement In Business Practices”, Nehru Institute of Management Studies, Coimbatore, 15-Mar-13.
- **A STUDY ON STORE LAYOUT AMONGST CUSTOMERS OF SHREE DEVI TEXTILES, COIMBATORE**, National Conference on “Management in New Era – Issues and Challenges”, Department of Management Science, Dr. G. R. Damodaran College of Science, Coimbatore, 14-Feb-13.
- **FOREIGN EXCHANGE RISK MANAGEMENT**, National Conference on “Corporate Finance – Structural Changes & Emerging Paradigms”, Department of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore, 8-Feb-13.
- **HUMAN RESOURCE CHALLENGES FACED BY SMALL AND MEDIUM ENTERPRISE IN RETAILING**, Indian Council of Social Science Research (ICSSR) sponsored One day National Seminar on “The Changing Dynamics of HR – an MSME Perspective”, Sasi Creative School of Business, Coimbatore, 24-Jan-13.
- **E-TAILING AND CHALLENGES OF E-TAILING IN INDIA**, One Day Conference on “New Vistas of Retail Marketing: Emerging Opportunities and Challenges”, Department of Management studies, Dr.N.G.P. Arts and Science College, Coimbatore, 11-Sep-12.
- **FINANCIAL INNOVATION AND EMERGING MARKETS**, National Level Seminar on “Financial Innovation and Emerging Markets”, Department of Commerce, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 17-Aug-12.
- **FOREIGN DIRECT INVESTMENT IN INDIAN RETAIL SECTOR**, National Conference on “Emerging Trends in Banking Sector”, SNR Institute of Management Sciences, SNR Sons College, Coimbatore, 17-Mar-12.
- **CONSUMER RIGHTS IN INDIA**, National Conference on “Consumer Protection” – ‘NCCP – 2012’, Citizen Consumer Club, Kaamadhenu Arts and Science College, Sathyamangalam in association with Civil Supplies and Consumer Protection Department, Government of Tamil Nadu, India, 22-Feb-12.
- **RETAILING BUSINESS MODEL - FRANCHISING**, National Level Conference on “Business Models”, Dr. SNS Rajalakshmi Institute of Management, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-12.
- **CROWD SOURCING – IT’S APPLICATION IN MARKETING ACTIVITIES AND IT’S SUCCESSFUL PRINCIPLES**, National Conference on “Crowd Sourcing – A New Management Paradigm” – ‘Karikayukta 2012’, Sree Narayana Guru Institute of Management Studies, Coimbatore, 4-Feb-12.
- **E-TAILING**, National Level Seminar on “Role of IT in Commerce and Industry” –

'FINANCIA – 2012', Department of Commerce, Sankara College of Science and Commerce, Coimbatore, 6-Jan-12 and awarded a best paper award.

PARTICIPATION IN CONFERENCE/ SEMINAR

- ICSSR-SRC (Hyderabad) sponsored Two Days National Level Online Seminar on **"DIGITAL FINANCIAL INCLUSION"** organized by Department of Management, Suguna College of Arts and Science, Coimbatore during 30 to 31-Aug-22.
- VI Louis Pasteur Memorial National Symposium on **PERCEPTION OF MICROBES IN HUMAN HEALTH AND ENVIRONMENT PSPM 2013** organised by the Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore sponsored by Kovai Medical Center and Hospital, Coimbatore on 22-Aug-13.
- HEP- 2013 **ATTEMPT TO GUINNESS RECORDS EVENT** organised by World Hepatitis Alliance, Rotary International and VGM Hospital – Institute of Gastroenterology, Coimbatore on 28-July-13.
- Louis Pasteur Memorial Symposium on **HARNESSING MICROBES FOR HUMAN HEALTH AND RESOURCE RECUPERATION – ISHM 2012** organised by the Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore sponsored by Indian Council of Medical Research (ICMR), Department of Biotechnology, Government of India and Kovai Medical Center and Hospital, Coimbatore on 7 to 8-Aug-12.
- NAAC Sponsored Two day State Level Conference on **ACHIEVING ACADEMIC EXCELLENCE THROUGH INTERNAL QUALITY ASSURANCE CELL (IQAC)** organised by the Internal Quality Assurance Cell, Dr.N.G.P. Arts and Science College, Coimbatore on 9 to 10-Dec-11.
- Conference on **HOSPITAL PLANNING, DESIGN, ARCHITECTURE, QUALITY AND ACCREDITATION** organized by Medica Synergie Private Limited, Kolkata on 6-Aug-11 in Coimbatore.
- IV Louis Pasteur Memorial Symposium on **BIOPHARMACEUTICALS – THEIR APPLICATION IN DISEASE PREVENTION AND HEALTH PROMOTION – NSBP 2011** organised by the Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore on 4 & 5-Aug-11.
- National Conference on **ISSUES IN HIGHER EDUCATION** organized by Association of Principals of Colleges and University Grants Commission – Academic Staff College, Bharathiar University on 29-Oct-10.
- National Conference on **INTERVENTIONAL PULMONOLOGY** organized by Kovai Medical Center and Hospital, Coimbatore on 1-Aug-10.

PARTICIPATION IN WORKSHOP

- **IP Awareness/Training program under “NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION”** organized by Ministry of Commerce and Industry, Department of Promotion of Industry and International Trade, Office of the Controller General of Patent, Design and Trade Marks, Intellectual Property Office, India on 26-Jul-23.
- Indian Council of Social Science Research Southern Regional Centre (ICSSR - SRC) sponsored a **Three Day National Workshop on Advanced Research Methodologies and Analytical Tools (SPSS, AMOS & R) for Social Science Researchers** organized by Research and Development Cell and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore during 29 to 31- Mar-23.
- One Day Workshop on **“OUTCOME BASED EDUCATION (OBE)”** organized by Dr. N.G.P. Arts and Science College, Coimbatore in association with ipsr solutions limited on 04- Mar-23.
- National Human Rights Commission, New Delhi sponsored 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 23-Feb-23.
- Three Day National Workshop on **“OBE- A TRANSFORMATIVE FRAMEWORK IN COMMERCE EDUCATION”** organized by Department of Commerce, School of Business Management and Legal Studies, University of Kerala, Kerala during 15& 16- Dec-22.
- ICSSR sponsored National Level Workshop on **“MICRO & MACRO ISSUES OF RESEARCH DESIGN IN SOCIAL SCIENCE RESEARCH”** organized by Department of Sociology, Government College of Arts and Science, Aurangabad on 7-Jan-22.
- Workshop on **“NPTEL E-AWARENESS WORKSHOP”** organized by NPTEL on 6-Jan-22.
- National Level Research Methodology Workshop on **“ART OF WRITING RESEARCH PAPER IN SCOPUS JOURNALS”** organized by Commerce Association, Kaamadhenu Arts and Science College, Erode on 10-Apr-21.
- Two Days Online Workshop on **“BASICS OF RESEARCH, WRITING RESEARCH PAPERS, ACADEMIC RESEARCH REPORT WRITING, TOOLS FOR RESEARCH”** organized by Research cell, Sankara College of Science and Commerce, Coimbatore during 9 to 10-Apr-20.
- **LaTeX** training organized at Sree Narayana Guru College in Jan- 20 semester, offered by **the Spoken Tutorial Project, IIT Bombay**, funded by the National Mission on Education through ICT, MHRD, Govt. of India.
- One-day National Level Workshop on **“EMERGING PARADIGMS IN COMMERCE AND MANAGEMENT RESEARCH”** organised by Department of Management, Commerce and Commerce with Computer Applications, Pioneer College of Arts and Science, Coimbatore on 1- Mar-19.
- National Workshop on **RESEARCH METHODOLOGY FOR SOCIAL SCIENCES** organised by PG and Research Department of Commerce, Kaamadhenu Arts and Science

College, Sathayamangalam on 4-Jan-13.

- In Organizing a Two-days' Workshop on **KOVAI LUMEN -2011** organised by Kovai Medical Center and Hospital, Coimbatore on 12 & 13-Mar-11.
- **ENTREPRENEURSHIP TRAINING PROGRAM** organised by KCT Business School and Entrepreneur Development Cell, Kumaraguru College of Technology, Coimbatore on 28 & 29-Nov-08.
- One-day Symposium on **ENTREPRENEURSHIP DEVELOPMENT** organised by KCT Business School and Entrepreneur Development Cell, Kumaraguru College of Technology, Coimbatore on 29-Aug-08.
- One-day Workshop on **CONSUMERISM AND STANDARDIZATION** organised by Department of Commerce and National Service Scheme, Avinashilingam University for women, Coimbatore on 1-Mar-06.

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME

- **AICTE Training And Learning (ATAL) Academy Faculty Development Program on the topic "TRANSFORMATIVE AI IN EDUCATION: INSIGHTS AND APPLICATIONS"** organized by Vidyalkar School of Information Technology during 6 to 9-Jan-25.
- **AICTE Training And Learning (ATAL) Academy Faculty Development Program on the topic "ENTREPRENEURIAL STRATEGIES FOR SUCCESS IN THE EMERGING BLUE ECONOMY"** organized by Rathinam College of Arts and Science, Coimbatore during 9 to 14-Dec-24.
- **Six Days Faculty Development Programme on "LEADING DIGITAL BUSINESS TRANSFORMATION"** organized by the School of Management Studies-PG, RVS College of Arts and Science, Sulur, Coimbatore during 9 to 14- Sep-24.
- **Five Days National Virtual FDP on the topic "INTEGRATING NEP 2020 INTO HIGHER EDUCATION: STRATEGIES FOR FACULTY DEVELOPMENT AND CURRICULUM INNOVATION"** organized by Department of Business Administration (UG) & Department of Commerce (IB), Hindusthan College of Arts & Science (Autonomous), Coimbatore during 2 to 6-Sep-24.
- **Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) on the topic "NEP 2020 ORIENTATION & SENSITIZATION PROGRAMME"** organized by UGC-Malaviya Mission Teacher Training Centre (UGC-MMTTC), Gandhigram Rural Institute - DTBU, Gandhigram, Dindigul, Tamil Nadu during 15 to 24-Feb-24.
- **7 Days Online Webinar - FDP on the topic "STRATEGIC MANAGEMENT PRACTICES FOR NAAC ACCREDITATION"** organized by Department of Corporate Secretaryship in association with Internal Quality Assurance Cell, Dhanraj Baid Jain College, Chennai during 12 to 21-Feb-24.

- **Five Days International Virtual “Professional Development Programme” on the topic “DEVELOPING YOUR PROFESSIONAL EDGE: STRATEGIES FOR CAREER GROWTH AND FINANCIAL SUCCESS”** organized by Department of Commerce with Information Technology & IQAC of PPG College of Arts and Science, Coimbatore, Tamilnadu during 8 to 12- Jan-24.
- **National Level Virtual Faculty Development Program on the topic “NAAC ACCREDITATION FRAMEWORK”** organized by Guru Shree Shantivijai Jain College for Women, Chennai during 9 to 16-Sep-23.
- **Five Days National Level Faculty Development Programme on “INFLUENCE OF AI TEACHING & RESEARCH”** organized by Department of Commerce with Computer Application, Hindusthan College of Arts & Science, Coimbatore during 4 to 9- Sep-23.
- **International Management Development Programme (MDP) on “TECHNOLOGY & DIGITAL TRANSFORMATION - ITS IMPACT ON BUSINESS”** organized by the Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore during 24 to 26-Jul-23.
- **Five Days National Level Faculty Development Programme on “EMPOWERING EDUCATION FOR INNOVATION – A NEP PERSPECTIVE”** organized by Centre for Professional Development, Dr. N.G.P. Arts and Science college, Coimbatore during 30-Jun to 4- Jul- 23.
- **Five Days National Level Faculty Development Programme on “OUTCOME BASED EDUCATION”** organized by Centre for Professional Development, Dr. N.G.P. Arts and Science college, Coimbatore during 17 to 21- Jun-23.
- **A Five Days National Level Virtual FDP on “SKILLS REENGINEERING IN BUSINESS MANAGEMENT”** organized by Department of Master of Business Administration, Andhra Loyola Institute of Engineering and Technology, Vijayawada during 23 to 27- May- 23.
- **Five Days Faculty Development Program on “EDUCATION 5.0”** organized by Department of Information Technology in association with Academic Staff College, Dr. M.G.R. Educational and Research Institute, Chennai during 15 to 19 May- 23.
- **5 Days International Faculty Development Programme on “AI APPLICATIONS AND ITS IMPACT ON BUSINESS PRACTICES”** organized by the Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore during 18 to 22-Apr-23.
- **Two Days Faculty Development Program on “FINTECH”** organized by Imarticus Learning Private Limited during 17 & 18 Mar-23.
- **International Virtual Faculty Development Program on “PERSONALITY GROOMING- HANDLING STRESS AND EMOTIONAL INTELLIGENCE”** organized by IQAC and Department of Commerce with Information Technology, PPG College of Arts and Science, Coimbatore during 02 to 06 Jan-23.
- **International Faculty Development Programme on “PROFESSIONAL PROGRESSION IN COMMERCE AND MANAGEMENT”** organized by Department of Corporate Secretaryship, Information Systems Management and Business Administration, Justice

Basheer Ahmed Sayeed College for Women, Chennai, India in Association with Tamil Nadu Advanced Technical Training Institute, Chennai, India during 14 - 20-Dec-22.

- UGC–Approved Short-Term Professional Development Programme on **“IMPLEMENTATION OF NEP-2020 FOR UNIVERSITY AND COLLEGE TEACHERS”** organized by the Staff Training and Research Institute of Distance Education, Indira Gandhi National Open University, New Delhi under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching during 07 -15 Oct- 22 and obtained ‘A’ Grade.
- International Faculty Development Program on **“DIGITAL MARKETING”** organized by the KV Institute of Management and Information Studies, Coimbatore during 3-5- Mar-22.
- Online Faculty Development Program on **“INTRODUCTION TO MUTUAL FUND”** organized by the Department of Commerce Accounting and Taxation & Centre for Faculty Development, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore on 27-Dec-21.
- A Seven Days Faculty Development Program on **“OBE-ROAD AHEAD TO ADVANCE EDUCATIONAL QUALITY AND ENHANCE GLOBAL MOBILITY”** organized by IQAC and CDC, Kongunadu Arts and Science college (Autonomous), Coimbatore during 10 to 17- Nov-21.
- One Week International (Virtual) Faculty Development Program on **“DIGITAL CITIZENSHIP FOR NEW AGE TEACHERS”** organized by the Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore during 4 to 8-Oct-21.
- Ten Days International Virtual FDP on **“ENTREPRENEUR SKILLS, INVESTMENT OPPORTUNITIES IN FINANCIAL MARKETS AND MANAGEMENT”** organized by the Department of Commerce, Institution Innovation Council and Faculty Development Cell, Rathinam College of Arts and Science, Coimbatore during 23-Aug – 2-Sep-21.
- Six Days National Level Faculty Development Program on **“DIGITAL TEACHING METHODS IN HIGHER EDUCATION”** organized by the Department of Commerce with Computer Applications, Hindusthan College of Arts and Science, Coimbatore during 23 to 28-Aug-21.
- Online Faculty Development Program on **“TERM INSURANCE CHECKLIST”** organized by the Department of Commerce Banking and Insurance & Center for Faculty Development, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore on 30- Jul-21.
- One Week Faculty Development Program on Spoken Tutorial, Free Open Source Software (FOSS) **“MOODLE LEARNING MANAGEMENT SYSTEM”** organized by Center for Virtual Learning, Dr. N.G.P. Arts and Science college, Coimbatore and Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India during 4 to 10- May-20.
- Three Days National Level Online Faculty Development Program on **“RECENT TRENDS IN ARTIFICIAL INTELLIGENCE AND IMPACT ON TEACHING PROFESSIONALS”** organized by the School of Business Management, Rathinavel Subramaniam College of Arts and Science, Coimbatore during 22 to 24- Apr-20.

- Two Days Online Faculty Development Program on **“VIRTUAL TEACHING”** organized by the Coimbatore Institute of Technology, Coimbatore and Teaching Learning Centre, under PMMNMTT, Department of Higher Education, MHRD, Govt. of India during 20 & 21-Apr-20.
- Seven Days Faculty Development Program on **“NAAC REVISED ACCREDITATION FRAMEWORK AND OBE ASSESSMENT METHODOLOGY”** organized by the Faculty Development Cell and IQAC, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 27- May to 2-Jun- 19.
- Seven Days Faculty Development Program on **QUALITY MEASURES IN HIGHER EDUCATION** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 3 to 9- Dec-18.
- NPTEL-AICTE Faculty Development Programme on **MARKETING MANAGEMENT I** as one week full FDP for completing 8 Weeks NPTEL Course between Aug - Sep-18.
- AICTE Sponsored Faculty Development Programme on **BUSINESS RESEARCH AND DATA ANALYSIS FOR SOCIAL SCIENCE** organised by MBA, Sri Ramakrishna College of Arts and Science, Coimbatore during 20-Nov-17 to 2-Dec-17.
- Faculty Knowledge Program organised by ICFAI Business School (IBS) on 10-Aug-17 at Coimbatore.
- One Day UGC Sponsored Faculty Development Program on **WOMEN AND BIODIVERSITY** organized by the Department of Women’s Studies, Bharathiar University, Coimbatore on 21-Sep-16.
- Professional Development Workshop on **INNOVATIVE TEACHING IDEAS FOR MANAGEMENT EDUCATORS** organised by KCT Business School, Kumaraguru College of Technology, Coimbatore on 26-Jul-12.
- Faculty Development Program **ENTERPRISE RESOURCE PLANNING USING SAP B1**organised by Dr.N.G.P. Business School, Dr.N.G.P. Institute of Technology, Coimbatore on 31-Jul-10.

PARTICIPATION IN WEBINAR/ ONLINE QUIZ

- Webinar on **“STRATEGY FOR PERSONAL FINANCE MANAGEMENT”** organized by Department of Business Management, Telangana University, Nizamabad, Telangana in collaboration with Association of Mutual Funds in India (AMFI) on 5- Jan- 22.
- National Level Webinar on **“NATIONAL EDUCATION POLICY – VISION TO ACTION”** organized by Internal Quality Assurance Cell, Sankara College of Science and Commerce, Coimbatore on 31-Dec-21.
- Webinar on **“MANAGING YOUR FINANCES”** organized by ICFAI Business School, Bangalore on 25-Jul- 21.
- Webinar on **“PREPARING YOUR STUDENTS FOR A DIGITALIZED FUTURE”** organized by ICFAI Business School, Bangalore on 24-Jul-21.

- Special Webinar on **“FUTURE OF HIGHER EDUCATION UNDER THE NEW NATIONAL EDUCATION POLICY - 2020”** with Prof. M K Sridhar Member, University Grants Commission Draft Committee Member - National Education Policy organized by Association of Self-Financing Arts, Science and Management Colleges of Tamil Nadu (ASFASM) and Principals Welfare Cell (PWC) during 5-Sep- 20.
- Online Comm-Quiz Series 6.0 on **“FINANCIAL INSTITUTIONS AND BUSINESS”** organized by the Department of Commerce (CA), Nandha Arts and Science College, Erode during 18 to 21-Aug-20.
- National Level Online Test on **“BANKING SECTOR”** organized by the Hindusthan College of Arts and Science, Coimbatore during 8 & 9-Jun-20.
- National Level Online Quiz on **“BUSINESS BREVIS”** organized by the Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore on 28-May- 20.
- Online Quiz on **“E-QUIZ ON AWARENESS ON RETAILING”** organized by the Department of Management Sciences – Retail Management, PSG College of Arts and Science, Coimbatore on 14-May-20.
- Online Quiz on **“QUIZ TIME 20:20”** organized by the Department of International Business and E-Cell, Sri Ramakrishna College of Arts and Science, Coimbatore on 10-May-20.
- Online Quiz on **“WORLD HEALTH ORGANISATION AND COVID-19 PANDAMIC: A GENERAL AWARENESS QUIZ”** organized by the Department of B.Com. (Professional Accounting), PSGR Krishnammal College for Women, Coimbatore on 10-May-20.
- National Level Awareness Quiz on **“TEST YOUR IMMUNITY ON FACT VERSUS FAKE NEWS ON COVID-19”** organized by the Sakthi Institute of Information and Management Studies, Coimbatore on 8-May-20.
- Online Quiz on **“COVID-19 GENERAL AWARENESS ONLINE QUIZ”** organized by the Institution Innovation Council Cell, St. Anne’s College of Engineering and Technology, Panruti on 4- May-20.
- Online Quiz on **“COVID-19 PANDEMIC AWARENESS ONLINE QUIZ”** organized by the Department of BBA (CA), Hindusthan College of Arts and Science, Coimbatore.
- Online Quiz on **“WORLD IPR DAY ONLINE QUIZ - 2020”** organized by the Karpagam Institute of Technology, Coimbatore in association with Institution’s Innovation Council (IIC).

CONFERENCE / SEMINAR / WORKSHOP ORGANIZED

- Organising Secretary, Auditors’ Conclave on **“AUDITING IN THE AGE OF GEN-AI” (ACAGAI-2025)** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore in Association with The Coimbatore Branch of Southern India Regional Council of The Institute of Chartered Accountants of India on 24-Feb-25.

- Committee Member, Indian Council of Social Science Research (ICSSR) – New Delhi sponsored National Seminar on **“INTEGRATION OF TRADITIONAL INDIAN KNOWLEDGE SYSTEM INTO MODERN HIGHER EDUCATION: NEP PERSPECTIVE”** organized by Internal Quality Assurance Cell (IQAC), Dr.N.G.P. Arts and Science College, Coimbatore during 4 & 5- Jul-24.
- Committee Member, Indian Council of Social Science Research(ICSSR) (SCD) – New Delhi sponsored Workshop on **“RECOGNITION AND PRACTICE OF PRADHAN MANDRI FASAL BIMA YOJANA AMONG THE FARMERS”** organized by Dr.N.G.P. Arts and Science College, Coimbatore on 19-Feb-24.
- Committee Member, Indian Council of Social Science Research(ICSSR) – New Delhi sponsored National Conference on **“NATIONAL EDUCATION POLICY 2020 : CHALLENGES AND OPPORTUNITIES FOR HIGHER EDUCATION INSTITUTIONS IN INDIA”** organized by Department of Commerce with Professional Accounting and Management Studies, Dr.N.G.P. Arts and Science College, Coimbatore on 27-Dec-23.
- Organising Secretary, **Auditors’ Conclave on “Auditing in New Age” (ACANA-2023)** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore in association with The Coimbatore Branch of Southern India Regional Council of The Institute of Chartered Accountants of India on 21-Sep- 23.
- Committee Member, Indian Council of Social Science Research Southern Regional Centre (ICSSR - SRC) sponsored a **Three Day National Workshop on Advanced Research Methodologies and Analytical Tools (SPSS, AMOS & R) for Social Science Researchers** organized by Research and Development Cell and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore during 29 to 31- Mar-23.
- Committee Member, National Human Rights Commission, New Delhi sponsored 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 23- 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.
- Organized Youth Parliament Session (Tarun) as Script Writer in Dr.N.G.P. Arts and Science College, Coimbatore on 24-Aug-22 under the **National Youth Parliament Scheme (NYPS)** of **Ministry of Parliamentary Affairs, Government of India.**
- Committee Member, 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-20.

- Committee Member, *Indian Council of Social Science Research (ICSSR - SRC)* sponsored Three Day National Workshop on “**ADVANCED RESEARCH METHODOLOGY AND STATISTICAL DATA ANALYSIS FOR RESEARCH SCHOLARS**” organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore between 11 to 13 Dec-19.
- 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.
- 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-Sep-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.
- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored One Day National Level Seminar on **PROBLEMS AND PROSPECTUS OF RURAL BANKING AND ITS IMPACT ON EMPOWERMENT OF RURAL HOUSEHOLDS** organized by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 18-Dec-14.
- Committee Member, National Conference on **CONTEMPORARY ACCOUNTING – STANDARDS AND ISSUES** organised by the Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 7- Oct-13.
- Committee Member, National level Conference on **BIO-MEDICAL WASTE MANAGEMENT** organised by the Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore, in association with confederation of Indian Industry (CII) sponsored by Defence Research and Development Organization (DRDO) and Kovai Medical Center and Hospital, Coimbatore on 28-Sep-12.
- Committee Member, Dr. Purani Endowment Lecture on **ROLE OF GOVERNMENT IN HEALTH MANAGEMENT** delivered by *Honourable Mr. Karunagaran I.A.S., District Collector of Coimbatore* and organised by the Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore on 28-Dec-11.
- Committee Member, National level Conference on **THE ROLE OF INFORMED CONSENT IN CLINICAL DECISIONS AND RESEARCH IN HOSPITALS**

organised by the Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore, sponsored by Indian Council of Medical Research (ICMR) and Kovai Medical Center and Hospital, Coimbatore on 26-Aug-11.

- Committee Member, National level Conference on **MEDICAL RECORDS MANAGEMENT** organised by the Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore on 26-Feb-11.

INVITED SPEAKER / SESSION CHAIR

- Invited Speaker, Guest Lecture on **“PERSONAL DEVELOPMENT FOR MANAGEMENT STUDENTS”** for the Students of M.B.A. organized by School of Management Studies, University of Calicut, Kozhikode, Kerala on 7-Sep-24.
- Invited Speaker, Guest Lecture on **“MARKETING RESEARCH – AN INTERNATIONAL IMPERATIVE”** for the Students of B.B.A. Business Process Management organized by Department of B.B.A. Business Process Management, PSGR Krishnammal College for Women (Autonomous), Coimbatore on 27-Sep-21.
- Invited Speaker, Seminar on **“A TRACK TO PROFESSIONAL COURSES”** for the Students of B.Com. Finance organized by Department of Commerce Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore on 27-Jul-19.
- Invited Speaker, Guest Lecture on **“ENGINEERING ECONOMICS AND FINANCIAL ACCOUNTING”** for the final year Students of (B.E.) Computer Science and Engineering organized by Department Computer Science and Engineering, Sri Shakthi Institute of Engineering and Technology, Coimbatore on 21- Sep-15 (One Day).
- Invited Speaker, Guest Lecture on **“ENGINEERING ECONOMICS AND FINANCIAL ACCOUNTING”** for the final year Students of (B.E.) Computer Science and Engineering organized by Department Computer Science and Engineering, Sri Shakthi Institute of Engineering and Technology, Coimbatore on 9-Oct-14 (One Day).

EDITORIAL / REVIEW BOARD MEMBER

- Acting as an Editorial Board Member in the **JOURNAL OF SALES, SERVICE AND MARKETING RESEARCH** of MAT Journals.
- Acting as an Editorial Board Member in the **JOURNAL OF PURCHASING, LOGISTICS AND SUPPLY CHAIN MANAGEMENT SYSTEM** of MAT Journals.
- Acted as Editorial Board Member, *One Day Level National Seminar on DISRUPTIONS IN BANKING SECTOR IN CURRENT SCENARIO*, book Published by Department of Commerce Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, and Non Olympic Times, Coimbatore with ISBN 978-81- 935722-5-2.
- Acted as Editorial Board Member in *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, with ISBN 819076502-7.

- Acted as Editorial Board Member in *Indian Council of Social Science Research (ICSSR)* sponsored One Day National Seminar on **“PROBLEMS AND PROSPECTUS OF RURAL BANKING AND ITS IMPACT ON EMPOWERMENT OF RURAL HOUSEHOLDS”**, book Published by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting Dr.N.G.P. Arts and Science College, Coimbatore, with ISBN 978-81-920808-6-4.

ONLINE CERTIFICATE COURSES

- One Week Online Certificate Course on **“Digital Teaching Techniques”** from the ICT Academy during 10 to 15- Aug-20.
- Online Course on **“Social Media Marketing”** from the Sri Krishna Adithya College of Arts and Science, Coimbatore on 5-May- 20.
- **Employer – Employee Law** from ALISON on 14-Jun-19.
- **Marketing Management – I**, 8 weeks Course with 62% (Elite Certification) along with 2 Credits recommended by NPTEL exams held on Oct-18.
- **Content Marketing for B2B Enterprises** from UDEMY on 22-Oct-18.
- **Types of Health Insurance** from UDEMY on 8-Oct-18.
- **Effective Small Business Marketing** from UDEMY on 21-Jan-18.
- **Powerpoint Presentation – design powerpoint slides** from UDEMY on 1-Jan-18.
- **Affiliate Marketing** from UDEMY on 27-Dec-17.
- **The Dos and Don’ts of Social Media Etiquette** from UDEMY on 30-Apr-15.
- **Creating a Social Media Strategy** from UDEMY on 30-Apr-15.
- **How to write a Great Press Release** from UDEMY on 30-Apr-15.
- **Escape Perfectionism, Gain Excellence** from UDEMY on 21-Apr-15.
- **Effective Time Management – Get 10X more done in less time** from UDEMY on 21-Apr-15.
- **Write Research Papers and Get your Research Published** from UDEMY on 21-Apr-15.
- **Online Advertising Simplified** from UDEMY on 18-Apr-15.
- **Brand like a Professional in 11days** from UDEMY on 18-Apr-15.
- **Business Communication – Fundamentals of Business Writing** from ALISON on 16-Apr-15.
- **Introduction to Marketing: Basics and Fundamentals** from UDEMY on 16-Apr-15.
- **Master Advance Microsoft Excel with Excel Guru** from UDEMY on 27-Jan-15.

MEMBERSHIP IN PROFESSIONAL BODIES

Name of the Professional Body	Nature of membership	Duration

Coimbatore Management Association	Member	2012-2018
Indian Academicians and Researchers Association	Member	Since 2019
Doctoral Committee, Department of Management, CMS Academy of Management and Technology, Coimbatore.	Member	Since 2023

AWARDS RECEIVED

- **SNS FACULTY EXCELLENCE AWARD'25** in the category of Excellence in Research and Publication Award from SNS Group of Institutions on 28-Mar-25.