

Name : Dr.D.Sivasakthi
Designation : Associate Professor
Department : Commerce with Professional Accounting
Qualification : M.Com.,M.B.A., M.Phil., Ph.D.,
Experience : Teaching: 13 Years 6 Months Industry: - Research: 10 Years
Area of Specialization(s) : Marketing and Finance
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ACADEMIC QUALIFICATIONS

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Sri Ramakrishna College of Arts & Science, Coimbatore.	2018
M.Phil.	Commerce	Dr.N.G.P. Arts and Science College, Coimbatore.	2011
M.B.A.	Banking and Finance	Directorate of Distance Education, Alagappa University, Karaikudi.	2008
M.Com.	Commerce	Sree Narayana Guru College of Arts & Science, Coimbatore.	2008
B.Com.	Commerce	Sri Krishna Arts & Science College, Coimbatore.	2006

GRANTS RECEIVED

TITLE	AGENCY	AMOUNT	DURATION
SEED MONEY GRANT: “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.	Dr.N.G.P. Arts & Science College, Coimbatore.	Rs.5,000	2020-21

RESEARCH GUIDANCE

PROGRAMME	NO. OF SCHOLARS	
	COMPLETED	PURSUING
Ph. D.	-	1

BOOK PUBLICATION

- Dr.D.Sivasakthi and Dr.M.Nandhini, **“EVALUATING THE PERFORMANCES OF SELECTED NATIONALIZED BANKS USING CAMEL MODEL”**, 2018, Bonfring, Coimbatore, ISBN: 978-93-86638-82-3.

RESEARCH PUBLICATIONS (INDEXED)

INTERNATIONAL JOURNAL:

- Dr.D.Sivasakthi, Ms.N.Janani, **IMPACT OF PRADHAN MANTRIMUDRA YOJANA AMONG WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Innovative Research in Technology (IJIRT), with ISSN: 2349-6002, Impact Factor-7.37, Volume-11, Issue-05, Oct - 24, Pg.No.118 to 123.
- Dr.D.Sivasakthi, Ms.T.K.Nishanthini, **ASSESSING THE GROWTH AND GDP CONTRIBUTIONS OF MSMEs IN INDIA**, International Journal of Creative Research Thoughts (IJCRT), with ISSN:2320-2882, Impact Factor-7.97, Volume-12, Issue-10, Oct - 24, Pg.No.a788 to a796.
- Dr.D.Sivasakthi, Mr.B.Sudharsun, **RECOGNISING ON BANKING FRAUDS: IDENTIFICATION AND MITIGATION (SPECIAL REFERENCE TO INDIAN BANK)**, International Journal of Research and Analytical Reviews (IJRAR), with E-ISSN: 2348-1269, P-ISSN: 2349-5138, Impact Factor-7.17, Volume-11, Issue-03, Sep - 24, Pg.No.982 to 985.
- Dr.D.Sivasakthi, Ms.R.Harene, **IMPACT OF BLOCK CHAIN TECHNOLOGY IN AUDITING**, International Journal of Research and Analytical Reviews (IJRAR), with E-ISSN: 2348-1269, P-ISSN: 2349-5138, Impact Factor-7.17, Volume-11, Issue-03, Sep - 24, Pg.No.448 to 453.
- Dr.D.Sivasakthi, Ms.J.Sreejaya, **A STUDY ON CUSTOMERS’ AWARENESS TOWARDS STAR HEALTH INSURANCE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Scientific Research in Engineering and Management (IJSREM), with ISSN: 2582-3930, Impact Factor-8.176, Volume-07, Issue-07, Jul - 23, Pg.No.01 to 10.
- Dr.D.Sivasakthi, Ms.M.E.Soundhariya, **A STUDY ON E-PAYMENT ADOPTION DURING THE COVID -19 PANDEMIC WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Scientific Research in Engineering and Management (IJSREM), with ISSN: 2582-3930, Impact Factor-8.176, Volume-07, Issue-07, Jul - 23, Pg.No.01 to 08.
- Dr.D.Sivasakthi, Ms.R.Kavyasowmiya, **A STUDY ON FARMERS SATISFACTION LEVEL OF USING KISAN CREDIT CARD SCHEME IN HDFC BANK WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Scientific Research in Engineering and Management (IJSREM), with ISSN:2582-3930, Impact Factor-8.176, Volume-07, Issue-07, Jul -23,

Pg.No.01 to 10.

- Dr.D.Sivasakthi, Ms.S.Hari Priya, **A STUDY ON MOTIVATIONAL FACTORS TOWARDS WOMEN ENTREPRENEUR WITH SPECIAL REFERNECE TO COIMBATORE CITY**, International Journal of Scientific Research in Engineering and Management (IJSREM), with ISSN: 2582-3930, Impact Factor-8.176, Volume-07, Issue-07, Jul - 23, Pg. No. 01 to 07.
- Dr.D.Sivasakthi, Mr.C.GowriShankar, **A STUDY ON CONSUMERS' SATISFACTION OF ORGANIC FOOD PRODUCT WITH SPECIAL REFERENCES TO COIMBATORE CITY**, International Journal of Scientific Research in Engineering and Management (IJSREM), with ISSN: 2582-3930, Impact Factor-8.176, Volume-07, Issue-07, Jul - 23, Pg.No.01 to 10.
- Dr.D.Sivasakthi, Ms.S.Abinaya, **A STUDY ON JOB SATISFACTION LEVEL OF FOOD DELIVERY EMPLOYEES IN SWIGGY WITH SPECIAL REFERENCE TO COIMBATORE CITY**, International Journal of Scientific Research in Engineering and Management (IJSREM), with ISSN:2582-3930, Impact Factor-8.176, Volume-07, Issue-07, Jul - 23, Pg.No. 01 to 07.
- Dr.D.Sivasakthi, Ms.M.Darshana Devi, **A STUDY ON WORKING CAPITAL MANAGEMENT OF STATE BANK OF INDIA**, International Journal of Scientific Research in Engineering and Management (IJSREM), with ISSN:2582-3930, Impact Factor-8.176, Volume-07, Issue-07, Jul - 23, Pg.No.01 to 08.
- 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.D.Sivasakthi, Ms.R.Santhiya, **A STUDY ON FINANCIAL PERFORMANCE OF ULTRATECH CEMENT LIMITED**, 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. 2930 to 2933.

- Dr.D.Sivasakthi, Mr.D.Siva Karthik, **A STUDY ON FINANCIAL PERFORMANCE OF SUN PHARMACEUTICALS INDUSTRIES LIMITED**, 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. 3015 to 3018.
- Dr.D.Sivasakthi, Ms.Anushya, **A STUDY ON FINANCIAL PERFORMANCE OF HINDUSTAN UNILEVER LIMITED**, 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. 2926 to 2929.
- Dr.D.Sivasakthi, Mr.G.Xavier Henry, **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS LG SMART TV WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN(Online):2455-3662, Impact Factor-8.047, Volume-07, Issue-11, Nov - 21, Pg.No.82-84.
- Dr.D.Sivasakthi, Ms. B.J.Thabasvini, **A STUDY ON FINANCIAL PERFORMANCE OF ASHOK LEYLAND LIMITED**, EPRA International Journal of Environmental Economics, Commerce and Educational Management, with ISSN(Online):2348814X, Impact Factor-7.743, Volume-08, Issue-08, Aug - 21, Pg.No.08-11.
- Dr.D.Sivasakthi, Ms.R.Selvapriya, **A STUDY ON FINANCIAL PERFORMANCE OF APOLLO TYRES**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN (Online):2455-3662, Impact Factor-8.047, Volume-07, Issue-08, Aug - 21, Pg.No. 139-141.
- Dr.D.Sivasakthi, Ms.M.Kiruthika, **A STUDY ON CONSUMER AWARENESS TOWARDS SOLAR WATER HEATER WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN(Online):2455-3662, Impact Factor-8.047, Volume-07, Issue-07, Jul - 21, Pg.No.599-602.
- Dr.D.Sivasakthi, Ms.C.Sudha, **A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL NETWORK WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Environmental Economics, Commerce and Educational Management, with ISSN(Online):2348-814X, Impact Factor-7.743, Volume-08, Issue-07, Jul - 21, Pg.No. 17-20.
- Dr.D.Sivasakthi, Mr.JoshuJoelD.Silva.L, **A STUDY ON CUSTOMER PREFERENCE TOWARDS ROYAL ENFIELD WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN(Online):

2455-3662, Impact Factor-8.047, Volume-07, Issue-07, Jul - 21, Pg.No.668-671.

- Dr.D.Sivasakthi, Ms.K.ChristySaral, **A STUDY ON IMPACT OF LOCKDOWN LIFESTYLE OF PEOPLE IN COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research (IJMR), with ISSN(Online):2455-3662, Impact Factor-8.047, Volume-07, Issue-07, Jul - 21, Pg. No.512-515.
- Dr.D.Sivasakthi, Ms.R.A.Asathy, **A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES IN INDIAN BANK WITH SPECIAL REFERENCE TOWARDS COIMBATORE CITY**, EPRA International Journal of Multidisciplinary Research(IJMR), with ISSN(Online):2455-3662, Impact Factor-8.047, Volume -07, Issue- 07, Jul - 21, Pg.No.360-363.
- Dr.D.Sivasakthi, Ms.N.Ananya, **A STUDY ON INFLUENCE OF ADVERTISING ON BRAND AWARENESS AND CONSUMERS' PREFERENCE TOWARDS KALYAN JEWELLERS SHOWROOM (COIMBATORE)**, EPRA International Journal of Research and Development (IJRD), with ISSN(Online):2455-7838, Impact Factor-7.001, Volume-05, Issue-11, Nov - 20, Pg.No.81-85.
- Dr.D.Sivasakthi, Ms.P.Geethanjali, **A STUDY ON CUSTOMER SATISFACTION TOWARDS AMPERE ELECTRIC BIKE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), with ISSN(Online):2455-7838, Impact Factor-7.001, Volume-05, Issue-11, Nov - 20, Pg.No.97-101.
- Dr.D.Sivasakthi, Ms.S.Banupriya, **A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG SMART PHONES WITH SPECIAL REFERENCE TO COIMBATORE**, EPRA International Journal of Research and Development (IJRD), with ISSN (Online):2455-7838, Impact Factor-7.001, Volume-05, Issue-11, Nov - 20, Pg.No.267-271.
- Dr.D.Sivasakthi, Mr.P.Sridhar, **A STUDY ON CUSTOMER SATISFACTION AND PREFERENCE TOWARDS ZOOM CAR**, EPRA International Journal of Research and Development (IJRD), with ISSN(Online):2455-7838, Impact Factor-7.001, Volume-05, Issue-11, Nov - 20, Pg.No.302-306.
- Dr.D.Sivasakthi, Ms.C.Poorni, **A STUDY ON CONSUMERS' BUYING BEHAVIOUR TOWARDS AROMA MILK WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), with ISSN(Online):2455-7838, Impact Factor-7.001, Volume-05, Issue-11, Nov - 20, Pg.No.373-377.
- Dr.D.Sivasakthi, Ms.H.Saritha, **A STUDY ON CUSTOMER SATISFACTION TOWARDS VICCO TURMERIC AYRUVEDIC CREAM WITH SPECIAL REFERENCE TO**

COIMBATORE CITY, EPRA International Journal of Multidisciplinary Research(IJMR),with ISSN(Online):2455-3662, Impact Factor-7.032, Volume-06, Issue-11, Nov - 20, Pg.No. 472-475.

- Dr.D.Sivasakthi, Mr.S.Ragul, **A STUDY ON CUSTOMERS SATISFACTION TOWARDS RELIANCE JIO 4G SERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Environmental Economics, Commerce and Educational Management, with ISSN(Online):2348-814X, Impact Factor-7.572, Volume-07, Issue-04, Nov - 20, Pg.No.48-52.
- Dr.D.Sivasakthi, Ms.P.Devika, Ms.S.Dharani, Ms.R.Sangeetha, **FALLOUT OF BSNL: A BONE OF CONTENTION IN TELECOMMUNICATION INDUSTRY**, EPRA International Journal of Research and Development (IJRD), with ISSN(Online):2455-7838, Impact Factor-6.260, Volume -04, Issue-10, Oct - 19, Pg.No.126-127.
- Dr.D.Sivasakthi, Ms.C.Nandhini, Ms.R.Priyadharshini, Ms.D.Vanathi, **TAXI SERVICES IN INDIA**, EPRA International Journal of Research and Development (IJRD),Volume- 04, Issue-03, Pg.No.34-39, Mar - 19, ISSN(Online):2455-7838, Impact Factor-6.093 (Google Scholar, Researcher ID, Academia, entire web, I am Researcher, ESJI, WZBMIZ, ABMED, Clarivate Analysis).
- Dr.D.Sivasakthi, Dr.S.Gandhimathi, **A STUDY ON PUBLIC AWARENESS ON DISPOSAL AND RECYCLING OF HOUSE HOLD WASTE (WITH SPECIAL TO PARSN SESH NESTLE, COIMBATORE)**, International Journal for Science and Advance Research in Technology, Volume-04, Issue-10, Pg.No.354-357, Oct - 18, ISSN(Online):2395-1052, Impact Factor-5.388 (Google Scholar, Academia.ed, issuu Indian science.in, Academic Resource Index-ResearchBi).
- Ms.D.Sivasakthi, Ms.S.Dhivyalakshmi, Dr.M.Nandhini, **DIGITALIZATION IN EDUCATION SECTOR**, Asia Pacific Journal of Research, Pg.No.12-14, Sep - 17, ISSN(Print):2320-5504, ISSN(Online):2347-4793, Impact Factor-6.58 (Indexed in UGC).
- Ms.D.Sivasakthi, Ms.N.Ramya, Ms.S.Brindha, **EVALUATING THE PERFORMANCES OF SELECTED PUBLIC SECTOR BANKS USING CAMEL MODEL**, International Journal of Applied Research, Volume- 03, Issue-09, Pg.No.509-513, Aug - 17, ISSN(Print): 2394-7500, ISSN(Online):2394-5869, Impact Factor-5.2 (Index Copernicus International, Google Scholar).
- Ms.N.Ramya, Ms.D.Sivasakthi, Dr.M.Nandhini, **CASHLESS TRANSACTION: MODES, ADVANTAGES AND DISADVANTAGES**, International Journal of Applied Research, Volume-03, Issue-01, Pg.No.122-125, Jan - 17, ISSN(Print):2394-7500, ISSN (Online):2394-5869, Impact Factor-5.2 (Index Copernicus International, Google Scholar).
- Ms.D.Sivasakthi, Ms.S.Gandhimathi, **A STUDY ON INVESTOR'S ATTITUDE TOWARDS**

POST OFFICE SAVING SCHEMES IN CHINNIAMPALAYAM, International Journal of Applied Research, Volume-02, Issue-12, Pg.No.76-79, Dec - 16, ISSN(Print):2394-7500, ISSN(Online):2394-5869, Impact Factor-5.2 (Index Copernicus International, Google Scholar).

- Dr.M.Nandhini, Ms.D.Sivasakthi, **FINANCIAL PERFORMANCE OF SELECTIVE INDIAN PUBLIC SECTOR BANKS**, International Journal of Multidisciplinary Research and Development, Volume-02, Issue-11, Pg.No.12-15, Nov - 15, ISSN(Print):2379-5979, ISSN(Online):2349-4182, Impact Factor-5.742 (Academia.edu, RJIFACTOR, Research Gate, ORCID, Pro Quest, publons, CiteFactor, OPENLIBRARY, International Standard Serial number, DOAJ, ROAD, Indian Citation Index, Scribd, Crossref, Index Copernicus International, Indian science.in, Google Scholar, EBSCO, etc..).
- Dr.M.Nandhini, Ms.D.Sivasakthi, **AN ANALYSIS OF SELECTIVE INDIAN PUBLIC SECTOR BANKS USING CAMEL APPROACH**, International Journal of Applied Research, Volume-01, Issue-09, Pg.No.626-630, Jul - 15, ISSN(Print):2394-7500, ISSN (Online):2394-5869, Impact Factor-5.2 (Index Copernicus International).
- Dr.P.Jayasubramanian, Ms.D.Sivasakthi, Ms.K.AnanthiPriya, **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING**, International Journal of Applied Research, Volume-01, Issue-08, Pg.No.489-495, Jun - 15, ISSN(Print):2394-7500, ISSN (Online):2394-5869, Impact Factor-5.2 (Index Copernicus International, Google Scholar).
- Dr.M.Nandhini, Ms.D.Sivasakthi, **A STUDY ON LEVERAGE ANALYSIS OF TVS MOTOR COMPANY LIMITED**, International Journal of Multidisciplinary Research and Development, Volume-02, Issue-02, Pg.No.643-645, Feb - 15, ISSN(Print):2349-5979, ISSN(Online):2349-4182, Impact Factor-3.672 (Academia.edu, RJIFACTOR, Research Gate, ORCID, ProQuest, publons, CiteFactor, OPEN LIBRARY, International Standard Serial number, DOAJ, ROAD, Indian Citation Index, Scribd, Crossref, Index Copernicus International, Indian science.in, Google Scholar, EBSCO, etc..).
- Dr.M.Nandhini, Ms.D.Sivasakthi, **A STUDY ON CUSTOMER ATTITUDE PERCEPTION TOWARDS BRANDED BROAD BAND**, Intercontinental Journal of Marketing Research Review, Volume-02, Issue-04, Pg.No.45-49, Apr - 14, ISSN(Print):2347-1670, ISSN(Online): 2321-0346, Impact Factor-0.612 (ProQuest, Google Scholar, Research Gate, ecgi, SSRN, GIF).
- Dr.M.Nandhini, Ms.D.Sivasakthi, **A STUDY ON INVESTMENT PATTERN OF RETAIL INVESTORS IN MUTUAL FUND WITH SPECIAL REFERENCE TO FRANKLIN TEMPLETON INVESTMENTS IN COIMBATORE CITY**, International Journal of Applied Research and Studies, Volume- 02, Issue-11, Pg.No.677-684, Nov - 13, ISSN:2278-9480, Impact Factor- 0.258.

NATIONAL JOURNAL:

- Ms.N.Ramya, Ms.D.Sivasakthi, **GST AND IMPACT ON VARIOUS SECTOR**, Journal of Management & Science, Special Issue No.1, Pg.No.65-69, Sep - 17, ISSN: (Print):2249-1260, ISSN (Online): 2250-1819 (UGC, EBSCO, Springer).
- Ms.D.Sivasakthi, Ms.S.Pavithra, Mr.X.Daniel Arul Leo, **IMPACTS OF GST ON INDIAN ECONOMY**, Journal of Management & Science, Special Issue No.1, Pg.No.141-146, Sep - 17, ISSN(Print):2249-1260, ISSN(Online):2250-1819 (UGC, EBSCO, Springer).
- Dr.M.Nandhini, Ms.D.Sivasakthi, **A STUDY ON INVESTMENT PATTERN WITH SPECIAL REFERENCE TO SMALL AND MEDIUM CAPITALIZATION COMPANIES (FOR WAYS 2 WEALTH SECURITIES (PVT.)LTD, COIMBATORE)**, Indian Journal of Applied Research, Volume-03, Issue-09, Pg.No.71-73, Sep - 13, ISSN:2249-555x, Impact Factor-0.8215 (Index Copernicus International, Google Scholar, Research Gate, Indian Citation Index, Open J-Gate, DRJI, Cosmos, World Cat, Indian Science.in, Quality Factor, DJOF, Scope Med).

OTHER PUBLICATIONS: INTERNATIONAL / NATIONAL – SEMINAR & CONFERENCE

- Dr.D.Sivasakthi, Ms.R.Harene & Ms.N.Janani, **SALIENT FEATURES OF NEW EDUCATION POLICY**, Impact of New Education Policy Among Future Generation, Volume-02, Pg.No.309 - 312, 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, 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.100-104, ISBN:978-93-5636-057-0, Edited and Published by Department of BBA (CA), Sankara College of Science and Commerce, Coimbatore.
- Ms.N.Ramya, Ms.D.Sivasakthi, **FINANCIAL INCLUSION IN INDIA THROUGH SHG – BANK LINKAGE PROGRAMME**, National Conference on Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges, Pg.No.158-165, 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.D.Sivasakthi, Mr.R.Dharmaraj, **CREATING AN ENABLING ENVIRONMENT FOR WOMEN ENTREPRENEURSHIP**, One Day National Seminar on Economic Empowerment

of Women through Entrepreneurship - Problems and Prospects, Pg.No.456-462, ISBN:978-81-920808-8-8, Edited and published by Post Graduate and Research Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore.

- Ms.D.Sivasakthi, Ms.B.Vinodhini, **INVESTMENT BANKING**, International Conference on “Global Finance: Issues and Challenges”, Pg.No.258-260, ISBN:978-93- 5196-090-4, Edited and Published by PG Department of Commerce (Finance and Computer Applications), SNR Sons College (Autonomous), Coimbatore.

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

- **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.
- **ICT IN COMMUNICATION**, One Day National Level Seminar on Artificial Intelligence in Accounting and Finance in Association with Dextrasys Technologies (P)Ltd Tiruchirappalli, Department of Commerce with Accounting & Finance, Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore, 16- Feb-19.
- **DIGITALIZATION IN EDUCATION SECTOR**, National Conference on Digitalization in Service Sectors - Today & Tomorrow, Department of Commerce with BPS and Department of Commerce with A&F, Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore, 27-Sep-17.
- **GST AND ITS IMPACT ON VARIOUS SECTOR**, One Day National Level Seminar on Impact of Goods and Services Tax (GST), Post Graduate and Research Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 27-Sep-17.
- **IMPACT OF GST ON INDIAN ECONOMY**, One Day National Level Seminar on Impact of Goods and Services Tax (GST), Post Graduate and Research Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 27-Sep-17.

- **FINANCIAL INCLUSION IN INDIA THROUGH SHG BANK LINKAGE PROGRAMME**, 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, 08-Sep- 16.
- **STRATEGIES FOR SUCCESSFUL UNORGANIZED RETAILING**, One Day National Level Seminar on Professionalizing Unorganized Sector –A Corporate View, Post Graduate and Research Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.
- **CREATING AN ENABLING ENVIRONMENT FOR WOMEN ENTREPRENEURSHIP**, One Day National Seminar on Economic Empowerment of Women Through Entrepreneurship - Problems and Prospects, Post Graduate and Research Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, 16- Aug-16.
- **HUMAN RESOURCES**, International Conference on Repositioning India - Emerging Dimensions, Department of Commerce with Professional Accounting, S.N.R. Sons College,16-Feb-16.
- **CORPORATE SOCIAL RESPONSIBILITY**, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, Department of Commerce with Professional Accounting, SNR Sons College (Autonomous) Coimbatore, 20- Feb-15.
- **DISASTER MANAGEMENT**, National Level Conference on Managerial Innovations and Challenges in Globalised Economy, Department of Business Administration, KSR College of Engineering, Tiruchengode, 26- Sep-14.
- **INVESTMENT BANKING**, International Conference on Global Finance: Issues and Challenges, Department of Commerce with Finance and Computer Applications, SNR Sons College (Autonomous), Coimbatore, 27- Aug-14.
- **YOUNG ENTREPRENEURSHIP**, National Level Seminar on the Power of Entrepreneurship Driving India's Growth in 21st Century, Department of Commerce (PA), SNR Sons College, Coimbatore, 21-Feb-14.
- **ACCOUNTING INFORMATION SYSTEM**, National Conference on Contemporary Accounting - Standards and Issues, Department of Commerce and Commerce (PA), Dr.N.G.P. Arts and Science College, Coimbatore, 07- Oct-13.
- **FOREIGN EXCHANGE RISK MANAGEMENT**, National Conference on Corporate Finance - Structural Change and Emerging Paradigms, Department of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore, 08-Feb-13.

- **YOUTH ENTREPRENEURSHIP & SUSTAINABILITY**, One Day State Conference on Fostering Entrepreneurship Training - A path to Success, Department of Commerce (CA), SNR Sons College. Coimbatore, on 28-Sep-12.
- **GLOBAL MARKETING STRATEGIES**, National Conference on Recent Trends in Marketing, Department of Commerce and Commerce (CA), Sri Ramakrishna Mission Vidyalyaya College of Arts & Science, Coimbatore, 28-Aug-12.

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 30th August 2022 to 31-Aug-22.
- International Hybrid Seminar on **AUDITING–GEAR TO ECONOMIC REVIVAL** organized by Department of Commerce with Professional Accounting, PSG College of Arts and Science, Coimbatore on 25-Mar-22.
- National Conference on **EMERGING EDUCATION MODELS For 21stCENTURY LEARNER (NCEEM 2015)** organised by the Association of Principals of Colleges of Bharathiar University jointly with UGC Human Resource Development Centre of Bharathiar University, Coimbatore on 1-Aug-15.
- National Level Seminar on **PROBLEMS AND PROSPECTS 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.
- NAAC Sponsored Two day State Level Conference on **ACHIEVING ACADEMIC EXCELLENCE THROUGH INTERNAL QUALITY ASSURANCE CELL (IQAC)** organized by Dr.N.G.P. Arts and Science College, Coimbatore, on 9 & 10-Dec-11.
- National Seminar on **INVESTMENT DECISIONS AND TAX PLANNING** organized by PG Department of Commerce, Kongunadu Arts and Science College, Coimbatore, on 29-Jan-08.
- State Level Seminar on **GREEN MARKETING – CHALLENGES AND OPPORTUNITIES** organized by Department of Business Management, P.S.G.R.Krishnammal College for Women, Coimbatore, on 21-Sep-05.

PARTICIPATION IN WORKSHOP

- 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 22-Feb-2023.
- 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.
- World Record on **LONGEST VIRTUAL EVENT ON VISION 2030: IMPORTANCE OF ENHANCING LIFE SKILLS FOR REACHING HIGHER HEIGHTS** organized by Tamil Nadu Teachers Education University, Chennai on 18-Jun-21.
- 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.
- Indian Academy of Science (IASc), Indian National Science Academy (INSA) and The National Academy of Sciences India (NASI) Sponsored Science Academies 'Lecture Workshop on **HEALTH CARE ANALYTICS** organised by Department of Management Studies, Dr.N.G.P. Institute of Technology, Coimbatore on 26 & 27- Sep-17.
- One Day Workshop on **RESEARCH ANALYSIS USING SPSS** organised by Department of Management of Science, Dr.G.R.Damodaran College of Science, Coimbatore on 15- Jul-15.

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME

- **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.
- **Seven 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.
- **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.
- **Two Days Faculty Development Program on FINTECH** organized by Imarticus Learning Private Limited during 17 and 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 to 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 17 to 25- Oct-22 and obtained “**A**” **Grade**.

- 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.
- 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 on 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.
- Seven Days Online Faculty Development Programme on **RESEARCH METHODOLOGY AND PEDAGOGY FOR TERTIARY EDUCATION** organized by the Internal Quality Assurance Cell and Center for Faculty Development, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore during 15 to 21 Jun-21.
- One Day National Level Faculty Development Program on **AN APPLICATION OF SPSS IN SOCIAL SCIENCE RESEARCH** organized by the School of Business Management, Rathnavel Subramaniam College of Arts and Science, Coimbatore on 21-Jan-21.
- One Week Faculty Development Program on Spoken Tutorial, Free Open Source Software (FOSS) **FRONT ACCOUNTING** 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, Government of India during 4 to 10-May-20.
- Seven Days Faculty Development Program on **NAAC REVISED ACCREDITATION FRAME WORK 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.
- Five Days Faculty Development Program on **INSURANCE FOR BUSINESS PROCESS**

SERVICE organized by Tata Consultancy Services at P.S.G College of Arts and Science, Coimbatore on 23 to 27- May-16.

- One Day Faculty Development Program on **REINVENTING CLASS ROOM DYNAMICS - TOWARDS ENHANCING LEARNER AUTONOMY** organized by Department of Science and Humanities, Dr.N.G.P. Institute of Technology, Coimbatore on 22- Jul-11.

PARTICIPATION IN WEBINAR

- 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.

CONFERENCE / SEMINAR / WORKSHOP ORGANIZED

- Committee Member, 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) (SCD) - New Delhi Sponsored Workshop on **“RECOGNITION & 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.
- Committee Member, 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 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.
- 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 during 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 08-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.

INVITED SPEAKER

- 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.

EDITORIAL / REVIEW BOARD MEMBER

- Acting as an Editorial and Reviewer Board Member in the **JOURNAL OF ECONOMICS STUDIES AND FINANCIAL RESEARCH & JOURNAL OF ACCOUNTING RESEARCH, BUSINESS AND FINANCE MANAGEMENT** of MAT Journals.
- Acted as 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.
- 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

- **CYBER SECURITY THREAT INTELLIGENCE** UDEMY on 04-Jan-19.
- **TYPES OF HEALTH INSURANCE** UDEMY on 28-Sep-18.
- **INNOVATION AND TECHNOLOGY IN ACCOUNTING** UDEMY on 28-Dec-17.
- **MARKETING UNPLUGGED: 3 STEPS TO ATTRACT MORE DREAM CLIENTS** UDEMY on 28-Dec-17.
- **PRODUCT MANAGEMENT 101** from UDEMY on 2-Dec-15.
- **HOW TO INCORPORATE YOUR BUSINESS ON YOUR OWN: QUICK & EASY** from UDEMY on 2-Dec-15.
- **12 LEAD GENERATIONS STRATEGIES USED BY SALES EXPERTS** from UDEMY on 1-Dec-15.
- **A WORLD OF DIFFERENCE: EXPLORING INTERCULTURAL COMMUNICATION** from UDEMY on 1-Dec-15.
- **CREATING A SOCIAL MEDIA STRATEGY** from UDEMY on 28-May-15.
- **CONCEPTUAL FRAMEWORK OF ACCOUNTING, YOU NEED TO KNOW FOR CPA** from UDEMY on 25-May-15.
- **CHITA HIGH PERFORMANCE BUSINESS LEADERSHIP TRAINING** from UDEMY on 25-May-15.
- **INFINITE BANKING SIMPLIFIED** from UDEMY on 25-May-15.
- **CREATIVE WRITING SAMPLE LESSON** from UDEMY on 21-May-15.
- **YOUR BUSINESS SUPER POWER: GROW YOUR BUSINESS IN LESS TIME** from UDEMY on 20-May-15.
- **COVER LETTER WRITING THAT CONVERTS INTERVIEWS!** From UDEMY on 20-May-15.
- **CREATE INCOME OPPORTUNITIES BY LEARNING POWER WRITING** from UDEMY on 20-May-15.