

**Name** : Dr. S. MANI VARMA  
**Designation** : Assistant Professor  
**Department** : B.Com Banking & Insurance  
**Qualification** : M.Com., M.B.A., MA., Ph.D.,



**Experience** : Teaching – 15.5Years | Research – 9 Years | Industry - Years  
**Specialization: Marketing**

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### Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Government Arts College, Coimbatore	2023
MA	Public Administration	TamilNadu Open University, Chennai	2020
MBA	Finance	Bharathiar University	2013
M.Com	Commerce	PSG College of Arts and Science	2009
B.Com CS&CA	Corporate Secretaryship Computer Applications	Sri Jayendra Saraswathy Maha Vidhyalaya College of Arts and Science	2007

### Research Publications

- S.Manivarma\* and Dr.S.Sivagnanam (2022), **A Conceptual Model Building to Assess the Impact of Digital Banking on Customer Satisfaction**, SODHSAMHITA | Volume-VIII, Issue 11, 2021-2022/ ISSN 2277-7067 UGC CARE group 1.
- S.Manivarma\* and Dr.S.Sivagnanam (2021), **A Study on Service Quality and Its Impact on Customer Satisfaction in Commercial Banks at Coimbatore District**, International Journal of Creative Research Thoughts (IJCRT), 2021 IJCRT | Volume 9, Issue 11 November 2021.C ISSN: 2320-2882.
- S.Manivarma\* and Dr.S.Sivagnanam (2021), **Issues and Challenges Faced by Banking Sector in Related with Khadi Industry with Special Reference to Coimbatore District**, International Journal of Research and Analytical Review (IJRAR), 2022 IJAR Volume 9, Issue 1, January 2022, (E-ISSN 2348-1269, P- ISSN 2349-5138)

- S.Manivarma\* and S.Suja (2019), **Impact of E-Commerce on Modern Business World**, International Journal of Research and Analytical Review (IJRAR), 2019 IJRAR, Volume 6, Issue 2, June 2019 (E-ISSN 2348-1269, P- ISSN 2349-5138)
- S.Manivarma (2018), **A Study on Customers Purposes for Using E-Banking Services With Special Reference To Coimbatore District**, International Journal of Management Technology and Engineering, IJMTE Journal, Volume 8, Issue XII, December-2018. ISSN NO: 2249-7455.

## Books/ Book Chapters Publication

### Book Publication

- ❖ Dr.S.Manivarma (2025) **“Introduction to Digital Marketing Analytics”** Priyam Publications, ISBN: 978-81-985068-6-3.

### Book Chapters Publication

- 2018 “Impact of Demonetization on Black Money” Impact of Demonetization and GST on Indian Economy, VLB Janakiammmal College of Arts and Science ISBN:978-93-81537-16-9.
- 2016 “Economic Development” E-Commerce in the Present EON, Dr.R.K.Shanmugam College of Arts and Science, Villupuram. ISSN: 9810-7294.
- 2015 “Corporate Entrepreneurship” Entrepreneurial Excellence, Bonfring International Journal of Industrial Engineering and Management Science, ISSN:2250-1096.
- 2010 “Recent Trend of Recruitment Process (E-Recruitment)” Facet of Commerce, Sree Narayana Guru College.

## Presentations in Conference/ Seminar

- ✓ **AI in Marketing and Advertising, National Conference on Retail Transformation 2025** (AI in Action), PSG College of Arts & Science, Coimbatore. 18- Mar-25.
- ✓ **Emerging Opportunities in E-Commerce for GenZ, International Conference on “Digital Innovation and Transformation Strategies**, Sankara College of Science and Commerce, Coimbatore, 31-Jan-25.
- ✓ **Performance Appraisal System in Banks, International Conference on “Artificial Intelligence in Banking and Insurance**, Sri Ramakrishna College of Arts and Science, Coimbatore, 25-Aug-23

- ✓ **Development Through Education, International Conference** on Sustainable Development in Management, Social Science, Humanity and Education, Sri Ramakrishna College of Arts and Science, Coimbatore, 24-Mar-23.
- ✓ **Benefits of Digitalization in marketing, International Conference** on “Digitalization of Global Business Environments, Rathinam College of Arts and Science, Coimbatore, 28-Oct-22.
- ✓ **E-Business Opportunities in India, International Conference** on “E-Startup: Challenges and Opportunities, Rathinam College of Arts and Science, 25-feb-20.
- ✓ **Cloud Banking**, on “E-Banking Opportunities and Challenges”, SNMV College of Arts and Science and Institute of Management, 09-Sep-2019.
- ✓ **Demonetization on Black Money** on Impact of Demonetization and GST on Indian Economy, VLB Janakiammal College of Arts and Science, Coimbatore, 28-Aug-2018.
- ✓ **The Method Vision Green Consumers want to have a Eco-Friendly** on Management Education and Entrepreneurship in the Global Business Environment, Sengunthar Institute of management Studies and Sengunthar Arts and Science College, 11-Jan-2017.
- ✓ **Social Advertising**, on “Emerging Trends and Innovation in Digital Marketing” Sankara College of Science and Commerce, 28-Sep-2016.
- ✓ **Economic Development**, on E-Commerce in the Present Eon, Dr.R.K.Shanmugam College of Arts and Science, Villupuram, 20-Sep-2016.
- ✓ **Public Administration & Analysis**, on “Repositioning India – Emerging Dimensions, SNR Sons College, Coimbatore, 16-Feb-2016.
- ✓ **Corporate Entrepreneurship**, on Entrepreneurial Excellence, Sankara College of Science and Commerce, 25-Aug-2015.
- ✓ **Retail Banking**, on Innovative Practices in the Contemporary Business Scenario, Vivekandha College Arts and Science for Women, Namakkal, 26-Feb-2015.

### Participation in Conference/Seminar

#### International

- International Conference on “Technology and Sustainable Innovation”, Sankara College of Science and Commerce, Coimbatore, 29-feb-24.
- Business Analytics Conclave 2024, Sri Ramakrishna College of Arts and Science, Coimbatore, 09-feb-24.

- International Symposium on MSME Covid-19: Impact Challenges & Opportunities, Hindusthan College of Arts and Science, Coimbatore, Tamil Nadu, 28-Sep-22
- International Conference on “Rejuvenative Marketing Strategies for Sustainable Business in the Digital Era” Bishop Appasamy College of Arts and Science, 27-Aug-2019.
- International Conference on “Finance & Banking (FIBA-2018), Sengunthar Arts and Science College, 01-feb-2018.

### **National**

- Teachers Conference on “Empowering Educators”, ICSI Coimbatore Chapter, 29-Nov-24.
- Teachers Conference on “Empowering Educators”, ICSI Coimbatore Chapter, 25-Sep-23.
- ICSSR -SRC Sponsored Two Days National Level Seminar on, Digital Financial Inclusion, Suguna College of Arts and Science, 30-Aug-22 to 31-Aug-22.
- Teachers Conference on “Empowering Teachers to prepare professionals of Tomorrow- ICSI Vision 2022”, ICSI Coimbatore Chapter and PSG College of Arts and Science, 31-Jul-2018.
- National Level Seminar on Cash Vs Cashless Trade: Challenges and Opportunities, Nandha Arts and Science College, 09-feb-2018.
- ICSSR Sponsored One day National Level Seminar on “Writing Seminar, Research Proposal and Thesis” VLB Janakiammal College of Arts and Science, 29-Aug-2018.
- National Level Seminar on “Digital India and its Transformation”, Kongunadu Arts and Science College, 10-Jan-2018

### **Participation in Faculty Development Programme**

- **Five Days National Level FDP on “The Art of research”**, IOT Academy, 07-Jul-25 to 11-Jul-25.
- **Integrating NEP 2020 into Higher Education: Strategies for Faculty Development and Curriculum Innovation**, Department of Business Administration (UG) & Department of Commerce (IB), Hindusthan College of Arts and Science, Coimbatore. 2-Sep-24 to 6-Sep-24.
- **7 Days National FDP on Python**, Star International Foundation for Research and Education, 19-Mar-24 to 25-Mar-24.
- **Hybrid Education for Pedagogical Success**, Department of Computer Science, Saveetha College of Liberal Arts and Science. Chennai, 09-Jan-24 to 13-Jan-24.

- **Influence of AI in Teaching and Research**, Department of Commerce with Computer Application, Hindusthan College of Arts and Science, Coimbatore. 4-Sep-23 to 9-Sep-23.
- **Work life integration**, Centre of Excellence for Faculty Development, Student Support Cell & IQAC, Hindusthan College of Arts and Science, Coimbatore, 29-Apr-23.
- **Five Days International virtual Faculty Development Programme on “Advance in Emerging Trends & Technologies**, Department of Computer Science, St.Joseph’s College (Arts & Science), Chennai,06-Sep-23 to 10-Sep-23.
- **Research in Social Services**, Department of Economics and Centre for Research in association with the Internal Quality Assurance Cell (IQAC), Ayya Nadar Janakiammal College of Arts and Science 20-Sep-21 to 25-Sep-21
- **Qualitative Research**, DEPARTMENT OF FINANCIAL Planning, Dr.M.G.R. Educational and Research Institute (Deemed to be University), Chennai, 22-Sep-21 to 24-Sep-21.
- **One Week International FDP on Research Excellence and Academic Development**, Department of Commerce PA, Sri Ramakrishna College of Arts and Science, Coimbatore, 01-Sep-21 to 08-Sep-21.
- **Digital Teaching Methods in Higher Education**, PG and Research Department of Commerce with Computer Applications, Hindusthan College of Arts and Science, Coimbatore. 23-Aug-21 to 28-Aug-21.
- **An insight into the relevant skills for employability**, World English Language Learners, Teachers and Trainers Association (WELLTTA), 12-Sep-22.
- **Blended mode of teaching and learning**, IQAC & Department of Commerce(CS), Ayya Nadar Janakiammal College, 21-Sep21 to 23-Sep-21.
- **Impact of Intellectual Property Rights on Green Innovation in Doodle Crafts**, LLC with IQAC, Ayya Nadar Janakiammal College, 21-Sep21 to 23-Sep-21.
- **National level Five days FDP on -Upskilling Personal Finance Planning**, Hinduathan College of Arts and Science, 25-Oct-21 to 29-Oct-21.
- **Management Perspective in Research, Technology, Empowerment**, Department of BBA with IQAC, Ayya Nadar Janakiammal College, 23-Sep21 to 25-Sep-21.
- **Types of Research and Sampling Techniques**, IQAC & Research committee, Thakur Shyamnarayan Degree College, 24-Sep-21.

- **Modern Methods for Effective Teaching & Learning**, Rathinam College of Arts and Science, 17-Aug-21 to 21-Aug-21.
- **Quality Assurance in Higher Education**, IQAC & Department of Business Administration, The Standard Fireworks Rajaratanam College for Women, Sivakasi, 27-sep-21.
- **Awakening the Leader in You**, IQAC & Department of Business Administration, Tiruppur Kumaran College for Women, 29-May-2020.
- **Value Building is Nation Building**, Kumaraguru College of Technology, 05-Mar-16.

### Participation in Workshop

- **International Workshop on Digital Drift: Optimising the Business World**, Department of Commerce with Information Technology, Kongunadu Arts and Science College, 19-Sep-2024.
- **Measuring the Accessibility of Public Goods on Rural Area**, Interdisciplinary RUSA 2.0 project entitled “Rural Development: Assessing Public Utilities in Smaller Villages in Tamilnadu, University of Madras, 09-Feb-22.
- **Seven Day National Level Workshop on Research Methodology and Data Analysis**, organized by Department of Commerce(B.Com, B.Com BPS & M.Com), Sri Krishna Adithya College of Arts and Science, 25-Oct-21 to 01-Nov-21.
- **International Workshop on “Conceptulization of Business Analytics**, Department of Commerce, Sri Ramakrishna College of Arts and Science, 24-Sep-21.
- **Bloom’s Taxonomy based Question Paper Design for Outcome Based Education in Business Administration**, organized by the department of BBA and IQAC, Ayya Nadar Janakiammal College, 27-Sep-21.
- **Intellectual Property Rights**, IPR Cell, Kovaikalaimagal College of Arts and Science, 28-Sep-19.
- **International workshop on Recent Trends in Research Methods in Commerce & Management**, Swami Dayananda College of Arts and Science, 08-Jul-19.
- **National Level Workshop on SPSS & ITS Applications**, Dr.G.R.Damodaran College of Science, 02-Aug-18.

- **Fundamentals of Data Analysis for Research**, VLB Janakiammal College of Arts and Science, 27-Nov-15.