

**Name:** Mr.N. Chandru

**Designation:** Assistant Professor

**Department:** Commerce

**Qualification:** M.Com. (CA)., M.Phil., (Ph.D)

**Experience:** Teaching:8 Years 6Months

**Area of Specialization(s):** Marketing, Research: -8 year

**Email (Official ID):** [chandru@drngpasc.ac.in](mailto:chandru@drngpasc.ac.in)



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D (Commerce)	Kamban Arts and Science College, Tiruppur	Bharathiar University	Pursuing
M.Phil (Commerce)	Dr.N.G.P.Arts and Science College	Bharathiar University	2016
M.Com.(CA)	Kongu college of Arts and Science Karur	Bharathidasan University	2013
B.Com.(CA)	Kongu college of Arts and Science Karur	Bharathidasan University	2011

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Patent	TURNIP	2025
Online Certificate	AI AND GOOGLE TOOLS IN EDUCATION	Sanatan Dharma College, Ambala Cantt	2024
Online Certificate	Demystifying strategy	Infosys springboard	2023
Online Certificate	Contract Management for Beginners	TCSION	2023
Online Certificate	Guidance and counseling	Mooc Short-Term Course	2023
Online Certificate	Strategic planning	Infosys springboard	2022
Online Certificate	Financial statements	Infosys springboard	2022
Online Certificate	Time management	Infosys springboard	2022
Online Certificate	Creative thinking	Infosys springboard	2022
Online Certificate	Leadership and Emotional	Coursera	2020

Online Certificate	Business Analytics for Decision Making	Coursera	2020
Online Certificate	Front Accounting-2.4.7	Spoken tutorial, IIT Bombay	2020
Online Certificate	Online Advertising	Open to study	2018
Online Certificate	Financial Literacy	Open to study	2018

### **Research Publications (Indexed)**

#### ***INTERNATIONAL***

- N Chandru, A.S BHAGYASRI . “ A STUDY ON THE IMPACT OF CHATGPT FOR EDUCATION AMONG COLLEGE STUDENTS IN COIMBATORE” , GIS SCIENCE JOURNAL, VOLUME 11, ISSUE 7, 2024 : ISSN NO: 1869-9391, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, P.Deepak “ A STUDY ON OSTRACISM AND ITS IMPACT IN IT SECTOR” GIS SCIENCE JOURNAL, VOLUME 11, ISSUE 6, 2024 ISSN NO : 1869-9391, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, Srivarshini. G “BLOCKCHAIN ACCOUNTING NEED OF THE HOUR: A SURVEY IN COIMBATORE DISTRICT” GIS SCIENCE JOURNAL, VOLUME 11, ISSUE 7, 2024 ISSN NO : 1869-9391, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, D.Balaji ,” ANALYSIS OF PROFITABILITY AND FINANCIAL POSITION OF AVIVA LIFE INSURANCE” GIS SCIENCE JOURNAL:ISSN NO : 1869-9391, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, M. Karthikeyan,”EMPLOYEES PERCEPTION AND HR PRACTICES IN IT SECTORS COIMBATORE” GIS SCIENCE JOURNAL:ISSN NO : 1869-9391, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, Dr. M. Nithyadevi,” INVESTORS PERCEPTIONS OF KISAN VIKAS PATRA”, GIS SCIENCE JOURNAL :ISSN NO : 1869-9391, (Indexed in UGC, Google scholar, Research gate, Academia edu)

- N Chandru, Vishal.G “ FINANCIAL ANALYSIS OF FERTILIZER INDUSTRY IN TAMILNADU” GIS SCIENCE JOURNAL, VOLUME 11, ISSUE 7, 2024, :ISSN NO : 1869-9391, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, Sathiya Sri. E. B “ A COMPARATIVE STUDY ON ISLAMIC DEVELOPMENT BANK (IDB) AND CATHOLIC SYRIAN BANK (CSB)” GIS SCIENCE JOURNAL, VOLUME 11, ISSUE 7, 2024, ISSN NO : 1869-9391 , (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, M.Gokul “THE TENDENCY OF BRAND LOYALTY AMONG CONSUMERS OF CEREAL FOOD” GRADIVA REVIEW JOURNAL, Volume-10, Issue-6, June 2024, PRINT ISSN NO : 0363-8057, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, Sujan M S “A STUDY ON EXPECTATIONS AND ADAPTATIONS IN THE WORKPLACE AMONG THE CURRENT GENERATION YOUNGSTERS IN THE IT INDUSTRY IN COIMBATORE CITY” GRADIVA REVIEW JOURNAL, Volume-10, Issue-6, June 2024, PRINT ISSN NO : ISSN NO : 0363-8057, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, R. Abinath “THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FINANCIAL PERFORMANCE OF THE PRIVATE BANKING” GIS SCIENCE JOURNAL, VOLUME 11, ISSUE 7, 2024 , PRINT ISSN NO ISSN NO : 1869-9391, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru,J Pranav “FINANCIAL ANALYSIS OF TCS” International journal of research publication review, Volume-4, Issue-9, Septemper 2023, PRINT ISSN No.2582-7421, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, V.Thirishala “A STUDY ON FARMERS PERCEPTION ON CULTIVATION AND MARKETING OF TURMERIC IN ERODE DISTRICT” International journal of research publication review, Volume-4, Issue-9, Septemper 2023, PRINT ISSN No 2582-7421, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, M. Kishore “A STUDY ON FINANCIAL PERFORMANCE OF JSW STEEL LIMITED IN INDIA” International journal of research publication review, Volume-4, Issue-9, Septemper 2023, PRINT ISSN No 2582-7421, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, Dr. M. Nithiya Devi “FINANCIAL SERVICES AND BENEFITS OF INVESTING IN POST OFFICE SAVINGS SCHEMES” International Journal for Modern Trends in Science and Technology Volume-9, Issue-8, August 2023, PRINT ISSN No : 2455-3778, (Indexed in UGC, Google scholar, Research gate, Academia edu)

- N Chandru, K. Aishwarya “GENDER DISCRIMINATION AMONG WORKERS IN SERVICE SECTOR A STUDY OF ITES EMPLOYEES IN COIMBATORE CITY” Journal of Emerging Technologies and Innovative Research, Volume-10, Issue-8, August 2023, PRINT ISSN No : 2349-5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, R. Monisha “LIQUIDITY AND PROFITABILITY ANALYSIS OF SELECT AUTOMOBILE INDUSTRIES” Journal of Emerging Technologies and Innovative Research, Volume-10, Issue-8, August 2023, PRINT ISSN No : 2349-5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, S Santhosh “IMPACT OF EMOTIONAL INTELLIGENCE AND KNOWLEDGE MANAGEMENT ON EMPLOYEE PERFORMANCE IN IT SECTOR IN COIMBATORE” Journal of Emerging Technologies and Innovative Research, Volume-10, Issue-8, September 2023, PRINT ISSN No: 2349-5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, P. Darshana “BRAND LOYALTY AND CONSUMER’S TRUST ON NESTLE PRODUCTS IN COIMBATORE CITY” Journal of Emerging Technologies and Innovative Research, Volume-10, Issue-8, August 2023, PRINT ISSN No : 2349-5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, Prasanth.M “A STUDY ON CONSUMERS PERCEPTION & PREFERENCE TOWARDS THE SALES PROMOTION OF WASHING SOAPS & DETERGENTS WITH REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts (IJCRT) July 2023 ISSN: 2320-2882 (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, A. Dharnish “INVESTMENT INITIATIVE AND SAVINGS BEHAVIOUR OF WORKING INDIVIDUALS IN COIMBATORE CITY TOWARDS THEIR RETIREMENT LIFE” International Research Journal of Modernization in Engineering Technology and Science Volume-5, Issue-10, October 2023 ISSN: 2582-5208 (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, R J Rithika “MEASURES THE EFFECTIVENESS OF ONLINE SHOPPING WITH REFERENCE TO COIMBATORE CITY” International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, K Tamilarasan “CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THEIR EXPECTATION WITH SPECIAL REFERENCE TO KTM BIKE”

International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).

- N Chandru, S Sanjith Raj “CUSTOMER RESPONSE TOWARDS BRAND EQUALITY AND BRAND EXTENSION ON CONSUMER DURABLES” International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru J Sankar “CONSUMER PREFERENCE OF UTILISATION OF RETAIL STORES IN COIMBATORE CITY” International journal of research and analytical reviews (URAR) Volume-9, Issue-3, July 2022, PRINT ISSN No. 2349 – 5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru T.Manojkumar “A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS VODAFONE IDEA NETWORK WITH SPECIAL REFERENCE TO COIMBATORE” International journal of research and analytical reviews (URAR) Volume-9, Issue-3, July 2022, PRINT ISSN No. 2349 – 5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru S Swathi “EMOTIONAL INTELLIGENCE AND BURNOUT SYNDROME OF PRIVATE SCHOOL TEACHERS” International journal for innovative research in multidisciplinary field, Volume-8, Issue-7, July 2022, PRINT ISSN No. 2455 – 0620, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, M R Sriraga “ANALYSIS OF OTT DEVELOPMENT BASED ON USER’S PERCEPTION DURING COVID 19 LOCKDOWN” International Journal of Creative Research Thoughts (IJCRT) June 2022 ISSN: 2320-2882 (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, S Padmapriya “LIQUIDITY AND PROFITABILITY ANALYSIS OF SELECT AUTOMOBILE INDUSTRY” Journal of Emerging Technologies and Innovative Research (JETIR) Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 –5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru , S.Kavinkrishna “CONSUMER AWARENESS AND SATISFACTION TOWARDS ONLINE SHOPPING IN COIMBATORE CITY” International journal of research and analytical reviews, Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru S.V Charubala “MARKETING MIX STRATEGIES OF RELIANCE JIO 4G NETWORK” International journal of creative research thoughts (IJCRT), Volume-10, Issue-7, July 2022, PRINT ISSN No. 2320 – 2882, (Indexed in UGC, Google scholar, Research gate, Academia edu).

- N Chandru, S.Nandha kishore “PATIENTS SATISFACTION LEVEL OF SPECIALITY SERVICES OFFERED BY KOVAI MEDICAL CENTER HOSPITAL” International journal of creative research thoughts ,Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, B.Nishanth “A STUDY ON ADOPTION OF DIGITAL MARKETING TECHNIQUES WITH SPECIAL REFERENCE TO COIMBATORE CITY” International journal of creative research thoughts ,Volume-9, Issue-6, June 2021, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia Edu).
- M.Banurekha, C.Karthick, N.Chandru, M.A.Prasad and M.R.Chandrasekar “A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS SELECTIVE DURABLE GOODS IN COIMBATORE CITY (Dr NGPASC 2019-20 COM031)”, Journal of Emerging technologies and innovative research, Volume-7 , Issue-2 , PP.332-343, February - 2020 , PRINT ISSN No. 2349 – 5162, ( Indexed in UGC, Google scholar, Research gate, Academia edu).
- M.Banurekha, N.Chandru, M.A.Prasad, M.R.Chandrasekar and M.DhenuPreethi “A STUDY ON RURAL WOMEN EMPOWERMENT THROUGH SELF HELP GROUP WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal of Research and Analytical Reviews, Volume 6, Issue 2, June- 2019, PP.946-948, P- ISSN:2349-5138, E-ISSN 2348-1269, DOI-<http://doi.org/10.1729/Journal.22902> (Indexed in UGC, Google scholar, Research gate, Academia edu).
- P.Jayasubramanian and N.Chandru “A STUDY ON CUSTOMER SATISFACTION OF UZHAVAR SANDHAI WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal of Multidisciplinary Research and Development, Volume 2 , Issue 11- Part B, PP.03 – 06, April-2015, E-ISSN: 2349 – 4182., (Indexed in Google scholar).
- M.Preethi and N.Chandru “ROLE OF EMOTIONAL INTELLIGENCE IN ACADEMIC PERFORMANCE OF COLLEGE STUDENTS” International Journal of Creative Research Thoughts Volume 9 Issue 4,, April 2021 2021-04-19 ISSN: 2320 – 2882., ( Indexed in UGC, Google scholar, Research gate, Academia edu).
- M.Pooja and N.Chandru ‘IMPACT ON MARKETING THROUGH SOCIAL MEDIA AND BOOKMARKETING WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts ,Volume 9 Issue 4 , April 2021-04-27 22:49:33 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- Dinesh Muthu. D and N.Chandru “A STUDY ON BUYING BEHAVIOR OF CONSUMER WITH REFERENCE TO COIMBATORE CITY” International Journal of

Creative Research Thoughts ,Volume 9 Issue 4, April 2021-04-20 00:34:16 ISSN: 2320–2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).

- R. Greeshma and N. Chandru “IMPACT OF VIRAL MARKETING ON CONSUMERS BUYING BEHAVIOUR TOWARDS COIMBATORE CITY” EPRA International Journal of research and development, Volume 6 Issue 4, 27-April 2021, ISSN: 2455 – 7838., ( Indexed in UGC, Google scholar, Research gate, Academia edu).
- S. Keerthana and N. Chandru” A STUDY ON WORK LIFE BALANCE OF IT EMPLOYEES IN PANDEMIC PERIOD WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts, Volume 9, Issue 4 April 2021-04-24 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- B. Usha and N. Chandru “ANALYSIS OF WORKING CAPITAL MANAGEMENT IN TORRENT PHARMACEUTICAL LIMITED” EPRA International Journal of research and development, Volume 6 Issue 4, 27-April 2021, ISSN: 2455 – 7838., (Indexed in UGC, Google scholar, Research gate, Academia edu)
- G. Suvetha and N. Chandru” A STUDY ON PERCEPTION AND EXPERIENCE OF MOOCs AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts, Volume 9, Issue 4 April 2021-04-24 ISSN: 2320 – 2882., ( Indexed in UGC, Google scholar, Research gate, Academia edu)
- K. Vennila and N. Chandru A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SELECTED IT COMPANIES (PARTICULARLY INFOSYS LTD, TECH MAHINDRA LTD, 3IINFOTECH LTD, L&T INFOTECH LTD)” International Journal of Creative Research Thoughts, Volume 9 Issue 4 April 2021-04-24 ISSN: 2320 – 2882., ( Indexed in UGC, Google scholar, Research gate, Academia edu)
- S. Rahul and N. Chandru “A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN FLIPKART” International Journal for Science and Advance Research in Technology Volume 7, Issue 4 in April 2021 ISSN: 2395-1052., ( Indexed in UGC, Google scholar, Research gate, Academia edu)
- B. Nishanth and N. Chandru “A STUDY ON ADOPTION OF DIGITAL MARKETING TECHNIQUES IN MSME’S WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal for Science and Advance Research in Technology Volume 7, Issue 4 in April 2021 ISSN: 2395-1052., ( Indexed in UGC, Google scholar, Research gate, Academia edu)
- Shalini. R. K, and N. Chandru “ANALYTICAL COMPARISON OF TRADITIONAL MARKETING TO DIGITAL MARKETING” EPRA International Journal of research and

development, Volume 6 Issue 4, 27-April 2021, ISSN: 2455 – 7838., ( Indexed in UGC, Google scholar, Research gate, Academia edu)

- K. Sai Nandhini and N.Chandru “THE STUDY OF FINANCIAL PERFORMANCE OF PRIVATE BANKING SECTOR” International Journal of Creative Research Thoughts, Volume 9 Issue 5, May 2021-05-02 ISSN: 2320 – 2882., ( Indexed in UGC, Google scholar, Research gate, Academia edu)

## ***NATIONAL***

### **Other Publications: International / National Journals**

- R.Sakthiprasath & N.Chandru ,A STUDY ON PROMOTIONAL STRATEGIES AND IMPACT OF RELIANCE JIO 4G-NETWORK WITH SPECIAL REFERENCE TO COIMBATORE International Journal Of Advanced Research And Innovative Ideas In Education , Volume 3 , Issue 3 ,PP.857-866, ISSN(O):2395-4396.,

### **Publication of Book and Book chapter**

- N Chandru, INTERNET OF THINGS , Innovation Online Training Academy, ISBN Number: 978-93-48990-40-2
- N. Chandru1 , Shubhashree. YOGA FOR HEALTH, HAPPINESS AND HARMONY: A PATH TO HOLISTIC WELL-BEING Yoga for Health, Happiness & Harmony
- N.CHANDRU MOBILE CRM: A GAME-CHANGER IN THE WORLD FULL OF CUSTOMER RELATIONSHIP MANAGEMENT APPLICATIONS OF AI 978-93-93622-60-0 Edition-76 IOT Academy Sep-24
- N.Chandru INTERNET OF THINGS (IOT) IN MANAGEMENT PRACTICES APPLICATIONS OF AI 978-93-93622-60-0 Edition-88 IOT Academy Sep-24

### **Presentation in Conference**

#### ***NATIONAL***

- THE IMPACT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING FOR DIGITAL MARKETING, Mount Carmel College (Autonomous) Bengaluru 04-Aug-2023.

### **Participation in Conference**

#### ***NATIONAL***

- IMPACT OF VIRAL MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS COIMBATORE CITY, Dr N. G. P. Arts and Science college, Coimbatore, 09-Feb-2023.
- FOREIGN DIRECT INVESTMENT, Sankara College of Science and Commerce, Saravanampatty, Coimbatore, 30-Jan-2017.
- INDIA’S OVERSEAS TRADE IN THE EARLY MEDIEVAL PERIOD, Maharani



### **Participation in Seminars/Workshop**

- A One- Week International Virtual Workshop on SRM Institute of Science and Technology, Ramapuram, Chennai – 600089.
- Seminar on WORKLIFE BALANCE OF WOMEN MICRO ENTREPRENEURS IN INDIAN SOCIETY AFTER COVID 19 PANDEMIC, Bishop Ambrose College, Coimbatore in association with ICSSSR SPONSERD, 29-feb-2024
- Workshop on OUTCOME BASED EDUCATION HEAD(OBE), Dr.N.G.P.Arts and Science College, Coimbatore in association with IPSR solutions limited, 04-Mar-2023
- Participated in the New IPR 2023 e-Workshop organized by Innovative Technology Enabling Centre(InTEC), CSIR-IMMT, Bhubaneswar during June 12-17, 2023
- Participated in professional development workshop on DIGITAL CRATIVITY SKILLS, Dr.N.G.P. Arts and Science College, Coimbatore,04-Mar-2023.
- Placement Officers Workshop for Excellence in Recruitment, NSE Academy, Mumbai,03,17, 21 and 30-Sep-2021.
- UGC Sponsored National Level Workshop On RESEARCH METHODOLOGY AND QUANTITATIVE TECHNIQUES IN SOCIAL SCIENCE, Veeriya Vandayar Memorial Pushpam College, Thanjavur, 29-Jan-2015 to 30-Jan-2015.
- ART OF GETTING RESEARCH FUNDING AND PUBLISHING RESEARCH PAPER IN SOCIAL SCIENCES, Kongu Engineering College, Erode, 26-Sep-2014.
- THE ART OF PUBLISHING, Bharathidasan University, Tiruchirappalli , 27–Nov-2014.

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

- “Significance of Emerging Technologies & Intellectual Property Rights (IPR)” Mangalmay Institute of Management & Technology, Gr. Noida from 16th December – 20th December 2024.
- Intellectual Property Rights in the age of AI, ML, Cyber Security and Blockchain, Mangalmay Institute of Management & Technology Gr. Noida, 24th June – 28th June 2024
- Quality Initiatives in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 03- Dec-2018 to 09-Dec-2018.
- To Promote Innovation IPR, Entrepreneurship and Start-Ups among HEIs, Institutions innovation council (IIC) of MHRD’s innovation Cell New Delhi, 28-Apr-2020 to 22-May-2020.
- Quality Measures in Higher Education,Sri Gvg Visalakshi College For Women,Udumalpet,03- May-2020 to 09-May-2020.
- Emotional Intelligence, KG College Of Arts and Science, Coimbatore, 28-Apr-2020 to 02- May-2020.
- Spoken Tutorial Free Open Source Software (FOSS), Dr. N.G.P. Arts and Science College, Coimbatore,04-May-2020 to 10-May-2020.
- Education and Career Prospects in BPO, Holy Cross College, 04-Oct-2021 to 08-Oct-2021.

- Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Era, Hindustan College of Arts and Science, 22-Sep-2021 to 28-Sep-2021.
- Research Excellence and Academic Development, Sri Ramakrishna College of Arts and Science, 01-Sep-2021 to 08-Sep-2021.
- Digital Teaching Methods in Higher Education Hindustan College of Arts and Science, 23-Aug-2021 to 28-Aug-2021.
- Emerging Trends & Challenges In Commerce & Management Education”Hindusthan College of Arts & Science (Autonomous), 19-Sep-2023 to 26-Sep-2023,
- Outcome Based Education, Dr. N.G.P. Arts and Science College, Coimbatore, 17- Jun-2023 to 21-Jun-2023.
- Empowering Education For Innovation- A NEP Perspective, Dr. N.G.P. Arts and Science College, Coimbatore, 30- Jun-2023 to 04-Jul-2023.
- Upskilling Research and its Application, Sri Kanyaka Parameswari Arts and Science College for Women, Chennai 24- Jul-2023 to 28-Jul-2023.
- Technology and Digital Transformation, Sri Ramakrishna College of Arts and Science, 24-Jul-2023 to 26-Jul-2023.
- Art of Effective Teaching, Suguna College of Arts and Science, Coimbatore, 31-Jul-2023 to 04-Aug-2023.
- Art of Effective Teaching, Suguna College of Arts and Science, Coimbatore, 31-Jul-2023 to 04-Aug-2023.
- Selection of the Right Journal for a Manuscript, Nuhianwali Public School, Nuhianwali, Sirsa (Haryana) India, 29-Jul-2023 to 31-Aug-2023.
- The power of positive approach in teaching learning system of cultural transformation ”Hindusthan College of Arts & Science (Autonomous), 19-Sep-2023 to 26-Sep-2023,
- Emerging Trends & Challenges In Commerce And Mangement”Hindusthan College of Arts & Science (Autonomous), 19-Sep-2023 to 26-Sep-2023,

#### **Conference / Seminar / Workshop Organized**

- Committee member, National conference on social innovation and business sustainability, Dr. N.G.P. Arts and Science College, Coimbatore, 09-Feb-2023.
- Committee Member, National Conference on Implications of FINTECH in Indian Economy, Dr. N.G.P. Arts and Science College, Coimbatore, 04-Mar-2020.

- Committee Member, National Conference on Human Rights and Values-Promotion and Protection (Sponsored by National Human Rights Commission), Dr. N.G.P. Arts and Science College, Coimbatore,28-Jan-2017.
- Committee Member, National Conference on Financial Inclusion for sustainable Economic Growth; Strategies & Challenges (Sponsored by ICSSR), Dr. N.G.P. Arts and Science College, Coimbatore,08-Sep-2016.

### **Conference proceedings**

N.Chandru, Thamilselvan, Hariprasad, IMPACT OF VIRAL MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS COIMBATORE CITY, Dr. N.G.P. Arts and Science College, Coimbatore, 09-Feb-2023

### **Consultancy**

A session on BUDGET for first year MBA students (2022-24 batch) on 12.12.22 as a free consultancy

### **Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Indian Accounting Association	Life Membership	Life Time

