

Name : Dr.S.Saravanan

Designation : Vice Principal

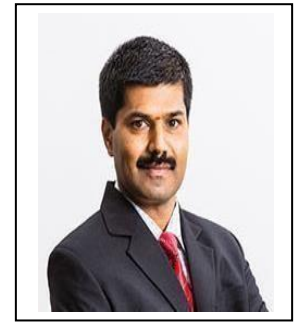
Department: Commerce

Qualification: *M.Com., M.Phil., M.B.A., M.B.A., PGDCA., Ph.D., NET., SET.*

Experience : Teaching: 22.5 Years Research: 17 years

Area of Specialization(s) : *HR, Management and Cost Accounting*

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



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	HR	Government Arts College, Coimbatore,	2009
MBA	HR	RVS Institute of Management Studies and Research	2012
MBA	Finance	Alagappa University, Karikudi	2007
PGDCA	-	Pondicherry University	2004
M.Phil	Finance	RVS College of Arts and Science, Sular	2001
M.Com	Finance & Taxation	RVS College of Arts and Science, Sular	2000
B.Com	Commerce	Bishop Thorp College of Arts and Science, Dharapuram	1998

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Commerce	Bharathiar University	2012
NET	Commerce	UGC	2013

Grants Received

Title	Agency	Amount	Date
Major Research Project	Indian Council of Social Science Research (ICSSR)	5,00000	2023-24
Student Project	Tamilnadu State Council for Science and Technology	Rs.10,000	22-Feb-18
Entrepreneurship Awareness Camp	Entrepreneurship Development Institute of India, Ahmadabad	Rs.40,000	26-Apr-17
Student Project	Tamilnadu State Council for	Rs.10,000	26-Apr-17

	Science and Technology		
National level Seminar	Indian Council of Social Science Research (ICSSR)- New Delhi	Rs.1, 00,000	23-Mar-16
Entrepreneurship Awareness Camp	Entrepreneurship Development Institute of India, Ahmadabad	Rs.20,000	25-May-16
Entrepreneurship Awareness Camp	Entrepreneurship Development Institute of India, Ahmadabad	Rs.20,000	27-Oct-15
National level Seminar	Indian Council of Social Science Research (ICSSR)- New Delhi	Rs.1, 00,000	02-Jun-15
National level Seminar	Indian Council of Social Science Research (ICSSR)- New Delhi	Rs.1, 00,000	7-Oct-14
Entrepreneurship Awareness Camp	Entrepreneurship Development Institute of India, Ahmadabad	Rs.20,000	14-Jul-14
Student Project	Tamilnadu State Council for Science and Technology	Rs.7500	16-Jun-14
Entrepreneurship Awareness Camp	Entrepreneurship Development Institute of India, Ahmadabad	Rs.13, 500	28-Aug-13
National level Seminar	Indian Council of Social Science Research (ICSSR)	Rs.15, 000	16-Aug-11
Major Research Project	University Grant Commission (UGC)- New Delhi	Rs.4, 45,200	10-Feb- 11

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	14	
M. Phil.	16	-

Research Publications (Indexed)

- Saravanan.S “A Study on Women Consumer Behaviors with Special Reference to Durable Goods in Coimbatore City”. Indian Journal of Marketing, Vol.40. May 2010.pp 36-42 &51. ISSN-0973-8703
- Saravanan.S “Opinion on the Working Environment and Problems Faced By the Women Workers in Hosiery Units at Tiruppur- An Empirical Investigation”. Indian Journal of Management, Vol.3. July-2010. Pp 31-38. ISSN-0975-2854.
- Saravanan.S “Job Satisfaction of Employees of Private Sector Banks- With Special Reference to Coimbatore”. HRD TIMES, Vol. 12. September 2010. ISSN-0976-7401
- Saravanan.S, Pongathi.V.S “An Empirical Investigation on Consumer Satisfaction in Edible Oils with Special Reference to Coimbatore City”. Research Line Interdisciplinary Research Journal, Vol.3. December 2010. Pp151-163.ISSN-0975-8941.

- Saravanan.S “Women Workers Perception on Job Satisfaction and Stress at Work Place- With Special Reference to Hosiery Units in Tiruppur”, Asia Pacific Journal of Research in Business Management, Vol.2. March 2011.pp 55-70. ISSN-2229-4104
- Saravanan.S “Investigation of Problems Faced By the Vegetable Producing Farmers in Erode, Coimbatore and Tiruppur Districts -Tamil Nadu”. JM International Journal of Marketing Management, Vol.1. March 2011. PP 193-202. ISSN-2230-701X
- Mohan.S, Saravanan.S “A Study on Problems Faced by the Women Entrepreneur in Health care Industry in Erode”, ZENITH International Journal of Multidisciplinary Research Vol.1 Issue 2, June 2011, PP.155-163.ISSN 2231 5780.
- Saravanan.S “An evaluation of advertisements for Cadbury products with special reference to Coimbatore city” Elixir International Journal. July 2011. PP.4058-4063. ISSN-229-712X.
- Saravanan.S “Investigation of Women Workers Perception about Work Place -Hosiery Units in Tiruppur”, Journal of Commerce and Management Research, Vol.1, Issue-2, September 2011, PP.104-120. ISSN-2249-0442.
- Saravanan.S “Scenario of Indian Agriculture” HRD TIMES, September 2011,ISSN-0976- 7401.
- Saravanan.S “Viewers opinion about soft drinks advertisements-an empirical study with special reference to Pepsi in Coimbatore city”. Elixir International Journal. October 2011. PP.4667-4672. ISSN-229-712X.
- Saravanan.S “Empirical Research on Relationship between Working Capital and Profitability- A Case Study of Pricot Meridian Ltd, Coimbatore”. International Journal of Marketing and Management Research, Vol.2, Issue-10, October, 2011, PP.174-188. ISSN 2229-6883
- Saravanan.S “Impact of socio economic conditions on the level of job satisfaction of women workers in hosiery units at Tiruppur”, Journal of Contemporary Research in Management, Vol.6, No.2 April-June-2011, pp: 49:68, ISSN: 0973-9785.
- Sabaripadmini.M, Saravanan.S “A Study on Tourist Satisfaction towards Tourism Spot with Special Reference to Ooty”, Journal of Commerce and Management Research, Vol.1, Issue-4, September 2011, PP.143-152. ISSN-2249-0442.
- Saravanan.S “An investigation of socio- economic conditions and level of consumer awareness and rights among women in Tiruppur district” International Journal of Commerce and Management, October 2011, PP.345-352. ISSN- 0974-2646
- Eswari.M, Saravanan.S “A Study of Job Stress among Women Nurses In Coimbatore City, Tamilnadu”, International Journal of Research in Management and Technology, (IJRMT), Vol. 1, No.2, December 2011, PP-97-100. ISSN: 2249-9563
- Saravanan.S “An Empirical Study on Farm Loan Constrains Faced By the Farmers in Tiruppur District, Tamil Nadu”, Journal of Commerce and Management Research, Vol.2, Issue-1, January 2012, and PP.143-149. ISSN-2249-0442.
- Saravanan.S, Sathya.M “An Empirical Study on Investors Perception on Mutual Fund in Coimbatore”, Journal of Commerce and Management Research, Vol.2, Issue-2, March 2012, PP.38-48. ISSN-2249-044

- Saravanan.S, Suganya. S “A Study on Customer Perception about Service Quality of Mega Stores at Coimbatore Province”, Aditya International Journal of Research in Technology and Management, Vol.1, Issue-11, April 2012, PP.46-54. ISSN-2248-9665
- Saravanan.S, “Problems Faced By the Vegetable Producing Farmers In Erode, Coimbatore and Tiruppur Districts -Tamil Nadu” Indian Journal of Marketing, Vol.42. October 2012.pp 22-30. ISSN-0973-8703.
- Linda Mary Simon, Saravanan.S, “A study on Customers Satisfaction towards credit Card Services Provided by state bank of India, with Special Reference to Coimbatore City”, Indian Journal of Applied Research, Vol.2, Issue-2,November 2012,PP.10-12. ISSN-2249- 555X.
- Saravanan.S, “An Empirical Investigation on of Farmers Awareness and Attitude towards Farm Loans in Erode District-Tamilnadu” Journal of Commerce and Management Research, Vol.2, Issue-5, December 2012, PP.102-112. ISSN-2249-0442.
- Saravanan.S, “A study on production and Marketing Constrains of Farmers in Coimbatore District-Tamilnadu” International Journal of Arts, Science and Commerce- Researchers World, Vol. IV Issue 1, January 2013. PP.66-77. ISSN: 2229-4686.
- Saravanan.S “Women Workers Perception on Job Satisfaction And Stress At Work Place- With Special Reference To Hosiery Units In Tiruppur, South Asian Journal of Commerce and Management, Vol-3, No.3, July -2013,PP.37-43.
- Saravanan.S, RamGanesh.S “An Empirical Study on Effects of Working Capital on Profitability (With Special Reference to Associated Cement Companies Limited), Indian Journal of Applied Research, Volume: 3, Issue: 3 March 2013, ISSN - 2249-555X.PP.46-48.
- Saravanan.S “A Study on Awareness Level and Farmers’ Attitude about Factors of Bank Loan in Tirupur District-Tamilnadu” Journal of Commerce and Management Research, Vol.3, Issue-1, March 2013, PP.51-65. ISSN-2249-0442.
- S.Gandhimathi, S.Saravanan “Evaluate the railway platforms service Quality of the southern Railways” Indian Journal of Applied Research, April 2013, Vol-3 Issue 4, ISSN-2249-555X.
- Saravanan.S, Mohanraj.S “A Study On The Challenges Faced By Tirupur Garment Exporters” International Journal of Research in Commerce, IT & Management Vol. 3, Issue - 10 October-2013, ISSN 2231-5756.
- S.Gandhimathi, S.Saravanan “A Study on Passenger’s Satisfaction towards Railway Services in Coimbatore Junction”, International Journal of Applied Research and Studies, Vol- 2, Issue- 11, November - 2013, ISSN: 2278-9480.
- Saravanan.S, Abarna.J “A study on liquidity analysis of selected automobile companies in India” Indian Journal of Applied Research, Vol.4, Issue-2, February 2014, PP.6-8. ISSN- 2249-555X.
- Saravanan.S, Thangaraj.B Eahambaram.C “A Study on Working Capital Management of Cement Companies with Special Reference to the Associated Cement Companies Limited and Chettinad Cement Corporation” International Global Journal for Research Analysis ,Vol.3, Issue-2, February 2014, PP.16-17. ISSN-2277-8160.

- S.Saravanan, V.Devakinandini, A study on perception of college students about spending of pocket money with reference to students studying in arts & science colleges In Coimbatore, International Journal of Marketing, Financial Services & Management Research, Vol.3(3), March-2014, ISSN 2277-3622, PP-74-83.
- S.Saravanan, V.Devakinandini, A Study on Financial Status of Ballarpur Paper Industries In India, International Journal of Marketing, Financial Services & Management Research, ISSN 2277-3622 IJMFSMR, Vol.3 (5), MAY (2014), PP-31-39.
- S.Saravanan, P.Dharani, A Study on Factors Influencing Work Life Balance of School Teachers in Coimbatore, Paripex- Indian Journal of Research, ISSN - 2250-1991, Vol: 3 - Issue: 4, April 2014, PP-10-12.
- S.Saravanan, Empirical Investigation on owners' perception about TVS Scooty pep with Special Reference to Coimbatore, Global Research Review, ISSN2250-2521, Vol: 3, No.1, May 2014, PP-111-121.
- S.Saravanan, A study on Socio Economic profile and Problems faced by the Women Self- help groups in Coimbatore District- Tamilnadu, IPE journal of Management, ISSN-2249- 9040, Vol:1,No:1, January-June-2014,PP-151-163.
- S.Saravanan, S.Mohanraj and K.Bagayalakshmi, A Study on the Strategies to be adopted by Garment Exporters to Manage Business Crisis in Tirupur Indian Journal of Applied Research, ISSN-2249-555X, Vol.8, Issue-8, August 2014, PP.4-7.
- S.Saravanan, S.Gandhimathi, A Study on Passengers' Perception and Satisfaction towards Services Offered By Southern Railways in Coimbatore Junction, Intercontinental Journal of Marketing Research Review, ISSN:2321-0346 - ONLINE ISSN:2347-1670 , Vol2, Issue 11, November 2014, PP.10-16.
- S.Saravanan, S.Gandhimathi, A study on Passengers' Perception and Satisfaction towards services offered by Southern Railways in Coimbatore Junction, Intercontinental Journal of Marketing Research Review, Volume 2, Issue 11, November 2014, PP .10-16,ISSN:2347- 1670.
- S.Saravanan, V.Devakinandini Predicting Financial viability and Profitability of Select Paper and Pulp Industries in India, International journal of Marketing, financial Services & Management Research, Vol.3 Issue.12,December2014, PP.15-24,ISSN:2277-3622
- S.Saravanan, P.Divya Bharathi, An Investigation of Level of Consumer Awareness among Rural Women in Coimbatore Province, Indian Journal of Applied Research, Volume: 5, Issue: 2, Feb 2015, PP.800-802, ISSN - 2249-555X.
- S.Saravanan, S.Mohanraj and K.Bagayalakshmi, A study on factors affecting supply chain management in garment industry with special reference to Tirupur, International Journal of Multidisciplinary Research and Development, Volume 2 Issue 2, 2015, PP. 304-307, ISSN: 2349-4182.
- S.Saravanan, K.Janani, A study on measuring the financial soundness of Bharath Petroleum Corporation Limited (BPCL), International Journal of Multidisciplinary Research and Development, Volume 2 Issue 2 Part F, 2015, PP.43-47, ISSN: 2349-4182.

- S.Saravanan, A Study on Frequency of Extension participation of Farmers in Erode District International Journal of Multidisciplinary Research and Development 2015; 2(1): PP:43-46, ISSN: 2349-4182.
- S.Saravanan, K.Brindha Devi, A study on online buying behaviour with special reference to Coimbatore city, International Journal of Commerce, Business and Management (IJCBM), Vol. 4, No.1, February 2015, PP.988-995, ISSN: 2319–2828.
- S.Saravanan An empirical study of absenteeism in pumps industry with special reference to Coimbatore, International Journal Of Research In Computer Application & Management, Volume No. 5, Issue No. 03 March-2015,PP-66-71, ISSN 2231-1009.
- S.Saravanan, K.A.Ramya, A Study on Demographic Profile and Problems Faced by the Power loom Owners with Special References to Coimbatore Cluster, International Journal Of Research In Commerce, IT & Management, Volume No. 5, Issue No. 03 March-2015,PP- 8- 12, ISSN 2231-5756.
- S.Saravanan, V.Devakinandini, “Impact of Capital Structure on Profitability of Select Paper Industries In India”, Intercontinental Journal Of Finance Research Review, Volume 3, Issue 3, March 2015, pp-94-102, ISSN 2321-0354.
- S.Saravanan, S.Mohanraj and K.Bagiyalakshmi “A Study on the Strategies to Be Adopted By Garment Exporters to Manage Business Crisis in Tirupur” Indian Journal of Applied Research Volume -4, Issue-8, August 2014, pp- 397-400,ISSN - 2249-555X
- S.Saravanan An Empirical Investigation on patients perception about service quality of Corporate Hospitals in Coimbatore,Tirupur, and Erode Districts-Tamilnadu GITAM journal of Managemnt, Vol12.No.4, December-2014, pp114-123.
- S.Saravanan, K.Elamathi, “An Investigation In To Demographic Profile and Quality of Work Life among Women Employees with Special Reference To Private Sector Banks In Coimbatore District”, International Journal of Research in Commerce, It & Management, Volume No. 5 (2015), Issue No. 11 (November), pp 9-12, ISSN 2231-5756.
- S.Saravanan, K.Elamathi Factor analysis of effects of career on quality of work Life among women employees working in private sector Banks in Coimbatore district, International Journal of Engineering and Management Science, Volume No. 6 (4) 2015, pp- 215-221,ISSN 2229-600X.
- S.Saravanan, A Study on Impact of Demographic Profile on Maternity Care among Tribals of Western Ghats- with special reference to The Nilgiris and Anaimali Hills Province, Asian Journal of Management; 6(4), October- December, 2015, pp-314-320.
- K.Parimala, S.Saravanan, “Falling Bunker Prices-An issue on global sulfur Emission cap 2020”, Intercontinental Journal of Marketing Research Review, Volume 3, Issue 12, December 2015, pp 01- 06, ISSN: 2321-0346 - Online ISSN:2347-1670.
- S.Saravanan, M.Jayanthi “An impact on governance of liquidity on profitability of selected textile industries in India”, International Journal of Research in Management & Technology (IJRMT), Vol.6, No.1, Jan-Feb 2016, pp 52- 60, ISSN: 2249-9563.

- N.Renugadevi, S. Saravanan “Stress Affecting Psychological Aspects of Employees Working In Private Sector Banks”, International Journal of Multidisciplinary Research and Development, International Journal of Multidisciplinary Research and Development, Volume 3; Issue 3; March 2016; pp. 230-235 Online ISSN: 2349-4182, Print ISSN: 2349-5979.
- S.Saravanan, V.Devakinandini, “An Analysis of Financial Health of Paper And Pulp Manufacturing Industries in India”, Journal of Accounting and Finance, Vol.30, No.01,October 2015- March 2016,pp33-43.ISSN:0970-9029.
- S.Saravanan, S.Suganya “An Investigation of Liquidity and Profitability Trade Off In Selected Pharmaceutical Companies in India” South Asian Journal of Marketing & Management Research (SAJMMR),Vol.6, Issue:3-4, March-April, 2016, pp 53-60, ISSN:2249-877X.
- K.Parimala, S.Saravanan “A Study on Customer’s Perception Towards E-Commerce Logistics Industry At Coimbatore City”, Volume 4, Issue 4, April 2016, pp 32-38, ISSN: 2321-0346 - Online ISSN: 2347-1670.
- S.Saravanan P.Balamani “Z – Score Analysis For Evaluation Of Financial Health Of Selected Pharmaceutical Companies In India”, Intercontinental Journal of Finance Research Review, pp 01-10, Volume 4, Issue 6, June 2016. ISSN:2321-0354 - Online ISSN:2347-1654.
- S.Saravanan P.Balamani Profitability Analysis of Selected Pharmaceutical Companies in India, International Journal of Multidisciplinary Research Review, Vol.1, Issue - 21, Nov - 2016. PP 53-59, ISSN -2395-18.
- M Shanthini Devi, S Saravanan, Impact of financial literacy on financial decisions and financial outcomes of employees working in IT sector (with special reference to Coimbatore), International Journal of Multidisciplinary Research and Development, Volume 3; Issue 12; December 2016; pp 135-139, ISSN: 2349-5979.
- M.Jayanthi S Saravanan A Study on The Impact Of Capital Structure On Profitability Of Selected Infrastructure Companies In India, Journal of Emerging Technologies and Innovative Research, Volume 5, Issue 7, July 2018, pp. 221-229, ISSN-2349-5162.
- S. Kowsalya, S.Saravanan A Study on Liquidity and its Impact on Profitability of Selected Food Processing Companies in India , International Journal for Research in Engineering Application & Management, Vol-04, Issue-04, July 2018, pp. 376- 382, ISSN : 2454-9150.
- Ruhamah Ann Boben, S.Saravanan Issues of Freight Forwarders in Exporting Cargo through Kempegowda International Airport, Bangalore, Journal of Emerging Technologies and Innovative Research, Volume 5, Issue 9, September 2018, pp. 787-790, ISSN-2349- 5162.
- S.Kowsalya, S.Saravanan A Study on Impact of Capital Structure on Profitability of Selected Food Processing Companies In India, Journal of Emerging Technologies and Innovative Research, Volume 6 Issue 6 , August-2019, pp. 423-434, ISSN : 2349-5162.
- Dr. M. Thyagaraju, Ramesh Kumar, Dr. Sanjeev Chepyala, Dr. Subhash Chand Goel, **Dr. S. Saravanan** and Dr. Meena Sunil Sharma **Investors Perception And Awareness on Mutual Fund Investment Decision Making: Post COVID-19 - Korea Review of International Studies**, ISSN - 1226-4741, Volume 15, Issue 38 , Sep 2022, pp.36 – 44. (**Listed in ABDC Journals**) .

Book Publications

- **Book Published (Single Author)**

- Fundamentals of Research Methodology –Vanmathi Publishers, ISBN-978-81-920808-0-2

- **Edited Books Published (Co- Author)**

- Role of banking sector in rural economic Development –Volume-1, ISBN- 978-81-920808-1-9
- Role of banking sector in rural economic Development – Volume-2, ISBN- 978-81-920808-2-6
- Quality changes through research– Experiences, Expectations & Enhancement- ISBN No. 978-81-920808-5-7
- Problems and Prospects of Rural Banking and Its impact on Empowerment of Rural Households. ISBN No. 978-81-920808-6-4
- Role of Agribusiness in Sustainable Rural Entrepreneurship Development ISBN No.978-81-920808-7-1
- Economic Empowerment of Women through Entrepreneurship - Problems and Prospects- ISBN No. 978-81-920808-8-8
- Women Entrepreneurship- ISBN No. 978-81-920808-9-5

Participation in Conference

- ICSSR Sponsored Two day National Seminar on Great Initiatives of State and Central Government through Startups Programmes in Nurturing Entrepreneurial Activities, organized by Jamal Mohamed College (Autonomous), Tiruchirappali on 21st and 22 September 2022.
- National Conference on Inclusive Growth in India an emphasis on financial and social inclusion held at Women's Christian College, Chennai, on 07-Oct-2010 to 08-Oct-2010 presented a paper and published in Edited ISBN Book paper entitled financial inclusion through PURA.
- International Conference on Global Marketing Strategies and Practices held at Nehru Institute of Management studies, Coimbatore, on 08-Oct-2010 to 09-Oct-2010, presented a paper and published in Edited ISBN Book paper entitled Global Advertising Strategies.
- National level seminar on Role of Banking Sector in Rural Economic Development held at Dr.N.G.P. Arts and Science College, Coimbatore on 23-Sep-2011 presented a paper and published in Edited ISBN Book paper entitled Micro finance a financial instrument for poverty to prosperity.
- International Conference on Globalization is Irreversible Need for branding India Inc. & Making MSMEs Competitive organised by Sree Saraswathi Thyagaraja College, Pollachi on 02nd March 2012 presented a paper and published in Edited ISBN Book paper entitled Constrains of women workers in Indian Context.

- National conference on Higher Education in India: Changes and Challenges organised by Association of principals of Colleges of Bharathiar University on 09-Feb-2013, Coimbatore published a paper in Edited ISBN Book paper entitled A review of Higher Education Quality issues in Present Scenario.
- V.Saravana Kumar, Dr S.Saravanan presented a paper and published in Edited ISBN Book paper entitled “Fostering Quality Teaching In Higher Education: Policies and Practices” ISBN: 978-81-920808-5-7, PP- 951-954, in Two days International Conference on “Quality Changes through Research–Experiences, Expectations & Enhancement” on 14-Marc-2014 and 15-Mar-2014 organised by Dr.N.G.P. Arts and Science College and Dr.N.G.P. College of Education, Coimbatore.
- Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC), Dr.N.G.P. Arts and Science College, Coimbatore , 09-Dec-2011 and 10-Dec-2011.
- Legal and Regulatory Frame Work for Corporate Sector, Dr.N.G.P. Arts and Science College, Coimbatore, 17-Feb-2010.
- Issues in Higher Education, Bharathiar University, Coimbatore, 29-Oct-2010.

International

- Business Challenges under Globalisation, Bharathidasan College of Arts and Science, Erode, on 07-Sep-2017.

Participation in Seminar

National

- Role of Autonomy and Quality Assurance in Higher Education: Issues, Achievements and Challenges Excellence, Gobi Arts and Science College, Gobi, 01-Feb-2013 and 02-Feb-2013.
- Self Esteem, The Bhakthivedant Academy, International Society for Krishna Consciousness, Coimbatore, 25-Aug-2007.
- Convergence and Technologies in Business, Sri Ramakrishna College of Arts and Science College for Women, Coimbatore, 03-Mar-2003.
- Global Excellence, R.V.S. College of Arts and Science, Sulur, 04-Mar-1999.

Presentations in Conference

National

- **“Angel Investor Fund & Venture Capital Fund for Start-ups - Opportunities and challenges in Indian Perspective”** at the ICSSR Sponsored Two day National Seminar on Great Initiatives of State and Central Government through Startups Programmes in Nurturing Entrepreneurial Activities, organized by Jamal Mohamed College (Autonomous), Tiruchirappali on 21st and 22 September 2022.
- Marketing Unplugged: The Game Changing Innovations (NLC MUGI), Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 03-Mar-2017.
- Green Marketing- Emerging Opportunities and challenges Organized, S.N.R. SONS COLLEGE, 10-Feb-2016.
- Emerging Education Models for 21st Century Learner (NCEEM-2015), Bharathiar University, 01-Aug-2015.

- Challenges and Issues in Services Marketing, SNR Institute of Management Science, SNR Sons College, Coimbatore, 17-Mar-2011
- Advance Trends in Bio-technology, Dr.N.G.P. Arts and Science College, Coimbatore on 19-Dec-2008 and 20-Dec-2008.

International

- Pros and Cons of GST in India, Bharathidasan College of Arts and Science, Erode, 11-Aug-2017.
- Advances in Commerce and Management, Pioneer College of Arts and Science, Coimbatore, 18-Feb-2017.
- Contemporary Issues in Global Banking Organized, Kongunadu Arts and Science College, Coimbatore, 04-Aug-2016.
- Innovative Marketing Strategies for Sustainable Growth Issues and Challenges, Sankara College of Science and Commerce, Coimbatore, 16-Sep-2015.
- Global HRM Strategies for Sustainable Development Organized, P.K.R Arts College for Women, Gobichettipalayam, 15-Sep-2015.
- Contemporary Issues and Challenges before Indian Managers and Entrepreneurs- A Global Perspective, GRD Academy of Management, Coimbatore, 06-Feb-2013.
- HRM in the era of global Mobility, Kongunadu Arts and Science College, Coimbatore on 18-July-2012.

Presentations in Seminars

National

- National Seminar on Impact of Goods and Services Tax (GST), Dr.N.G.P. Arts and Science College on 27-Sep-17
- Online Marketing Opportunities and Challenges, P.K.R. Arts college for Women, Gobichettipalayam 15-Mar-2016 and 16-Mar-2016.
- Role of Teachers in Quality Sustenance and Improvement, P.K.R. Arts College For Women, Gobichettipalayam, 03-Nov-2015.
- Opportunities and Challenges in Rural Marketing and its Impact on rural Development, Dr.N.G.P Arts and Science College, Coimbatore on 30-Sep-2015.
- People Management for Quality Enhancement in Higher Education, Bharathiar University, Coimbatore, 29-Jul-2013 and 30-Jul-2013.
- Consumerism—Challenges and Prospects, Hindustan College of Arts and Science, Coimbatore on 01-Feb-2013.

- Empowerment of women Through Self Help Groups, R.V.S College of Arts and Science, Sulur, 10-Feb-2010.
- Financial Markets- Innovations and Growth, V.L.B Janakiammal College of Arts and Science, Coimbatore, 06-Feb-2010.
- Emerging Trends in Commerce, Economics and Management-2010, Hindustan College of Arts and Science, Coimbatore on 29-Jan-2010.
- Financial Re-Engineering-Strategies and Regulations, Dr.N.G.P. Arts and Science College, Coimbatore, on 28-Jan-2010.
- The Global Financial Crisis and Its Impact on India, Maharaja Arts and Science College, Coimbatore on 25-Sep-2009.
- The Global Financial Crisis and Its Impact on India, Navarasam Arts and Science College for Women Erode, on 07-Feb-2009.
- Current Trends in Financial Sector, Hindustan College of Arts and Science, Coimbatore on 31-Jan-2009
- Recent Trends in Banking, Tamil Nadu College of Engineering, Coimbatore, 02-Apr-2008.
- The Growth of E-Commerce in the Modern World, Dr.G.R.Damodaran College of Science, Coimbatore 05-Mar-2008.
- E- Environment, Vellalar College for Women (autonomous), Erode, 29-Feb-2008.
- Reforms in Banking and Financial Sector, Karpagam Arts and Science College, Coimbatore, 15-Feb-2008.
- Recent Trends in Insurance Sector held at Gandhigram Rural University, Gandhigram, Dindigul, 22-Nov-2006
- Liberalization and Its Impact on Export Performance, Karpagam Arts and Science College, Coimbatore, on 07-Oct-2006
- Indian Banking in Globalised Era, Karpagam Arts and Science College, Coimbatore on 24-Feb-2006
- Opportunities and Challenges in Service Industry, Hindustan College of Arts and Science, Coimbatore, 30-Sep-2005
- Impact of Globalization on Service Sector and Capital Market, Erode Arts College (Autonomous), Erode, Coimbatore, on 13-Feb-2004
- Market Entry Strategies around the Globe – Emerging Scenario, V.L.B Janakiammal College of Arts and Science, Coimbatore, 11-Feb-2004
- Globalization –A Boon or Bane held at Cherran's Arts and Science College, Kangayam, 07-Feb-2004
- LPG on the Indian financial sector held at Vellalar College for Women, Erode, on 06-Feb-2004

International

- Recent Trends in Global Business Order – Impact in Asia, Vivekanandha Institute in Information and Management Studies Namakkal, on 30-Jan-2009 and 31-Jan-2009
- Galloping of Indian Services towards Global Standards, Muthayammal Engineering College, Rasipuram, on 02-Nov-2006

Participation in Workshop

- NAAC Sponsored Two Day National Level Online Workshop on **Quality Assessments and Accreditation in HEIs** on 27.6.2022 and 28.06.2022 organized by Sathyabama Institute of Science and Technology, Chennai.
- One-day **International Workshop on Research Methodology** on 08.10.2022 organized by Scholars Gate - Research Training Institute, Tamil Nadu, India.
- DMS – DAM Workshop, Department of Management Studies, Pondicherry University, 24-Apr-2016 to 26-Apr-2016
- Multivariate Analysis Using SPSS & AMOS, Kongu Engineering College, 05-Aug-2016 & 07-Aug-2016
- Research Techniques using SPSS, G.R.Damodaran College of Science, Coimbatore on 28-Sep-2012 and 29-Sep-2012
- Ethics and corporate Social Responsibility, Kongunadu Arts and Science College, Coimbatore, 07-Sep-2011
- Carrier Guidance and aptitude Coaching, Bharathiar University, Coimbatore, 04-Mar-08 and 05-Mar-2008
- Motivation, Counseling and Commitment in Teaching Profession, Dr.N.G.P College of Education, Coimbatore, 10-Jun-2006
- Role of Banks in Entrepreneurial Development, Dr.N.G.P. Arts and Science College, Coimbatore, 01-Feb-2005

Participation in Faculty Development Programme

1. Two Weeks Faculty Development Programme Sponsored by DST- (National Science and Technology Entrepreneurship Development Board Department of Science & Technology, Government of India, New Delhi) on Entrepreneurship, organized by Innovation and Entrepreneurship Centre, PSGR Krishnammal College for Women, Coimbatore 01-Nov-2016 to 14-Nov-2016.
2. One week Faculty Development Programme on Quality Initiatives in Higher Education was jointly organized by Dr.N.G.P. Arts and Science College, Coimbatore. Sri Ramakrishna College of Arts and Science, Coimbatore. Gobi Arts & Science College, Gobichettipalayam. Vellalar College for Women, Erode. April 13 – April 20, 2020
3. Two Week Faculty Development Programme on Managing Online Classes and Co-Creating MOOCs organized by Teaching Learning Centre Ramanujan College, University of Delhi Sponsored by MHRD, Govt of India, PanditMadan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) from April 20 – May 6, 2020.
4. one-week national level online Faculty Development Programme on Research Methodology: Emerging Perspectives, Challenges and Opportunities, organized by Government First Grade College Badami, Karnataka 25th July to 31st July 2020 and obtained Grade ‘A’
5. Seven Day Faculty Development Programme on Multidisciplinary organized by Bharathiar University Arts and Science College, Thondamuthur, Coimbatore. 11th May – 17th may, 2020

6. Seven Day Faculty Development Programme on Research Methodology: Emerging Perspectives, Challenges and Opportunities organize by Government First Grade College, Badami, Bagalkot, Karnataka 25th July – 31st July,2020
7. Three Day Faculty Development Programme on Virtual Teaching and Learning organized by PSGR Krishnamal College for Women's, Coimbatore. 26th August – 28th August,2020
8. Two-week AICTE Funded Faculty Development Programme on Outcome Based Education in Management Education organized by Saintgits Institute of Management, Kottayam 16th November – 28th November,2020
9. Three-week Faculty Development Programme on Educational Management and Leadership for Sustainable Environment organized by Centre for Academic Leadership and Education Management (CALEM), Department of Education, Panjab, University, Chandigarh under the Aegis of PMMMNTT, Ministry of Education, Govt. of India on 10th December -30th December, 2020.
10. Seven Day Faculty Development Programme on Good Governance in College Organized by Govt Chhatrasal College Pichhore, Shivpuri (M.P). 11th January – 17th January,2021
11. Seven Day Faculty Development Programme on Pedagogical Innovations organized by Tamilnadu Teachers Education University. Karapakkam, Chennai. 16th August to 22nd August,2021
12. Six Day Faculty Development Programme on Outcome Based Education organized by, Dr.N.G.P. Arts and Science College, Coimbatore. 17th June – 21st June,2023
13. Seven Day Faculty Development Programme on Outcome Based Education by S.E.S. College, Sreekandapuram 18th January – 22nd January,2023
14. Six Day Faculty Development Programme on AI Application and its Impact on Business Practices organized by Sri Rmakrishna College of Arts and Science, Coimbatore. 18th April -22 April,2023
15. One Day Faculty Development Programme on Women-led entrepreneurship: Barriers and opportunity organized by AMITY University. 9th December,2022
16. One Day Faculty Development Programme on Banking Sector organized organized by Edufly 22nd May,2020

Seminars /Conference /workshops Organized

1. Organized One day conference on “Global Business Opportunities and Challenges” on 4th March 2010
2. Organized One Day National Level Seminar “Role of Banking Sector in Rural Economic Development” Sponsored By Indian Council of Social Science Research (ICSSR), New Delhi, on 23rd September 2011.
3. Organized One day National level seminar on “Financial Inclusion for sustainable Financial Development” on 6th September 2013
4. Organized Three days Entrepreneurship Awareness Camp (EAC), Sponsored By DST- EDI (National Science and Technology Entrepreneurship Development Board Department of Science & Technology, Government of India, New Delhi and Entrepreneurship Development Institute of India, Ahmadabad) from 16th December 2013 to 18th December-2013.
5. Organized Two days International Conference on “Quality Changes through Research– Experiences, Expectations & Enhancement” on 14th and 15th March 2014.
6. Organized Three days Entrepreneurship Awareness Camp (EAC), Sponsored By DST- EDI (National Science and Technology Entrepreneurship Development Board Department of Science & Technology, Government of India, New Delhi and Entrepreneurship

Development Institute of India, Ahmadabad) from 26th August 2014 to 28th August 2014.

7. Organized One Day National Level Seminar on Problems and Prospects of Rural Banking and its Impacts on Empowerment of Rural Households, Sponsored By Indian Council of Social Science Research (ICSSR), New Delhi, on 18th December 2014.
8. Organized One Day National Level Seminar on Role of Agribusiness in Sustainable Rural Entrepreneurship Development Sponsored By Indian Council of Social Science Research (ICSSR), New Delhi, on 20th August 2015.
9. Organized Three days Entrepreneurship Awareness Camp (EAC), Sponsored By DST- EDI (National Science and Technology Entrepreneurship Development Board Department of Science & Technology, Government of India, New Delhi and Entrepreneurship Development Institute of India, Ahmadabad) from 28th December 2015 to 30th December-2015.
10. Organized Three days Entrepreneurship Awareness Camp (EAC), Sponsored By DST- EDI (National Science and Technology Entrepreneurship Development Board Department of Science & Technology, Government of India, New Delhi and Entrepreneurship Development Institute of India, Ahmadabad) from 20th July 2016 to 22nd July- 2016.
11. Organized One Day National Level Seminar on Economic Empowerment of Women through Entrepreneurship– Problems and prospects Sponsored By Indian Council of Social Science Research (ICSSR), New Delhi, on 20th August 2016.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

Acted as a resource person in Workshop on Research Methods and Data Analysis Using SPSS on 16th November 2023 organized by VLB Janakiammal College Of Arts & Science (Autonomous), Kovaipudur, Coimbatore.

Acted as a resource person in Computer Applications Association and delivered a talk on From Dreams to Degrees: Your Blueprint for Success on 18th March 2023 organized by Puratchi Thalavi Amma Government Arts And Science College, Palladam.

Acted as a resource person in workshop on Statistical Tests Using SPSS on 2.11.2022 organized by Avinashilingam Institute for Home Science and higher Education for women, Coimbatore.

Acted as a resource person in Faculty Professional Development Programme on Application of Parametric Tests in Biological Research organized by Microbiology Department (Under DBT Scheme) on 28.10.2022

Acted as a resource person in the International Conference on Digital Transformation in Finance, Insurance and Corporate Sectors organized by Department of Commerce organized by Rathinam College of Arts & Science, Coimbatore, on 06.04.2022.

Commandments of Success, Kaamadhenu Arts and Science College, Erode, 12-September-2016.

Faculty Development Programme at R.V arts and Science College, Karamadi, Coimbatore, 09-December-2015.

Information and Communication Technology in Education Perceptions and Professional Practices, Dr.N.G.P. College of Education, Coimbatore, 14-Mar-2015.

Project Selection and Guidelines, Nehru arts and Science College, Coimbatore, 22-January-2015.

“SPSS WorkShop on Research Methodology in Social Science, Dr.N.G.P.Arts and Science College, Coimbatore, 19-January-2015.

Tally WorkShop, K.K.Naidu Higher Secondary Schools Students, Coimbatore, 12-Aug-2014.

Self-Efficacy for Successful Life, Rathinam College of Arts and Science, Eachanari, Coimbatore, 06-August-2014.

High Performance Marketing and Customer Relationship Management, Kongunadu Arts and Science College, Coimbatore, 23-October-2013.

Indian Economy Dance of Democracy, Sree Saraswathi Thyagaraja College, Pollachi, 17- October-2013.

Entrepreneurship awareness camp, Kaamadhenu Arts and Science College, Erode, 27-September-2013.

National Seminar on Empowering Women through Entrepreneurship, Sri Ramakrishna Mission Vidyalaya College of arts and science Coimbatore, 07-August-2013.

Growth and Career Opportunities in Banking, Kongunadu Arts and Science College, Coimbatore, 13-March-2013.

National Conference on Recent Trends in Marketing, Sri Ramakrishna Mission Vidyalaya College of Arts and Science Coimbatore, 28-August-2012.

Consumer Awareness, SRNV Higher Secondary School, Karadivavi, 04-July-2012.

One day workshop on Excel Applications, TERF’s Academy College of Arts and Science Tiruppur, 23-February-2012.

Efficient Management of Working Capital, Sri Vasavi College, Erode, 21-October-2010.

Bio Entrepreneurship Submit, Dr.N.G.P. Arts and Science College, Coimbatore, 18-March-2010.

Fundamentals of Investments, TERF’s Academy College of Arts and Science Tiruppur, 29th September-2008.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Indian Society of Agricultural Marketing	Life Member	-
Indian Society of Agricultural Economics	Life Member	-
Indian Academic Researchers Association	Life Member	

