

Name : Dr. P. Jayasubramanian
Designation : Professor
Department : Commerce with Computer Applications
Qualification : M.Com., M.Phil., Ph.D., PGDCA., MBA., Ph.D.
Experience : Teaching: 19.6 Years Research: 17 Years
Area of Specialization(s) : Finance, Marketing
Email (Official ID) : drjayasubramanian@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D	Management	Kamaban College of Arts & Science	2022
Ph.D.	Commerce	Tirupur Kumaran College for Women	2010
MBA	Management	Bharathiar University	2010
M. Phil.	Commerce	RVS College of Arts & Science	2003
M.Com.	Commerce	RVS College of Arts & Science	2001
B.Com.	Commerce	Bharathiar University	1999

Additional Qualifications

Diploma /Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
NPTEL	Corporate Social Responsibility	IIT, Kharagpur	2019
NPTEL	Financial statement analysis and reporting	IIT, Roorkee	2019
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018
PGDCA	Computer Applications	Pondicherry University	2004

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing

Ph.D.	9	2
M. Phil.	7	-

Research Publications (Indexed)

International

- Dr.S. Saravanakumar, Dr. P. Jayasubramanian and Ms. Sherly Sona Thomas,” **A Study On Awareness Towards Internet Banking Among Senior Citizens With Special Reference To Coimbatore City**”*International Journal of Multidisciplinary Educational Research*, Volume:10, Issue:5(1), May:2021, Issn:2277-7881; Impact Factor :7.816(2021); Ic Value:5.16; Isi Value:2.286
- Dr.P.Jayasubramanian, N.Kesavi,Dr. A. Rajamani, **“A Study On Impact Of Cooperative Farming Societies Towards Agricultural Development With Special Reference To Coimbatore”** *EPR International Journal of Agriculture and Rural Economic Research (ARER)*,Vol. 9 No. 5 (2021),ISSN:2321-7847
- Dr.P.Jayasubramanian, Mr.Vishnu.S.J ,Dr.A.Rajamani, **“A STUDY ON CONSUMER SATISFACTION TOWARDS QUALITY OF FACE MASK AMONG THE PUBLIC IN COIMBATORE CITY”** is accepted for publish in *International Research Journal of Modernization in Engineering Technology & Science (IRJMETS)* –Volume 3 Issue 5, May 2021
- Dr. S. Saravanakumar& Dr. P. Jayasubramanian **“A Study On Customers Perception Towards Alternative Carry Bags With Special Reference To Coimbatore City”**,*International journal of Resaerch in Commerce, IT and Management*, volume no. 11 (2021), issue no. 04 (april), ISSN 2231-5756. (Google Scholar).
- Mr.E.Dhanasekar,Dr.P. Jayasubramanian, **“INFLUENCING FACTORS OF SHIPPER’S PORT CHOICE DECISION”** *Strad Research VOLUME 7, ISSUE 8, 2020*, Page no 232-238, ISSN: 0039- 2049
- Dr. P. Jayasubramanian Dr.A.Rajamani, M. Rajakrishnan, **“A Study On Factors Affecting The Choice Of Parent In Selecting School For Kids In Tamilnadu [Special Reference To Coimbatore City]”** *International Journal Of Scientific & Technology Research* Volume 9, Issue 06, June 2020,ISSN 2277-8616
- Dr.P.Jayasubramanian, Dr.A.Rajamani **“Financial Efficiency Analysis of Selected MNC’S Pharmaceuticals Operating in India**, *International Journal Of Multidisciplinary Educational Research*, Volume–8, Issue–7(2),July–2019, ISSN: 2277-7881/71-75. (Google Scholar).
- Dr.P.Jayasubramanian, V.Kannammal **“A Study on the Relationship between Retained Earnings and Stock Prices**, *International Journal Of Multidisciplinary Educational Research*, Volume– 8, Issue–6(3),June–2019,ISSN:2277-7881/94-99.(Google Scholar).
- Dr.P.Jayasubramanian, Dr.A.Rajamani **“Profitability and Liquidity Analysis of Selected MNC’S Pharmaceuticals in India**, *International Journal Of Multidisciplinary Educational Research*, Volume – 8,Issue – 5(3), may– 2019, ISSN:2277-7881/154-157.(Google Scholar).

- Dr.P.Jayasubramanian, Mr.Dhanasekar, **Freight Handling Approaches of Indian Logistics Industry- An Investigation**, International Journal for Research in Engineering Application & Management, Volume– 4, Issue – 7, Oct– 2018, ISSN:2454-9150/143-147.(GoogleScholar).
- Dr. P. Jayasubramanian, Balamurugan “ **opinion of logistics intermediaries on the decision process in choosing airlines**, EPRA International Journal of Economic and Business Review-Online ISSN 2347-9671 &Print ISSN 2349-0187, SJIF Impact Factor(2017): 7.144, Index Copernicus- ICV 2016: 61.33, ISI Impact Factor: 1.259 -(Volume: 6, Issue: 5, May 2018)
- Mrs.P.Baby ,Dr.P.Jayasubramanian, **The Challenges and Strategies of Marketing in Rural India**, Emperor International Journal of Finance and Management Research, Volume – 1, Issue – 1, March – 2017, ISSN:2395- 5929/95-102.(ResearchGate).
- Mr.Dhanasekar. E, Dr. P. Jayasubramanian, **Digital Commerce Policy: A Value Design Instrument**, Indian Journal Of applied Research , Volume – 7,Issue – 2,February – 2017,ISSN - 2249-555X,IF : 3.919,IC Value 79.96/ page no.691-692.(Google Scholar).
- Dr.P.Jayasubramanian, K.A.Ramya “**Liquidity Analysis of Selected Indian Pharmaceutical Companies**”, International Journal of Multidisciplinary Research and Development Volume 03, Issue1, Jan2017, ISSN: Print2349-5979 ISSN:online 2349-4182,pp 267- 271.Impact factor value: 5.74. (GoogleScholar).
- Dr.P.Jayasubramanian, K.A.Ramya “**Profitability Analysis of Selected Indian Pharmaceutical Companies**, Indian Journal of Applied Research, Volume – 7, Issue – 1,January – 2017,ISSN - 2249-555X, IF : 3.919,ICValue :79.96/732-734.(Google Scholar).
- Dr. P. Jayasubramanian, M Umadevi “**A Study on Motivational Needs of Employees in Departmental Stores with Special Reference to Coimbatore City**”, International Journal of Advanced Educational Research Volume2, Issue6 (2017), ISSN: 2455-9040, Pages: 149-153,Impact factor: 5.12. (GoogleScholar).
- Dr. P. Jayasubramanian & S. Balamurugan “**Factors Influencing Freight Forwarders in Selection of Airlines**”, International Journal of Interdisciplinary Research in Arts and Humanities, Volume – 1,Issue – 1, Dec – 2016,ISSN(Online):2456–3145, IF : 4.675, page:141-142,(Google Scholar).
- Dr. P Jayasubramanian, R Tamilselvi “**Financial Analysis of Sakthi Sugar Private Limited, Coimbatore**, International Journal of Multidisciplinary Research and Development, Volume 02, Issue10, October -15, ISSN: Print 2349-5979 ISSN: online 2349-4182, pp.246-250, Impact factor value:5.74.(GoogleScholar)
- Dr.P Jayasubramanian, P Kanagaraj, J Mahendran “**A Study of Consumer Satisfaction towards LED Technology with Reference to LED TV Coimbatore of Tamil Nadu**” International Journal Of Applied Research Volume01, Issue 10, August -15, ISSN: Print 2394-7500 ISSN: online 2394-5869, pp.866-870. Impact factorvalue: 5.2. (Google Scholar).
- Dr. P. Jayasubramanian, N. Ramya, M. Rohini “**A Study on Information, Communication**

Technologies Learning Practices in Educational Institutions in Coimbatore, International Journal Of Applied Research Volume 01, Issue 08, June-15, ISSN:Print2394-7500 ISSN:online2394-5869, pp.480-485. Impactfactorvalue: 5.2.(GoogleScholar).

- Dr. P. Jayasubramanian, D. Sivasakthi, Ananthi Priya K “**A Study on Customer Satisfaction towards Online Shopping**” International Journal of Applied Research, Volume 01, Issue 08, June -15 , ISSN: Print 2394-7500 ISSN : online2394-5869,pp.489-495,Impactfactor value:5.2.(Google Scholar).
- Dr.P.Jayasubramanian, **Enhancing Financial Strength: An Analysis on Indian Shipping Industries**, ACME International Journal of Multidisciplinary Research , Volume 03, Issue 02, Feb -15 ,ISSN: 2320- 236X, pp.36-43. Impact factor value: 5.79. (EBSCO)
- Dr. P. Jayasubramanian, Mrs R.Vasanthi “**A Study on Salaried Assesses Preference towards Tax Planning Practices with Reference to the Coimbatore City**”, Ijsr - International Journal Of Scientific Research Volume : 4 | Issue : 1 | January 2015 • ISSN No 2277 - 8179 , ,pp.53-55 .
- R. Kumaresan, Dr. P. Jayasubramanian, **Perception of Households towards Waste Management and its Recycling In Coimbatore**, International journal of multidisciplinary Research and Development Vol. 02, Issue 01,January -15, E-ISSN: 2349-4182, P- ISSN: 2349-5979,pp.510-515. Impact factor value: 3.762. GoogleScholar
- Dr.P.Jayasubramanian, Mrs.R.Vasanthi, **A study on Salaried Assesses Awareness on Income Tax Provisions with Reference to the Coimbatore city**, International Journal of Scientific Research, Vol. 04, Issue01,January-15,ISSN: 2277-8179, pp.53-55. Impact factor:3.2416.(GoogleScholar).
- R. Kumaresan,Dr. P. Jayasubramanian, “**A study on Cargo Movement Strategies of Logistics Players (Liners) in Marine Trade (With special reference to Tuticorin V.O.CPort)**”, International Journal of Multidisciplinary Research and Development, Volume 2 Issue 1 Part C, 2015, E-ISSN: 2349-4182,P-ISSN:2349- 5979,pp.143-146.Impactfactorvalue:3.762.(GoogleScholar).
- N.Sasikumar, Dr.P.Jayasubramanian “**Solar Energy System in India**” IOSR Journal of Business and Management,Vol.7, Issue 01,Jan-Feb 2013, PP. 61-68. (Google Scholar).

National

- Dr. P. Jayasubramanian, M.Thomas Jeyanth Herbert “**A Study On The Performance And Growth Of Pharmaceutical Sector(CNX Pharma) and Selected Macroeconomic Factors**’ Muktsabd Journal, ISSN NO : 2347-3150 ,Page No : 688-700 DOI:10.0014.MSJ.2021.V10I9.0086781.111470
- Dr.P.Jayasubramanian, Mrs.V.Kannammal “ **Determinants of Retained Earnings in selected Automobile Companies in India**” Journal of Interdisciplinary Cycle search, Volume 11, Year 2019, Pages 318—324. (Google Scholar).
- Dr.P.Jayasubramanian,Ms.V.Kannammal “**Impact of Retained Earnings on Stock Returns of Selected Automobile Companies**, Paripex, Volume – 8, Issue – 5, May – 2019,ISSNNO2250-1991/14-16. (Google Scholar).
- Dr.P.Jayasubramanian,Mr .Dhanasekar. E “**Freight Handling Approaches of Indian Logistics**

Industry – An Investigation, Research Directions Volume –6, Issue– 1, July- 2018, Impact Factor: 5.1723(UIF). ISSN:2321- 5488.(UGC Approved Journal no. 45489)

- Dr.P.Jayasubramanian, M.Umadevi. **“A Study on Problems faced by the Employees Working in Departmental Stores With Special Reference to Coimbatore City”**, Indian Journal of Applied Research Volume-7 Issue- 12 December-2017 ISSN - 2249-555X IF : 4.894IC Value : 86.18 PP. 615-616.(GoogleScholar).
- Dr. P. Jayasubramanian, M Umadevi **“Influence of Demographic Factors on Job Stress among Private Sector Bank Employees in Coimbatore District”**, National Journal of Multidisciplinary Research and Development, Volume 2, Issue 3 (2017) ISSN: 2455-9040,Pages: 393-397, Impact factor: 5.22 .(GoogleScholar).
- Dr. P. Jayasubramanian, Mrs.A.Mallika, **“Employees’ Attitude towards Human Resource Practices in Private SectorBanks”** PARIPEX- Indian Journal of Research, Volume – 6,Issue – 6, June – 2017, ISSN No. 2250-1991,Impactfactor:5.761,ICValue :79.96.(GoogleScholar).
- Dr. P. Jayasubramanian, M.Umadevi **“A Study on Level of Satisfaction of Employees towards Departmental Stores with Special Reference to Coimbatore City**, National Journal of Multidisciplinary Research and Development, Volume 2, Issue 3 (2017) ISSN: 2455-9040, Pages: 305-307, Impact factor: 5.22.(GoogleScholar).
- Dr. P. Jayasubramanian, N.Sasi Kumar **“Rural Poverty and Poverty Alleviation Programmes in India”** Indian Journal of Applied Research, Vol. 4, Issue 08, August 2014, PP. 607-609, ISSN No. 2249-555x, Impact factor:2.1652.(Google Scholar).
- Dr. P. Jayasubramanian, Mrs.M.Shanthi **“Green Finance”** Indian Journal of Applied Research, Vol. 4, Issue 08, August2014,PP. 610-612, ISSN No. 2249-555x, Impact factor: 2.1652.(Google Scholar).
- Dr.P.Jayasubramanian, Miss A,Vaideke **“A Study on Consumer Awareness and Attitude towards Consumer Protection Measures”**, Indian Journal of Applied Research, Vol. 1 , Issue 12, September2012, PP. 29-31,ISSNNo. 2249-555x,Impactfactor: 0.8215.(GoogleScholar).
- Dr.P.Jayasubramanian, Mr.P.Vimalkumar **“A Study on Customer Satisfaction towards Bank ATM Cards”**, Indian Journal of Applied Research, Vol. 1, Issue 12, September 2012, PP. 14-16, ISSN No. 2249-555x, Impactfactor: 0.8215. (Google Scholar).
- Dr. P. Jayasubramanian, Mrs M.Shanthi, **“Customer Satisfaction Level of Hindu Newspaper”** ,PARIPEX- Indian Journal of Research Vol. 1, Issue 09, September 2012, PP. 155-157,ISSN No. 2250-1991,Impact factor:0.3208.(GoogleScholar).
- Dr.P.Jayasubramanian,Mrs.M.Shanthi **“Emerging Trends in Indian Business Environment Organized Retail Sector”**, PARIPEX- Indian Journal of Research, Vol. 1 , Issue 09, September 2012, PP. 158-160,ISSNNo.2250- 1991, Impactfactor:0.3208.(Google Scholar).
- Dr. P. Jayasubramanian, J. Marry Saranya, **“Implementation of ERP in Business Process based on Cloud Computing”** ,PARIPEX- Indian Journal of Research, Vol. 1, Issue 08, August 2012, PP. 87-90, ISSN No. 2250-1991,Impact factor:0.3208.(Google Scholar).

- Dr. P. Jayasubramanian, Mrs A.Rajamani “**Pioneering Methods of Teaching in Higher Education**” PARIPEX- IndianJournal of Research, Vol. 1, Issue 08, August 2012, PP. 55-56, ISSN No. 2250-1991, Impact factor:0.3208.(GoogleScholar).
- Dr. P. Jayasubramanian, R.Kumeresan “**A Study on the Role of Customs House Agent in International Business with Special Reference to Coimbatore City**”, PARIPEX- Indian Journal of Research, Vol. 1, Issue 03, March2012, PP.97-98,ISSNNo. 2250-1991,Impactfactor: 0.3208.(Google Scholar).

Special issue

- Dr.P. Jayasubramanian, Mrs. M. Santhi “**Financial Performance of Select Paper Companies in India**”, VEL International Journal of Social Sciences, Volume 02,Issue03, May-15,ISSN: 2394-1316,pp.58-60.
- Dr.P. Jayasubramanian, Mrs. M. Shanthi “**Financial Performance of Paper and Paper Product**”, VEL International journal of Social Sciences, Volume 2, Issue1,-15,ISSN: 2394-1316, pp 70-72.

ISBN Publications

- **Empowerment of women Entrepreneurship In Indian context**, National Level Seminar of Economic empowerment of Women through entrepreneurship, Dr. N.G.P. Arts and Science College, Coimbatore,16.08.2016.ISBN:978-81-920808-7-1.
- **Impact on globalization of Indian Agriculture**, National Level Seminar of Role of Agribusiness in Sustainable Rural Entrepreneurship Development, Dr. N.G.P. Arts and Science College, Coimbatore,20.08.-15.ISBN:978-81-920808-7-1, pp.756-761.

PresentationsinConference

- **Impact of Mudra Scheme**, National Conference on Impact of Mudra Scheme on Micro, Small &Medium Enterprises, VET Institute of Arts and Science, Erode,24-Jan-20.
- **Organizational Changes and Development**, International Conference on Business Management, Economics & Technology in the Digital Era, Lead College of Management, Palakkad, 20&21-Dec-19.
- **Empowerment of Women**, National Conference on Women Empowerment and Rural Entrepreneurship in the Formation of Self Help Groups: Challenges & Opportunities, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16 -Feb-18.
- **Financial Inclusion: Challenges &Opportunities**, One day National Seminar on Demonetizing India: Problems and Prospects, Dr. N.G.P. Arts and Science College, 20-Sep-17.
- **Issues in financial market**, National seminar on emerging business practices in the global environment, Jamal Mohamed College,Tiruchirappalli,19 –Jan-2017
- **RoleofHRstrategiesinevolvinganewdimensionthroughmodernmanagement**,National Conference on Impact of Modernm anagement on Indian economic growth, SNMV Institute of management, SNMVCAS, Coimbatore.06 Jan 2017.
- **Role of Sustainable Development in Indian Economy**, Two day National Seminar on

Sustainable Development and Economic growth on Global perspective, Bharathiar University Arts and Science College, Valparai, 15&16-Sep-16

- **Unorganized Sector in India-Challenges and Opportunities in Indian Perspective and Labour Issues**, One day National Seminar on Professionalising Unorganized Sector, Dr. N.G.P. Arts and Science College, 24-Aug-16.
- **Quality of work life**, One day conference on problems and prospects of workers in unorganized sectors in TamilNadu, Park's college, 4-March-16.
- **Impact of Globalization on Indian Agriculture**, One day National Seminar on Role of Agribusiness in Sustainable Rural Entrepreneurship Development, Dr.N.G.P. Arts and Science College, 20-Aug-15.
- **Impact of Globalization on Indian Educational Services**, National Conference on Emerging Education Models for 21st Century Learners (NCEEM-15), Association of Principals of Colleges of Bharathiar University jointly with UGC Human Resource Development Centre of Bharathiar University, 1- Aug-15.
- **India's Overseas Trade in the Early Medieval Period**, National Seminar on Emerging Trends in Services sector – Challenges and Opportunities, Maharani Arts and Science College, Dharapuram, 22-Jan-15.
- **International Taxation**, Conference on International Taxation, Pondicherry University, Pondicherry, 22&23-Jan-15.
- **Banking Habits in Rural India**, One day National Seminar on Problems and Prospects of Rural Banking and Its Impact on Empowerment of Rural Households, Dr.N.G.P. Arts and Science College, 18-Dec- 14.
- **Crop Insurance in India**, National Level Conference on Crop Insurance in India- Need of the Hour NCCI- 2014, Park's College, Tirupur, 7-Feb-14.
- **E-Security Issues**, International Conference on E-Marketing- Roads Ahead of India, Kongunadu Arts and Science College, Coimbatore, 22-Aug-13.
- **Strategy Co-Operative Learning**, International Seminar on Economic Recession and Strategies of Co-operatives, Tiruppur Kumaran College for Women, Tirupur, 6 & 7-Sep-12.
- **Emerging Trends in Indian Business Environment organized Retail Sector**, National Conference on Emerging Trends in Indian Business Environment –Opportunities and Challenges, Sri Kandan College of Arts and Science, Erode, 24-Feb-12.
- **Customer Satisfaction Level of the Hindu News Paper in Mettur Town**, National Conference on Consumer Protection (NCCP-2012), Citizen Consumer Club in association with Civil Supplies and Consumer Protection Department, Government of Tamil Nadu, India, Kaamadhenu Arts and Science College, Sathyamangalam, 22-Feb-12.

- **Innovation for Financial Services**, National Conference on Innovative Management Practices in Modern Business Era Nandha College of Technology, Erode, 22-Mar-12.
- **Stress Management Life line for Gentext**, State Level Seminar on Blooming Opportunities in HealthCare Sector, Tiruppur Kumaran College for Women, Tiruppur, 6-Oct-06.
- **Securities Vs Investments Gold Price Fluctuations and its Impact on Indian Economy**, Vivekanandha College of Arts and Science for Women, Tiruchengode, 14-Dec-12.
- **Change Management**, National Level Seminar on Paradigm Shift in Management, Tiruppur Kumaran College for Women, Tiruppur, 28-Sep-06.
- **A Challenges and Opportunities of Indian Agriculture and Rural Development**, UGC Sponsored National Level Seminar on Prospects and Problems of Indian Agriculture in the Era of Globalisation, Erode Arts College, Erode, 22 & 23-Sep-05.
- **Recent Trends in Agriculture Growth in India**, UGC sponsored National Level Seminar on Prospects and Problems of Indian Agriculture in the Era of Globalization, Erode Arts College, Erode, 22 & 23-Sep-05.

Participation in Workshop

- **Structural Equation Modelling using AMOS and PLS**, Hindusthan College of Arts and Science, Coimbatore, 20, 21 & 22-Sep-19.
- **Data Analysis and Interpretation using SPSS and AMOS**, Hindusthan College of Arts and Science, Coimbatore, 8 & 9-Mar-19.
- **Data Analysis for Model Building**, Pondicherry University, 27 to 29-Nov-15.

Conference/ Seminar/Workshop Organized

- Joint secretary, National Conference on Modern business-Opportunities and Challenges (CMBOC-2020), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-20.
- Organizing Member, National Conference on Opportunities and Challenges of Business in the Digitalized Era (C OCB D-2018), Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- Organizing Member, National Conference on Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- Organizing secretary, Problems and Prospects of Rural Banking and its Impact on Empowerment of Rural Households, Post Graduate and Research Department of Commerce With Information Technology and Department of Commerce With Professional Accounting, Dr. N.G.P. arts and Science College, Coimbatore, 18-Dec-14.

Participation in Faculty Development Programme

- **Digital teaching Methods in Higher Education**, Hindusthan College of Arts and Science, Coimbatore, 23rd to 28th August 2021

- **“Experimental Teaching - Corporate Cognizance” SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE**, 09 August 2021 to 13 August 2021.
- **The New paradigm- Necessities and opportunities**, Rathinam College of Arts and Science, Coimbatore 28/06/2021 to 2/07/2021
- **Teaching pedagogies for Virtual Classrooms**, Vivekanandha college of Arts and science
- For Women, Tiruchengode **25th to 31st May 2021**
- **Educational Management and Leadership for Sustainable Environment**, 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. Dec 10 to 30, 2020
- **Outcome Based Education In Management Education**, Objectives, Best Practices And Measurement Of Outcomes, AICTE Sponsored Faculty Development Programme, Saintgits Institute of Management, Kottayam, 16th to 28th November 2020
- **“Being a Super Teacher”** Bannari Amman Institute Of Technology School Of Management Studies from July 6 to July 12, 2020
- **Recent Trends In Artificial Intelligence And Impact On Teaching Professionals**, Rathnavel Subramanian college Arts and Science, Sullur, 22/04/2020 to 24/04/2020
- **Managing Online Classes and Co-Creating MOOCs**, Ramanujan College (University of Delhi) 20th April -6th May 2020
- **Strategies for Effective Work- Life Balance of Academicians** Karpagam College of Engineering, Coimbatore, 04-05-2020 to 08-05- 2020
- **Effective Project Proposal Writing** Velammal College of Engineering, Chennai, 08-05-2020 to 09-05- 2020
- **Art of Writing Research Paper**, Vivekanandha College of Arts & Science for Women (Autonomous), Tiruchengode, from 22nd to 28th April 2020.
- **"Effective Usage of ICT tools for E-content Preparation"** Jayaraj Annapackiam College for Women (Autonomous), Periyakulam from 27/04/2020 to 2/05/2020
- **Emotional Intelligence**, KG College of Arts and Science, 28, 30/04/2020 and 2/05/2020
- **Libre Office Suite Base**, Spoken Tutorial – IIT Bombay, Jan-20.
- **Firefox**, Spoken Tutorial – IIT Bombay, Jan-20.
- **Corporate Social Responsibility**, NPTEL-AICTE, Jul to Sep –19
- **Tux Typing**, Spoken Tutorial – IIT Bombay, Jul-19.
- **NAAC Revised Accreditation Frame Work and OBE Assessment Methodology**, Dr. N.G.P. Arts and Science College, Coimbatore, 27-May-19 to 02-Jun-19.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 to 9-Dec-18.

Skill Development Programme

- **“SOCIAL MEDIA DIGITAL MARKETING” DEPARTMENT OF HIGHER EDUCATION-RUSA 2.0**In association with **SCHOOL OF COMMERCE (UGC SAP DRS-I)**“Skill Development Programme on Digital Marketing” organized by School of Commerce, Bharathiar University held from 10.08.2020 to 20.08.2020
- **“SOCIAL MEDIA DIGITAL MARKETING” DEPARTMENT OF HIGHER EDUCATION-RUSA 2.0** In association with **SCHOOL OF COMMERCE (UGC SAP DRS-I)**“Skill Development Programme on Digital Marketing” organized by School of Commerce, Bharathiar University held from 02.09.2020 to 12.09.2020

Invited Speaker/ Session Chair /Member Organizing Committee- Conference/ Seminar/ Workshop

- Invited Speaker, Reconciliation Statement- An Analysis, Rathnavel Subramaniam college Arts and Science, Sulur, 28-Feb-18.
- Invited Speaker, Branch Accounts -AnAnalysis,NIFT-TEACollege,Tiruppur,28-Jan-15.
- Invited Speaker “Accounting standard for international lbusiness” Seminar Hall- Government Arts and Science College, Avinashi.26thSep 2019
- Invited Speaker “Management Accounting” Webinar- Organized by Government Arts and Science College, Avinashi, 28.04.2020
- Invited Speaker “Professional opportunity for chartered accountant in practice” Webinar- Organized by Maharani Arts and Science college ,Dharapuram,26.05.2020
- Invited Speaker, “Management Accounting Concepts” Webinar- Organized by Government Arts and Science College,Avinashi,20September 2020.
- Invited Speaker, Financial Statement Analysis, PPG college Arts and Science, Coimbatore, 22-01-21.
- Invited Speaker for FDP “Micro financing and financial Environment” Annai women’s College, Karur 12-04-2022

MemberinBoS

- Board of Commerce(PG),MahendraArtsandScienceCollege,Kallipatti,Namakkal,2022
- Board of Commerce(B&I),Srri Ramakrishana Arts and Science College,Coimbatore,2021
- Board of Commerce(PG),MahendraArtsandScienceCollege,Kallipatti,Namakkal,2019
- Board of Commerce(CA),Gobi of Arts and Science College, Gobi,2019.
- Board of Commerce,RVS College of ArtsandScience,Coimbatore,2013-15and2016-18.
- Board of Commerce(PA),VLB College of Arts and Science College,Coimbatore,2016-17.
- Board of Commerce,SRMV College of Arts and Science, Periyanaickenpalayam,2015-17.
- Board of Commerce(PA),Sree Saraswathi Thiyagaraj College of Arts and Science,Pollachi,2014-16.

Editorial/ ReviewBoardMember

- Editorial Board Member, International Journal of Research in Advent Technology, Since2017
- Editorial Board Member, International Journal ofCommerce and Economics, Since2017

- Editorial Board Member, International Journal of Commerce and Management Research, Since 2016.
- Editorial Board Member, International Journal of Engineering and Management Research, Since 2016.