

**Name** : Dr. N.RAMYA

**Designation** : Associate Professor and HoD (i/c)

**Department** : Business Administration with Logistics  
and Supply Chain Management

**Qualification** : M.B.A., PGDRM., M.Com., Ph.D.,

**Experience** :Teaching: 16 Years | Research: 14 Years | Industry: 9 Months

**Specialization** : Retail Management and Marketing

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



### ACADEMIC QUALIFICATIONS

Degree	Branch	Institution / University Name	Year
Ph. D.	Management	CMS Institute of Management Studies, Coimbatore	2020
M. Com.	Commerce	Directorate of Distance Education, Annamalai University, Cuddalore	2016
PGDRM	Retail Management	Directorate of Distance Education, Madurai Kamaraj University, Madurai	2011
M.B.A.	Finance and Marketing	KCT Business School, Kumaraguru College of Technology, Coimbatore	2009
B. Com.	Commerce and Business Management	Avinashilingam University for Women, Coimbatore	2007

### ADDITIONAL QUALIFICATIONS

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
Certificate	Marketing Management	NPTEL	2018
Certificate	Principles of Management	NPTEL	2026

## GRANTS RECEIVED

Event Title	Agency	Amount	Date
Seed Money Grant - “A Comparative Study on Students’ Perception about online and offline during COVID-19 Pandemic amongst the students of Dr. N.G.P. Arts and Science College, Coimbatore”	Dr. N.G.P. Arts and Science College, Coimbatore	Rs.5,000	05-Oct-21

## PATENT

Title	Status	Year
IoT-Powered Environmental Tracking System for Cold Chain Logistics (Application Number: 202641001313)	Published	Filed on 06-Jan-26, Published on 23-Jan-26

## CONSULTANCY

Title of Consultancy	Client	Amount	Status
Tax Audit Support	Excess Renew Tech Private Limited, Coimbatore.	Rs.5,000	Completed on April 2026

## RESEARCH GUIDANCE

Programme	No. of Scholars	
	Awarded	Pursuing
Ph. D.	-	3

## RESEARCH PUBLICATIONS

### INTERNATIONAL

- Dr.N.Ramya, Mr. Sibud, Dr. Reema PM, **Managing Generation Z in the it Workforce: Behavioral Challenges and Performance Enhancement Strategies**, International Journal for Multidisciplinary Research (IJFMR), Impact Factor- 9.24, Vol. 8, No. 1, pp. 1 to 13, January - February 2026, e-ISSN: 2582-2160.
- Darshinisree M, Dr.N.Ramya, **Integration of Financial KPIs in Marketing Performance**

**Dashboards: Enhancing Decision-Making Efficiency**, YMER, Impact Factor- 5.7, Vol. 25, No. 02, pp. 228 to 243, February 2026, ISSN: 0044-0477.

- Dr.N.Ramya, Ms.L.Vijayadharani, **Impact of Brand Switching and Consumer Behaviour on Identifying New Brands**, International Journal of Innovative Research in Technology, , Impact Factor- 7.37, Vol. 11, No. 04, pp. 1351 to 1356, September 2024, e-ISSN: 2349-6002. (UGC Approved Journal No.:47859)
- Dr.N.Ramya, Ms. Rithika K, **Impact of Visual Merchandising on Consumer Buying Behaviour in Retail Stores**, International Journal of Innovative Research in Technology, Impact Factor- 7.37, Vol. 11, No. 04, pp. 839 to 847, September 2024, e-ISSN: 2349-6002. (UGC Approved Journal No.:47859)
- Dr.N.Ramya, Ms. Praveena V S, **Chatbot in Education: A Critical Examination of Ethical Implications among Teachers with Special Reference to Coimbatore City**, International Journal of Creative Research Thoughts, Impact Factor- 7.97, Vol. 12, No. 09, pp. e220 to e297, September 2024, e-ISSN: 2320-2882. (UGC Approved Journal No.: 49023(18))
- Dr.N.Ramya, Mr.Prasath S, **Analyzing Students Awareness and Perception towards Artificial Intelligence Technologies in Higher Education**, International Journal of Creative Research Thoughts, Impact Factor- 7.97, Vol. 12, No. 09, pp. b872 to b883, September 2024, e-ISSN: 2320-2882. (UGC Approved Journal No.: 49023(18))
- Dr.N.Ramya, Ms. Harini ED, **A Study on Public Awareness on Post Office Saving Schemes with Special Reference to Coimbatore City**, International Research Journal of Modernization in Engineering Technology and Science, Impact Factor- 7.868, Vol. 05, No. 08, pp. 307 to 311, August 2023, e-ISSN: 2582-5208.
- Dr.N.Ramya, Ms. K. Divya, **A Study on Challenges of Mom-And-Pop Store with Special Reference with Coimbatore City**, International Research Journal of Modernization in Engineering Technology and Science, Impact Factor- 7.868, Vol. 05, No. 07, pp. 907 to 911, July 2023, e-ISSN: 2582-5208.
- Dr.N.Ramya, Ms. Sandhiya C, **A Study on Consumer Perception towards UPI Applications with Special Reference to Coimbatore City**, International Journal of Scientific Research in Engineering and Management (IJSREM), Impact Factor- 8.176, Vol. 07, No. 07, pp. 1 to 10, July 2023, ISSN: 2582-3930.

- Dr.D.Sivasakthi, Dr.N.Ramya, Ms.S.Vibharashmi, Ms.S.Srinisha, **A Systematic Review on Online and Offline Classes during COVID-19 Pandemic**, The International journal of analytical and experimental modal analysis (IJAEMA), Impact Factor- 6.3, Vol. XV, No. VI, pp. 809 to 815, June 2023, ISSN: 0886-9367. (UGC CARE Approved)
- Dr.N.Ramya, Dr.D.Sivasakthi, Ms.S.Vibharashmi, Ms.S.Srinisha, **A Comparative Study on Students' Perception about Online and Offline Classes during COVID-19 Pandemic among the Students of Dr. N.G.P. Arts and Science College, Coimbatore**, Journal For Basic Sciences, Vol. 23, No. 06, pp. 691 to 706, June 2023, ISSN: 1006-8341. (UGC Care Group-II Approved Journal)
- Dr.N.Ramya, N. Manoj Kumar, **An Analysis of Financial Performance of Ramco Cements Limited**, International Journal of Scientific Research in Engineering and Management (IJSREM), Impact Factor- 8.176, Vol. 07, No. 05, pp. 1 to 14, May 2023, ISSN: 2582-3930.
- Dr.N.Ramya, Mr. A. Vignesh, **A Study on the Impact of Service Quality on Customer Satisfaction in Selective Restaurants with Special Reference to Coimbatore City**, International Journal of Research Publication and Reviews, Impact Factor- 5.536, Vol. 04, No. 05, pp. 672 to 677, May 2023, ISSN: 2582-7421.
- Dr.N.Ramya, Mr. B. Sanjay Kumar, **A Study on Financial Performance of City Union Bank**, International Research Journal of Modernization in Engineering Technology and Science, Impact Factor- 7.868, Vol. 05, No. 05, pp. 4214 to 4216, May 2023, e-ISSN: 2582-5208.
- Dr.N.Ramya, Ms. T. Madhumitha, **A Study on Evaluation of Visual Merchandising with Special Reference to the Chennai Silks, Coimbatore**, International Research Journal of Modernization in Engineering Technology and Science, Impact Factor- 7.868, Vol. 05, No. 04, pp. 3334 to 3339, April 2023, e-ISSN: 2582-5208.
- Dr.N.Ramya, Ms. S. Yuvashri, **A Study on Work Life Balance of Employees in Flow Link System Private Limited**, International Journal of Research Publication and Reviews, Impact Factor- 5.536, Vol. 04, No. 04, pp. 4693 to 4698, April 2023, ISSN: 2582-7421.
- Dr.N.Ramya, Mr. S. J. Ranjith, **Comparative Study on Financial Performance of Selected Public and Private Sector Banks using Camel Model**, International Research Journal of

Modernization in Engineering Technology and Science, Impact Factor- 7.868, Vol. 05, No. 04, pp. 3007 to 3012, April 2023, e-ISSN: 2582-5208.

- Dr.N.Ramya, Ms. S. Indhu, **A Study on Factors Influencing Customers Switching Behaviour in the Telecommunication Industry with Special Reference to Coimbatore City**, International Research Journal of Modernization in Engineering Technology and Science, Impact Factor- 7.868, Vol. 05, No. 04, pp. 2963 to 2967, April 2023, e-ISSN: 2582-5208.
- Dr.N.Ramya, **Impact of Social Media towards Behavior: A Systematic Literature Review**, Journal of Education: Rabindra Bharati University, Vol. XXIII, No. 12(V), pp. 168 to 178, 2021, ISSN 0972-7175 . (UGC CARE Approved)
- Dr.N.Ramya, Anuja J., Vijay Raj K., **The Effects of Crude Price in Indian Economy**, International Journal of Research Publication and Reviews, Impact Factor – 5.536, Vol. 2, No. 9, pp. 783 to 787, September 2021, ISSN 2582-7421.
- Dr. N. Ramya, Ms. S. Kavidharani, Ms. R. Swathi, **Role of Information Technology in Women Empowerment**, International Journal of Innovative Research in Technology (IJIRT), Impact Factor – 5.87, Vol. 8, No. 4, pp. 474 to 478, September 2021, ISSN 2349-6002.
- Dr. N. Ramya, Ms. V. Anusurya, Ms. M. Keerthana, **A Student's Perception towards Online and Offline Classes during this COVID-19 Pandemic**, International Journal of Innovative Research in Technology (IJIRT) (Monthly Peer Reviewed & Open Access Journal), with (Online), Impact Factor – 5.87, Vol. 8, No. 4, pp. 436 to 442, September 2021, ISSN 2349-6002.
- Dr.N.Ramya, Nithish K.K., **A Study on Customer Satisfaction on KTM Motorcycle (with Special Reference to Coimbatore City)**, EPRA International Journal of Research and Development (IJRD), SJIF Impact Factor – 7.001, ISI I.F. Value : 1.241, Vol. 5, No. 12, pp. 148 to 152, December 2020, ISSN 2455-7838, DOI: 10.36713/epra2016.
- Dr.N.Ramya, Mr.Rishinandhan M., **A Study on Problems Faced by Migrant Labours with Special Reference to Tirupur Region**, EPRA International Journal of Multidisciplinary Research (IJMR), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, Vol. 6, No. 11, pp. 326 to 330, November 2020, ISSN 2455-3662, DOI: 10.36713/epra2013.

- Keerthana S., Dr.N.Ramya, **A Study on Evaluation of Effectiveness of Visual Merchandising with Special Reference in Big Bazaar to Coimbatore City**, EPRA International Journal of Multidisciplinary Research (IJMR), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, , Vol. 6, No. 11, pp. 295 to 300, November 2020, ISSN 2455-3662, DOI: 10.36713/epra2013.
- Dr.N.Ramya, Mr.K.Madhanraj, **A Study on Passengers Satisfaction towards Southern Railway Services with Special Reference to Coimbatore Junction**, EPRA International Journal of Research and Development (IJRD), SJIF Impact Factor – 7.001, ISI I.F. Value: 1.241, Vol. 5, No. 11, pp. 642 to 646, November 2020, ISSN 2455-7838, DOI: 10.36713/epra2016.
- Ms.R.Kousika, Dr.N.Ramya, **A Study on Customers Satisfaction towards Online Banking Transactional Service with Special Reference to Coimbatore City**, EPRA International Journal of Multidisciplinary Research (IJMR), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, Vol. 6, No. 10, pp. 109 to 113, October 2020, ISSN 2455-3662, DOI: 10.36713/epra2013.
- Dr.N.Ramya, Mr.L.Karuppasamy, **A Study on Consumer Perception towards Online Shopping**, EPRA International Journal of Multidisciplinary Research (IJMR), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, Vol. 6, No. 9, pp. 142 to 147, September 2020, ISSN 2455-3662, DOI: 10.36713/epra2013.
- Dr.N.Ramya, Mr.R.Anandha Krishnan, **A Study on Preference and Level of Satisfaction towards Post Office Saving Scheme**, EPRA International Journal of Multidisciplinary Research (IJMR), SJIF Impact Factor – 7.032, ISI I.F. Value: 1.188, Vol. 6, No. 9, pp. 94 to 97, September 2020, ISSN 2455-3662, DOI: 10.36713/epra2013.
- Ms.R.Dharshini, Mrs.N.Ramya, **A Study on Customer’s Satisfaction on Service Quality in Banking Sectors with Special Reference to HDFC Bank**, EPRA International Journal of Research and Development (IJRD), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, Vol. 5, No. 3, pp. 628 to 633, March 2020, ISSN 2455-7838, DOI: 10.36713/epra2016.
- Ms.Divya Bharathi R., Mrs..N.Ramya, **A Study on Financial Performance Analysis of Indian Oil Corporation Limited**, EPRA International Journal of Research and Development (IJRD), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, Vol. 5, No. 3, pp.

250 to 255, March 2020, ISSN 2455-7838, DOI: 10.36713/epra2016.

- Ms.N.Ajithadevi, Mrs..N.Ramya, **A Study on Brand Equity of Online Food Delivery Applications with Special Reference to Coimbatore City**, EPRA International Journal of Research and Development (IJRD), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.24, Vol. 5, No. 3, pp. 186 to 193, March 2020, ISSN 2455-7838, DOI: 10.36713/epra2016.
- Ms.N.Ramya and Dr.A.Mohamed Ali, **A Study on Consumer’s Perception towards Online Shopping**, Our Heritage Journal, Impact Factor – (SJIF) 4.912, Vol. 68, No. 30, pp. 2397 to 2403, February 2020, ISSN 0474-9030. (UGC Care Approved)
- Ms.N.Ramya, Ms.Monisha A., Ms.Nithya V., Ms.Shrinidhi S., **Wrap-Up of Jet Airways - Reasons**, EPRA International Journal of Research and Development (IJRD), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.241, Vol. 4, No. 10, pp. 114 to 115, October 2019, ISSN 2455-7838.
- Ms.N.Ramya and Dr.A.Mohamed Ali, **Corporate Retailing: An Overview**, EPRA International Journal of Research and Development (IJRD), Impact Factor – (SJIF) 6.260, ISI I.F. Value: 1.241, Vol. 4, No. 9, pp. 32 to 35, September 2019, ISSN 2455-7838.
- Ms.N.Ramya, Ms.A.Kowsalya and Ms.K.Dharanipriya, **Service Quality and it’s Dimensions**, EPRA International Journal of Research and Development (IJRD), Impact Factor – 6.093, Vol. 4, No. 2, pp. 38 to 41, February 2019, ISSN 2455-7838.
- Ms.N.Ramya and Dr.A.Mohamed Ali, **A Study on Public Awareness and Level of Adoption of various modes of Cashless Transaction (with Special Reference to Coimbatore City)**, International Journal for Science and Advanced Research in Technology (IJSART), Impact Factor – 5.388, Vol. 4, No. 7, pp. 913 to 919, July 2018, ISSN 2395-1052.
- Ms.N.Ramya and Dr.A.Mohamed Ali, **A Study on Consumer Buying Behaviour towards Amul Products with Special Reference to Coimbatore City**, International Journal of Applied Research (IJAR), Impact Factor – RJIF 5.2, Vol. 4, No. 7, pp. 353 to 357, July 2018, ISSN 2394-5869.
- Ms.N.Ramya, Ms.C.Akshaya, Ms.M.Haripriya and Ms.S.Jamuna, **A Study on Consumer Perception towards Cadbury Chocolate with Special Reference to Coimbatore City**, International Journal of Applied Research (IJAR), Impact Factor – RJIF 5.2, Vol. 3, No. 11, pp. 79 to 82, October 2017, ISSN 2394-5869.

- Ms.D.Sivasakthi, Ms.N.Ramya and Ms.S.Brindha, **Evaluating the Performance of Selected Public Sector Banks using Camel Model**, International Journal of Applied Research (IJAR), Impact Factor – RJIF 5.2, Vol. 3, No. 9, pp. 509 to 513, September 2017, ISSN 2394-5869.
- Ms.N.Ramya, Mr.P.Kanagaraj, Ms.P.Dhanya and Ms.J.Ashwini, **An Overview Of Crowd Funding**, Quest International Multidisciplinary Research Journal, Quality Impact Factor – 6.89 (CARS), Vol. VI, No. I,– pp. 46 to 50, January – March 2017, ISSN 2278-4497. (Thomson Reuters Research ID: B-9682-2016)
- Ms.N.Ramya, Dr.A. Mohamed Ali, and Ms.A.Bhuvaneshwari, **A Study on Consumer Buying Behaviour in Departmental Store (with Special Reference to Coimbatore City)**, International Journal of Applied Research (IJAR), Impact Factor – 5.2, Vol. 3, No. 3, pp. 734 to 737, March 2017ISSN 2394-5869.
- Ms.N.Ramya, Ms.D.Sivasakthi and Dr.M.Nandhini, **Cashless Transaction: Modes, Advantages and Disadvantages**, International Journal of Applied Research (IJAR), Impact Factor – 5.2, Vol. 3, No. 1, pp. 122 to 125, January 2017, ISSN 2394-5869.
- Ms.N.Ramya and Dr.A.Mohamed Ali, **Factors Affecting Consumer Buying Behavior**, International Journal of Applied Research (IJAR), Impact Factor – 5.2, Vol. 2, No. 10, pp. 76 to 80, October 2016, ISSN 2394-5869.
- Dr.P.Jayasubramanian, Ms.N.Ramya, and Ms.M.Rohini, **A Study on Information, Communication Technologies Learning Practices in Educational Institutions in Coimbatore**, International Journal of Applied Research (IJAR), Impact Factor – 5.2, Vol. 1, No. 8, pp. 480 to 485, August 2015, ISSN 2394-5869.

### **NATIONAL**

- Ms.N.Ramya and Ms.D.Sivasakthi, **GST and its Impact on Various Sector**, Journal of Management and Science, Special Issue No.1, pp. 65 to 69, September 2017, ISSN ISSN 2250-1819.
- Ms.N.Ramya, **Retailing Business Model - Franchising**, PARIPEX – Indian Journal of Research, Impact Factor – 1.6714, Vol. 3, No. 4, pp. 53 to 55, April 2014, ISSN 2250-1991.

## OTHER PUBLICATIONS: INTERNATIONAL / NATIONAL JOURNALS

- Mr.Sibu.D, Dr.N.Ramya, **Management Principles from Bhagavat Gita an Ancient Scripture of Wisdom**, Proceedings of the National Seminar on Integration of Traditional Indian Knowledge Systems into Modern Higher Education: NEP Perspective (ICSSRIKS2024), Edited and Published by Prof.N.Kumar and Dr.Radha Palanisamy, IQAC, Dr.N.G.P. Arts and Science College, Coimbatore, Vol. II, pp. 261 to 265, 04-Jul-24 to 05-Jul-24, ISBN 978-8-19-710005-5.
- Dr.N.Ramya, Ms. M. Nikhita and Ms. K. Rithika, **Salient Features of New Education Policy**, Impact of New Education Policy among Future Generation, Edited and Published by Dr. M. Deepa M.Com CA., M.Phil., Ph.D., Assistant Professor Department of Commerce CA Nallamuthu Gounder Mahalingam College Pollachi, Vol. 2, pp. 510 to 518, 10- Aug-23, ISBN 978-93-94004-26-9.
- Dr.D.Sivasakthi and Dr.N.Ramya, **Cryptocurrency**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Role of Digitalization Sector in rural Economy”, Edited and Published by Department of BBA (CA), Sankara College of Science and Commerce, Coimbatore, pp. 100 to 104, 18-Aug-22, ISBN 978-93-5636-057-0.
- Ms.N.Ramya and Ms.D.Sivasakthi, **Financial Inclusion in India through SHG-Bank Linkage Programme**, Indian Council of Social Science Research (ICSSR) sponsored National Conference on “Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges”, Edited and Published by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, pp. 158 to 165, 08-Sep-16, ISBN 819076502-7.
- Ms.N.Ramya, **Strategies for Successful Unorganized Retailing**, One Day National Level Seminar on “Professionalising Unorganized Sector – A Corporate View”, Edited and Published by Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore, pp. 74 to 81, 24-Aug-16, ISBN 819077894-3.
- Dr.P.Jayasubramanian, Ms.N.Ramya and Ms.P. Suruthi Nivas, **Empowerment of Women Entrepreneurship in Indian Context**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Economic Empowerment of Women through Entrepreneurship – Problems and Prospects”, Edited and Published by Department

of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, pp. 52 to 58, 16-Aug-16, ISBN 978-81-920808-8-8.

- Ms.N.Ramya, **Impact of Visual Merchandising Regards to Consumer Buying Behaviour**, European Journal of Commerce and Management Research (EJCMR) (Double Blind, Peer Reviewed & Referred International Journal), Impact Factor – 6.77, Special Issue: 1, pp. 154 to 157, 2015, ISSN 2051-8080.
- Dr.P.Jayasubramanian and Ms.N.Ramya, **Impact of Globalisation on Indian Agriculture**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Role of Agribusiness in Sustainable Rural Entrepreneurship Development”, Edited and Published by Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, pp. 756 to 761, 20-Aug-15, ISBN 978-81-920808-7-1.
- Dr.P.Jayasubramanian and Ms.N.Ramya, **Banking Habits in Rural India**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Problems and Prospectus of Rural Banking and Its Impact on Empowerment of Rural Households”, Edited and Published by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting Dr.N.G.P. Arts and Science College, Coimbatore, pp. 448 to 452, 18-Dec-14, ISBN 978-81-920808-6-4.
- Ms.N.Ramya, **Retail Evolution, Modern Trends and Business Opportunities in India**, Second National Conference on “Recent Advancement In Business Practices”, Edited by Dr.K.Nanthini, Dr.S.Shanthi, Ms.Priya Kalyanasundaram and Mr.P.Mathivanan, Nehru Institute of Management Studies, Coimbatore, Published by Shanlax Publications, 61,T.P.K. Main Road, Vasantha Nagar, Madurai – 625003, pp. 49 to 56, 15-Mar-13, ISBN 978-93-80657-87-5.
- Ms.N.Ramya, **Foreign Direct Investment in Indian Retail Sector**, Emerging Trends in Banking Sector, First Edition, Editor-in-chief by Dr.A.Ramachandran, Director, SNR Institute of Management Sciences, SNR Sons College, Coimbatore, Published by AUTHORSPRESS, E-35, Jawahar Park, Laxminagar, New Delhi – 110092., pp. 43 to 48, 17-Mar-12, ISBN 978-81-7273-585-2.
- Ms.N.Ramya, **Crowd Sourcing – it’s Application in Marketing Activities and it’s Successful Principles**, “Crowd Sourcing – A New Management Paradigm” – ‘Karikayukta

2012', First Edition, Edited by Dr. Rajeswari Krishnan, Mr. P. Radha Krishnan and Ms. Devi Premnath, Sree Narayana Guru Institute of Management Studies, Coimbatore, Published by NCRC Publications, 687, Oppanakara Street, Coimbatore – 641001, pp. 35 to 41, 04-Feb-12, ISBN 978-93-81537- 02-2.

## BOOK CHAPTER PUBLICATION

- **Impact of AI in Commerce and Industry**, Darshinisree M, Dr.N.Ramya, **Integration of Financial KPIs in Marketing Performance Dashboards: Enhancing Decision-Making Efficiency**, PG & Research Department of Commerce, Pasumpon Muthuramalinga Thevar College, Melaneelithanallur, Tenkasi, Tamilnadu, India, 2026, ISBN: 978-93-5773-546-9.
- **Impact of AI in Commerce and Industry**, Dr.D.Sivasakthi, Dr.N.Ramya & Ms.P.Maheswari, **Exploring the use of Chatbots in Customer Service and Marketing (Special Reference to Amazon)**, PG & Research Department of Commerce, Pasumpon Muthuramalinga Thevar College, Melaneelithanallur, Tenkasi, Tamilnadu, India, 2026, ISBN: 978-93-5773-546-9.
- **Introduction to Strategic Management**, Dr. N.Ramya, Dr.D.Sivasakthi, on the topic **Total Quality Management**, First Edition, IOT Academy Publishers, 2022, ISBN: 978-93-93622-19-8.

## PRESENTATIONS IN CONFERENCE/ SEMINAR

- **Integration of Financial KPI's in Marketing Performance Dashboards - Enhancing Decision Making Efficiency**, Two Day International Research conference (NGPVSIT2026) on "Digital Innovation and Transformation with Emerging trends for sustainable Development", Dr.N.G.P. Arts and Science College, Coimbatore and Vidyalankar School of Information Technology, Mumbai, 23-Jan-26 to 24-Jan-26.
- **Exploring Ethical Consideration and Job Satisfaction on Gen-Z Employees**, Two Day International Research conference (NGPVSIT2026) on "Digital Innovation and Transformation with Emerging trends for sustainable Development", Dr.N.G.P. Arts and Science College, Coimbatore and Vidyalankar School of Information Technology, Mumbai, 23-Jan-26 to 24-Jan-26.

- **Innovation-Led Startups Driving towards Sustainable Development Goals**, A one day International Conference on "Innovation for a Sustainable Future -Embracing the Green Path in Business", PG & Research Department of Commerce and B.Com. Information Technology, Sri Ramakrishna College of Arts and Science, Coimbatore, 23-Jan-26.
- **Management Principles from Bhagavat Gita an Ancient Scripture of Wisdom**, Indian Council of Social Science Research (ICSSR) – New Delhi sponsored National Seminar on “Integration of Traditional Indian Knowledge System into Modern Higher Education: Nep Perspective”, Internal Quality Assurance Cell (IQAC), Dr.N.G.P. Arts and Science College, Coimbatore, 4-Jul-24 to 5-Jul-24.
- **Salient Features of New Education Policy**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Seminar on “Impact of New Education Policy among Future Generation”, Post Graduate Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi, 10-Aug-23.
- **A Study on Consumer’s Perception towards Online Shopping**, National Level Seminar on “INCLUSIVE BANKING IS ELUSIVE: A Retrospective Analysis for Prospective India”, Department of Commerce with Computer Applications, Nandha Arts and Science College, Erode, 7-Feb-20.
- **Artificial Intelligence and Human Intelligence**, One Day National Level Seminar on “Application of Artificial Intelligence in Accounting and Finance”, Department of Commerce with Accounting and Finance, Sri Ramakrishna College of Arts and Science, Coimbatore in association with Dextrasys Technologies (P) Ltd., Tiruchirappalli, 16-Feb-19.
- **GST and its Impact on Various Sector**, One Day National Level Seminar on “Impact of Goods and Service Tax (GST)”, Post Graduate and Research of Department of Commerce with Computer applications, Dr.N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- **Financial Inclusion in India through SHG-Bank Linkage Programme**, Indian Council of Social Science Research (ICSSR) sponsored National Conference on “Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges”, Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- **Strategies for Successful Unorganized Retailing**, One Day National Level Seminar on

“Professionalising Unorganized Sector – A Corporate View”, Department of Corporate Secretaryship, Dr.N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.

- **Economic Empowerment of Women Entrepreneurship in Indian Context**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Economic Empowerment of Women through Entrepreneurship – Problems and Prospects”, Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, 16-Aug-16.
- **Innovation in Modern Marketing**, International Conference on “Repositioning India – Emerging Dimensions”, Department of Commerce with Professional Accounting, SNR Sons College, Coimbatore, 16-Feb-16.
- **Green Marketing – Opportunities and Challenges**, National Level Conference on “Green Marketing – Emerging Opportunities and Challenges”, Department of B.Com.(CA)., & M.I.B., SNR Sons College, Coimbatore, 10-Feb-16.
- **Impact of Globalization on Indian Agriculture**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Role of Agribusiness in Sustainable Rural Entrepreneurship Development” Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore, 20-Aug-15.
- **Impact of Globalization on Indian Educational Services**, National Conference on “Emerging Educational Models for 21<sup>st</sup> Century Learners (NCEEM-2015)”, Association of Principals of Colleges of Bharathiar University jointly with UGC Human Resource Development Centre of Bharathiar University, 01-Aug-15.
- **Impact of Visual Merchandising Regards to Consumer Buying Behaviour**, National Conference on “Managing Turbulence in Business”, Adithya School of Business, Coimbatore, 21-Feb-15.
- **Banking Habits in Rural India**, Indian Council of Social Science Research (ICSSR) sponsored One Day National Level Seminar on “Problems and Prospectus of Rural Banking and Its Impact on Empowerment of Rural Households”, 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.
- **Global Retailing Trends and Challenges**, National Level Conference on “Managerial Innovations and Challenges in Globalised Economy”, Department of Business

Administration (MBA), KSR College of Engineering, Tiruchengode, 26-Sep-14.

- **Retail Evolution, Modern Trends and Business Opportunities in India**, Second National Conference on “Recent Advancement in Business Practices”, Nehru Institute of Management Studies, Coimbatore, 15-Mar-13.
- **A Study on Store Layout amongst Customers of Shree Devi Textiles, Coimbatore**, National Conference on “Management in New Era – Issues and Challenges”, Department of Management Science, Dr. G. R. Damodaran College of Science, Coimbatore, 14-Feb-13.
- **Foreign Exchange Risk Management**, National Conference on “Corporate Finance – Structural Changes & Emerging Paradigms”, Department of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore, 08-Feb-13.
- **Human Resource Challenges Faced by Small and Medium Enterprise in Retailing**, Indian Council of Social Science Research (ICSSR) sponsored One day National Seminar on “The Changing Dynamics of HR – an MSME Perspective”, Sasi Creative School of Business, Coimbatore, 24-Jan-13.
- **E-Tailing and Challenges of E-Tailing in India**, One Day Conference on “New Vistas of Retail Marketing: Emerging Opportunities and Challenges”, Department of Management studies, Dr.N.G.P. Arts and Science College, Coimbatore, 11-Sep-12.
- **Financial Innovation and Emerging Markets**, National Level Seminar on “Financial Innovation and Emerging Markets”, Department of Commerce, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 17-Aug-12.
- **Foreign Direct Investment in Indian Retail Sector**, National Conference on “Emerging Trends in Banking Sector”, SNR Institute of Management Sciences, SNR Sons College, Coimbatore, 17-Mar-12.
- **Consumer Rights in India**, National Conference on “Consumer Protection” – ‘NCCP – 2012’, Citizen Consumer Club, Kaamadhenu Arts and Science College, Sathyamangalam in association with Civil Supplies and Consumer Protection Department, Government of Tamil Nadu, India, 22-Feb-12.
- **Retailing Business Model - Franchising**, National Level Conference on “Business Models”, Dr. SNS Rajalakshmi Institute of Management, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-12.
- **Crowd Sourcing – it’s Application in Marketing Activities and it’s Successful**

**Principles**, National Conference on “Crowd Sourcing – A New Management Paradigm” – ‘Karikayukta 2012’, Sree Narayana Guru Institute of Management Studies, Coimbatore, 04-Feb-12.

- **E-Tailing**, National Level Seminar on “Role of IT in Commerce and Industry” – ‘FINANCIA – 2012’, Department of Commerce, Sankara College of Science and Commerce, Coimbatore, 06-Jan-12 and awarded a best paper award.

#### **PARTICIPATION IN CONFERENCE/ SEMINAR**

- ICSSR-SRC (Hyderabad) sponsored Two Days National Level Online Seminar on “**Digital Financial Inclusion**”, Department of Management, Suguna College of Arts and Science, Coimbatore, 30-Aug-22 to 31-Aug-22.
- VI Louis Pasteur Memorial National Symposium on **Perception of Microbes in Human Health and Environment PSPM 2013**, Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore sponsored by Kovai Medical Center and Hospital, Coimbatore, 22-Aug-13.
- HEP- 2013 **Attempt to Guinness Records Event**, World Hepatitis Alliance, Rotary International and VGM Hospital – Institute of Gastroenterology, Coimbatore, 28-July-13.
- Louis Pasteur Memorial Symposium on **Harnessing Microbes for Human Health and Resource Recuperation – ISHM 2012**, Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore sponsored by Indian Council of Medical Research (ICMR), Department of Biotechnology, Government of India and Kovai Medical Center and Hospital, Coimbatore, 07-Aug-12 to 08-Aug-12.
- NAAC Sponsored Two-day State Level Conference on **Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC)**, Internal Quality Assurance Cell, Dr.N.G.P. Arts and Science College, Coimbatore, 9-Dec-11 to 10-Dec-11.
- Conference on **Hospital Planning, Design, Architecture, Quality and Accreditation**, Medica Synergie Private Limited, Kolkata, 06-Aug-11.
- IV Louis Pasteur Memorial Symposium on **Biopharmaceuticals – their Application in Disease Prevention and Health Promotion – NSBP 2011**, Department of Microbiology, Dr.N.G.P. Arts and Science College, Coimbatore, 04-Aug-11 to 05-Aug-11.
- National Conference on **Issues in Higher Education**, Association of Principals of Colleges

and University Grants Commission – Academic Staff College, Bharathiar University, 29-Oct-10.

- National Conference on **Interventional Pulmonology**, Kovai Medical Center and Hospital, Coimbatore, 01-Aug-10.

#### **PARTICIPATION IN REFRESHER COURSE**

- **UGC Sponsored Eighth Refresher Course in COMMERCE & MANAGEMENT (Interdisciplinary - Online)**, UGC - Malaviya Mission Teacher Training Centre, The Gandhigram Rural Institute - DTBU, Gandhigram, 20-Nov-25 to 03-Dec-25.

#### **PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME**

- NPTEL-AICTE Faculty Development Programme on **“Principles of Management”** for completing 12 Weeks NPTEL Course, Jan-26 to Apr-26.
- **One Day Online FDP on “Teaching and Learning Using Generative AI”**, Social Science Researchers Association, 11-Jan-26.
- **One Week National Level Online Faculty Development Programme on “Outcome Based Education and Application of Generative AI in Teaching and Research”**, The Internal Quality Assurance Cells (IQAC) and the Exam Cells of St. John Technical & Educational Campus, Palghar in association with ipsr solutions limited, 19-Nov-25 to 26-Nov-25.
- **Nation-Wide Faculty Development campaign on the topic “AI for Educators-2025”**, Swayam Plus, Ministry of Education, in collaboration with Intel India, 18-Aug-25 to 22-Oct-25.
- **AICTE Training and Learning (ATAL) Academy Faculty Development Program on the topic “Generative AI in Shaping Industry 6.0”**, Kongu Arts and Science College, 01-Sep-25 to 06-Sep-25.
- **AICTE Training and Learning (ATAL) Academy Faculty Development Program on the topic “Generative AI for Education”**, Princeton Institute of Engineering and Technology for Women, 18-Aug-25 to 23-Aug-25.
- **One Week Faculty Development Program on “Recent Advancement in Artificial Intelligence (AI) & ML”**, Department of Electronics and Communication Engineering,

St. Joseph College of Engineering in Association with STEP - National Institute of Technology Surathkal and Pantech e learning, 30-Jun-25 to 04-Jul-25.

- **AICTE Training and Learning (ATAL) Academy Faculty Development Program on the topic “Transformative AI in Education: Insights and Applications”**, Vidyalankar School of Information Technology, 06-Jan-25 to 09-Jan-25.
- **AICTE Training and Learning (ATAL) Academy Faculty Development Program on the topic “Entrepreneurial Strategies for Success in the Emerging Blue Economy”**, Rathinam College of Arts and Science, Coimbatore, 09-Dec-24 to 14-Dec-24.
- **Six Days Faculty Development Programme on “Leading Digital Business Transformation”**, School of Management Studies-PG, RVS College of Arts and Science, Sulur, Coimbatore, 09- Sep-24 to 14- Sep-24.
- **Five Days National Virtual FDP on the topic “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 & Science (Autonomous), Coimbatore, 02-Sep-24 to 06-Sep-24.
- **Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) on the topic “NEP 2020 Orientation & Sensitization Programme”**, UGC-Malaviya Mission Teacher Training Centre (UGC-MMTTC), Gandhigram Rural Institute - DTBU, Gandhigram, Dindigul, Tamil Nadu, 15-Feb-24 to 24-Feb-24.
- **7 Days Online Webinar - FDP on the topic “Strategic Management Practices for NAAC Accreditation”**, Department of Corporate Secretaryship in association with Internal Quality Assurance Cell, Dhanraj Baid Jain College, Chennai, 12-Feb-24 to 21-Feb-24.
- **Five Days International Virtual “Professional Development Programme” on the topic “Developing Your Professional Edge: Strategies for Career Growth and Financial Success”**, Department of Commerce with Information Technology & IQAC of PPG College of Arts and Science, Coimbatore, 08- Jan-24 to 12- Jan-24.
- **National Level Virtual Faculty Development Program on the topic “NAAC Accreditation Framework”**, Guru Shree Shantivijai Jain College for Women, Chennai, 09-Sep-23 to 16-Sep-23.

- **Five Days National Level Faculty Development Programme on “Influence of AI Teaching & Research”**, Department of Commerce with Computer Application, Hindusthan College of Arts & Science, Coimbatore, 04- Sep-23 to 09- Sep-23.
- **International Management Development Programme (MDP) on “Technology & Digital Transformation - its Impact on Business”**, Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore, 24-Jul-23 to 26-Jul-23.
- **Five Days National Level Faculty Development Programme on “Empowering Education for Innovation – A NEP Perspective”**, Centre for Professional Development, Dr. N.G.P. Arts and Science college, Coimbatore, 30-Jun-23 to 04-Jul- 23.
- **Five Days National Level Faculty Development Programme on “Outcome Based Education”**, Centre for Professional Development, Dr. N.G.P. Arts and Science college, Coimbatore, 17- Jun-23 to 21- Jun-23.
- A Five Days National Level Virtual FDP, **“Skills Reengineering in Business Management”**, Department of Master of Business Administration, Andhra Loyola Institute of Engineering and Technology, Vijayawada, 23- May- 23 to 27- May- 23.
- Five Days Faculty Development Program on **“Education 5.0”**, Department of Information Technology in association with Academic Staff College, Dr. M.G.R. Educational and Research Institute, Chennai, 15- May- 23 to 19- May- 23.
- 5 Days International Faculty Development Programme on **“AI Applications and its Impact on Business Practices”**, Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore, 18-Apr-23 to 22-Apr-23.
- Two Days Faculty Development Program on **“FINTECH”**, Imarticus Learning Private Limited, 17-Mar-23 to 18-Mar-23.
- International Virtual Faculty Development Program on **“Personality Grooming- Handling Stress and Emotional Intelligence”**, IQAC and Department of Commerce with Information Technology, PPG College of Arts and Science, Coimbatore, 02-Jan-23 to 06-Jan-23.
- International Faculty Development Programme on **“Professional Progression in Commerce and Management”**, Department of Corporate Secretaryship, Information Systems Management and Business Administration, Justice Basheer Ahmed Sayeed College for Women, Chennai, India in Association with Tamil Nadu Advanced Technical Training Institute, Chennai, India, 14-Dec-22 to 20-Dec-22.

- UGC–Approved Short-Term Professional Development Programme on **“Implementation of NEP-2020 for University and College Teachers”**, Staff Training and Research Institute of Distance Education, Indira Gandhi National Open University, New Delhi under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, 07-Oct-22 to 15-Oct-22 and obtained **‘A’ Grade**.
- International Faculty Development Program on **“Digital Marketing”**, KV Institute of Management and Information Studies, Coimbatore, 03-Mar-22 to 5-Mar-22.
- Online Faculty Development Program on **“Introduction to Mutual Fund”**, Department of Commerce Accounting and Taxation & Centre for Faculty Development, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore, 27-Dec- 21.
- A Seven Days Faculty Development Program on **“OBE-Road ahead to Advance Educational Quality and Enhance Global Mobility”**, IQAC and CDC, Kongunadu Arts and Science college (Autonomous), Coimbatore, 10- Nov-21 to 17- Nov-21.
- One Week International (Virtual) Faculty Development Program on **“Digital Citizenship for New Age Teachers”**, Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore, 04-Oct-21 to 8-Oct-21.
- Ten Days International Virtual FDP on **“Entrepreneur Skills, Investment Opportunities in Financial Markets and Management”**, Department of Commerce, Institution Innovation Council and Faculty Development Cell, Rathinam College of Arts and Science, Coimbatore, 23-Aug-21 to 02-Sep-21.
- Six Days National Level Faculty Development Program on **“Digital Teaching Methods in Higher Education”**, Department of Commerce with Computer Applications, Hindusthan College of Arts and Science, Coimbatore, 23-Aug-21 to 28-Aug-21.
- Online Faculty Development Program on **“Term Insurance Checklist”**, Department of Commerce Banking and Insurance & Center for Faculty Development, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore, 30- Jul-21.
- One Week Faculty Development Program on Spoken Tutorial, Free Open Source Software (FOSS) **“Moodle Learning Management System”**, Center for Virtual Learning, Dr. N.G.P. Arts and Science college, Coimbatore and Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India, 04- May-20 to 10-May-20.

- Three Days National Level Online Faculty Development Program on **“Recent Trends in Artificial Intelligence and Impact on Teaching Professionals”**, School of Business Management, Rathnavel Subramaniam College of Arts and Science, Coimbatore, 22- Apr-20 to 24- Apr-20.
- Two Days Online Faculty Development Program on **“Virtual Teaching”**, Coimbatore Institute of Technology, Coimbatore and Teaching Learning Centre, under PMMNMTT, Department of Higher Education, MHRD, Govt. of India, 20-Apr-20 to 21-Apr-20.
- Seven Days Faculty Development Program on **“NAAC Revised Accreditation Framework and OBE Assessment Methodology”**, Faculty Development Cell and IQAC, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore, 27- May-19 to 02-Jun- 19.
- Seven Days Faculty Development Program on **“Quality Measures in Higher Education”**, Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 03- Dec-18 to 09- Dec-18.
- NPTEL-AICTE Faculty Development Programme on **“Marketing Management I”** as one-week full FDP for completing 8 Weeks NPTEL Course, Aug-18 to Sep-18.
- AICTE Sponsored Faculty Development Programme on **“Business Research and Data Analysis for Social Science”**, MBA, Sri Ramakrishna College of Arts and Science, Coimbatore, 20-Nov-17 to 2-Dec-17.
- Faculty Knowledge Program, ICFAI Business School (IBS), 10-Aug-17 at Coimbatore.
- One Day UGC Sponsored Faculty Development Program on **“Women and Biodiversity”**, Department of Women’s Studies, Bharathiar University, Coimbatore, 21-Sep-16.
- Professional Development Workshop on **“Innovative Teaching Ideas for Management Educators”**, KCT Business School, Kumaraguru College of Technology, Coimbatore, 26-Jul-12.
- Faculty Development Program **“Enterprise Resource Planning using SAP B1”**, Dr.N.G.P. Business School, Dr.N.G.P. Institute of Technology, Coimbatore, 31-Jul-10.

## **PARTICIPATION IN WORKSHOP**

- **Green Analytics Conclave 2K26**, Department of Business Administration with CA, Sankara college of Science and Commerce, Coimbatore, 28-Jan-26.
- **Skill Conclave- 2025**, The Coimbatore Productivity Council, 11-Oct-25.

- Indian Council of Social Science Research Southern Regional Centre (ICSSR - SRC) sponsored a **Three-Day National Workshop on Advanced Research Methodologies and Analytical Tools (SPSS, AMOS & R) for Social Science Researchers**, Research and Development Cell and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 29 - Mar-23 to 31- Mar-23.
- One Day Workshop on **“Outcome Based Education (OBE)”**, Dr. N.G.P. Arts and Science College, Coimbatore in association with ipsr solutions limited, 04- Mar-23.
- National Human Rights Commission, New Delhi sponsored Training Programme on **“Human Rights and Values – Promotion and Protection for Students”**, Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 23-Feb-23.
- Three Day National Workshop on **“OBE- A Transformative Framework in Commerce Education”**, Department of Commerce, School of Business Management and Legal Studies, University of Kerala, Kerala, 15- Dec-22 to 16- Dec-22.
- ICSSR sponsored National Level Workshop on **“Micro & Macro Issues of Research Design in Social Science Research”**, Department of Sociology, Government College of Arts and Science, Aurangabad, 07-Jan-22.
- Workshop on **“NPTEL E-Awareness Workshop”**, NPTEL, 06-Jan- 22.
- National Level Research Methodology Workshop on **“Art of Writing Research Paper in Scopus Journals”**, Commerce Association, Kaamadhenu Arts and Science College, Erode, 10-Apr-21.
- Two Days Online Workshop on **“Basics of Research, Writing Research Papers, Academic Research Report Writing, Tools for Research”**, Research cell, Sankara College of Science and Commerce, Coimbatore, 09-Apr-20 to 10-Apr-20.
- **LaTeX** training organized at Sree Narayana Guru College in Jan- 20 semester, offered by the **Spoken Tutorial Project, IIT Bombay**, funded by the National Mission on Education through ICT, MHRD, Govt. of India.
- One-day National Level Workshop on **“Emerging Paradigms in Commerce and Management Research”**, Department of Management, Commerce and Commerce with Computer Applications, Pioneer College of Arts and Science, Coimbatore, 01- Mar-19.
- National Workshop on **Research Methodology for Social Sciences**, PG and Research

Department of Commerce, Kaamadhenu Arts and Science College, Sathayamangalam, 04-Jan-13.

- Two-days' Workshop on **Kovai Lumen -2010**, Kovai Medical Center and Hospital, Coimbatore, 12-Mar-11 to 13-Mar-11.
- **Entrepreneurship Training Program**, KCT Business School and Entrepreneur Development Cell, Kumaraguru College of Technology, Coimbatore, 28-Nov-08 to 29-Nov-08.
- One-day Symposium on **Entrepreneurship Development**, KCT Business School and Entrepreneur Development Cell, Kumaraguru College of Technology, Coimbatore, 29-Aug-08.
- One-day Workshop on **Consumerism and Standardization**, Department of Commerce and National Service Scheme, Avinashilingam University for women, Coimbatore, 01-Mar-06.

#### **PARTICIPATION IN WEBINAR/ ONLINE QUIZ**

- Webinar on **“Strategy for Personal Finance Management”**, Department of Business Management, Telangana University, Nizamabad, Telangana in collaboration with Association of Mutual Funds in India (AMFI), 05- Jan- 22.
- National Level Webinar on **“National Education Policy – Vision to Action”**, Internal Quality Assurance Cell, Sankara College of Science and Commerce, Coimbatore, 31-Dec-21.
- Webinar on **“Managing your Finances”**, ICFAI Business School, Bangalore, 25-Jul- 21.
- Webinar on **“Preparing your Students for a Digitalized Future”**, ICFAI Business School, Bangalore, 24-Jul-21.
- Special Webinar on **“Future of Higher Education under the New National Education Policy - 2020”** with Prof. M K Sridhar Member, University Grants Commission Draft Committee Member - National Education Policy, Association of Self-Financing Arts, Science and Management Colleges of Tamil Nadu (ASFASM) and Principals Welfare Cell (PWC), 05-Sep- 20.
- Online Comm-Quiz Series 6.0 on **“Financial Institutions and Business”**, Department of Commerce (CA), Nandha Arts and Science College, Erode, 18-Aug-20 to 21-Aug-20.

- National Level Online Test on “**Banking Sector**”, Hindusthan College of Arts and Science, Coimbatore, 08-Jun-20 & 09-Jun-20.
- National Level Online Quiz on “**Business Brevis**”, Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore, 28-May- 20.
- Online Quiz on “**E-Quiz on Awareness on Retailing**”, Department of Management Sciences – Retail Management, PSG College of Arts and Science, Coimbatore, 14-May-20.
- Online Quiz on “**Quiz Time 20:20**”, Department of International Business and E-Cell, Sri Ramakrishna College of Arts and Science, Coimbatore, 10- May-20.
- Online Quiz on “**World Health Organisation and COVID-19 Pandemic: A General Awareness Quiz**”, Department of B.Com. (Professional Accounting), PSGR Krishnammal College for Women, Coimbatore, 10-May-20.
- National Level Awareness Quiz on “**Test your Immunity on fact Versus Fake News on COVID-19**”, Sakthi Institute of Information and Management Studies, Coimbatore, 08-May-20.
- Online Quiz on “**COVID-19 General Awareness Online Quiz**”, Institution Innovation Council Cell, St. Anne’s College of Engineering and Technology, Panruti, 04- May-20.
- Online Quiz on “**COVID-19 Pandemic Awareness Online Quiz**”, Department of BBA (CA), Hindusthan College of Arts and Science, Coimbatore.
- Online Quiz on “**World IPR Day Online Quiz - 2020**”, Karpagam Institute of Technology, Coimbatore in association with Institution’s Innovation Council (IIC).

#### CONFERENCE / SEMINAR / WORKSHOP ORGANIZED

- Organizing Committee Member, Indian Council of World Affairs (ICWA), New Delhi collaborated National Conference on "**Global Trade Wars and their Impact on India’s Roadmap to Viksit Bharat 2047**", Department of Commerce with Professional Accounting & Department of Management Studies, Dr.N.G.P. Arts and Science college, Coimbatore, 03-Mar-26.
- Organizing Committee Member, Two Day International Research conference (NGPVSIT2026) on "**Digital Innovation and Transformation with Emerging Trends for Sustainable Development**", Dr.N.G.P. Arts and Science college, Coimbatore and Vidyalankar School of Information Technology, Mumbai, 23-Jan-26 to 24-Jan-26.

- Organizing Committee Member, Indian Council of Social Science Research (ICSSR), Southern Regional Centre sponsored Onsite Three-Day National Workshop on "**Advanced Research Methods and Statistical Techniques for Social Science Researchers**", Research and Development Cell and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science college, Coimbatore, 05-Jan-26 to 07-Jan-26.
- Organizing Secretary, Auditors' Conclave on "**Auditing in the Age of Gen-AI**" (ACAGAI-2025), Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore in Association with The Coimbatore Branch of Southern India Regional Council of The Institute of Chartered Accountants of India, 24-Feb-25.
- Committee Member, Indian Council of Social Science Research (ICSSR) – New Delhi, National Seminar on "**Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective**" organized by Internal Quality Assurance Cell (IQAC), Dr.N.G.P. Arts and Science College, Coimbatore, 04- Jul-24 to 05- Jul-24.
- Committee Member, Indian Council of Social Science Research (ICSSR) (SCD) – New Delhi sponsored Workshop on "**Recognition and Practice of Pradhan Mandri Fasal Bima Yojana among the Farmers**", Dr.N.G.P. Arts and Science College, Coimbatore, 19-Feb-24.
- Committee Member, Indian Council of Social Science Research (ICSSR) – New Delhi sponsored National Conference on "**National Education Policy 2020: Challenges and Opportunities for Higher Education Institutions in India**", Department of Commerce with Professional Accounting and Management Studies, Dr.N.G.P. Arts and Science College, Coimbatore, 27-Dec-23.
- Organising Secretary, **Auditors' Conclave on "Auditing in New Age" (ACANA-2023)**, Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore in association with The Coimbatore Branch of Southern India Regional Council of The Institute of Chartered Accountants of India, 21-Sep- 23.
- Committee Member, Indian Council of Social Science Research Southern Regional Centre (ICSSR - SRC) sponsored a **Three-Day National Workshop on Advanced Research Methodologies and Analytical Tools (SPSS, AMOS & R) for Social Science Researchers**, Research and Development Cell and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 29-Mar-23 to

31-Mar-23.

- Committee Member, National Human Rights Commission, New Delhi sponsored Training Programme on “**Human Rights and Values – Promotion and Protection for Students**”, Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 23- Feb-23.
- Committee Member, National Conference on “**Social Innovation and Business Sustainability**”, Department of Commerce, Commerce with Professional Accounting, Commerce Finance and Commerce with Cost Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 09-Feb-23.
- Script Writer, Youth Parliament Session (Tarun), Dr.N.G.P. Arts and Science College, Coimbatore, 24-Aug-22 under the **National Youth Parliament Scheme (NYPS)** of **Ministry of Parliamentary Affairs, Government of India.**
- Committee Member, National Conference on “**Implications of Fintech in Indian Economy**”, Department of Commerce, Commerce with Professional Accounting and Commerce Finance, Dr.N.G.P. Arts and Science College, Coimbatore, 04-Mar-20.
- Committee Member, *Indian Council of Social Science Research (ICSSR - SRC)* sponsored Three Day National Workshop on “**Advanced Research Methodology and Statistical Data Analysis for Research Scholars**”, Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 11-Dec-19 to 13-Dec-19.
- Committee Member, National Conference on **Disruptions in Banking Sector in Current Scenario**, Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, 28-Feb- 18.
- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored National Conference on **Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges**, Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 08-Sep-16.
- Committee Member, *National Bank for Agriculture and Rural Development (NABARD)* sponsored National Conference on **Venture Capital for Sustainable Rural Entrepreneurship and Economic Development**, Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 18-Feb- 16.

- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored One Day National Level Seminar on **Problems and Prospectus of Rural Banking and its Impact on Empowerment of Rural Households**, 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.
- Committee Member, National Conference on **Contemporary Accounting – Standards and Issues**, Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore, 07- Oct-13.
- Committee Member, National level Conference on **Bio-Medical Waste Management**, Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore, in association with confederation of Indian Industry (CII) sponsored by Defence Research and Development Organization (DRDO) and Kovai Medical Center and Hospital, Coimbatore, 28-Sep-12.
- Committee Member, Dr. Purani Endowment Lecture on **Role of Government in Health Management** delivered by *Honourable Mr. Karunakaran I.A.S., District Collector of Coimbatore*, Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore, 28-Dec-11.
- Committee Member, National level Conference on **The Role of Informed Consent in Clinical Decisions and Research in Hospitals**, Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore, sponsored by Indian Council of Medical Research (ICMR) and Kovai Medical Center and Hospital, Coimbatore, 26-Aug-11.
- Committee Member, National level Conference on **Medical Records Management**, Department of Hospital Administration, Dr.N.G.P. Arts and Science College, Coimbatore, 26-Feb-11.

#### INVITED SPEAKER / SESSION CHAIR/ REVIEWER

- Invited Speaker, Guest Lecture on **“Stratup Ecosystem 2026: Emerging Trends in the Indian Startup Landscape”**, Department of Management, Karpagam Academy of Higher Education, Coimbatore, 06-Mar-26.
- Invited Speaker, Guest Lecture on **“Personal Development for Management Students”**, School of Management Studies, University of Calicut, Kozhikode, Kerala, 07-Sep-24.

- Invited Speaker, Guest Lecture on **“Marketing Research – An International Imperative”**, Department of B.B.A. Business Process Management, PSGR Krishnammal College for Women (Autonomous), Coimbatore, 27-Sep-21.
- Invited Speaker, Seminar on **“A Track to Professional Courses”**, Department of Commerce Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 27-Jul-19.
- Invited Speaker, Guest Lecture on **“Engineering Economics and Financial Accounting”**, Department Computer Science and Engineering, Sri Shakthi Institute of Engineering and Technology, Coimbatore, 21- Sep-15 (One Day).
- Invited Speaker, Guest Lecture on **“Engineering Economics and Financial Accounting”**, Department Computer Science and Engineering, Sri Shakthi Institute of Engineering and Technology, Coimbatore, 09-Oct-14 (One Day).

#### **EDITORIAL / REVIEW BOARD MEMBER**

- Editorial Board Member, **International Journal of Marketing, Sales and Brand Management, Journal of Logistics, Supply Chain and Retail Management, Journal Of Business Economics and Management & Journal of Marketing and Sales Management** of ManTech Publications Pvt. Ltd. (OPC), Since 2025.
- Editorial Advisory Board Members, **Rebooting Business: A Guide to Digital Transformation**, BGR Publications of International Journal of Business and Economics Research (IJBER), October 2025, e-ISSN: 2455-3921.
- Reviewer, **Advances in Science, Technology and Engineering Systems Journal** (ASTESJ) (ISSN: 2415-6698), Since 2025.
- Editorial Board Member, **Journal of Sales, Service and Marketing Research** of MAT Journals, Since 2025.
- Editorial Board Member, **Journal of Purchasing, Logistics and Supply Chain Management System** of MAT Journals, Since 2025.
- Editorial Board Member, *One Day Level National Seminar on Disruptions in Banking Sector in Current Scenario*, book Published by Department of Commerce Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, and Non-Olympic Times, Coimbatore, 28-Feb-18, ISBN 978-81- 935722-5-2.

- Editorial Board Member, *Indian Council of Social Science Research (ICSSR)* sponsored National Conference on “**Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges**”, book Published by Department of Commerce and Department of Commerce with Professional Accounting Dr.N.G.P. Arts and Science College, Coimbatore, 08-Sep-16, ISBN 819076502-7.
- Editorial Board Member, *Indian Council of Social Science Research (ICSSR)* sponsored One Day National Seminar on “**Problems and Prospectus of Rural Banking and its Impact on Empowerment of Rural Households**”, book Published by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting Dr.N.G.P. Arts and Science College, Coimbatore, 18-Dec-14, ISBN 978-81-920808-6-4.

#### MEMBERSHIP IN PROFESSIONAL BODIES

Name of the Professional Body	Nature of Membership	Duration
Coimbatore Management Association	Member	2012-2018
Indian Academicians and Researchers Association (Membership No.: M / M – 645)	Member	Since 2019
Doctoral Committee, Department of Management, CMS Academy of Management and Technology, Coimbatore.	Member	Since 2023
International Association of Engineers (IAENG) (Membership No.: 523513)	Life-Time	Since 15 July 2025

#### AWARDS / HONORS

Awards / Honors	Agency / Institute	Year
Excellence in Research and Publication	SNS Group of Institutions	28-Mar-25

#### ONLINE CERTIFICATE COURSES

- **Marketing Course Training Bundle**, Infosys Springboard, 10-Dec-25.
- **Investment Banking Operations - Beginner Level**, Infosys Springboard, 08-Nov-25.
- Recognized as **Mentor** for the NPTEL Online Course “**Foundation Course in Managerial Economics**”, Jan – Apr 2025.

- **CMT Level 1 - Prep Course**, Infosys Springboard, 19-May-25.
- **Insurance Course Training Bundle**, Infosys Springboard, 17-May-25.
- One Week Online Certificate Course on “**Digital Teaching Techniques**”, ICT Academy, 10-Aug-20 to 15- Aug-20.
- **Social Media Marketing**, Sri Krishna Adithya College of Arts and Science, Coimbatore, 05-May- 20.
- **Employer – Employee Law**, ALISON, 14-Jun-19.
- **Content Marketing for B2B Enterprises**, Udemy, 22-Oct-18.
- **Types of Health Insurance**, Udemy, 08-Oct-18.
- **Effective Small Business Marketing**, Udemy, 21-Jan-18.
- **Powerpoint Presentation – design powerpoint slides**, Udemy, 01-Jan-18.
- **Affiliate Marketing**, Udemy, 27-Dec-17.
- **The Dos and Don'ts of Social Media Etiquette**, Udemy, 30-Apr-15.
- **Creating a Social Media Strategy**, Udemy, 30-Apr-15.
- **How to write a Great Press Release**, Udemy, 30-Apr-15.
- **Escape Perfectionism, Gain Excellence**, Udemy, 21-Apr-15.
- **Effective Time Management – Get 10X more done in less time**, Udemy, 21-Apr-15.
- **Write Research Papers and Get your Research Published**, Udemy, 21-Apr-15.
- **Online Advertising Simplified**, Udemy, 18-Apr-15.
- **Brand like a Professional in 11days**, Udemy, 18-Apr-15.
- **Business Communication – Fundamentals of Business Writing**, ALISON, 16-Apr- 15.
- **Introduction to Marketing: Basics and Fundamentals**, Udemy, 16-Apr-15.
- **Master Advance Microsoft Excel with Excel Guru**, Udemy, 27-Jan-15.