

## STAFF PROFILE

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 Mobile : 7667767159  
 Education : M.Com (CA), M.Phil, SET  
 Area of Specialization : Research Methodology, Statistics



### Projects Undertaken

| Title of the Project | Name of the funding agent | Duration | Completed/Ongoing | Amount | Remark |
|----------------------|---------------------------|----------|-------------------|--------|--------|
|                      |                           |          |                   |        |        |

### Seminars Organized

| Title of Seminars/Conference/Workshop                          | Date                           | Sponsoring Agency      | National/State/International | Co-ordinator/Convenor                                 |
|--|--------------------------------|------------------------|------------------------------|---|
| Omnipresent Marketing  | 16 <sup>th</sup> February 2015 | Department of Commerce | State                        | Department of Commerce, Lady Doak College.            |
| Demonetization in India: Prospectus and Challenges             | 6 <sup>th</sup> January 2017   | UGC Sponsored          | National                     | Department of Commerce and Economics, Madura College. |
| Block analysis and Block Chain                                 | 28 <sup>th</sup> December 2017 | Department of Commerce | International                | Department of Commerce, Madura College.               |
| Banking and Insurance – A Catalyst towards India's Vision 2022 | 31 <sup>st</sup> August 2018   | Department of Commerce | International                | Department of Commerce, Madura College.               |

### Seminars, Workshop and Conferences Attended

| Title of the Seminar/Conference/Workshop  | Date                      | Sponsoring Agency                                 | National/State/International | Co-ordinator/convener            |
|---|---------------------------|---|------------------------------|----------------------------------|
| Financial Inclusion on Banking Sector     | December 2010             | Alagappa University, Karaikudi.                   | National                     | Department of Management Studies |
| My Journey to Leadership                  | 19.03.2011                | Lady Doak College, Madurai                        | National Workshop            | Center for Women's Studies       |
| VIYUGAM – Business Strategies in Practice | 27.08.2013                | V.V.Vanniaperumal College for Women, Virudhunagar | National Seminar             | Department of Management Studies |
| A Two-Day Research Colloquium             | 31.10.2014 and 01.11.2014 | TamilNadu Open University, Chennai                | National Workshop            | School of Social Sciences        |
| Omnipresent Marketing                     | 16.02.2015                | Lady Doak College                                 | State Seminar                | Department of                    |

|  |            |   |                                 |                                 |
|--|------------|---|---------------------------------|---------------------------------|
|  |            |   |                                 | Commerce                        |
| Quadruple Business Dimensions in Bottom Line Reporting | 06.09.2019 | The Madura College  | National Conference             | Department of Commerce          |
| Learning Management System                             | 17.10.2019 | The Madura College  |                                 | Internal Quality Assurance Cell |
| Impact on Covid –19 on Indigenous People in India      | 06.06.2020 | Lokmanya Mahavidyalaya, Warora                              | National Webinar                | Department of Sociology         |
| Impact of Covid -19 on Indian Economy                  | 23.11.2020 | The Madura College, Madurai and Bodhi International Journal | International Online Conference | Department of Economics         |

### Seminars, Workshop and Conferences Presented

| Title of the Seminar/ Conference/Workshop and Date                             | Title  | Sponsoring Agency                              | National/State/ International | Co-ordinator/ convener           |
|--|--|--|-------------------------------|----------------------------------|
| Higher Education in India – During Plan Period on 22 <sup>nd</sup> August 2014 | Impact of higher education in Indian Economy                                     | Mannar Thirumalai Naicker College, Madurai     | National                      | Department of Economics          |
| Disinvestment in Public Sector Enterprises on 19 <sup>th</sup> September 2014  | Problems and Challenges of Disinvestment in Public Sector Enterprises            | Thiagarajar College, Madurai                   | National                      | Department of Commerce           |
| Green Banking on 8 <sup>th</sup> October 2014                                  | Green Banking Initiatives of Banks in India                                      | Lady Doak College, Madurai                     | National Seminar              | Department of Management Studies |
| Imperative Need of Social Marketing in Social Issue                            | New Dimensions of Management in the Globalized Era on 31 <sup>st</sup> Mar. 2016 | Madurai Kamaraj University, Madurai.           | National Seminar              | Department of Management Studies |
| Sustainability for Business – “Initiatives, Ideas and Challenges”              | Sustainability and its impact on Brand Value                                     | Mother Teresa University for Women, Kodaikanal | International Seminar         | Department of Commerce           |
| Global Conference on Evolving Trends in Business Models & Markets              | Stress Management  | Nehru Institute of Technology                  | International Seminar         | Department of management studies |
| Demonetization prospectus and challenges on                                    | Impact of demonetization on real estate sector                                   | Madura college                                 | National                      | Department of commerce           |
| Role of Women in Banking sector – Challenges and their Empowerment             | Emerging Trends in Banking , Insurance and                                       | Thiagarajar College                            | International Seminar         | Department of commerce           |

|  |                     |  |  |  |
|--|---------------------|--|--|--|
|  | International Trade |  |  |  |
|--|---------------------|--|--|--|

### Book Publication

| Title of the book published | ISBN No. | Publisher if any | Year of publishing | Authored/Edited |
|-----------------------------|----------|------------------|--------------------|-----------------|
|                             |          |                  |                    |                 |

### Research Publications:

| Title of the Paper   | Name of the Journal   | ISSN/ISBN No. if Any | Volume No. & Page No. if any | Year | International / National/state |
|--|---|----------------------|------------------------------|------|--------------------------------|
| Imperative Need of Social Marketing in Social Issue                            | New Dimensions of Management in the Globalised era  | 978-93-85977-05-3    | Volume No 1 Page 291-296     | 2016 | International                  |
| Sustainability and its Brand Value   | Sustainability for Business – “Initiatives, Ideas and Challenges”                         | 81-86520-27-9        | Volume No 1 Page 313-318     | 2016 | National                       |
| Stress Management  | Nehru Journal of Management and Research  | 2230-7974            | Volume No 1 Issue 14         | 2016 | International                  |
| Impact of Demonetization on Real Estate Sector                                 | Roots – International Journal of Multidisciplinary Researchers                            | 2349-8684            | Volume 4 Special Issue 4     | 2017 | National                       |
| Role of Women Empowerment in Banking Sector – Challenges and their Empowerment | International Conference on Emerging Trends in Banking, Insurance and International Trade | 978-93-88398-90-9    | Volume 1 Page 418 – 423      | 2019 | International                  |

### Research Activities

| Degree          | No. Awarded | No. Submitted | No. Ongoing |
|-----------------|-------------|---------------|-------------|
| M.Phil          |             |               |             |
| Ph.D(Part-Time) |             |               |             |
| Ph.D(Full-Time) |             |               |             |

**Details of Invited Lecture/Resource Person**

| Place | Date | Sponsoring Agency | Topic | Audience type | International/National/State Level |
|-------|------|-------------------|-------|---------------|------------------------------------|
|       |      |                   |       |               |                                    |

**Academic Council/Board of Studies Member**

| Institution       | For a Period of      | Department |
|-------------------|----------------------|------------|
| Lady Doak College | 4 years (Since 2015) | Commerce   |
| Madura College    | 2 years              | Commerce   |

**Honours Achieved**

| Agency | Recognition International/National/State | Cash award if any (amount) | For the service of |
|--------|--|----------------------------|--------------------|
|        |  |                            |                    |

**Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/CLUB etc)**

| Whether NSS/NCC/AEEP/YRC | Period |
|--------------------------|--------|
|                          |        |

**Reviewer/editor of Journal**

| Name of the Journal | ISSN no if any | International/National/State | Impact Factor/ h-index |
|---------------------|----------------|------------------------------|------------------------|
|                     |                |                              |                        |

**Details of Orientation and Refresher attended**

| Orientation/Refresher                                | University/College/Institute at which attended | Duration From | To         |
|--|--|---------------|------------|
| Orientation programme for newly recruited teacher    | Madura College                                 | 26.9.2015     | 27.09.2015 |
| Two Week Online Faculty Programme on ICT Tools       | Madura College                                 | 07.05.2020    | 20.05.2020 |
| Universal Human Values, Students Induction Programme | Madura College                                 | 01.07.2019    | 02.07.2019 |

**Any other Information:**