

CURRICULUM VITAE

Name	Dr. S. JEYAKUMAR																												
Designation & Institution	Assistant Professor, PG & Research Department of Commerce PMT College, Sankarankovil, Tenkasi – Tamil Nadu																												
Qualification	M.Com., M.Phil., Ph.D., SET (Commerce)., MBA, Ph.D., SET (Management)., MHRM., M.Sc (Yoga)., M.Sc (Psychology)., PGDCA, HDEC.,																												
Teaching Experience	UG – 11 years, PG – 11 years M.Phil - 6.5 years																												
Research Experience	13 Years																												
Administration Experience	SENATE Member in MS University From 05.03.2020 Research Coordinator 1 Year & 2 Months Programme Officer – NSS 3 Years & 4 Months																												
Professional Association Experience	Convener & Counselor Sri Andal Nachiyar Polytechnic, Ettayapuram Life Member Indian Commerce Association, Hariyana Senior Member The Asia Society of Researchers (ASR), Hong Kong Life Member Indian Accounting Association, Thiruchirapalli. Associate Member International Society for Development and Sustainability, (ISDS), Japan. Life Time Member Teaching and Education Research Association (TERA) – Eurasia Research, Jaipur Rajasthan India.																												
Research Guidance	<table border="1"> <tr> <td>Supervision of Ph.D Research Work:</td> <td></td> <td></td> </tr> <tr> <td>Awarded</td> <td>3 Scholars</td> <td rowspan="4"> <table border="1"> <tr> <th colspan="2">Google Scholar</th> </tr> <tr> <td>Citations</td> <td>530</td> </tr> <tr> <td>h-index</td> <td>4</td> </tr> <tr> <td>I10-index</td> <td>2</td> </tr> </table> </td> </tr> <tr> <td>Submitted</td> <td>1 Scholar</td> </tr> <tr> <td>Pursuing</td> <td>4 Scholars</td> </tr> <tr> <td>Supervision of M.Phil Research Work:</td> <td></td> <td></td> </tr> <tr> <td>Degree awarded</td> <td>14 Scholars</td> <td></td> </tr> <tr> <td>Supervision of M.Com Project</td> <td>7 Students</td> <td></td> </tr> </table>		Supervision of Ph.D Research Work:			Awarded	3 Scholars	<table border="1"> <tr> <th colspan="2">Google Scholar</th> </tr> <tr> <td>Citations</td> <td>530</td> </tr> <tr> <td>h-index</td> <td>4</td> </tr> <tr> <td>I10-index</td> <td>2</td> </tr> </table>	Google Scholar		Citations	530	h-index	4	I10-index	2	Submitted	1 Scholar	Pursuing	4 Scholars	Supervision of M.Phil Research Work:			Degree awarded	14 Scholars		Supervision of M.Com Project	7 Students	
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Papers Published	151 Papers (International 28 & National 123)																												
Papers Published in Edited Volumes	12 Papers																												
Book Published with ISBN	5																												
Edited Volume Book with ISBN	1																												
Papers Presentation	73 Papers (International - 19, National- 47 & State - 8)																												
Workshop/ Seminars Organized	7																												
Online Course Completed	2																												
Workshop/FDP/Orientation Attended	40																												
Certificated Courses	2																												
Chairperson/Guest Lectures Delivered	47																												
Address for Communication	2/132 West Street, O.Mettupatti (Post), Sattur – 62620, Virudhunagar District - Tamil Nadu																												
Mobile Number & E-mail ID	0-99424 60009 jeyakumaruma@gmail.com																												

Career Objectives & Achievements of the Applicant in a Nutshell

Career Objectives

- To judiciously apply my research rigor, managerial and commercial skill sets in the domain of collegiate education so that I can enlighten the students and equip them to become better business manager and eminent citizens.

Achievements

- ❖ A **Full Time Doctorate** in Commerce
- ❖ One more **Doctorate** in **Management**
- ❖ **SET** Qualified in Management
- ❖ **SET** Qualified in Commerce
- ❖ **More than Ten Years** teaching experience
- ❖ Excellent academic background in the realms of **Commerce** and **Management**
- ❖ **SENATE Member** at Manonmaniam Sundaranar University, Tirunelveli
- ❖ **NSS Programme Officer** at PMT College, Melaneelithanallur from 2018 to 2021.
- ❖ A **Counsellor for the students** in Sri Andal Nachiar Polytechnic College, Ettayapuram, Thoothukudi.
- ❖ **Five books** Published with ISBN and one book edited with ISBN
- ❖ **Two online course** completed through SWAYAM
- ❖ Impeccable administrative experience and Professional association expertise
- ❖ More than **150 Articles Published** in various national level (ISSN) and International level journals
- ❖ More than **70 Papers** presented in International, National and State level **Seminars and Conferences**
- ❖ **Ph.D Scholar:** Awarded 3, Submitted 1 and 4 Pursuing under my Guidance
- ❖ Many **M.Phil Scholars** completed their research work under my guidance
- ❖ More than **Forty Guest Lectures** delivered in various institutions
- ❖ Articles writing in **newspapers** and **magazine**

RESUME

PERSONAL PROFILE

Name

Dr. S. JEYAKUMAR



Father's Name

Seetharam P

Date of Birth & Age

24.12.1981 &40

Sex

Male

Nationality & Religion

Indian & Hindu

Community & Caste

BC & Vadugan

Marital Status

Married

Language Known

Tamil, English & Telugu (Speak Only)

Address for Communication

Dr. S. Jeyakumar
2/132 West Street
O.Mettupatti (post), Sattur – 626203
Virudhunagr District, TamilNadu
0-99424 60009

Mobile Number

Email

jeyakumaruma@gmail.com

professorjeyakumar@gmail.com

LinkedIn

www.linkedin.com/in/prof-jka6525133

Admin - Academic Facebook Id

World Professors Association (WPA)

Admin - Academic Whatsapp Group

COMMERCE PROFESSORS &
PROFESSORS IN TAMILNADU

Admin - Telegram Group

COMMERCE& MANAGEMENT PROFESSORS

ACADEMIC QUALIFICATION – COMMERCE

S.No	Degree	Specialization	Year of Passing	Full time / Part time	Class / Position	Percentage %	Institution	University
1.	SET	Commerce	April 2017	-	-	-	-	Mother Teresa Women's University Kodaikanal
1.	Ph.D	Commerce	February 2011	Full Time	Awarded	-	Sri SRNM College, Sattur	Madurai Kamaraj University Maduari
2.	M.Phil	Commerce	April 2007	Full Time	I	72.20 %	Rajapalayam Rajus' College, Rajapalayam	Madurai Kamaraj University Maduari
3.	M.Com	Commerce	April 2006	Full Time	I	71.56 %	Sri SRNM College, Sattur	Madurai Kamaraj University Maduari

ACADEMIC QUALIFICATION – MANAGEMENT

S.No	Degree	Specialization	Year of Passing	Full time / Part time / Distance Education	Class / Position	Percentage %	Institution	University
1.	Ph.D	Management	July 2020	Part Time	-	-	-	Bharathiar University Coimbatore
2.	M.Phil	Management	October 2014	Part Time	I	64.33	-	Bharathiar University Coimbatore
3.	SET	Management	October 2012	-	-	-	-	Bharathiar University Coimbatore
4.	MBA	Marketing	March 2010	Distance	I	60.71 %	-	Alagappa University Karaikudi
5.	MHRM	HR	December 2005	Distance	II	54.80 %	-	Annamalai University Chidambaram
6.	BBA	Business Administration	April 2003	Full Time	II	50.89 %	G.V.N College Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli

ACADEMIC QUALIFICATION – OTHERS

S.No	Degree	Specialization	Year of Passing	Part time / Distance Education	Class / Position	Percentage %	Institution	University
1.	M.Sc	Yoga	May 2012	Part Time (Face to Face Mode)	I	85.5	-	Manonmaniam Sundaranar University Tirunelveli
2.	M.Sc	Psychology	February 2017	Distance	II	59	-	Bharathiar University Coimbatore

TECHNICAL QUALIFICATIONS

S.No	Course	Year of Passing	Full time / Part time / Distance Education	Class / Position	Percentage %	Institution
1.	PGDCA	July 2011	Part Time	I	60.22	Sri SRNM College Sattur
2.	Tally (Accounting Software)	July 2005	Part Time	I	-	CSC Computer Education (p) Ltd, Virudhunagar
3.	Higher Diploma in E-Commerce	June 2002	Part Time	I	63.56	National Literacy Promotion Council, Chennai

ONLINE COURSE COMPLETED

S. No	Name of Course	Institution	Month & Year
1.	Latest Trends in Pedagogy and Management	SWAYAM	June 2019
2.	Financial Markets and Emerging Business Models	SWAYAM	1 st December 2020 to 31 st March 2021

TEACHING EXPERIENCE

S. No	INSTITUTION	Level	Period of Service				
			From	To	Period		
					Y	M	D
1.	Sri S.Ramasamy Naidu Memorial College, Sattur	UG, PG & M.Phil	16.06.2010	31.12.2014	04	06	15
2.	PKN Arts & Science College, Tirumanagalam	HOD M.Phil	20.07.2015	03.12.2015	-	04	13
3.	G. Venkataswamy Naidu College, Kovilpatti	PG & M.Phil	04.12.2015	24.08.2017	01	08	20
4	PMT College, Sankarankovil	UG & PG	28.08.2017	Till date	4	08	0
Total					11	03	18

ADMINISTRATIVE EXPERIENCE

S. No	INSTITUTION	Position	Period of Service				
			From	To	Period		
					Y	M	D
1.	G.Venkataswamy Naidu College, Kovilpatti	Research Coordinator	16.06.2016	24.08.2017	01	02	08
2.	P.M.T College, Sankarankovil	Programme Officer - NSS	02.07.2018	02.11.2021	03	04	00
3.	Manonmaniam Sundaranar University, Tirunelveli	SENATE Member	05.03.2020	Till date	02	02	00

PROFESSIONAL ASSOCIATION MEMBER & EXPERIENCE

S. No	INSTITUTION/ASSOCIATION	Position	From	To
1.	Sri Andal Nachiyar Polytechnic College, Ettayapuram.	Convener & Counsellor for Students	28.01.2018	Till date
2.	Indian Commerce Association.	Life Member	January 2019	Till date
3.	The Asia Society of Researchers (ASR), Hong Kong.	Senior Member	September 2019	Till date
4.	International Society for Development and Sustainability (ISDS), Japan.	Associate Member	June 3, 2021	Till date
5.	Teaching and Education Research Association (TERA) – Eurasia Research, Jaipur Rajasthan India.	Life Time	23, August 2019	Till date

MEMBER/REVIEWER OF EDITORIAL BOARD OF JOURNALS

S. No	Member/Reviewer	Journal	ISSN
1.	Editorial Member	Jai Maa Saraswati Gyandayini (JMSG) - An International Multidisciplinary e-Journal, Gwalior, Madhya Pradesh, India.	2454-8367
2.	Editorial Member	Asian Journal of Management and Commerce, Delhi	P:2708-4515 E: 2708-4523
3.	Editorial Member	Legal Research Development – an International Referred e-Journal	2456-3870
4.	Editorial Member	Research Ambition - An International Multidisciplinary e-journal, Gwalior, Madhya Pradesh, India.	2456-0146
5.	Editorial Member	Research Inspiration - An International Multidisciplinary e-journal, Gwalior, Madhya Pradesh, India.	2455-44X

RESEARCH GUIDANCE***Supervision of Ph.D Research Work:***

- | | |
|---------------------|------------|
| 1. Awarded | 3 Scholars |
| 2. Thesis submitted | 1 Scholar |
| 3. Pursuing | 4 Scholars |

Supervision of M.Phil Research Work:

- | | |
|-------------------|-------------|
| 1. Degree awarded | 14 Scholars |
|-------------------|-------------|

Supervisor of M.Com Project

7 Students

Doctoral Thesis Awarded – 3 Scholars

S.No	Name of the Candidate	Address	Title	Month & Year	University
1.	S. Vairavan	Assistant Professor PG & Research Department of Commerce, G.Venkataswamy Naidu College, Kovilpatti.	A Study on Service Quality of Public and Private Commercial Banks with Special Reference to Virudhunagar	March 2019	Bharathiar University, Coimbatore
2.	V.Sundarraaj	Assistant Professor Dept. of Commerce Sri SRNM College Sattur.	An Analysis of Technology Development of Commercial Banks in India	February 2020	Bharathiar University, Coimbatore
3.	R.Thirupathi	Assistant Professor Department of Commerce, PSR Arts & Science College,Sivakasi.	An Analysis of Human Resources Management in Spinning Mills –A Study with Reference to Tirunelveli District	November 2021	Manonmanim Sundarnar University, Tirunelveli.

Doctoral Thesis Submitted – 1 Scholar

S.No	Name of the Candidate	Address	Title	Month & Year	University
1.	M.Prabu	Assistant Professor Dept. of Commerce Don Bosco College of Arts & Science Keelaeral. Tuticorin District	Financial Analysis of Foreign Commercial Banks in India and Indian Commercial Banks in Abroad – A Comparative Study	April 2022	Bharathiar University, Coimbatore

Doctoral Thesis under progress – 4 Scholars

S.No	Name of the Candidate	Address	Title	Year of Joining	University
1.	Shenbagaraj	Assistant Professor, Department of Commerce, Mano College, Nagalapuram	Impact of Tourism on Empowerment of Women in Tamil Nadu	July 2018	Manonmaniam Sundarnar University, Tirunelveli
2.	K.Krishnakumar	Assistant Professor, PG and Research Department of Commerce, PMT College – Sankarankovil	Problems and Prospects of Foreign Tourist in Tamil Nadu	January 2019	Manonmaniam Sundarnar University, Tirunelveli
3.	V.Lavanya	Assistant Professor, GVN College, Kovilpatti.	Problems and Prospects of Religious Tourism in Tamil Nadu	January 2019	Manonmaniam Sundarnar University, Tirunelveli
4.	M.Kaleeswaran	Research Scholar (Full Time) PMT College, Sankarankovil	Problems of Transgender Entrepreneur in Tamil Nadu	March 2020	Manonmaniam Sundarnar University, Tirunelveli

Candidates completed M.Phil under my guidance - 14

S. No	Name of the Candidate	Title	Year	Institution
1.	D. Kavitha	A Study on Performance of Self Help Groups and Bank Linkage Programme in India – Region wise and Agency wise Analysis	May 2012	Sri SRamasamy Naidu Memorial College - Sattur
2.	S. Ovammal	A Study on Financing to Sensitive Sector by Commercial Banks in India	May 2012	Sri S Ramasamy Naidu Memorial College - Sattur
3.	S. Prabhakar	A Study on Asset and Liability Management of Commercial Banks in India	May 2012	Sri S Ramasamy Naidu Memorial College - Sattur
4.	K. Geetharani	Foreign Tourist Arrivals in India – Region wise and Age wise Analysis	May 2013	Sri S Ramasamy Naidu Memorial College - Sattur
5.	R. Hema	Problems and Prospects of Pilgrimage Tourism in South Tamil Nadu	May 2013	Sri S Ramasamy Naidu Memorial College - Sattur
6.	V.Subramanian	A Study on Tourist Perception in Virudhunagar District	May 2013	Sri SRNM College –Sattur

7.	K.Sornaveni	A Study on impact of Technology on Bank Performance of Schedule Commercial Banks in India	May 2014	Sri S Ramasamy Naidu Memorial College - Sattur
8.	N.Marisubathra	Problems of Women Agriculture Labour in Viruthunagar District	May 2014	Sri S Ramasamy Naidu Memorial College - Sattur
9.	S. Nagajothi	Problems and Prospects of Dam Tourism in South Tamil Nadu	May 2014	Sri S Ramasamy Naidu Memorial College - Sattur
10.	N.Janaki	Problems and Promotion of Women Hawkers in Tuticorin District – An Empirical Study	August 2016	G.Venkataswamy Naidu College – Kovilpatti
11.	M. AswiniPriya	A Study on Problems and Prospects of Cultural Heritage Tourism in Tuticorin District	April - 2017	G.Venkataswamy Naidu College - Kovilpatti
12.	V. Chitra	Problems and Prospects of Groundnut Farmers – A Study	April - 2017	G.Venkataswamy Naidu College - Kovilpatti
13.	K.Murugalakshmi @ Viji	A Study on Rural Women Entrepreneurship in Thoothukudi District	April - 2017	G.Venkataswamy Naidu College - Kovilpatti
14.	Thirumeni	A Study Service Quality of Air Passengers in Tamil Nadu	April - 2017	G.Venkataswamy Naidu College - Kovilpatti

Candidates completed M.Com Project under my guidance - 7

S. No	Name of the Candidate	Title	Year	Institution
1.	Amaladoss M	A Study on Kids' Perception about Watching Television and Advertisements in Kovilpatti Town	October 2016	GVN College, Kovilpatti
2.	Kanagalakshmi M	Analysis of Savings and Investment Behaviour of Working Women Investors in Kovilpatti – A Study	October 2016	GVN College, Kovilpatti
3.	Magdalene Chrysolite A	A Study on Non-Performing Assets of Schedules Commercial Bank in India	October 2016	GVN College, Kovilpatti
4.	Malathi R	A Study on Customer Satisfaction and Problems of Banking Sector in Kovilpatti Town	October 2016	GVN College, Kovilpatti
5.	Mareeswari A	A Study of Problems and Promotion of Street Vendors in Kovilpatti	October 2016	GVN College, Kovilpatti
6.	Muthulakshmi T	A Study on Unsuccessful Entrepreneur in Kovilpatti	October 2016	GVN College, Kovilpatti
7.	Revathi V	Impact of Social Media on Online Shopping with Special Reference to College Students in Kovilpatti	October 2016	GVN College, Kovilpatti

PUBLICATION

Book	- 5
Edited Volume Book	- 1
Paper Published in Journal	- 151
International Level	- 28
National Level	- 123
Paper Published in Edited Volume	- 12

BOOK PUBLISHED - 5

S. No	Title of The Book	Publisher	Month & Year	ISBN Number
1.	Business Organisation	ABS Books, Delhi	2019	978-93-87299-10-5
2.	Marketing	Orange Publication, Delhi	2019	978-93-89534-07-8
3.	Customer Centric Techno-Computational Banking Services	ABS Books, Delhi	2020	978-93-87229-56-3
4.	Pilgrimage Tourism in Tamil Nadu – Problems and Promotion	ABS Books, Delhi	2021	978-93-87229-65-5
5.	Customer Services in Commercial Banks	ABS Books, Delhi	2021	978-93-87229-

EIDTED VOLUME BOOK - 1

S. No	Title of The Book	Publisher	Month & Year	ISBN Number
1	Service Sector in India – Issues, Challenges and Opportunities	ABS Books, Delhi	2018	978-93-86088-50-5

PAPER PUBLISHED - 151

S. No	Title of the Article	Name of the Journals Month & Year of Publishing
International Level – 28		
1.	Pilgrimage Tourism in Tamil Nadu – Problems and Promotion	South Asian Journal of Marketing & Management Research – Haryana, India. May 2015, Page: 10-18.
2.	Comparison of Technological Products and Bank Performance of Scheduled Commercial Banks in India – A Study	International Journal of Business Intelligence & Innovations – Chennai. October 2015 Page: 167-169
3.	Perception of the Tourist Regarding Pilgrimage Tour in Tamil Nadu	The International Journal Research Publication's – Singapore. Research Journal of Social Science & Management -- Volume: 05, Number: 10, February 2016

4.	A Study on Socio Economic Factors and Promotion of Pilgrimage Tourism in Tamil Nadu	International Journal of Management Research & Review (IJMRR), November. 2016/ Volume 6/Issue 11
5.	Problems of tourists on Pilgrimage tourism in Tamil Nadu.	Perspectives of Innovations, Economics and Business, vol. 16, no. 2, 1 May 2016, pp. 104-115.
6.	Consumer' Satisfaction and Problems of Mobile Commerce Services in Selected Taluks of Tuticorin District	International Journal of Science Technology and Management Volume 06, Issue 02, February 2017 Page : 133-141
7.	A Study on Socio-Economic Conditions and Financial Problems Faced by the Women Hawkers in Tuticorin District	International Journal of Science Technology and Management Volume 06, Issue 02, February 2017
8.	A Study on Customer Retention Through Service Quality in Commercial Banks in Virudhunagar District	International Journal of Advanced Research in Management, Engineering and Technology (IJARMET) Volume 1, Issue 7, December 2016
9.	An Empirical Study on SERVQUAL for Customer Retention through Customer Satisfaction in Banking Sector in Virudhunagar District	International Journal of Advanced Research in Management, Engineering and Technology (IJARMET) Volume 1, Issue 7, December 2016
10.	A Study on Customer Retention of Banking Sector and Service Quality in Virudhunagar District	International Journal of Advanced Research in Management, Engineering and Technology (IJARMET) Volume 2, Issue 1, January 2017
11.	A Study on Problems of Customers on Technology Services of Public and Private sector Commercial Banks in Virudhunagar District	Shanlax International Journal of Commerce, (UGC CARE List) Volume 5, Number 1, January 2017. Page: 98-105.
12.	A Study on Socio-Economic Conditions and Financial Problems Faced by the Women Hawkers in Tuticorin District	International Journal of Science Technology and Management Volume 06, Issue 02, February 2017.
13.	Consumes' Satisfaction and Problems of Mobile Commerce Services in Selected Taluks of Tuticorin District	
14.	Employer Branding Image on Insurance Employee Retention in Thoothukudi District	
15.	Comparison of Domestic and Foreign Tourist about the Problems on the Pilgrimage Tourism in Tamil Nadu	An International Multidisciplinary Quarterly Research Journal AJANTA (UGC No: 40776) , Volume VII Issue IV October-December, Page: 62-69.
16.	Analysis of Green Consumerism Behaviour among Women Consumer in Virudhunagar District	An International Multidisciplinary Quarterly Research Journal AJANTA (UGC No: 40776), Volume VII Issue IV October-December, Page: 148-156.
17.	A Study on Satisfaction of Customers on Technology Services of Public and Private Sector Commercial Banks in Virudhunagar	Universal Review, Volume 7, Issue XII, December - 2018. Page: 1148-1155.

	District	
18.	Employees Opinion About Recruitment And Selection Of Spinning Mills In Tirunelveli District.	International Journal of Management And Social Science Research Review (IJMSRR), d and refereed journal, Volume- 6, Issue- 1, January 2019, pp. 44-48.
19.	The Impact of Information Technology on Commerce	International Journal of Research and Analytical Reviews (IJRAR), (UGC No: 43602) September 2018, Page : 85 – 89.
20.	Analysis of Awareness of Green Consumerism Behaviour Among Women Consumers in Virudhunagar District, Tamil Nadu	Research Directions – An International Peer-Reviewed Multidisciplinary Monthly Research Journal (UGC No: 45489), March 2019. Page No: 45-51.
21.	Analysis of Occupation Status and Level of Awareness of Women Consumer about Green Product	An International Multidisciplinary Quarterly Research Journal AJANTA (UGC No: 40776) , Volume VIII Issue II, Part I April-June, 2019. Page: 92-99
22.	Problems of Foreign Tourists on Pilgrimage Tourism in Tamil Nadu	An International Multidisciplinary Quarterly Research Journal AJANTA (UGC No: 40776) , Volume VIII Issue II, Part I April-June, 2019. Page:100-111.
23.	A Study on Perception of Customers about Technological Services of Public Sector Commercial Banks in Virudhunagar District	An International Multidisciplinary Quarterly Research Journal AJANTA (UGC No: 40776) , Volume VIII Issue II, Part II April-June, 2019 Page: 170-175
24.	Analysis of Relationship Between Socio Economic Factors and Level of Promotion on Pilgrimage Tourism in Tamilnadu	An International Multidisciplinary Quarterly Research Journal AJANTA (UGC No: 40776) , Volume VIII Issue II, Part I April-June, 2019. Page: 110-117
25.	Analysis of Factors Influencing Buying Behaviour of Women Consumer about Green Product	An International Multidisciplinary Quarterly Research Journal AJANTA (UGC No: 40776) , Volume VIII Issue II, Part I April-June, 2019. Page: 131-139.
26.	E-Business Risk and Online Transaction Issues	An International Multidisciplinary Quarterly Research Journal AJANTA (UGC No: 40776) , Volume IX Issue II, Part I April-June, 2019 Page: 111-120.
27.	Problems and Prospects of Foreign Tourist in Tirunelveli District	Wesleyan Journal of Research, An International Journal , Volume No. 14 No. 1 (XXI), 2021
28.	Destination Image Analysis of Spiritual Destination in India – From the Perspective of Attractions	Kanpur Philosophers : International Journal of Humanities, Law and Social Sciences (UGC Care Approved, Group I) Volume: IX, Issue 1, No. 04, 2022. Page: 79-88.

<i>National Level – 123</i>		
1	Budgeted Allocation, Sanction and Disbursement of Rural Infrastructure Development Fund (RIDF).	Readers Shelf August 2008, Page: 17-18.
2	History and Growth of Tamilnadu Industrial Cooperative Bank (TAICO BANK).	Tamilnadu Journal of cooperation November 2008, Page: 24-29.
3	Customer Service in Commercial Banks in India: A Study with Reference to Core Banking.	Vinimaya October-December 2008, Page: 39-45.
4	Analysis of NPAs of Commercial Banks of Different Classification in India.	Journal of B-Research July – December 2008, Page: 12-19.
5	Trends in India's International Trade and Investment.	Facts For you January 2009, page: 29-31.
6	Marketing Problems of Cotton Growers.	Kisan World February 2009, Page: 52-55.
7	Wildlife Tourism in India.	Kisan World March 2009, Page: 59-61.
8	Production and Marketing of Chillies.	Facts For You March 2009, Page: 25-27.
9	A Study on the Deposit Mobilisation and Lending Performance of TAICO Bank	Cooperative Perspective January-March, Page: 45-51.
10	Cooperatives and Rural Development.	Tamilnadu Journal of Cooperation April 2009, Page: 46-51.
11	Automobiles: The Engines of Economic Growth.	Facts For You April 2009, Page:7-10
12	Customer service of commercial banks with special reference to ATMs.	Banking Finance April 2009, Page: 5-9.
13	Agricultural Insurance in India – Problems and Suggestions.	Insurance Times April 2009, Page: 23-26.
14	Positive Thinking – A Need of Every Human Being.	Kisan World April 2009, Page: 51.
15	Consumer Cooperatives in Tamilnadu	Tamilnadu Journal of Cooperation May 2009, Page: 10-12.
16	Highway Tourism – The Indian Scenario.	Kisan World May 2009, Page: 59-62.
17	Thoughts of Swami Vivekananda.	Kisan World May 2009, Page: 63.
18	Indian Rural market – An Overlook.	Monthly Public Opinion Surveys May 2009, Page: 7-12.
19	Indian Organised Retail Sector – Growth, Opportunities and Challenges.	Monthly Public Opinion Surveys May 2009, Page: 13-16.
20	Beer Tastes Success in India.	Facts For You May 2009, Page: 11-15.
21	Real Estate Pushes Up Cement Demand	Facts For You June 2009, Page: 13-16.

22	Crude Oil Prices and Their Impact on Industries	Facts For You June 2009, Page: 27-30.
23	Recent Trends in Management Education	University News June 08-14 2009, Page: 10-15.
24	Credit Management : A Note	Vinimaya April – June 2009, Page: 52-56.
25	Kisan Credit Card Scheme – Benefit to Agriculturist	Monthly Public Opinion Surveys June 2009, Page: 21-24.
26	Climate Change - Impact on Agricultural Sector	Kurukshetra July 2009, Page: 6-9.
27	Should India Boost Defence Spending?	Facts For You July 2009, Page: 25-26.
28	Coconut in India and Leading Producers in the World	Kisan World August 2009, Page: 15-19.
29	Satisfy Your Customers Through Compromise	Kisan World August 2009, Page: 51.
30	Budget: Initiatives and Achievement	Southern Economist August 1 2009, Page: 34.
31	Advertising Industry in India – An Overview	PR Communication Age August 2009, Page: 7-9.
32	Growth of ATMs in Banking Sector – An Overview	Monthly Public Opinion Surveys August 2009, Page: 8-11.
33	E-Banking – A New Dimension of Customer Service of Commercial Banks in India	Monthly Public Opinion Surveys August 2009, Page: 12-15.
34	India Still A Favourite For FDI	Facts For You August 2009, Page: 27-32.
35	Customer Service in Commercial Banks – A Theoretical View	Banking Finance August 2009, Page: 5-9.
36	Cooperative Marketing In India – An Overview	Tamilnadu Journal of Cooperation September 2009, Page: 13-17.
37	Tea and Health	Health September 2009, Page: 4-7.
38	Agriculture and Food Management in India – An Overview	Kurukshetra September 2009, Page:
39	The Life Insurance Sector – The Indian Scenario	Life Insurance Today September 2009, Page: 5-8.
40	Unclaimed Money and Inoperative Accounts in Commercial Banks: A Study	Vinimaya July-September 2009, Page: 56-60.
41	CRM Strategy - Impact on Customer Services in Banks	Tamilnadu Journal of Cooperation October 2009, Page: 64-70.
42	Cotton: White Gold of India	Facts For You October 2009, Page:19-22.
43	Customer Service of Commercial Banks	Monthly Public opinion Surveys October 2009, Page: 10-16.
44	Retail Banking – An Emerging Issue in Indian Banking Sector	Monthly Public opinion Surveys October 2009, Page: 16-22.

45	Agri – Commodities in India	Kisan World November 2009, Page:49.
46	Tea Industry in India	Kisan World November 2009, Page: 53-56.
47	Health Benefits of Dates – A Need for Human Being	Health November 2009,Page: 11-14.
48	The World Needs Corn For Fodder, Fuel and Food	Facts For You November 2009, Page: 10-12.
49	The Indian Software Industry Continues to Grow	Facts For You November 2009, Page: 18-22.
50	Poultry Farming: The Silver Lining In the Stagnant Agriculture Sector	Facts For You December 2009, Page: 17-20.
51	Medical Education in India – Problems and Prospects	University News November 30 – December 6, 2009, Page: 20-24.
52	Internet Banking – Impact on Banking Services	Tamilnadu Journal of Cooperation December 2009, Page: 63-71.
53	Micro Credit in India – Reduce Rural Poor	Indian Economic Panorama December 2009, Page:13-15 & 18.
54	India's Scheduled Commercial Banks – A Study	Facts For You December 2009, Page: 36-42.
55	Problems of Cottage Match Manufactures	Journal of B-Research July-December 2009, Page: 53-58.
56	Retailing in India – Trends and opportunities	Indian Economic Panorama January 2010, Page: 7-9 & 14.
57	Aloe Vera – A Gift of Nature	Health January – 2010, Page: 4-7.
58	Gold – Metal of World Business	Monthly Public Opinion surveys January 2010, Page: 17-22.
59	Child Labour in India – The Need of the Hour	Monthly Public Opinion surveys February 2010, Page: 25-28.
60	Tourism in Virudhunagar	Kisan World Feb 2010, Page: 46-49.
61	Dairy Cooperatives in India – An Overview	Tamilnadu Journal of Cooperation February 2010, Page: 47-55.
62	Pepper Spices Up Exports	Facts For You March 2010, Page: 18-24.
63	Life Insurance Sector Advertising on TV – An Overview	Life Insurance Today March 2010, Page: 11–14.
64	3G Services – Revolution of Communication World	PR Communication Age March 2010, Page: 5-10.
65	Hallmarking of Gold Jewellery in India	Monthly Public Opinion Surveys March 2010, Page: 24–28.
66	Knowledge Management in Banking Sector – A New Concept	Vinimaya January – March 2010, Page: 12–18.
67	Consumer Satisfaction on Fast Moving Consumer Goods	SNS Journal of Marketing January-June 2010, Page: 36-43.

68	Electronics Industry – Flourishing World Over	Facts For You April 2010, Page: 9-12.
69	FDI in Real Estate – Tremendous Growth	Indian Economic Panorama April 2010, Page: 12 & 13.
70	Stress Management – A Key to Success	PR Communication April 2010, Page: 5 – 11.
71	Banking and Insurance Industry – An Overview	Monthly Public Opinion Surveys April 2010, Page: 11 - 13.
72	Role of Information Technology in Customer Services of Commercial Banks in India	Tamilnadu Journal of Cooperation April 2010, Page: 36 – 44.
73	Barley Production Rise	Facts For You May 2010, Page: 23–26.
74	Furniture: Home to Drive Growth	Facts For You May 2010, Page:15-18.
75	Fast Moving Consumer Goods in India – A SWOT Analysis	Monthly Public Opinion Surveys May 2010, Page: 16 – 18.
76	Top Ten Cities/Towns of India – An Overview	Monthly Public Opinion Surveys May 2010, Page: 19 – 21.
77	Role of NABARD in Promoting Agri Export Zone	Monthly Public Opinion Surveys May 2010, Page: 22 – 24.
78	Banana in India – Largest Producer and Exporter in the World	Kisan World June 2010, Page: 11 – 14.
79	Financial Inclusion – Emerging Challenges of Bank Services	Indian Economic Panorama July 2010, Page: 3 – 7 & 10.
80	Globalisation and Cooperative Sector in India	Tamilnadu Journal of Cooperation August 2010, Page: 10 -17.0
81	Leather Goods: what Works in India’s Favour?	Facts For You August 2010, Page: 8-12
82	Sorghum Demand on the Rise	Facts For You September 2010, Page: 14-16.
83	Mobile Telephony: Rural India Ringing with Opportunities	Facts For You September 2010, Page: 23-26.
84	Mixed Banking – Merits and Demerits	Tamilnadu Journal of Cooperation September 2010, Page: 27 - 30.
85	4G – Biggest Opportunities in Communication World to Next Generation	PR Communication Age September 2010 page: 12-18.
86	Performance of Agri Export Zones in India – An Overlook	Monthly Public Opinion Surveys September 2010, Page: 16-19.
87	Aloe vera – The Amazing Herb	Science Tech Entrepreneur (E-Journal) October 2010.
88	ATM Services – Frauds and Preventive Measures	Tamilnadu Journal of Cooperation October 2010, Page: 44-51.
89	Structure of India’s External Debt	Facts For You October 2010, Page: 27-32.

90	Temple Tourism in India – Biggest Opportunities of Tourism Industry	Kisan World November 2010, Page: 58-60.
91	Pharmaceuticals – A Sunrise Industry	Facts For You November 2010, Page: 13-16.
92	Potato Cultivation	Kisan World December 2010, Page: 11-16.
93	Consumer Durables – Rural India Calling	Facts For You December 2010, Page: 13-17.
94	Complaint Management in Banks for Improving Customer Satisfaction	Vinimaya October-December 2010, Page:16-27.
95	Core Banking Services in Indian Banking Industry	Indian Economic Panorama January 2011, Page: 6-9.
96	Organic Agriculture – A Good Quality of Life for All	Kisan World January 2011, Page: 47-51.
97	Socio economic Conditions of Agricultural Labour in India – A Study	Kurukshetra January 2011, Page: 18-21.
98	Neem – The Green Gold	Science Tech Entrepreneur (E-Journal) January 2011.
99	History and Growth of Tamilnadu State Apex Cooperative Bank (TNSC)	Monthly Public Opinion Surveys February 2011, Page: 24-27.
100	Training – Need to Achieve Goals in the Organisation	Tamilnadu Journal of Cooperation March 2011, Page: 57-63.
101	Mobile Banking – A Modern Tool in Banking services	Indian Economic Panorama April 2011, page: 14-18.
102	Insurance Broker – Need to Massive Growth of Insurance Industry	The Insurance Times May 2011, Page: 27 – 30.
103	Sustainable Agriculture in India – An Overview	Kurukshetra July 2011, Page: 26-29.
104	Electronic Payment – Technology Innovation in Banking Sector	Indian Economic Panorama July 2011, Page: 11 – 13 & 19.
105	Development of Urban Cooperative Banks in India – An Overview	Tamilnadu Journal of Cooperation August 2011, Page: 53 – 61.
106	External commercial Borrowings – Lifeblood of the Corporate World	Banking Finance November 2011, Page: 20-23.
107	Performance of Self Help Groups (SHGs) and Bank Linkage Programme in India – A Study	Tamilnadu Journal of Cooperation January 2012, Page: 26-35.
108	Asset and Liability Management(ALM) in Banks –The Need of the Hour	Tamilnadu Journal of Cooperation February 2012, Page: 16-22.
109	Implementation of Asset and Liability Management (ALM) System in Banks – A Study	Monthly Public Opinion Surveys – March 2012, Page: 28-32.
110	New Trends of Outsourcing Sector in India – A Study	Indian Economic Panorama April 2012 Page: 42-44.
111	E-Payment – Technology Development in Customer Service	Banking Finance May 2012 Page: 5-8.

112	Asset and Liability Management of Commercial Banks in India – A Theoretical Framework	Banking Finance June 2012 Page: 21-27.
113	Robust Growth of Export of Special Economic Zones in India	Indian Economic Panorama July 2012 Page: 27-29.
114	Paper Industry in India – An Overview	Indian Economic Panorama October 2012 Page: 34-36.
115	Performance of Public Sector Commercial Banks Lending to Sensitive Sector in India – A Study	Banking Finance March 2013 Page: 32-36.
116	Make in India and Tourism Industry – A Tourist Hub of the World	Research Journal of SRNMC Page : 135-139
117	Opportunities and Challenges of Make in India	Research Journal of SRNMC Page : 295-298
118	Manufacturer's Opinion about Challenges and opportunities of Make in India in Tuticorin District – An Analytical Study	Research Journal of SRNMC Page : 303-307
119	Bit coin – Future Currency of the World	Banking Finance July 2018 Page: 34 – 40.
120	Perception of Employees Towards Impact on Technology Services in Banking Sector in Virudhunagar District of Tamil Nadu, India.	Prabha Illakkiya Pathippakam, Sankarankovil. (UGC CARE List) Issue I, Volume 7, 2019. Page: 30-35.
121	Employee Retention Strategy in Select Private Service Sector with Special Performance to Tirunelveli District	Journal of Interdisciplinary Cycle Research, Volume XII, Issue XII, December, 2020 Page: 153-160.
122	Employee Retention in Service Strategy in Tirunelveli District	Kalyan Bharati, (UGC Care Approved, Group I) Volume 36, No.(XI) 2021. Page: 22-28.
123	Satisfaction of Spiritual Tourists on Accommodation Facilities in and Around the Selected Spiritual Centers in Tamil Nadu	Rabindra Bharati Journal of Philosophy (UGC Care Approved, Group I) XXIII, No.03,2022. Page: 146-155.

PAPERS CONTRIBUTION TO THE EDITED VOLUME BOOK: 12

S. No	Name of the Book	Edited by	Title of the Contribution	Publishers & Year
1.	Research Methodology for Researcher in Commerce and Management	Dr.K.Rajeswari, M.Jeyalakshmi & Dr.T.Palaneeswari	A Study on Customer Services of Commercial Banks in Virudhunagar District (TamilNadu)	Himalaya Publishing House - New Delhi
2.	Research Methodology for Researcher in Commerce and Management	Dr.K.Rajeswari, M.Jeyalakshmi & Dr.T.Palaneeswari	Growth of Small Scale Industries (SSI) at the District, State and National Level – Kuruskal Wallis Test	Himalaya Publishing House - New Delhi
3	Sustaining Communities	Archana Sinha	Role Of Banks in Agriculture and Rural Development	Indian Social Institute – New Delhi 2010
4	Sustaining Communities	Archana Sinha	Sustainable Water Management: Need of Future Community in India	Indian Social Institute – New Delhi 2010
5	Perspectives on Governance of Higher Education	Shivajirao Kadam	The Status of Indian Higher Education in Asia: Trends, Issues and Challenges	Bharathi Vidyapeeth Deemed University - Pune Maharashtra 2010
6	Women Empowerment in India – Challenges Ahead	V.Chinniah K.Ravichandran P.Anandaraj	Self Help Groups and Women Empowerment – A Study	SCITECH – Maduari 2012
7	Special Economic Zones – Opportunities and Challenges	Dr.P.Geetha Dr.N.SPillai	Special economic Zones in South Asia – An Overview	Bharathi Press Nagercoil
8	Special Economic Zones – Opportunities and Challenges	Dr.P.Geetha Dr.N.SPillai	Special economic Zones – A Key to Development of Nation	Bharathi Press Nagercoil
9	Less Cash	Dr.A.A.Magesan	A Study on Peoples’	V.H.N.S.N

	Economy and Financial Inclusion		Attitude Towards Cashless economy in Tuticorin District	College Virudhunagar
10.	Water Management Issues – The Need of the Hour	Dr P.Sundarapandian Dr N.Ashok Kumar Dr.G.Hezekiah Raja	Social Entrepreneurship and Growing Business Opportunities in India	VHNSN College, Virudhunagar.
11.	Service Sectors in India – Issues, Challenges and Opportunities	Dr. S.Jeyakumar & Dr V.Muthukumar	Customers' Awareness and Opinion Towards Green Banking Products in Tuticorin District	ABS Books, New Delhi
12.	Service Sectors in India – Issues, Challenges and Opportunities	Dr. S.Jeyakumar & Dr V.Muthukumar	Green Tourism Practice – Need of the Hour	ABS Books, New Delhi

PAPERS PRESENTED IN SEMINARS / CONFERENCES - 74**International : 19****National : 47****State Level : 8*****International Level Seminar/Conference: 19***

S. No	Title of the Paper	Date	Conference Theme	Organised by
1.	Financial Crisis Impact of Indian Economy	9 th October 2009	Global Business Climate – Impact in India	Annai Mathammal Sheela Engineering College, Erumapatty Namakkal.
2.	New Trends & Challenges in Management	23 rd and 24 th November 2009	New Trends &Challenges in Management	MSN Pillai Institute of Management & Technology, Chavara, Kollam, Kerela.
3.	Product Innovation of Financial Services – A Study with Reference to Banking Industry in India	22 nd and 23 rd January 2011	Emerging Global Trends & Future Challenges	Research Foundation & Research Development Association, Jaipur.
4.	Developing and Strengthening of Public Private Partnership in India	23 rd April 2011	Innovative Practice in Management	Nehru Institute of Management Studies, Coimbatore.
5.	Creative Advertisement – A New Era of Marketing Research	24 th September 2011	Marketing research in the Emerging Global Scenario	Sri Venkateshwara College of Arts and Science – Thanjavur.
6.	Prevention of Sexual Harassment at Work Place – A HR Issue	19 th October 2013	New Vistas of Indian Business in Global Scenario	Brahma school of Business – Nammakkal.
7.	Effect and Impacts of Tourism – A Need for Sustainable Growth	19 th October 2013	New Vistas of Indian Business in Global Scenario	Brahma school of Business – Nammakkal.
8.	Medical Tourism in India – A Hub of the World	19 th October 2013	New Vistas of Indian Business in Global Scenario	Brahma school of Business – Nammakkal.
9.	Technology Development of Scheduled Commercial Banks in India	5 th February , 2014	Recent Trends in Commerce and Management	Jairam Arts and Science College, Salem

10.	Comparison of Technological Products and Bank Performance of Scheduled Commercial Banks in India – A Study	1 st October 2015	Evolving International Trade – Rewriting The Rules With reference To Make in India	Adaikalamatha Institute of Management & Research, Vallam - Thanjavur.
11.	A Study on People's Perception Towards Demonetisation in Tuticorin District	27 th January 2017	Impact of Demonetization on Small & Medium Scale Industries	S. VellaichamyNadar College, Madurai.
12.	Consumer' Satisfaction and Problems of Mobile Commerce Services in Selected Taluks of Tuticorin District	2 nd & 3 rd February 2017	Recent Trends in Emerging Science, Humanities and Management	Sri S.Ramasamy Naidu Memorial College, Sattur.
13.	A Study on Socio-Economic Conditions and Financial Problems Faced by the Women Hawkers in Tuticorin District	2 nd & 3 rd February 2017	Recent Trends in Emerging Science, Humanities and Management	Sri S.Ramasamy Naidu Memorial College, Sattur.
14.	Management Strategies for Global Businesses	16 th February 2018	Changing Global Scenario – Strategies for Business Sustainability	Sri S.Ramasamy Naidu Memorial College, Sattur.
15.	Technology Impact on Tourism Sector	27 th September 2018	Technology and Its Impact on Commerce and Management in the Global Era	G.Venkataswamy Naidu College, Kovilpatti
16.	Multidisciplinary Approaches in Social Sciences, Humanities and Sciences	14 th December 2018	A Study on Satisfaction of Customers on Technology Services of Public and Private Sector Commercial Banks in Virudhunagar District	Sri S.Ramasamy Naidu Memorial College, Sattur.
17.		6 th March 2019	International Conference on Commerce, Management and Leadership – A Global Perspective	Pasumpon Muthuramalinga Thevar College, Melaneelithanallur.

18.	Perception of Employees Towards Traditional and Technological Banking Services of Public and Private Sector Banks in Virudhunagar District, Tamil Nadu	23-24 June 2020	International Conference on Innovation in Interdisciplinary Research 2020	Kalasalingam Academy of Research and Education, Krishnankovil
19.	Levels Of Awareness Among Rural and Urban Women Consumers On Green Products Across Thoothukudi District: An Analysis	29 th & 30 th March, 2022	Two Days International Conference on Innovative Business Technologies & Digital Economy – Opportunities and Challenges	SRM Institute of Science and Technology, Kattankulathur-Chennai.

National Level Seminar: 47

Sl. No	Title of the Paper	Date	Conference Theme	Organised by
1.	Analysis of NPAs of Commercial Banks of Different Classification in India.	28 th March 2008	Emerging Trends in the Banking and Insurance Sectors	Women's Christian College, Nagercoil.
2.	The Deposit mobilization and Lending Performance of Commercial Banks in India.	2 nd April 2008	Recent Trends in Banking	Tamilnadu College of Engineering, Coimbatore.
3.	CRM in Indian Banking Sector – A Key to Success.	28 th & 29 th August 2008	Customer Relationship Management	Providence College for Women, Coonoor.
4.	Crude Oil Prices	28 th March 2009	Reasons for Price Spiral and Remedial Measures to Tame it	Mannar Thirumalai Naicker College, Madurai.
5.	Online Trading in India	28 th March 2009	Reasons for Price Spiral and Remedial Measures to Tame it	Mannar Thirumalai Naicker College, Madurai.
6.	A Study on Customer Services of Commercial Banks in Virudhunagar District (Tamilnadu)	4 th August 2009	Research Methodology For Researchers in Commerce and Management	The SFR College for Women, Sivakasi.
7.	Growth of Small Scale	4 th August	Research	The SFR College

	Industries (SSIs) at the District, State and National Level – A Comparative Study	2009	Methodology For Researchers in Commerce and Management	for Women, Sivakasi.
8.	Indian Financial Services Sector – Integration, Strategies and Challenges	5 th & 6 th September 2009	Indian Financial Services Sector	Manonmaniam Sundaranar University – Tirunelveli.
9.	Women's Empowerment For Sustainable Agriculture	17 th & 18 th September 2009	Women entrepreneurship in the Changing Scenario	Women's Christian College, Nagercoil.
10.	Women – An Equal Opportunity to Empowerment	17 th & 18 th September 2009	Women Entrepreneurship in the Changing Scenario	Women's Christian College, Nagercoil.
11.	Women Entrepreneur – A Need for Economic Development	17 th & 18 th September 2009	Women Entrepreneurship in the Changing Scenario	Women's Christian College, Nagercoil.
12.	Delivery Methods and Models of Microfinance – Eradicate Rural Poverty	24 th & 25 th September 2009	Micro Credit: A Tool To eradicate Poverty in Rural Areas	Devanga Arts College (Autonomous), Aruppukottai.
13.	Micro Credit in India – Reduce Rural Poor	24 th & 25 th September 2009	Micro Credit: A Tool To eradicate Poverty in Rural Areas	Devanga Arts College (Autonomous), Aruppukottai.
14.	Impact of Global Financial Meltdown on poverty in the World	28 th and 29 th January 2010	Global Financial Crisis and its implications on Indian Economy	Arul Anandar College (Autonomous), Karumathur, Maduari.
15.	Role of Audit Committee in Corporate Governance	5 th & 6 th February 2010	Corporate Governance	Ayya Nadar Janaki Ammal College, Sivakasi.
16.	Challenges of Women Entrepreneurship	26 th February 2010	Prospects and Challenges in Entrepreneurial Development in the Post-Economic Crisis Scenario	St.Xavier's College (Autonomous) Palayamkottai.
17.	Role of Broker in Insurance Industry – A Study	4 th and 5 th March 2010	Emerging Issues in Banking and Insurance Sector	Sri S.Ramasamy Naidu Memorial College, Sattur.

18.	Risk Management in Indian Banking Sector - A Need of Today	4 th and 5 th March 2010	Emerging Issues in Banking and Insurance Sector	Sri S.Ramasamy Naidu Memorial College, Sattur.
19.	Self Help Groups and Women Empowerment – A Study	24 th and 25 th January 2011	Women Empowerment in India – Challenges Ahead	Maduarai Kamaraj University
20.	Online Trading in India – An Overview	5 th February 2011	Financial Inclusion Through Mobile Technology	Vidyasagar College of Arts and science – Udumalaipet.
21.	Mobile Technology – A Toll for Banking Services	5 th February 2011	Financial Inclusion Through Mobile Technology	Vidyasagar College of Arts and science – Udumalaipet.
22.	Special Economic Zone in Asia	24 th March 2011	Opportunities & Challenges of Special Economic Zone and Its Impact on Industry, Trade & Commerce in India.	S.T.Hindu College Nagercoil.
23.	Commerce Education in India – Status and Careers	23 September 2011	Challenges of Commerce Education in the Twenty First Century	V.V.Vanniaperumal College for Women – Virudhunagar.
24.	Problems of Commerce Education in India – An Overview	23 September 2011	Challenges of Commerce Education in the Twenty First Century	V.V.Vanniaperumal College for Women – Virudhunagar.
25.	Retail Management	30 th September 2011	Cultural Impact on Business	Theni College of Arts and Science – Veerapandi
26.	Creativity and Innovation – Need to Success of the Business	20 th January 2012	Creativity and Innovation – An Inevitable Path to Corporate Success	ST.Xavier's College (Autonomous) – Palayamkottai
27.	SHG and Bank Linkage Programme in India – Sustainable Economic Development to the Rural Community	20 th January 2012	Creativity and Innovation – An Inevitable Path to Corporate Success	ST.Xavier's College (Autonomous) – Palayamkottai
28.	Consumer Awareness at School – Need of the Hour	22 nd February 2012	Consumer Protection	Kamadhenu Arts and Science College, Sathyamangalam.

29.	Performance of Public Sector Commercial Banks Lending to Sensitive sector in India	24 th and 25 th February 2012	Global Changes and Sustainable Consumption – Issues & Challenges	Manonmaniam Sundarnar University, Tirunelveli.
30.	CRM in Banking Sector – Need to Achieve Goals	15 th and 16 th March 2012	Customer Relationship Management in Contemporary Era	S.T.Hindu College – Nagercoil.
31.	Women Empowerment through Tourism	14 th and 15 th December 2012	Inclusive Growth and Women Empowerment	SFR College for Women – Sivakasi
32.	Micro Finance	29 th January 2013	Micro Finance	Holy Cross Home Science College – Tirunelveli
33.	Self Help Groups and Bank Linkage	19 th August 2016	Micro Finance and Entrepreneurship	V.O. Chidambaram College, Tuticorin
34.	Women Empowerment Through Self Help Groups	19 th August 2016	Micro Finance and Entrepreneurship	V.O. Chidambaram College, Tuticorin
35.	Consumer Behaviour of Dhoti Users in Kovilpattitaluk	January 10, 2017	Emerging Trends in Multidisciplinary research	Rani Anna Government College for Women
36.	Consumers' Perception towards Branded Dhotis in Kovilpatti Taluk	10 th January 2017	Emerging Trends in Multidisciplinary Research	Rani Anna Government College for Women, Tirunelveli
37.	A Study on Peoples Attitude Towards Cashless Economy in Tuticorin District	14 th & 15 th March 2017.	Less Cash Economy As A Strategy For Financial Inclusion in Rural India	VHNSN College, Virudhunagar.
38.	Opportunities and Challenges of make in India	17 th March 2017	Make in India – Opportunities and Challenges	Sri S.Ramasamy Naidu Memorial College, Sattur.
39.	Problems Faced by Women Entrepreneurs in Tuticorin District – A Study	19 th & 20 th July 20127	Working Women : Problems and Prospects	VHNSN College, Virudhunagar.
40.	A Study on Challenges and Promotion of Rural Entrepreneurs in Thoothukudi District	23 rd & 24 th August 2017	Social Entrepreneurship and Growing Business Opportunities in India	VHNSN College, Virudhunagar.
41.	Water Management Issue – The	23 rd & 24 th	Social	VHNSN College,

	Need of the Hour	August 2017	Entrepreneurship and Growing Business Opportunities in India	Virudhunagar.
42.	Impact of GST on Agricultural Sectors in India	13 th October 2017	Good and Services Tax (GST) – A Boon or Bane in Attaining Economic Prosperities in the Present Scenario	G.Venkataswamy Naidu College, Kovilpatti
43.	Growth and Prospects for Service Sectors in India	2 nd March 2018	Emerging Trends in Indian Services Sector in the Global Context	G.Venkataswamy Naidu College, Kovilpatti
44.	E-way Bill – One Nation and One Bill for Movement of Goods	2 nd & 3 rd March 2018	Goods and services Tax – A paradigm Shift in Indian Taxation	Rajapalayam Rajus' College, Rajapalayam
45.	Social Media Marketing – Issues and Challenges	24 th March 2018	Opportunities and Challenges of Modern Marketing	Don Bosco College, Keela Eral – Tuticorin
46.	E-Health in India : An Overview	8 th January 2019	Sustainable Development of Service Sector	Department of Business Administration, MSU Constituent Model College, Nagalapuram.
47.		22 nd February 2019	Recent Trends in Commerce and Management	Department of Commerce (PA), G.Venkataswamy Naidu College, Kovilpatti

State Level Seminar: 8

S. No	Title of the Paper	Date	Conference Theme	Organised by
1.	Institutional Finance for Rural Development	11 th August 2005	12 th August 2005	Sri S.Ramasamy Naidu Memorial College, Sattur.
2.	Impact of Global Melt-down on Stock Market in India.	11 th March 2009	Global Financial Crisis	Thiagarajar college (Autonomous), Madurai.
3.	Business Education for Global Challenges.	18 th March 2009	Global Financial Crisis	Thiagarajar college (Autonomous), Madurai.

4.	Retailing in India: Trends and Opportunities.	26 th March 2009	Emerging Trends in Indian Retail Trade	SadakathullahAppa College Autonomous) Tirunelveli.
5.	Growth of Retail Companies in India – An Overview	26 th March 2009	Emerging Trends in Indian Retail Trade	Sadakathullah Appa College Autonomous) Tirunelveli.
6.	Entrepreneur – Key Driver of Economic Development	10 th February 2010	Entrepreneurship Promotion and Development	Yadava College (Autonomous) Madurai.
7.	E-Business in India	24 th and 25 th March, 2011	E-lifeline	Ayya Nadar Janaki Ammal College – Sivakasi.
8.	A Seminar on National Education Policy – 2019 Tamilnadu Perspective	13 th July, 2019	----	PMT College, Sankarankovil

WORKSHOPS/SEMINARS/CONFERENCE/PROGRAMME ORGANIZED – 7

S.No	Title	Position	Date	Days	Institution
1	Workshop on “NET/SET Examination – 2017”	Convener and Coordinator	24.12.2016 07.01.2017 (Saturdays and Sundays)	5 days	G.Venkataswmay Naidu College Kovilpatti
2	Workshop on “Enriching Prospecting Teaching Faculty: Creating Professors/Teachers of Tomorrow”	Convener and Coordinator	21.02.2017	One day	G.Venkataswmay Naidu College, Kovilpatti.
3	Workshop on “Statistical Package for Social Science (SPSS)”	Convener and Coordinator	11.03.2017	One day	G.Venkataswmay Naidu College, Kovilpatti.
4	Workshop on “SET Examination – 2017”	Convener and Coordinator	08.03.2017 16.03.2017 (Saturdays and Sundays)	4 days	G.Venkataswmay Naidu College, Kovilpatti.
5	1 st Intra College QUIZ Competition 2019	Organizing Secretary	24 th July, 2019	1 Day	PMT College, Sanakarankovil.
6.	Business QUIZ Competition for Commerce Students	Organizing Secretary	2 nd August, 2019	1 Day	PMT College, Sanakarankovil.
7	Research Methodology and Data Analysis using SPSS	Organizing Secretary & Program Coordinator	25 th April, 2022	1 Day	PMT College, Sanakarankovil.

WORKSHOPS/ FACULTY DEVELOPMENT PROGRAMME/ ORIENTATION PROGRAMME ATTENDED - 40

Workshop	: 12
Faculty Development Programme	: 17
Orientation/Retraining Programme	: 11

Workshop Attended: 12

S. No.	Programme	Duration		Institution
		From	To	
1.	Research Methodology For Researchers in Commerce and Management	4 th August 2009	---	The SFR College for Women, Sivakasi.
2.	Research Methodology For Researchers in Commerce and Management	6 th August 2009	---	The SFR College for Women, Sivakasi.
3.	Research methods in Commerce	29-02-2010	----	Sri S.Ramasamy Naidu Memorial College, Sattur.
4.	Teaching Skills	15 th August 2010	----	Sri S.Ramasamy Naidu Memorial College, Sattur.
5.	Research Methodology – A March Towards Creating Research Culture	2-2-2012	3-2-2012	Pondicherry University, Pondicherry.
6.	Research Methods in Commerce	29-02-2012	----	Sri S.Ramasamy Naidu Memorial College, Sattur.
7.	UDYAMITA Project Proposal Preparation	20/09/2016	----	Entrepreneurship Development Institute, Guindy, Chennai Place: Anna University, Chennai.
8.	Art of Writing Articles	15 th February, 2019	----	PG & Research Department of Commerce, PMT College, Melanelithanallur.
9.	Career Opportunities in Government Sector – Tricks & Tactics	10.04.2019	----	Department of Business Administration, GVN College, Kovilpatti.
10.	A Three Day Capacity Building Workshop on Enhancing Sills of Teaching for young Higher Education	29.07.2019	31.07.2019	School of Education Pandit Mohan Malaviya National Mission on Teachers and Teaching

	Teachers			(PMMMNMTT), Manonmanian Sundaranar University, Tirunelveli.
11.	Online Workshop on Personality Development “Unlearn to Learn the Skill	19.05.2020	---	PG & Research Department of Commerce, National College, Tiruchirapalli
12	A State Level Two Days Workshop on Research Methodology and Data Analysis using SPSS	07.04.2022	08.04.2022	Department of Commerce, Pioneer Kumaraswamy College, Nagerkovil.

Faculty Development Programme/Refresher Course : 17

S. No.	Programme	Duration		Institution
		From	To	
1.	Effective Teaching Techniques – FDP	10.10.2013	11.10.2013	NIT (National Institute of Technology) Tiruchirappalli.
2.	FDP on Business Strategy Simulation	29.09.16	30.09.16	ICTACT, An Initiative of Government of India, State Govt and Industry Place: Kalasalingam University
3.	FDP on Personal and Professional Transformation	01.12.16	02.12.16	IQAC G. Venkataswamy Naidu College – Kovilpatti
4.	FDP on Building an Entrepreneurial Ecosystem	11.07.17		
5.	FDP on MOOC's	10.09.18	---	Venkataswamy Naidu College (SFC) – Kovilpatti
6.	FDP on Tally ERP 9.0	20 th July	---	Department of Commerce, Venkataswamy Naidu College (SFC) – Kovilpatti
7.	Online FDP on Data Science Using R and Geo Gebra	11.05.2020	14.05.2020	PG & Research Department of Mathematics, Jamal Mohamed College, Tiruchirapalli
8.	Online FAP on NAAC Accreditation	10.05.2020	15.05.2020	Shri Chhatrapati Shivajiraje College of Engineering, Dhangawadi, Pune
9.	One Week National Level Online FDP on Innovation to Academicians	11.05.2020	16.05.2020	Ramachandra College of Engineering, Vatluru, Eluru – Karnataka
10.	Two Weeks International Online FDP on Digital Initiatives for Higher Education	04.06.2020	17.06.2020	SWAYAM – NPTEL Local Chapter, G.Venkataswamy Naidu College, Kovilpatti.
11.	One Week Online Development Program on Research Methodology –	25.06.2020	01.07.2020	SWAYAM – NPTEL Local Chapter, G.Venkataswamy Naidu College, Kovilpatti.

	A Roadmap for Application of Statistics Tools & Techniques for Social Science Research			
12.	Two Weeks Online Faculty Development Programme on Pedagogy and Research Methods	24.05.2021	06.06.2021	AMET – Human Resource Development Centre (HRDC) and Internal Quality Assurance Cell (IQAC), Chennai.
13.	Online Two Week Inter-Disciplinary Refresher Course/Faculty Development Programme on “Managing Online Classes & Co-Creating MOOCS (Level 2)”	02.06.2021	16.06.2021	Teaching Learning Centre, Ramanujan College, Delhi – Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching
14.	Online Faculty Development Programme in the Data Science using R and Geo Gebra	11.05.2020	14.05.2020	PG & Research Department of Mathematics, Jamal Mohamed College, Tiruchirapalli in Association with Spoken Tutorial Project, IIT Bombay, MHRD, Govt. of India.
	One Week National Level Online Faculty Development Program on Innovation to Academicians	11.05.2020	16.05.2020	New Generation Innovation and Entrepreneurship Development Centre, National Science and Technology Entrepreneurship Development Board and Department of Science and Technology, Govt.of India, New Delhi.
15.	Two Day Online Course on “The Essence of Research Methodology”	16.05.2020	17.05.2020	PG Department of Commerce, (Ramachandra College of engineeringSF), Jamal Mohamed College, Tiruchirapalli
16.	Two Weeks Online Refresher Course on Research Methodology for Faculty of Social Sciences	19.07.2021	31.07.2021	Human Resources Development Centre, University of Hyderabad
17.	7 Days Online Teaching Methodology	06.09.2021	14.09.2021	IQAC & PG and Research Department of Commerce, Shasun Jain College for Women, Chennai.

Orientation/Retraining Programme: 11

S. No.	Programme	Duration		Institution
		From	To	
1.	Orientation Programme for Young Teachers	23.10.2013	----	IQAC, Sri S.Ramasamy Naidu Memorial College, Sattur.
2.	Re-training Programme	11 th January 2014	---	IQAC, Sri S.Ramasamy Naidu Memorial College, Sattur.

3.	Re-training Programme	4 th March 2014	---	IQAC, Sri S.Ramasamy Naidu Memorial College, Sattur.
4.	Re-training Programme	25 th July 2014	---	IQAC, Sri S.Ramasamy Naidu Memorial College, Sattur.
5.	Orientation Programme for Research Supervisors	1.11.17	---	IQAC & Centre for Research, MS University, Tirunelveli
6.	Orientation Training for NSS Programme Officers	24.09.19	30.09.19	Avinashilingam Institute For Home Science and Higher Education For Women, Coimbatore.
7.	Training on R	12.05.2020	---	Spoken Tutorial Project, IIT Bombay & Jamal Mohamed College, Tiruchirapalli
8.	Training on Geogebra 5.04	12.05.2020	---	Spoken Tutorial Project, IIT Bombay & Jamal Mohamed College, Tiruchirapalli
9.	7 Days YOGA Programme "STAY HOME – STAY FIT"	01.06.2020	07.06.2020	NSS, Government Arts and Science College, Kovilpatti
10.	Four Week Induction/Orientation Programme for "Faculty in Universities/Colleges/Institutes of Higher Education"	26.06.2020	24.07.2020	Teaching Learning Centre, Ramanujan College, Delhi – Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
11.	Faculty Awareness Program on NAAC Accreditation	10.05.2020	15.05.2020	Shri Chhatrapati Shivajiraje College of Engineering, Pune.

RESOURCE PERSON/GUEST LECTURES DELIVERED: 47

S. No	Topic	Date	Institution
1.	Career Counseling	13.08.10	G.VengataswamyNaiduCollege (Self-Financing Programme) Kovilpatti.
2.	Combating Climate Changes – Role of Co-operatives	14.11.10	The Kovilpatti Co-operative Urban Bank Ltd., Kovilpatti
3.	Personality Development Programme	14.10.11	Government Higher Secondary School, Aviyoor – Virudhunagar.
4.	Cooperative Democracy, Leadership and Self-Reliance	14.11.11	The Kovilpatti Co-operative Urban Bank Ltd., Kovilpatti.
5.	Cooperative Affordable Credit and Other Financial Services	17.11.11	Virudhunagar District Cooperative Union, Virudhunagar.
6.	Personality Development	1.2.2012	G.VengataswamyNaiduCollege, Kovilpatti.
7.	Personality Development and How to Face the Exam	12.03.2012 10am-1pm	V.P.M.M Arts and ScienceCollege, Krishnankovil – Srivilliputhur.
8.	Personality Development and How to Face the Exam	12.03.2012 Time:2-5pm	V.P.M.MEngineeringCollege, Krishnankovil – Srivilliputhur.
9.	Goals Setting	31.03.2012	GovernmentHigh School, O.Mettupatti – Sattur.
10.	E-commerce	27.02.2014	Madurai KamarajUniversity Constituent College, Sattur.
11.	Stop the Excuses for Success and Personality Development	26.03.2014	Don Bosco College of Arts and Science, KeelaEral – Tuticorin.
12.	Cashless Economy – Go to Demonetization	19.12.2016	NSS Unit, G.Venkataswamy Naidu College (Aided)- Kovilpatti
13.	NET/SET Examination – 2017	24.12.2016 & 07.01.2017	G.Venkataswamy Naidu College(SFC) –Kovilpatti
14.	India's Demonetization – Time for Digital Economy	18.01.2017	Rani Anna Government College for Women –Tirunelveli
15.	Career Opportunities for Commerce Students	20.02.2017	Lakshmi Mills Higher Secondary School, Kovilpatti.
16.	Connecting People to Nature	19.08.2017	Don Bosco College of Arts and Science, Keela Eral – Tuticorin.
17.	Goods and Service Tax (GST) – A Boon or Bane in Attaining Economic	13.09.2017	PG and Research Department of Commerce, G. Venkataswamy Naidu College (SFC), Kovilpatti.

	Prosperities in the Present Scenario		
18.	Soft Skills for Commerce Students	24.01.2018	Department of Commerce G. Venkataswamy Naidu College, Kovilpatti.
19.	Green Consumerism – Strategies for a Sustainable Future	22.03.2018	Department of Commerce G. Venkataswamy Naidu College (SFC), Kovilpatti.
20.	Yoga – Ability to Increase Quality Life of Students	21.06.2018	Sri Andal Nachiyar Polytechnic College, Ettayapuram – Tuticorin.
21.	Being A Winner	07.07.2018	Department of Commerce (PA) G. Venkataswamy Naidu College (SFC), Kovilpatti.
22.	Employability Skills For Commerce Students	10.07.2018	Department of Commerce Sri Krishnasamy College of Arts and Science, Mettamalai - Sattur.
23.	Social and Eco Concern	21.07.2018	SANGAMAM, Salesian Sisters Keela Eral, Thoothukudi.
24.	Challenges and Opportunities of Commerce Graduate in the Present Scenario	31.07.2018	PG and Research Department of Commerce, G. Venkataswamy Naidu College (SFC), Kovilpatti.
25.	Technology and Its Impact on Commerce and Management in the Global Era	27.09.2018	PG and Research Department of Commerce, G. Venkataswamy Naidu College (SFC), Kovilpatti.
26.	Paper Preparation and Presentation Techniques	28.09.2018	Department of Business Administration, G. Venkataswamy Naidu College (SFC), Kovilpatti
27.	Inter-College Meet – G-Boss 2K18	05.10.2018	JP College of Arts and Science, Tenkasi.
28.	Goods and Services Tax – Tax Reforms in India	06.10.2018	Arumigu Kalasalingam College of Arts & Science, Krishnankoil.
29.	Becoming a Great Leader	09.10.2018	Department of Commerce (Aided), G. Venkataswamy Naidu College, Kovilpatti.
30.	Consumer Awareness Among College Students	12.12.2018	Consumer Club G. Venkataswamy Naidu College (Aided), Kovilpatti.
31.	Reforms in Indian Taxation	25.01.2019	Department of Commerce,

			POPE'S College, Sawyerpuram.
32.	Recent Trends in Commerec and Management	22.02.2019	Department of Commerce (PA) G. Venkadaswamy Naidu College, Kovilpatti.
33.	One Day Training Programme on Actuarial Science	12.03.2019	PG & Research Department of Commerce, St. Xavier's College, Palayamkottai.
34.	The Role of Youth in Environmental Sustainability	23.07.2019	Department of Commerce(Shift-II), St. Xavier's College, Palayamkottai.
35.	Social Media Consumption of Students-A Technology War	26.07.2019	Department of Commerce, Sri Sankara Bhagavathi Arts & Science College, Kommadikottai, Sathankulam.
36.	Personality Development and Self Confidence Building	13.08.19 (Fore Noon)	Department of Commerce P.S.R Arts and Science College, Sevalpatti, Sivakasi.
37.	Personality Development and Communication Skill	13.08.19 (After Noon)	Department of Commerce (Computer Application) P.S.R Arts and Science College, Sevalpatti, Sivakasi.
38.	Soft Skills Development for Education and Career Success	18.09.19	Department of Commerce (Aided) G. Venkataswamy Naidu College, Kovilpatti.
39.	Research Methodology and Data Analysis using SPSS	01.10.19	PG and Research Department of Commerce, PMT College, Sankarankovil.
40.	Financial Discipline for Entrepreneurial Success	27.05.2021	Department of Commerce with Accounting & Taxation, Dr. N.G.P Arts and Science College, Coimbatore.
41.	Psychological Issues in Women's Life Cycle	28.05.2021	Department of Commerce with Accounting & Taxation, Dr. N.G.P Arts and Science College, Coimbatore.
43.	Self Help Skills Set Enhancements During Pandemic Period	29.05.2021	Department of Commerce with Accounting & Taxation, Dr. N.G.P Arts and Science College, Coimbatore.
44.	Research Methodology	24.11.2021	Department of Commerce Don Bosco College of Arts & Science, Keela Eral - Tuticorin.

45.	Dream Big! Strive! Achieve!	12.04.2022	Department of Commerce, Government Arts and Science College, Kovilpatti.
46.	Research Methodology and Data Analysis using SPSS	13.04.2022	Department of Commerce, Sri Sankara Bhagavathi Arts and Science College, Kommadikottai
47.	Hands on Training in SPSS	29.04.2022	Department of Commerce (CSAF), SRM Institute of Science and Technology, Kattankulathur, Chennai.

PROFESSOR JK

AWARDS : 1

S. No	Name of the Award	Award for	Date	Place	Organizer
1.	Rajiv Gandhi Gold Medal Award	Individual Achievements and National Development	31 st August 2013	Bangalore	Global Economic Progress & Research Association (GEPR) – Tamil Nadu

PRIZE: 2

S. No	Topic	Competition	Prize	Date & Year	Organized by
1.	Bancassurance in India – Robust Growth in Future	Essay Competition	Third	2009	The Insurance Times (The first monthly journal on Insurance in India) - Kolkata.
2.	Business Education for Global Challenges.	Paper Presented in Seminar	Second	18 th March 2009	Thiagarajar college (Autonomous), Madurai.

EXTRA CURRICULAR AND SOCIAL ACTIVITIES

S. No	Activities	Date & Year	School/College/Institution
1.	National Service Scheme	July 1997 to May 1999	S.H.N. Edward H.S.School Sattur.
2.	Essay Competition (Participate)	6 th August 1997	S.H.N. Edward H.S.School Sattur.
3.	Pulse Polio Immunisation Special Camp (Participate)	7.12.97 to 18.01.98	Organised by Sattur Municipality
4.	Solo Dance (Third Prize)	2000- 2001	G.V.N.College, Kovilpatti.
5.	Poem Competition (Second Prize)	2001	Organised by Nehru Uvakendra, Kovilpatti.
6.	Elocution Competition (Second Prize)	2001	Organised by Nehru Uvakendra, Kovilpatti.
7.	Elocution Competition in Tamil (Participate)	2001	Organised by Nehru Uvakendra, Kovilpatti.
8.	Solo Dance, College Day Cultural Programme (Participate)	9 th March 2001	G.V.N.College, Kovilpatti.
9.	Elocution Competition in Tamil (Third Prize)	24 th February 2005	Sri S.R.N.M.College, Sattur.
10.	Blood Donated	16 th March 2006	Government Rajaji Hospital, Madurai.
11.	Participated “NeeyaNaana” Programme in Vijay TV	2007	Chennai.
12.	Blood Donated	6 th May 2010	Government General Hospital, Chennai.
13.	Blood Donated		Pasumpon Muthuramalinga Thevar College, Melaneelithanallur.
14.	Blood Donated		Pasumpon Muthuramalinga Thevar College, Melaneelithanallur.
15.	Motivation Speech on Successful Life		Tamilan TV Chennai.