

Resumé

I General Information

Name : Dr. (Mrs.) A. RAMA
Father's Name : Mr.C.Arunachalam
Age & Date of Birth : 53 years, 24-05-1962
Designation : Associate Professor
Department : Commerce
Mobile No : 9443496855
Email ID : dr.a.rama2000@gmail.com
Service in other colleges : - Years - Months
Date of appointment : 01-04-1985
Date of retirement : 31-05-2020



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education	-	1978	I Class
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	1979	I Class
Bachelor's Degree	Madurai Kamaraj University	Commerce	1982	I Class
Master's Degree	Madurai Kamaraj University	Commerce	1984	I Class
M.Phil.	-	-	-	-
Ph.D.	Madurai Kamaraj University	Commerce	1997	Commendable
Others				
Hindi – Mathiama	DBHP Sabha		1978	II Class
Certificate course on Programming in BASIC	Arasan Ganesan Polytechnic Sivakasi		1985	“B” Grade
M.B.A	Annamalai		2009	I Class

	University, Annamalai Nagar			
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III Teaching Experience : UG : 32 Years
 PG : 32 Years
 M.Phil : 14 Years
 Ph.D. : 11 Years

Field of Specialization : Human Resources Management

Awards won :
 Teacher Achiever Award 2008 – Busy Town
 Lions Club
 Best Achiever Award 2010 – VVVC
 Received A Special Certificate from New
 Century Book House, Chennai.

IV **Research Experience**
Major Research Project

Topic	Period	Funding Agency	Amount sanctioned in `
Women entrepreneurship- A Way to Women employment and empowerment	2010-12	UGC	1,78,000

Minor Research Project

Topic	Period	Funding Agency	Amount sanctioned in `
Job Satisfaction of Bank employees – A study with special reference to Kamarajar District	1990-92	UGC	11,000
Women Entrepreneurial Development: Retrospects and Prospects	2005-07	UGC	35,000

Guideship details

No. of M.Phil. scholars guided : 24

No. of Ph.D. scholars guided Guided : 13 Ongoing : 7

Name of the Ph.D. scholar	Full Time/ Part time	Title of the Thesis	Period
Mrs. R.S.Devi	Full time	Customer Relationship Management in Banking Sector	2007-2009
Mrs.A.Aruna Devi	Part time	Attitude of Customers and Employees towards information Technology Services in Banks	2007-2010
Mr.S.Madasamy	Part time	Services Marketing-A Study with special reference to Banks in Virudhunagar District	2007-2010
Miss.P.Ramalakshmi	Full time	Women Entrepreneurs - A study with special reference to Virudhunagar District	2007-2012
Mrs.R.Shanthi	Part time	Role Of India Post Towards Rural Development	2007-2010
Mrs.P.Thenrathi	Part time	Marketing of Life Insurance Services-A Study in Virudhunagar District,Tamilnadu	2007-2010
P.T.Kanthimathi	Part time	Organisational Climate-A Study with reference to Banks in Virudhunagar District,Tamilnadu.	2007-2010
C.Amirthaselvi	Part time	Functioning of Self Help Groups-A Study with special reference to Virudhunagar District.	2008-2011
G.Balasaraswathi	Part time	Service Marketing: A Study with Special Reference to Omni Bus Services in Virudhunagar District	2011-2013
B.Suganya	Part time	Role of Co-operative Banks in	2011-2013

		Financial Inclusion – A Study with Special Reference to Virudhunagar District Central Co-operative Bank Limited.	
A.Vijayalakshmi	Full time	Human Resource Management Practices in Tamilnadu Police: A Study with Special Reference to Women Police in Virudhunagar district.	2011-2013
K.Nivedha	Part time	Performance Evaluation of Non-Banking Financial Companies: A Study with Special Reference to Muthoot Finance Limited in Madurai Region. (submitted)	2013-2015
S.K.Kalidoss	Part time	Human Resource Management in Printing Industry-: A Study with Special Reference to Virudhunagar District.	2012-2014

Projects guided

Name of the student	Title of the Project	Period	Funding Agency	Amount sanctioned `
R. Vallimayil	Imperatives of Women empowerment through development programmes	2005-06	TNSCST-SPS	5,000

In-house projects guided

Year	UG / PG / M.Phil	Number of Students	Area of study
2013-14	PG	3	Banking, Marketing
2014-15	PG	2	Production
2015-16	PG	3	Production

2016-17	PG	3	Production
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No. of articles published in Journals

International : 7
National : 17

No. of papers presented in Seminars / Conferences

International : 50
National : 90
Regional : 15

No. of articles published in Books / Conference Proceedings : 28

Articles published

Title of the Article	Name of the Journal	Impact Factor	Database	Citation Index
Perspectives on Malhotra's Capital norms to enter Life Insurance Industry	The Insurance Times , July 1999, pp.12&13.			
Determinants of Job satisfaction of Bank employees	ICFAI Journal of Bank Management , Feb 2006, pp.67-74.			
Attitude of customers towards deposits and credit facilities in VRDCC Bank	Raj Journal of Commerce , February 2007, pp.19-21.			
A Comparative Study of Job Satisfaction in Public and Private Sector Banks	ACCST Research Journal , July 2007, Vol. 5 No. 3 pp.193-205			
Measurement of Job Satisfaction	HRD Times , July 2008, Vol. 10(7), pp. 14 &15.			
Impetus to boost bank employees	HRD Times , October 2008, Vol. 10(10), p. 38.			
Attitude of Nurses towards Hospitals	Management Researcher , April- June 2011, Vol. XVII(4),pp.49 – 55.			

Customers' attitude towards credit card: An Empirical study in select bank customers of Rajapalayam	Organisational Management , Oct.-Dec. 2011 Vol. XXVII No.3, pp. 37-40			
Cellular Phones: The Hub of Communication Technology-An Analytical Study.	E-Journal IJRCM , Feb. 2013 Vol. No. 3, Issue No. 2			
Customers' Satisfaction towards Services Marketing of Banks in Virudhunagar District –An Empirical Study	E-Journal RIJBFA , Apr. 2013 Vol.2,Issue 4, pp.1-15			
Women Empowerment through Entrepreneurship- A Study with special reference to PMRY scheme	B- Digest , Jan.– June 2013 Vol. 5, No 1,pp.8-84			
An Empirical Assessment of SERVQUAL Scale in Omni Bus Services	Multidisciplinary Journal of VVVC , October 2013,Vol.No.1,pp.49-55			
Financial Inclusion : A Gateway for Inclusive Growth in India	Multidisciplinary Journal of VVVC , October 2013,Vol.No.1, pp. 89-93			
Social Marketing : A Catalyst for Social Change	Management Innovator , January 2014, Vol. VII . No.1, pp.83-85			
Trend Analysis of Deposit Mobilisation by SBI Group in India During Post	Journal of Management in Manufacturing and Services , September 2014, Vol.1, No. 11, pp. 1-14.			

Reform Period				
Attitude of Patients towards Hospital Services	KAIM Journal of Management and Research , May-October 2014, Vol.7, No.1, pp.85-90.			
Deposits Trends of Private Sector Banks in India During Post – Reform Period.	International Journal of Management and Social Science Research Review , January 2015, Vol.1, No.7, pp.127-135.	0.348		
Shoppers’ Online Destination- A study of Marketing Mix in Online Shopping	International Journal of Multidisciplinary Research Review , July 2015, Vol. 1, Issue: 5, pp. 52 – 56.			
Opinion of Employees towards Training for the E-services in India Post –A Study with Special Reference to Employees in Virudhunagar Division	College Sadhana , December 15, Vol.8, No. 1(A), pp. 52-57.			
Cash Deposit Machine- A Facilitator for easy Deposit in E-Banking Services	College Sadhana , December 15, Vol.8, No. 1(A), pp. 80-82.			
Awareness of College Students towards Bharati Airtel Open Network	College Sadhana, ISSN:0974-6838 Vol 9 No:1(A), August 2016, pp. 88-91.			
Swelling NPAs –	Indo Global Journal of Commerce			

A Case study of State Bank of India.	and Economics, ISSN: 2393-9796 Vol.3, No.4, November 2016. pp.6-8			
Impact of Demonetisation on Bank employees	Commerce Times, ISSN: 2320-9461 March 2017			
Approachable Factors of getting Assistance from Financial Institutions	International Journal of Commerce and Management Research, ISSN: 2321-3604 2321-3612 Jan-Mar 2017			

Papers presented

Date	Seminar / Conference	Level	Title of the paper	Venue
21.03.1987	Population Education	District	Production and Problems on population	VHNSN College, Virudhunagar-Dept. of Women & Child Labour, District Welfare Department, Kamarajar District
11.08.2005	Institutional Finance for Rural Development	UGC-State Level Seminar	i) Institutional finance for Rural Women Entrepreneurial Development ii) Lending towards Rural Development	Sri S.R.N.M. College, Sattur
01.09.2005 & 02.09.2005	Recent Trends in Commerce Education and Research	UGC-National Conference	i) A Study on Perceived Need Satisfaction of Bank employees ii) Need for Management of NPAs in Banks. iii) Women Entrepreneurs – A Study with	V.V.V. College for Women, Virudhunagar

			<p>special reference to Beauty Parlours in Virudhunagar District</p> <p>iv) Impact of Advertising on the purchase decision of toilet soap Consumers in Sankarankoil</p> <p>v) Customer services in Virudhunagar District Central co-operative Bank Ltd.</p> <p>vi) Customer Services in Banks- A Study with special reference to State Bank of India , Sivakasi branch</p> <p>vii) Consumer behaviour towards Shampoo- A study with reference to Madurai</p>	
21.10.2005 & 22.10.2005		Second All India Conference of KAAS	<p>i) A study on motivational factors influencing Women entrepreneurship</p> <p>ii) A study on factors influencing buying decision of shampoo</p>	Scott Christian College, Nagercoil
13.03.2006 & 14.03.2006	Rural Entrepreneurship- Changes and Challenges	UGC -State Level Seminar- Department of Economics	Problems of Women Entrepreneurs	N.M.S.S.V.N College, Nagamalai, Madurai
20.09.2006 & 21.09.2006	Women work force in India	UGC State Level Seminar	Job Satisfaction of Women Bank Employees in	M.S.S Wakf Board College, Madurai

			Virudhunagar District	
21.09.2006 & 22.09.2006	Global Business and Policy Modelling	International Conference	Different Phases of Women Entrepreneurship- A Comparative Study in Virudhunagar	Adaikalamatha Institute of Management, Vallam, Thanjavur
22.09.2006 & 23.09.2006	Emerging Trends in Globalisation of Higher Education- Issues and concerns	UGC National Level Seminar	Challenges before commerce Education in Globalised Scenario	Devangar Arts College, Aruppukottai
01.12.2006 & 02.12.2006		Third All India Conference of KAAS	i) Women Entrepreneurial Development- Retrospect and Prospect ii) Impact of Advertising on the purchase decision of toilet soap consumers in Sankarankoil	Scott Christian College, Nagercoil
09.12.2006	Banks in IT era	State Level Seminar	i) Impact of Automation on working environment in Banks ii) Impact of Information Technology on Customer Services in Banks	Fatima College, Madurai
19.01.2007 & 20.01.2007	Customer Relationship Management	National Level Seminar	i) CRM in banking ii) Customer preference for LIC iii) A Holistic Approach towards CRM	ANJA College, Sivakasi
15.02.2007 & 16.02.2007	Global Business Opportunities and Challenges	International Symposium	i) Challenges before Insurance Industry ii) Entrepreneurship	Loyola College, Chennai

			<ul style="list-style-type: none"> – a boom to Women iii) Sublime Services rendered to Customers in SBI iv) Empowerment of Women through Entrepreneurship 	
04.03.2007	Dynamics of Commerce Education In the Globalised Era	State Level Seminar – Forum of Commerce Teachers	LIC in the Globalised scenario	Madura College, Madurai
23.03.2007 & 24.03.2007	Value Added Tax(VAT)	UGC-National Seminar	<ul style="list-style-type: none"> i)VAT and Mopeds ii) Effect of VAT on pricing of Computer Accessories 	Rajapalyam Rajus College, Rajapalayam
13.04.2007		Fourth All India Conference of SRF	<ul style="list-style-type: none"> i) Constraints faced by Women Entrepreneurs ii) Determinants of Job satisfaction iii) Behavioural pattern of consumers towards Computers 	Scott Christian College, Nagarcoil
07.05.2007 & 08.05.2007	Micro credit & Rural Development		Imperatives of Women empowerment through Development Programmes	Annamalai University, Annamalai Nagar.
30.11.2007 & 01.12.2007		Fourth All India Conference of KAAS	<ul style="list-style-type: none"> i) Influencing Factors of Women Entrepreneurship – A Factor wise Analysis ii) A Study on India Post Services in Virudhunagar 	Scott Christian College, Nagarcoil.
19.12.2007	Emerging Trends in Functional	State Level Seminar	i) Organizational Culture: A	Sourashtra College, Madurai

	Management in Corporate Sector in India		Property of the Employees ii) Life Insurance Services – An Evaluation iii) Services Marketing – A Study with special reference to India Post.	
10.01.2008 to 12.01.2008	Changing Role of Banks – a Global Perspective	International Conference	i)ATM Cum Debit Cards- a key driver in E-Banking channels ii)Participative Management - Motivation to bank employees	Karpagam Arts and Science College, Coimbatore
25.02.2008	Globalisation: Prospects and Problems	National Conference	Mutual Fund – A Global Outlook	Sourashtra College, Madurai
01.03.2008	Impact of Globalisation on Industry & Commerce	National Seminar	Mutual Fund Scheme – A mode to tax planning.	Sourashtra College, Madurai
14.03.2008 & 15.03.2008	Globalisation- Impact , Challenges and Opportunities	International Conference	i)Attitude of Customers towards Postal Services ii) Attitude of Investors towards LIC Mutual Fund	St.Joseph’s College of Arts and Science, Cuddalore
28.03.2008	Emerging trends in Banking and Insurance Sectors	National Conference	A Study on Customer attitude towards Credit card	Women Christian College, Nagarcoil
19.04.2008		First International Conference of SRF	Business Performance of LIC	Scott Christian College, Nagarcoil
07.08.2008 & 09.08.2008	Human Rights Advocacy and Training	UGC - National Seminar	i) Self Help Group – Solvojure of Self Reliance Women ii) Human Rights – Assert to annex asset.	V.H.N.S.N College, Virudhunagar

06.09.2008	CRM : New Challenges for Indian Industries	Sixth National Conference	Impact of CRM in Banking Industry.	Commerce wing DDE, Annamalai University
05.12.2008 & 06.12.2008		First International Conference of KAAS	<ul style="list-style-type: none"> i) Investment in Postal Avenues – A study of Investors in VNR District. ii) Self Help Group – A Powerful Means for Empowerment of Women. iii) Customers’ Perceptions towards E-Banking Services. iv) Innovative Products of Life Insurance Companies v) Organisational Climate – Spearhead to sinecure satisfaction vi) New India Assurance Company Limited – A service provider for individual welfare. 	Women’s Christian College, Nagercoil
27.12.2008	Services Marketing: Trends, Challenges and Strategies	National Conferecne	Service Marketing in Banking sector	Commerce wing DDE, Annamalai University
04.08.2009 & 05.08.2009	Research Methodology for Researchers in Commerce and Management	UGC Sponsored National Workshop	<ul style="list-style-type: none"> i)Customers’ Perception of Banking Services ii)Attitude of employees towards Information Technology services in 	SFR College, Sivakasi

			Virudhunagar District	
12.09.2009	Business & Development Vision	National Seminar	Investors' Perception towards Postal Savings Schemes	Nadar Saraswathi College of Arts & Sciences, Theni
04.12.2009 & 05.12.2009		Fifth All India Conference of KAAS	<ul style="list-style-type: none"> i) Components to Command Organisational Climate ii) Non Government Organisation in Empowering Women – A Case Study iii) Savings Schemes in Post Offices and Banks – A Comparative Study iv) Hospital Services – An Overview v) Causes, effects and Strategies to reduce Stress 	Holy Cross College (Autonomous), Nagarcoil.
28.12.2009 & 29.12.2009	Survival & Growth Strategies in Changing Business Scenario	International Conference	<ul style="list-style-type: none"> i). Service Quality – A Healthy Practice in Banks ii) Role of banks in E-commerce 	Annamalai University, Annamalai Nagar
28.01.2010 & 29.01.2010	Globalisation and Customer Protection	International Conference	<ul style="list-style-type: none"> i) Ascendancy of HRM in Customer Protection ii) Technology in Banks – Security measures to protect customers 	Kalasalingam University, Krishnankoil
05.02.2010 & 06.02.2010	Corporate Governance	UGC Sponsored National Seminar	The need for Human Resource Management in Corporate Governance	ANJA College, Sivakasi

27.05.2010 & 28.05.2010	Global business – Challenges & opportunities in the present scenario	International Conference	i) Marketing Strategies To Enhance Life Insurance Services In The Global Scenario ii) Training – A Helping Hand To Self Help Groups iii) AAMAADMI-Target group of banks for inclusive growth iv) India Post – An inclusive Assistant for Rural Mass	Sri Kaliswari College, Sivakasi
22.07.2010 & 23.07.2010	Contemporary Issues in Finance & HRM	AICTE Sponsored National Seminar	Customer attitude towards innovative practices in Banks	V.H.N.S.N College, Virudhunagar.
06.08.2010 & 07.08.2010	Research Methodology in Social Sciences	TANSICHE Sponsored National Level Seminar	Impact on information technology in Bank employees attitude	V.H.N.S.N College, Virudhunagar.
08.12.2010 & 09.12.2010		Sixth All India Conference of KAAS	i) SHGs & Micro finance – New Paradigm for Poverty Alleviation ii) Contribution of India Post towards Rural Development iii) Organizational climate – A comparative study	S.T.Hindu College, Nagercoil
15.12.2010	Ethics in Business and Corporate Governance- Commerce wing, DDE	8 th National Conference	i) Ethics in advertisement ii) Service attributes in banks with special reference to housing loan	Annamalai University, Annamalainagar.
22.12.2010 &	Sales Promotional	UGC sponsored	i) Attitude of cellular phone	V.H.N.S.N College, Virudhunagar.

23.12.2010	Strategies of MSMEs	National Conference	users towards sales promotion of cellular phones ii) Sales promotional strategies of Life Insurance Corporation of India iii) A study of awareness of ethical values in advertisement	
06.01.2011 & 07.01.2011	The Role Of Self Help Groups Towards The Achievement of Inclusive Growth in Rural India	UGC sponsored National Seminar	Marketing of Self Help Groups: An Enabling Factor for Economic Empowerment	V.H.N.S.N College, Virudhunagar
21.01.2011 & 22.01.2011	Emerging Dimensions of Banking sector in the Global Scenario	UGC Sponsored International Seminar	Implementation of IT Services – Attitudinal Changes among Bank Employees	Manonmaniam Sundaranar University, Tirunelveli
04.02.2011	Women Entrepreneurship- Challenges and Opportunities in the Globalised Scenario	State level Seminar	Women Entrepreneurship	Sri Adi Chunchanagiri Women College, Cumbum
25.02.2011 & 26.2.2011	Occupational Health & Stress	UGC Sponsored National Conference	Strategies to cope with occupational stress – An analysis	Gandhigram Rural Institute, Deemed University, Gandhigram
22.07.2011 & 23.07.2011	Globalization and Consumers- Issues and Challenges	National Seminar	Role of LIC towards Consumers Welfare – A Study with Special Reference to Virudhunagar District.	Bharathiyar University, Coimbatore
28.07.2011 & 29.07.2011	Micro Finance – A tool to Eradicate Poverty	UGC Sponsored National Level	i) Inclusive Growth in Co-operative Banks. ii) Inclusive	N.M.S.S.V.N. College, Madurai in Collaboration with Department of Mathematical Economics,

		Seminar	Growth of Road Transport Undertakings in Tamilnadu.	MKU, Madurai.
05.08.2011 & 06.08.2011	New Vistas: Exploring issues of Women in unorganised Sector	UGC Sponsored National Seminar	Social Securities of Women Workers in Unorganized Sectors in Sivakasi	SCOTT Christian College, Nagercoil
16.09.2011 & 17.09.2011		Seventh All India Conference of KAAS	Women Police Force in Tamilnadu	Women Christian College, Nagercoil
22.09.2011 & 23.09.2011	Challenges of Commerce Education in the Twenty First Century.	UGC Sponsored National Seminar	<ul style="list-style-type: none"> i) Internship as a Career Launchpad for Commerce Graduates. ii) Entrepreneurship: An indispensable components of commerce education. iii) Entrepreneurial education to prospective SHG members. iv) Upgradation of insurance education in commerce curriculum. v) Commerce education for prospective Bankers. vi) Enhancing E-commerce Education for a better future. vii) Commerce education opens new arenas for women commerce students. 	V.V.Vanniaperumal College for Women, Virudhunagar in Collaboration with Department of Commerce, MKU, Madurai.
19.12.2011	Revitalising	9th	Biometrics in E-	Annamalai University,

	Global business: Issues and Strategies	National Conference	Banking	Annamalainagar.
14.02.2012 & 15.02.2012	Emerging Trends in Commerce and Management: Challenges and Strategies in the Global Scenario	2 nd International Conference	<ul style="list-style-type: none"> i) Training – A Strategy for HRD in TamilNadu Women Police ii) Marketing Strategies and Consumer Perception Towards VVV & Sons. Edible Oil Ltd., Virudhunagar iii) Attitude of Passengers towards Omnibus Services iv) Empowerment of Rural Households through Financial Inclusion 	Sri Kaliswari College, Sivakasi
6.3.2012 & 7.3.2012	Innovative strategies in Teaching, Learning & Evaluation Process	NAAC sponsored National Level Conference	<ul style="list-style-type: none"> i) Teachers as mentors in promoting self employment. ii) Multimedia: An innovative teaching and learning strategy 	V.V. Vanniaperumal College for Women, Virudhunagar – IQAC
23.07.2012 & 24.07.2012	Shifting Paradigms of Business	International Conference	<ul style="list-style-type: none"> i) Effects of Organisational Climate on Bank Employees ii) Attitude of customers towards Mobile Marketing iii) Promoting online booking of tickets in Omni Buses- The need of the hour iv) India Post- An Edge on its 	V.H.N.S.N. College, Virudhunagar

			<p>competitors</p> <p>v) Role of Financial Inclusion for Inclusive Growth in India</p> <p>vi) Services Marketing-A Study with reference to Life Insurance Corporation Of India</p>	
14.12.2012 & 15.12.2012	Inclusive Growth and Women Empowerment	UGC Sponsored two day National Conference	<p>i) Micro finance and Women Empowerment-The Reality Count</p> <p>ii) Self Help Groups and Women Empowerment- An Analysis</p> <p>iii) Role of Banks in Achieving Financial Inclusion for Inclusive Growth in India</p> <p>iv) Police services: A Challenging job for Women</p>	S.F.R. College for Women, Sivakasi
05.01.2013 & 06.01.2013	Role of ICT for Rural India	Two day National Level Conference	Role of Technology in Banks for Financial Inclusion	VHNSN College, Virudhunagar
01.02.2013 & 02.02.2013	International Trade after the Economic Crisis - Challenges and New opportunities	Two day National Level Conference	Reflections of the Global Financial Crisis on Indian Economy	Nadar Saraswathi College of Arts and Science, Theni
21.02.2013 & 22.02.2013	Women Leadership	Global Conference	Beauty Parlour-A Women Entrepreneurial Avenue	SRM University, Chennai
20.03.2013 & 21.03.2013	Global Trade Vision 2020: Issue and	International Conference	i) Global Courier Service-The need of the Hour	Sri Kaliswari College, Sivakasi

	Strategies in the Global Scenario		ii) Challenges in Providing Safety Measures For Passengers in Omni Buses	
13.08.2013	Financial Services –Issues and Challenges	International Conference	i)Financial Inclusion through Financial Services ii)Risk Management- An Ex-ante Strategy in Micro Finance Institutions	P.K.R. Arts College for Women,Gobichettipalayam
20.09.2013 & 21.09.2013		International Conference of KAAS	Job Satisfaction of Employees: A Study with Reference to Omni Bus Services ii) Role of Financial Institutions in the Growth of Small Scale Industries	
25.02.2014 & 26.02.2014	Financial Inclusion – Strength , Weakness and Trend	ICSSR Sponsered Two day National Conference	i)Co-operatives and Financial Inclusion in India – Issues and Challenges ii)Constraints faced by MSMEs in accessing credit facilities in Virudhunagar District	Sri Kaliswari College , Sivakasi
25.07.2014 & 26.07.2014	Current Account Deficit and Fiscal Deficit in India	ICSSR Sponsered Two day National Conference	i)Non Performing Assets in Non Banking Financial Companies ii)Indian Exports : An Expertise in Economic Expansion	Sri Kaliswari College , Sivakasi
25.07.2014	Problems and	International	Online Banking	V.H.N.S.N College,

& 26.07.2014	Prospects of E-Commerce	Conference	Services- A Study with reference to State Bank of India	Virudhunagar
30.08.2014	Impact of Globalization on Indian Financial System	International Conference	Role of Lead Bank in the Money Market	Vivekananda College , Tiruvedakam , Madurai
11.09.2014 & 12.09.2014	Foreign Direct Investment and Retail Sector	International Conference	Current Credentials of FDI's Pathway in India	Manonmaniam Sundaranar University, Tirunelveli
18.12.2014 & 19.12.2014	Indian Service Sector in the Information and Communication Technology Era: Emerging Trends Issues and Prospects	National Seminar	i) A Study on Blockwise and Sectorwise Progress of Lead Bank in Madurai, ii) Performance Analysis of Service Sector – A Study with Reference to Non-Banking Financial Companies,	Ayya Nadar Janaki Ammal College, Sivakasi.
7.2.2015		State Level Conference	Attitude of Consumers towards online shopping	Sri Vidhya College of Engineering and Technology, Virudhunagar.
9.7.2015 & 10.7.2015	“Women Empowerment : Challenges and Contemporary issues”	National Seminar	Women Empowerment – A Study with special reference to Women Police in Virudhunagar District	Manonmaniam Sundaranar University, Tirunelveli
24.7.2015 & 25.7.2015	Tax Reforms in India – Opportunities and Challenges	ICSSR Sponsored National Conference	i) Tax Evasion – An Overview ii) Direct Tax Reforms and Tax	Sri Kaliswari College, Sivakasi

			Administration in India	
24.7.2015 & 25.7.2015	Strategies for Sustainable Growth of E-Commerce	International Conference	<p>i) Financial services through Information and Communication Technology in Service Sector- A Study With Reference to Non-Banking Financial Companies</p> <p>ii) Cash Deposit Machine – A Facilitator for easy deposit in E-Banking Services</p> <p>iii) Opinion of Employees towards Training for E- Services in India Post</p>	V.H.N.S.N.College, Virudhunagar
16.2.16	Emerging Trends in Global Business	International Seminar	Determinants of Human Resource Management in Hatsun Agro Products Limited in Madurai	Nehru Memorial College, Puthanampatti
20.2.16	Emerging Trends in Service Sectors	State Level Seminar	Services Marketing: A Study on Opinion of Customers towards Courier Services	Sri Krishnasamy Arts & Science College, Sattur.
25.2.16	Emerging Trends in Consumer	National Conference	A Study on Attitude of	G.R.Damodaran Academy of Management, Coimbatore

	Behaviour		Customers Towards Non-Banking Financial Companies	
20.3.16 & 21.3.16	Role of Information & Communication Technology (ICT) on the Growth of Service Industries	National Level Conference	Attitude of the Employees towards Effectiveness of Training to cope up Technology up gradation , pp.230-232	Sri Kaliswari College, Sivakasi
20.08.2016	Make in India- Initiatives, Ideas and Challenges	International Conference	Awareness of College students towards Bharati Airtel Open Network	V.H.N.S.N. College, Virudhunagar
29.10.2016 & 30.10.2016	Payment Banks: Opportunities and Challenges	ICSSR sponsored National Conference	Shifting Paradigms of Banks in Recovery of NPAs	V.H.N.S.N. College, Virudhunagar
19.07.2017 & 20.07.2017	Working Women: Problems & Prospects	UGC Sponsored Two Day National Conference	Pitfalls of Women Entrepreneurs in MSMEs	V.H.N.S.N. College, Virudhunagar
14.09.2017	Innovative Marketing Strategies for Business growth	International Seminar	<p>i) Online Buying: A Promotional Craze for Teenagers</p> <p>ii) A Study on Innovative Technologies in Educational Services</p> <p>iii) Service Marketing: A Study with References to Online Services</p>	Morappur Kongu College of Arts & Science, Morappur

			through Cellular Phones	
22.09.2017 & 23.09.2017	Twelfth All India Conference of KAAS 2017	National Conference	Determinants of Job Satisfaction of Teachers of Self – Financing Courses in Arts & Science Colleges in Madurai District	Ruben College of Arts & Science, Thadikkarankonam

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
2005	Second All India Conference of KAAS	978-81-909710-1-0	A study on motivational factors influencing Women entrepreneurship, pp.52-57.
			A study on factors influencing buying decision of shampoo, pp.63-68.
2006	Third All India Conference of KAAS	978-81-909710-2-7	Women Entrepreneurial Development- Retrospect and Prospect, pp.11-15.
			Influence of Advertising on the purchase decision of toilet soap consumers in Sankarankoil, pp.16-20.
2007	Micro Credit & Rural Development		Imperatives of Women empowerment through Development Programmes, pp.302-304.
2007	Fourth All India Conference of KAAS	978-81-909710-3-4	Influencing Factors of Women Entrepreneurship – A Factor wise Analysis, pp.11-15.
			A Study on India Post Services in Virudhunagar, pp.6-10.
2008	First International Conference of KAAS	978-81-909710-4-1	Investment in Postal Avenues – A Study of Investors in VNR District, pp. 102-106.
			Self Help Group – A

			Powerful Means for Empowerment of Women, pp.1-2.
			Customers' Perceptions towards E-Banking Services, pp.112-116.
			Innovative Products of Life Insurance Companies, pp.140-145.
			Organisational Climate – Spearhead to sinecure satisfaction, pp.64-66.
			New India Assurance Company Limited – A service provider for individual welfare, pp. 125-128.
2009	Research Methodology for Researchers in Commerce and Management	978-81-8488-894-2	Attitude of employees towards information technology services in Virudhunagar District, pp.219-231.
2009	Fifth All India Conference of KAAS	978-81-909710-6-5	Components to Command Organisational Climate, pp.144-148.
			Non Government Organisation in Empowering Women – A Case Study, pp. 137-139.
			Savings Schemes in Post Offices and Banks – A Comparative Study, pp. 179-183.
			Hospital Services – An Overview, pp. 40- 43.
			Causes, Effects and Strategies to reduce stress, pp. 119-122.
2009	Survival and Growth Strategies in Changing Business Scenario	978-81-837126-2-0	Service Quality – A Healthy Practice in Banks, pp.97-101.
			Role of Banks in E-commerce, pp. 189-192.
2010	Globalisation and Customer		Ascendancy of HRM in

	Protection		Customer Protection.
2010	Corporate Governance		The need for Human Resource Management in Corporate Governance, pp.157-160.
2010	Global Business – Challenges & Opportunities	978-93-80530-14-7	Marketing Strategies To Enhance Life Insurance Services in the Global Scenario, pp. 309-313.
			Training – A Helping Hand To Self Help Groups, pp. 52-57.
			AAM AADMI- Target group of banks for inclusive growth, pp. 322-327.
			India Post – An inclusive Assistant for Rural Mass, pp. 274-278.
2010	Contemporary Issues in Finance & HRM		Customer attitude towards innovative practices in Banks
2010	Research Methodology in Social Sciences	978-81-910426-1-0	Impact of Information technology on Bank employees’ attitude, pp. 103-107
2010	Sixth All India Conference of KAAS	978-81-909710-8-9	SHGs & Micro finance – New Paradigm for Poverty Alleviation pp.53-55
			Contribution of India Post towards Rural Development pp.151-157
			Organizational Climate – A Comparative Study, pp.158-164
2010	Ethics in Business and Corporate Governance	978-93-806272-6-7	Ethics in Advertisement, pp. 19-21
			Service Attributes in Banks with special reference to Housing Loan, pp. 577-579
2010	Sales Promotional Strategies of MSMEs	978-81-910426-5-8	Attitude of Cellular Phone Users towards

			Sales Promotion of Cellular Phones, pp. 243-247
			Sales promotional strategies of Life Insurance Corporation of India, pp. 240-243.
			A Study of Awareness of Ethical Values in Advertisement, pp. 89-93.
2010	Business Horizon	978-81-910426-3-4	Attitude of Customers towards Computer Service Centres, pp. 223-229.
2011	Women Empowerment	978-81-910426-4-1	The Role of Self Help Groups towards the Achievement of Inclusive Growth in Rural India, pp. 56-62.
2011	Occupational Health & Stress	978-93-80697-66-6	Strategies to Cope with Occupational Stress – An analysis, pp. 39-42.
2011	New Vistas: Challenges and Prospects -Women in Informal Sector	978-81-906512-7-1	Social Securities of Women Workers in Unorganized Sectors in Sivakasi, pp.32-40.
2011	Seventh All India Conference of KAAS	978-81-909710-0-3	Women Police Force in Tamilnadu, pp.154-156.
2011	Revitalising Global business: Issues and Strategies	819222211-X	Biometrics in E-Banking,pp.580-584
2011	Women Entrepreneurship in the changing Scenario	978-81-8356-870-8	Women Entrepreneurship: Challenges and Prospects, pp. 46-53
2012	Consumer Awareness, Welfare and Protection - Problems and Prospects	978-81-8484-143-5	Role of LIC Towards Consumer Welfare, pp.189 -199.
2012	Emerging Trends in Global Trade and Management	978-93-80530-42-0	Training – A Strategy for HRD in TamilNadu Women Police, pp. 70-74.
			Marketing Strategies and Consumer Perception

			<p>Towards VVV& Sons. Edible Oil Ltd., Virudhunagar, pp.353-356.</p> <p>Attitude of Passengers towards Omnibus Services, pp.382-385.</p> <p>Empowerment of Rural Households through Financial Inclusion, pp.406-410.</p>
2012	Change Ahead	978-93-81723-05-0	<p>Effects of Organisational Climate on Bank Employees, pp.184-187.</p> <p>Attitude of customers towards Mobile Marketing, pp.263-267.</p> <p>Promoting online booking of tickets in Omni Buses- The need of the hour, pp. 278-280.</p> <p>India Post- An Edge on its competitors,pp.282-287</p> <p>Role of Financial Inclusion for Inclusive Growth in India, pp. 314-317.</p> <p>Services Marketing-A Study with reference to Life Insurance Corporation Of India, pp.344-348.</p>
2012	Inclusive Growth and Women Empowerment, 2012.	81-85517-89-4	<p>Micro finance and Women Empowerment-The Reality Count, pp.607-609.</p> <p>Self Help Groups and Women Empowerment-An Analysis, pp.310-319.</p> <p>Role of Banks in Achieving Financial Inclusion for Inclusive Growth in India, pp.98-</p>

			101.
			Police services: A Challenging job for Women, pp.548-551.
2012	Micro finance and Women Entrepreneurship Vol. II,	978-81-923975-2-8	Micro finance and its impact on Self Help group in Women, pp.345-350 SHG – Bank Linkage: For Reaching the unreached, pp.351-356.
2012	Customer Relationship Management in the Present Scenario	978-81-923976-1-0	Service Quality- The Measurement of Gaps in the Services of LIC, pp. 225-229 Retention Strategies for Customer Relationship Management Services in Omni Bus Services, pp.341-345
2013	International Trade after the Economic Crisis -Challenges and New opportunities	978-81-8371-532-4	Reflections of the Global Financial Crisis on Indian Economy, pp. 24-26
2013	Global Trade Vision 2020	978-93-80530-54-3	Global Courier Service- The need of the Hour, pp.184-186 Challenges in Providing Safety Measures For Passengers in Omni Buses, pp.280-284.
2013	Use of Information Communication Technology	978-93-81723-12-8	Role of Technology in Banks for Financial Inclusion, pp.167-169.
2013	Second International Conference of KAAS	978-93-81658-07-9	Job Satisfaction of Employees: A Study with Reference to Omni Bus Services, pp.61-65 Role of Financial Institutions in the Growth of Small Scale Industries, pp.71-73
2014	Financial Inclusion – Strength , Weakness and Trend	978-93-80530-	Co-operatives and Financial inclusion in India – Issues and

		55-0	Challenges, pp.97-98 Constraints faced by MSMEs in accessing credit facilities in Virudhunagar District, pp.156-157
2014	Innovative Facades in E-Commerce		Online Banking Services- A Study with reference to State Bank of India, pp.39-44
2014	Impact of Globalisation on Indian Financial System	978-93-81723-26-5	Role of Lead Bank in the Money Market, pp.193-196
2014	FDI and Economic Development	978-93-80-686-90-5	Current Credentials of FDI's Pathway in India, pp.169-175
2014	Indian Service Sector in the Information and Communication Technology Era: Emerging Trends Issues and Prospects	978-93-83191-09-3	i) A Study on Blockwise and Sectorwise Progress of Lead Bank in Madurai, pp.125-126. ii) Performance Analysis of Service Sector – A Study with Reference to Non-Banking Financial Companies, pp.106-107.
2015	Innovative Practices in Functional Management	978-93-81723-47-0	i) Attitude of Consumers towards DTH services in Virudhunagar, pp. 44-51. ii)Marketing Management Strategies of Omni bus Operators, pp.114-125 ii) Use of CAMEL for financial evaluation of Muthoot Finance Limited, pp.155-161.
2016	Emerging Trends in Consumer Behaviour	978-93-5258-428-4	A Study on Attitude of Customers Towards Non-Banking Financial

			Companies
2016	Role of Information & Communication Technology (ICT) on the Growth of Service Industries	978-93-5258-485-7	Attitude of the Employees towards Effectiveness of Training to cope up Technology up gradation, pp.230-232
2016	The Role of National Skills Qualifications Framework (NSQF) in Designing the Curriculum	ISBN:978-93-81723-59-3	Techno- friendly Curriculum to Spur Employability, pp.11-15
2016	Payment Banks: Opportunities and Challenges	ISBN: 978-93-81723-58-6	Shifting Paradigms of Banks in Recovery of NPAs, pp. 155-158.
February 2017	Business Management Practices in Emerging Indian Economy	ISBN : 978-93-81723-64-7	Usage Pattern of Smartphones among Teenagers, M18-M28
September 2017	Twelfth All India Conference of KAAS 2017	ISBN : 978-93-81658-18-15	Determinants of Job Satisfaction of Teachers of Self – Financing Courses in Arts & Science Colleges in Madurai District, pp. 23-26
October 2017			Attitude of College students to

Published in conference proceedings

Date	Venue	Level	Seminar Topic	Title of the paper
01.09.2005 & 02.09.2005	V.V.V. College for Women, Virudhunagar	UGC-National Conference	Recent Trends in Commerce Education and Research	i) A Study on Perceived Need Satisfaction of Bank employees. ii) Need for Management of NPAs in Banks.
13.03.2006 &	N.M.S.S.V.N College, Nagamalai,	UGC State Level Seminar-Department	Rural Entrepreneurship-Changes and	Problems of Women Entrepreneurs.

14.03.2006	Madurai	of Economics	Challenges	
11.08.2006 & 12.08.2006	National College Of Engineering, Kovilpatti.	Tamilnadu State Level Council For Science and Technology	Students' Projects Scheme Cum Exhibition	Imperatives of Women Empowerment Trough Development Programmes
21.09.2006 & 22.09.2006	Adaikalamatha Institute of Management, Vallam, Thanjavur	International Conference	Global Business and Policy Modelling	Different Phases of Women Entrepreneurship- A Comparative Study in Virudhunagar.
19.01.2007 & 20.01.2007	ANJA College,Sivakasi	State Level Seminar	Customer Relationship Management	i) CRM in banking ii) Customer preference for LIC iii) A Holistic
13.04.2007	Scott Christian College, Nagarcoil	Fourth All India Conference of SRF		i) Constraints faced by Women Entrepreneurs ii) Determinants of Job satisfaction iii) Behavioural pattern of consumers towards Computers
19.12.2007	Sourashtra College, Madurai	State Level Seminar	Emerging Trends in Functional Management in Corporate Sector in India	i) Organizational Culture: A Property of the Employees ii) Services Marketing – A Study with

				special reference to India Post
10.01.2008 to 12.01.2008	Karpagam Arts and Science College, Coimbatore	International Conference	Changing Role of Banks – a Global Perspective	Participative Management - Motivation to bank employees
19.04.2008	Scott Christian College, Nagercoil	First International Conference of SRF		Business Performance of LIC
07.08.2008 to 9.8.2008	V.H.N.S.N College, Virudhunagar.	UGC - National Seminar	Human Rights Advocacy and Training	i) Self Help Group – Solvojure of Self Reliance Women ii) Human Rights – Assert to annex asset
22.09.2011 & 23.09.2011	V.V.Vanniaperumal College for Women, Virudhunagar in Collabaration with Department of Commerce, MKU, Madurai.	UGC Sponsored National Seminar	Challenges of Commerce Education in the Twenty First Century.	i) Internship as a Career Launchpad for Commerce Graduates. ii) Entrepreneurship: An indispensable component of Commerce Education. iii) Entrepreneurial Education to Prospective SHG members. iv) Upgradation

				<p>of Insurance Education in Commerce Curriculum.</p> <p>v)Commerce Education for Prospective Bankers.</p> <p>vi)Enhancing E-commerce Education for a Better Future.</p> <p>vii)Commerce Education opens New arenas for Women Commerce Students.</p>
06.03.2012 & 07.03.2012	V.V. Vanniaperumal College for Women, Virudhunagar – IQAC	NAAC sponsored National Level Conference		<p>i) Teachers as mentors in promoting self employment.</p> <p>ii) Multimedia: An innovative teaching and learning strategy</p>

Books published / edited

Year	Book title	Published / edited	ISBN	Publisher
2010	Banking Technology	Published	978-81-234-1819-1	New Century Book House Private Limited, Chennai

V **Seminars/Conferences/Workshops attended**

Seminars

Date	Level	Name of the Seminar	Venue
14.10.1985		Whither Commerce Education	PG Commerce Association, American College, Madurai
20.12.1986		Population Study	Planning Forum and Population Club, V.V.V.College for Women, Virudhunagar
21.03.1987	District	Population Study	District Family Welfare Development, VHNSN College, Virudhunagar
17.03.1988		Advertising	PG Commerce Study Club, NMSSVN College, Madurai
10.09.1988		Financial Management	COHSSIP, VVV College for Women, Virudhunagar
16.12.1988		Advertisements Today	COHSSIP, VVV College for Women, Virudhunagar
16.03.1989		Business Financing Today	COHSSIP, VVV College for Women, Virudhunagar
4.10.1989		Manpower Management	COHSSIP, VVV College for Women, Virudhunagar
12.03.1990 & 13.03.1990		Human Recourses Management	Sarvodaya Ilakkia Pannai, Madurai – Vivekananda College, Tiruvedakam
06.03.1997		Savings – A new perspective	Commerce Association, VVV College for Women, Virudhunagar
15.2.2000		E-Commerce	Commerce

			Association, VVV College for Women, Virudhunagar
12.02.2001		Introduction to E-Commerce	Commerce Association, VVV College for Women, Virudhunagar
13.02.2002		Recent Trends in Entrepreneurship	COHSSIP, VVV College for Women, Virudhunagar
25.09.2002		Business Finance	COHSSIP, VVV College for Women, Virudhunagar
08.08.2003	State	Globalisation	State Level Seminar, VVV College for Women, Virudhunagar
26.3.2004 & & 27.3.2004	State	Women Entrepreneurship	State Level Seminar , TNSCST, Chennai, VVV College for Women, Virudhunagar-
21.09.2004	State	Capital Market	State Level Seminar, VVV College for Women, Virudhunagar
05.10.2005		Visiting Professor Lecture and Discussion	UGC Sponsored Visiting professor Lecture and discussion on topics of Current importance at Madurai Kamaraj University, the centre for Dr. Jahir Hussain studies, Madurai
11.08.2005	State	Institutional Finance & Rural development	UGC sponsored State Level Seminar, Sri.S.R.N.M.College, Sattur

01.09.2005 & 02.09.2005	National	Recent Trends in Commerce Education & Research	UGC sponsored National Conference, VVV College for Women, Virudhunagar
15.03.2008	International	Globalisation- Impact, Challenges and Opportunities	International Conference, St. Joseph's College of Arts and Science, Cuddalore
02.09.2006	International	Global business & policy modelling,	International Conference, Adaikala Matha Institute of Management, Thanjavur
23.09.2006	National	Trends in Globalisation of Higher Education- Issues and Concerns	UGC sponsored National Seminar, Devanga Arts College, Aruppukottai
02.12.2006	National	Third All India Conference of KAAS	Scott Christian College, Nagarcoil
21.02.2007	State	VAT – Its impact on Prices	State Level Seminar, VVV College for Women , Virudhunagar,
21.09.2007	State	Investment Opportunities in Capital Market	State Level Seminar, SEBI- Vivekananda College, Tiruvadakam -
11.12.2007 & 12.12.2007	National	Quality and Excellence – The Prime Mantras of Higher Education	NAAC sponsored National level Seminar, VVV College for Women, Virudhunagar -
28.02.2008		Commerce Graduates- Opportunities and Challenges in the Globalised scenario	Intercollegiate Seminar cum Meet – VVVC Comfest P.C. Kannan Janaki Rolling Shield-2008
02.12.2009 to 5.12.2009	National	Curriculum designing & Evaluation for Autonomous Colleges	VVVC & Centre for Educational Research, Madurai

			Kamaraj University, Madurai – VVV College for women, Virudhunagar
15.02.2010	State	Quality Sustenance and Enhancement in Higher Education	State Level Seminar, IQAC Adithanar College of Arts and Science, Thiruchendur –
23.07.2010	National	Contemporary issues in Finance & HRM	AICETE Sponsored National Seminar, Department of Management Studies, VHNSN College –
06.08.2010 & 07.08.2010	National	Research Methodology in Social Sciences	TANSCHE Sponsored National Level Seminar, IQAC, VHNSN College, Virudhunagar
03.12.2010 & 04.12.2010		Retraining of Teachers Programme	IQAC, VVVC, VNR
22.09.2011 & 23.09.2011	National	Challenges of Commerce Education in the Twenty First Century.	UGC sponsored National Seminar, VVV College for Women, Virudhunagar in Collaboration with Department of Commerce, MKU, Madurai.
31.10.2011 & 01.11.2011		Retraining of Teachers Programme	IQAC, VVVC, VNR
Workshops			
08.12.1988 to 10.12.1988		Computers in Business	COHSSIP, VVV College for Women, Virudhunagar
20.12.1989 to 22.12.1989		Computers in Business Applications	COHSSIP, VVV College for women, Virudhunagar –
29.03.1995	National	Workshop on Competitive	Department of Youth

		Examinations	Welfare, Madurai Kamaraj University, Madurai-VHNSN College, Virudhunagar
05.10.2007	National	Effective Thesis writing	Research Centre in English, VHNSN College, Virudhunagar
19.11.2007 to 23.11.2007	National	Capacity Building for Women Managers in Higher Education (Residential)	UGC Workshop-Centre for Women's Studies, Lady Doak College, Madurai
15.12.2007	Inter University	Enhance U'r Memory Skills	Inter University Workshop, Dept. of Business Administration, SFR College for Women, Sivakasi.
22.12.2007		Application of Statistical Tools in Social Research	FOCOT, VVV College for Women, Virudhunagar
28.11.2014	National	Commodity Market and Investment Strategies	Commerce Wing , DDE, Annamalai University, Annamalai Nagar.

VI **Course attended (Refresher / Orientation / any other)**

Name of the Course	Venue	Duration
Orientation Programme	Academic Staff College, Madurai Kamaraj University	28.09.88 to 26.10.88
Refresher - Faculty Development Programme	Centre for Entrepreneur Development in Entrepreneurship association with Dept. of Entrepreneurship studies, Madurai Kamaraj University, Madurai, sponsored by Dept. of Science & Technology, Govt. of India, New Delhi-CED, Training Centre, Madurai	29.01.96 to 18.02.96
Others		
B A Queen	Planning Forum & Population Club, VVV College for Women, Virudhunagar	27.02.1988
Memorisation	Dept. of Youth Welfare, Madurai Kamaraj University, Madurai	17.10.1989 to 20.10.1989
First Aid Course	St. John's Ambulance, Sivakasi, VVV College for Women, Virudhunagar	28.01.2003 &

		29.01.2003
Personality Development Course - B A Princess	VVV College for Women, Virudhunagar	01.02.2003
Personality Development Course - B A Queen	Women Entrepreneur Development Centre, VVV College for Women, Virudhunagar,	28.01.2003 & 29.01.2003
Basics in Windows and MS- Office	VHNSN College, Virudhunagar,	07.11.2005 to 18.11.2005

VII Role in Academic Bodies :

As a member of Board of Studies :

University / College	Period	Board
ANJA College, Sivakasi	2008-2010	UG
Sri SRNM College, Sattur	2010-2012	PG
VVVC, VNR	From 2009 to till date	UG, PG & M.Phil
V.H.N.S.N College, VNR	2017-2019	UG, PG & M.Phil

As a member in

Inspection Commission / Interview Panel / others

Particulars	Date	Venue	Course / Post
Subject Expert in the selection committee for regular vacancies (GT category and GT W category)	17.07.2013 & 19.07.2013	VHNSN College, Virudhunagar	Assistant Professor of Commerce

Academic Audit

Year	Name of the University / College	Course

VIII Resource person / Chairperson

Activity	Date	Topic / Theme	Event	Venue
Kshatriya Old Girls' Association	26.7.2008	Women & Education	Chief Guest	Kshatriya Girls Higher Secondary School,

				Virudhunagar.
State Level Seminar	04.02.2011	State Level Seminar on Women Entrepreneurship – Challenges and Opportunities in the Globalised Scenario	Guest speaker	Sri Adi Chunchanagiri Women's College, Cumbum
Research Cell	19.03.2011	Moderator for the paper presentation Session – Research Cell.	Moderator	Sri Kaliswari College, Sivakasi
CBI Association – Guest lecture	18.09.2012	Department of Commerce, CBI Association- Guest Lecture on Women Entrepreneurship- Its Multiplier Effect on Women Employment and Empowerment.	Guest speaker	Nadar Saraswathi College of Arts and Science, Theni
Guest Lecture	20.08.2013	M.Com (Banking Technology) Guest Lecture on Technology- Performance Parameter in New Era Banking.	Guest speaker	S.F.R College, Sivakasi
Guest Lecture	18.12.2014	Department of Business Administration and Commerce – Banking Technology.	Guest speaker	A.K.D.R. College, Rajapalayam
Pre Submission Viva-Voce Session	4.06.2015	Mrs.M.Sumathi Ph.D Scholar	Chair Person	S.F.R.College for Women, Sivakasi
Guest Lecture	20.10.2015	M.Phil Mathematics	Guest speaker	VVV College, Virudhunagar

		Association- Research Methodology		
Pre Submission Viva-Voce Session	30.11.2015	3 Ph.D Scholars	Chair Person	S.F.R.College for Women, Sivakasi
Ph.D Entrance Examination – Viva Voce	25.07.2015	Ph.D candidate	External Examiner	S.F.R.College for Women, Sivakasi
Guest Lecture	12.01.2017	Methodology for Research	Guest speaker	S.F.R.College for Women, Sivakasi
Recent Advances in commerce Education	1.07.2017	Opportunities in Higher Education	Guest Lecture	S.F.R.College for Women, Sivakasi

IX Seminars / Conferences / Workshops organized

Date	Level	Theme

X Student - oriented Service :
Staff - in - charge of various activities in the

i. **Institution**

2010 – 11	Member in College Magazine Editorial Board
2011 – 12	Golden Jubilee Committee member
2012 – 13	Golden Jubilee Committee member
2013 – 14	Vocational Guidance
2014 – 15	Vocational Guidance
2015- 16	Vocational Guidance
2016- 17	Curriculum and Development Cell
2017 - 18	Dean of Arts

ii. **Department**

2010 – 11	
2011 – 12	
2012 – 13	Department library in-charge
2013 – 14	Department library in-charge
2014 – 15	Parents and Teachers Association In-charge
2015- 16	PG Commerce Association Vice-President
2016 - 17	Extension Services In-charge
2017 - 18	Work load & Time Table

iii. A) Any other information (Membership in various academic related bodies / societies

/ associations)

- Editor – in- Chief, MASIVJ International Multi Disciplinary Journal
 - Member in Advisory Board of PRIMAX Foundation , Bengaluru
 - Member in Forum of Commerce Teachers (FOCOT), Madurai.
 - Member in Commerce Association of Kerala, Kerala.
 - Member in Kanniyakumari Academy of Arts and Science Colleges (KAAS), Nagarcoil.
- B) Judge
- Judge for Virudhuanagar District Level Competitions among Self Help Groups Conducted by Virudhuanagar Collectorate.
 - Judge for Intercollegiate Staff Meet- Department of Commerce (Corporate Secretaryship) ANJA College, Sivakasi.

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