

## CURRICULUM VITAE

- 1. Name** : Dr. M. INBALAKSHMI
- 2. Age & Date of Birth** : 53 years. 25-02-1969.
- 3. Designation& Subject** : Associate Professor of Commerce
- 4. Educational Qualification** : M.Com., M.Phil., M.B.A., P.G.D.C.A., NET., Ph.D.,
- 5. Date of Appointment** : 20-12-1993.
- 6. Date of Retirement** : **28.02.2029**
- 7. Spouse Name and Occupation** : Er.S.Venkatachalapathy,B.E., M.B.A.,P.G.D.E.D.,  
Assistant Executive Engineer,  
Tamil Nadu Police Housing Corporation,  
Madurai.



**8. a) Qualifications – Academic:**

Examinations passed	Register number	Month & year of passing	Subject	Class with Marks or grades	Name of the College/University
Ph.D.		May-02	Commerce		Department of Commerce, Madurai Kamaraj University
M. Phil	9110690	Apr-92	Commerce	I Class 72% University V Rank	Department of Commerce, Madurai Kamaraj University
M.B.A.	9126100394	Nov-11	Marketing	I Class 69.33%	Tamil Nadu OpenUniversity.
UGC/JRF Eligibility for Lectureship		Jun-93		Eligibility for Lectureship	University Grants Commission
M.Com.	89CE04	Apr-91	Commerce	I Class 76.31% Distinction, College I Rank	G.T.N. Arts College, Dindigul
P.G.D.C.A.	A6C590202 2	Nov-06	Computer	I Class 68.89%	DDE. Madurai Kamaraj University.
B.Com	94157	Apr-89	Commerce	I Class 66.75%	M.V.M. Govt. Arts College, Dindigul.
H.Sc.	643254	Apr-86	Commerce	I Class 71.50%	St. Joseph's Girls Higher Secondary School, Dindigul.
S.S.L.C.	069809	Mar-84		I Class 66.05%	St. Joseph's Girls Higher Secondary School, Dindigul.

**8.b) Additional Qualifications**

Examination Passed	Board	Year of passing	Grade
First Aid to the injured	St. John ambulance Association	1987	
Senior Grade (Typewriting in English)	Dept. of Technical Examination, Tamilnadu.	1994	II class
Senior Grade (Typewriting in Tamil)	Dept. of Technical Examinations, Tamilnadu	1995	II class

**9. Teaching Experience :**

Sl. No.	Place of Service	Period		Designation
		From	To	
1	G.T. N. Arts College	09-12-1992	27-08-1993	Lecturer - FIP Vacancy
2	G.T. N. Arts College	28-08-1993	19-12-1993	Teaching Assistant
3	G.T. N. Arts College	From 20-12-1993	till date	Associate Professor

**9 (a). Total Teaching Experience**

Under graduate – 29 years  
 Post Graduate – 26 years  
 M.Phil - 20 Years

**10. Total Teaching Experience as on August 2022**

Under graduate - Years 29 Months 5  
 Post Graduate - Years 27 Months 5  
 Research - Years 21 Months 1

**11. Area of Specialisation :** i) Teaching - Financial Accounting  
 ii) Research - Marketing

**12. Research Experience – M.Phil**

Course	No.of Candidates Awarded	University
M.Phil	32	Madurai Kamaraj University – 30 Annamalai University - 2

**Details of M.Phil Scholars.**

<b>Sl. No</b>	<b>Name of the Candidate with Regn. No.</b>	<b>Date of Submission/ Year of Passing</b>
1	M.S.Santha Florence Mary, A4A609018	27.04.2005
2.	H. Shajathi Begum. A5A6090050	29.03.2006.
3.	G. Chithra A5A6090049	30.03.2006.
4	V. Krishna Veni A2A6093094	27.10.2006
5	K.G.S. Santhi 4090602106	29.09.2008
6.	N. Dharani	13.05.2008
7.	J. Vasanthi. 4090602107	25.09.2008
8	A. Thenmozhi	04.06.2009
9.	E. Shanthi	29.06.2009
10.	A. Bharathi	29.06.2009
11.	M. Selva Kumar A6C6092011	22.09.2009
12.	K. Neela A9820104	30.08.2010
13.	M. Backialakshmi A9820101	31.08.2010
14.	R. Jeyalakshmi B0910052	27.06.2011
15.	R. Bhuvana Priya B0910050	27.06.2011
16.	R. Rani B0910061	27.06.2011
17.	S. Murugeswari A6A6192002	07.05.2012 (Management Sciences)
18.	A.Saranya Devi B1810112	29.10.2012
19.	C. Pushpalakshmi B1810107	25.12.2012.
20.	S. Vijayalakshmi. B1810114	31.12.2012.
21.	B. Muthu Meenakshi. B1810106	07.03.2013.
22.	R. Kavitha	17.05.2013
23	G. Rajalakshmi	11.07.2014
24.	K. Hari Prasath	11.07.2014
25.	S. Sabari Giri Raja	11.07.2014

26.	K.Ranjani	10.07.2015
27.	G. Krishnaveni	10.07.2015
28.	S. Nithya B5810062	28.04.2016
29.	G. Karthiga B5810056	29.07.2016
30.	D.Divya	28.04.2017
31.	A. Saranya	28.04.2017
32.	R. Suriya Bharathi	28.04.2017

### 13. Research Experience – Ph.D.

No.of Candidates		University
Awarded	8	Madurai Kamaraj University
Awaiting for <i>Viva Voce</i>	2	Madurai Kamaraj University
Ph.D.in Progress	4	Madurai Kamaraj University

#### a) Ph.D. Awarded

Sl. No.	Name of the Candidate with Regn. No.	Title of the Thesis
1.	N. Dharani. P8778	A Study on Investment Pattern of Working Women in Dindigul District.
2.	S. Margarate Ruby Sathya Sena	Women Entrepreneurship Through Micro Credit – A Study in Dindigul District
3.	D. Antony Dhavamary (P8799)	A Study on Job Satisfaction of Women working in Public Sector Undertaking
4.	R. Bala Saraswathi P8711	A Study on Marketing Problems of SHGs in Dindigul District
5.	B. Rajesh Kanna P9603 (2-06-2017)	A Study on the Impact of Celebrities on Consumer Preferences with Special Reference to Consumer Goods
6.	E. Meera P9904 (15.12.2017)	A Study on the Awareness and Utilisation of Electronic Banking
7.	V. Ilakkia F9088	A Study on Customer Preference to Instant Food Products.
8.	B. Jesintha F8779	A Study on Market Penetration of FMCG and Regional Products in the Rural Markets
9.	R. Kavitha P4523	Customers' Preference Towards Online Shopping with Special Reference to Chennai

#### b) Ph.D. Submitted

Sl. No.	Name of the Candidate with Regn. No.	Title of the Thesis	Date of submission
1.	M. Reni Prishka P4520	A Study on Customers' Satisfaction Towards Online Shopping	18.03.2016

2.	P. Kalaiselvi	A Study on Triple Bottom Line Reporting System in Leather Industry in Dindigul District	Shifted from another guide

**c) Ph.D. in Progress**

Sl. No.	Name of the Candidate with Regn. No.	Title of the Thesis	Date of Registration
1.	J. Shanthi Silvia P8683 (Cancelled)	Stress Management of Women Employees in Service Sector of Madurai District – with Special Reference to Telecommunication Services	05.10.2009 – Registration is cancelled
2,	G. Thamarai Selvi P3684	Awareness and Utilisation of Banking Products by Financially Excluded People	11-11-2014
3.	S. Samundeeswari	A Study on Consumer Preference Towards Organic Food Products	06-05-2019
4.	S. Suganya	A Comparative Study of Service Quality of India Post and Courier Services	27-02-2020

**14. Research Project – Minor/Major**

Sl.No.	Minor/Major	Title of the Project	Date of Sanctioning order received	Period of the Project	Amount Sanctioned	Sponsoring Agency
1.	Minor	<b>“ROLE OF COLLEGES IN ACHIEVING SUSTAINABILITY BY 2030”</b>	24-03-2022	9 months	Rs.3,00,000	Mahatma Gandhi National Council of Rural Education (MGNCRE), Department of Higher Education, Ministry of Education, Government of India

**15. Orientation Course, Refresher, Short Term Courses Attended**

Sl.No.	Name of the Institution/University	From	To
1	Four Week Orientation Course Conducted by Academic Staff College, Pondicherry University	23-01-1996	19.02.2016
2	Ten Days NSS orientation course conducted by Sri Avinashilingam Education Trust Institutions, Training and	19-01-1998	28-01-1998

	Orientation Centre from		
3	Refresher Course in “Value Education in Societal Ethics” conducted by Vivekananda College, Thiruvedagam West.	05-11-2003	25-11-2003
4	Refresher course in “Emerging Trends in Indian Business” conducted by Academic Staff College, Madurai Kamaraj University, Madurai.	09-06-2004	29-06-2004
5	Capacity Building of Women Managers in Higher Education – Sensitivity / Awareness/ Motivation Workshop organized by Centre for Women’s Studies, Lady Doak College, Madurai, Tamilnadu from 27 <sup>th</sup> to 31 <sup>st</sup> January 2009.	27-01-2009	31-01-2009
6	One week STTP on Advance Research Methodology	11-05-2020	15-05-2020

### 16. Seminars/Workshops/Conferences/Symposium – Participation

Sl. No.	Seminar/Workshops/Conferences/Symposium	Institution / Organisation	Date
1	Entrepreneurial Development	G.T.N. Arts College & DIC Dindigul	18 <sup>th</sup> & 19 <sup>th</sup> April 1990.
2	One day Inter-Collegiate Seminar on “Women and Society”	S.R.N.M. College, Sattur.	12.03.1994
3	Seminar on Evolution in Accounting	Vivekananda College, Thiruvedagam	1/4/1995
4	Workshop for Ph.D. Scholars & Guides	School of Economics, Madurai Kamaraj University	10 <sup>th</sup> to 13 <sup>th</sup> January 1996
5	Workshop on Dissemination of Red Cross Principles and International Humanitarian	Indian Red Cross Society, Dindigul	16 <sup>th</sup> and 17 <sup>th</sup> June 1997
6	National Integration Camp for Women	National Service Scheme, Madurai Kamaraj University.	26 <sup>th</sup> December 1998 to 1 <sup>st</sup> January 1999
7	One-day Inter Collegiate Seminar on Corporate Governance	Fatima College, Madurai	18-03-2003
8	One Day Inter Collegiate Seminar on “Recent Trends in Capital Market”	Fatima College, Madurai	23.03.2004
9	“Emerging Trends in Banking in the New Millennium	Department of Commerce, Vivekananda College, Thiruvedakam West	01-10-2004
10	One-Day Seminar on the “Impact of Globalisation on Key Sectors”	G.T.N. Arts College, Dindigul	28 <sup>th</sup> March 2005
11	State level seminar on “Business Ethics”	Fatima College, Madurai	15 <sup>th</sup> October 2005
12	Seminar on ‘Union Budget – 2006’	G.T.N. Arts College & ICFAI	4/3/2006

		National College, Dindigul	
13	One day workshop on “Tools for Business Data Analysis – SPSS Applications in Social Science Research”	Shanmuga Arts, Science, Technology & Research Academy, Thanjavur	29-03-2008
14	One day Seminar on “Global Warming: Issues and Actions”	Madurai Kamaraj University	25 <sup>th</sup> August, 2008
15	UGC sponsored Regional Seminar on Environmental Studies	Gandhigram Rural University	3 <sup>rd</sup> to 5 <sup>th</sup> December 2008
16	One day National Level Seminar – INVESTRA 2009 – “ Investment Strategies in the Financial Markets”	School of Management, SASTRA University, Thanjavur.	21 <sup>st</sup> October 2009.
17	Workshop on Research Methodology and Database Management Using SPSS	Thiagarajar School of Management, Madurai	23 to 25 January 2014
18	Quality Metrics in Higher Education	I.Q.A.C, M.V.M. Govt. Arts College (W), Dindigul.	20 <sup>th</sup> Sep 2014
19	Art of Getting Research Funding and Publishing Research Papers in Social Sciences	Kongu Engineering College, Perundhurai	26 <sup>th</sup> Sep 2014
20	Faculty Development Programme on Research Methods Using SPSS	Kongu Engineering College, Perundhurai	6 <sup>th</sup> and 7 <sup>th</sup> February 2015
21	Two Day National Level Workshop on “Research Methodology, Statistical Data Analysis and Interpretation by Using Statistical Package for Social Science (SPSS) & Analysis of Moments Structure (AMOS)”	PRIMAX Foundation, Bengaluru, Karnataka.	21 <sup>st</sup> & 22 <sup>nd</sup> October 2016
22,	National level Workshop on “Structural Equation Modelling and Scale Development”	Kongu Engineering College, Perundurai.	27 <sup>th</sup> & 28 <sup>th</sup> Jan 2017.
23	“Commodity Derivatives Education Workshop” (Training for Trainers)	Department of Commerce, Central University of Tamilnadu, Thiruvavur.	9 <sup>th</sup> and 10 <sup>th</sup> March, 2018.
24	Innovations in Business & Management – IBM 18 – “Financial Modelling Using Excel”	Jeppiaar Engineering College (MBA)	23 <sup>rd</sup> & 24 <sup>th</sup> March 2018
25	“E-Content Development and MOOC” sponsored by Tamilnadu State Council for Higher Education, Govt. of India, Tamilnadu	G.T.N. Arts College, Dindigul	22 <sup>nd</sup> December, 2018
26	Two days State Level Technical Workshop on “Intellectual Property Rights”	Tamil Nadu State Council for Science and Technology, Chennai and Cauvery College for Women	26 <sup>th</sup> and 27 <sup>th</sup> September 2019

		(Autonomous), Tiruchirappalli	
27	One Day National Level Workshop on “Art of Writing Research Paper and Publishing in High Reputed Journals”	Tamilnadu State Council for Science and Technology”	4 <sup>th</sup> November 2019
28	One Day National Level Workshop on “Art of Writing Research Paper and Publishing in High Reputed Journals”	Department of Economics, G.T.N. Arts College, Dindigul	4.11.2019
29	ICWA sponsored Two Day National Conference on “Business Opportunities Issues and Challenges in BRICS Countries”	Department of Economics, G.T.N. Arts College, Dindigul	12 <sup>th</sup> & 13 <sup>th</sup> December 2019
30	Workshop on Tally	Department of Management Studies, Chettinad College of Engineering & Technology, Karur	30-01-2020
31	Jaadu Ginni Ka Financial Literacy for Everyone	Organized by Freshwater Action Network, South Asia, Vodafone India Foundation and Vaigai Trust held at G.T.N. Arts College, Dindigul	02.02.2020
32	National Level Awareness Programme (NLAP) on Schemes implemented by Ministry of MSME, Govt of India	By Khadi and Village Industries Commission, Ministry of Micro, Small and Medium Enterprises, Govt.of India held at G.T.N. Arts College, Dindigul	26.02.2020
33	International Conference on Multidisciplinary Research Towards Sustainable Development	Organised by Indian Academicians and Researchers Association (IARA)	3 <sup>rd</sup> October 2021
34	2-Day National Workshop on Rural Management and Engagement	Organised by Faculty Development Centre, Mahatma Gandhi National Council of Rural Education, Department of Higher Education Ministry of Education, Government of India	25-26 July 2022

### 17. Seminars/Workshops/Conferences/Symposium – Paper Presentation

Sl.No.	Title of the Paper	Seminar / Workshop / Conference	Institution Where Attended	Year
1	“Development of Agro Based Small Scale Industries in Dindigul Dist.”	National Level Seminar on Development of Rural Industries in Fifty Years	Gandhigram Rural Institute, Gandhigram.	25 <sup>th</sup> -26 <sup>th</sup> March 1998
2	“Role of Information Technology in Exports of Small Scale Industries”	UGC Sponsored State Level Seminar on “Information Technological Boom in Contemporary ‘Trade and Commerce – Prospects and Challenges	CPA College Bodinayakkanur	2 <sup>nd</sup> – 3 <sup>rd</sup> March 2001
3	“E-Commerce and Scope of Marketing”	Two Day National Conference on “E-Commerce and its impact on Indian Economy” (AICTE Sponsored)	Karpagam Arts & Science College, Coimbatore.	23 <sup>rd</sup> & 24 <sup>th</sup> March 2001



4	"Scope and Development of Women Entrepreneur in Rural India"	ICSSR sponsored National Level Seminar on "Entrepreneurism in Rural Economy"	CPA College Bodinayakkanur	28 <sup>th</sup> February & 1 <sup>st</sup> March 2003
5	"Ethics in Salesmanship"	Refresher course on Value education	Vivekananda College, Thiruvudagam	05-11-2003 to 25-11-2003
6	"Financing of Sick Small Scale Industrial Units in Dindigul"	UGC sponsored State Level Seminar on "Institutional Finance for Rural Development"	SRI.S.R.N.M. College, Sattur	11 <sup>th</sup> and 12 <sup>th</sup> August 2005
7	FDI in single brand retailing	National level seminar on Banking and Finance	Sri Kaliswari College, Sivakasi	25 <sup>th</sup> and 26 <sup>th</sup> February 2006
8	"Development of Women Entrepreneurs through SHGs."	UGC sponsored state level seminar on Rural Entrepreneurship changes and Challenges	S.V.N. College, Madurai	13 <sup>th</sup> and 14 <sup>th</sup> March 2006.
9	<b>"Curriculum Development in Higher Education in Commerce"</b>	<b>ICSSR sponsored International Conference on Socially Relevant Higher Education in India</b>	<b>CPA College, Bodi</b>	<b>21<sup>st</sup> – 24<sup>th</sup> February 2006</b>
10	<b>"Inclusion of Differently Abled persons"</b>	<b>National Seminar on "Dimensions of Social Exclusion in India: Strategies for Inclusion"</b>	<b>Centre for Study of Social Exclusion and Inclusive Policy (CSSEIP)</b>	<b>10-11, February 2011</b>
11	"Challenges and Opportunities of FMCG Sector in International Trade After the Economic Crisis	National Conference on International Trade After the Economic Crisis	PG&Research Department of Commerce, Nadar Saraswathi College of Arts and Science, Theni.	1 <sup>st</sup> and 2 <sup>nd</sup> February 2013
12	A Study on Consumer Preference Towards Instant Food Products	IEEE-International Conference on the Changing Paradigms of Technology and Strategic Management (ICPSM-2013)	School of Management SASTRA University , Thanjavur	30 <sup>th</sup> & 31 <sup>st</sup> August, 2013
13	Green Marketing and Sustainable Development – Challenges and Opportunities	International Conference on "Impact of Global Crisis in Indian Business"	Department of Management Studies, Annai Mathammal Sheela Engineering College, Namakkal	25.10.2013
14	A Study on the Satisfaction Level Towards the Usage of Automated Teller Machines (ATMs)	National Seminar on Productivity Enhancement Strategies.	Department of Business Administration	10.10.2014
15	<b>Stress Management by Yoga</b>	<b>National Seminar on Sound Body, Sound Mind and Fitness Through Yoga &amp; Sports</b>	<b>Department of Physical Education, G.T.N. Arts College, Dindigul.</b>	<b>25<sup>th</sup> &amp; 26<sup>th</sup> March 2015</b>
16	A Study on Consumer Brand Preference and Brand Loyalty Towards	International Conference on Transformation for Business Sustainability: Issues &	Kongu Engineering College, Perundhurai	26 <sup>th</sup> & 27 <sup>th</sup> February, 2016

	Fast Moving Consumer Goods with Special Reference to Dindigul.	Strategies (ICTBS-2016)		
17	A Study on Customer Satisfaction Towards Online Shopping	National Conference on “Digital India – A Managerial Perspective”	Jai Shriram Group of Institutions, Tirupur	14 <sup>th</sup> October 2017
17	<b>Market penetration of FMCG in Rural Markets with Special Reference to Personal Care Products</b>	<b>4<sup>th</sup> International Conference on Management – ICOM’18</b>	<b>Jeppiar Engineering College (MBA)</b>	<b>23<sup>rd</sup>&amp;24<sup>th</sup> March 2018</b>
18.	<b>Factors Influencing Customers’ Preference Towards Online Shopping with Special Reference to College Students</b>	<b>4<sup>th</sup> International Conference on Management – ICOM’18</b>	<b>Jeppiar Engineering College (MBA)</b>	<b>23<sup>rd</sup>&amp;24<sup>th</sup> March 2018</b>
19	<b>Customers Preference Towards Online Shopping</b>	4 <sup>th</sup> International Conference on Management – ICOM’18	Jeppiar Engineering College (MBA)	23 <sup>rd</sup> &24 <sup>th</sup> March 2018
20	<b>Customer Preference to Online Shopping</b>	International Conference on Transformation in Industry in an Era of Digitalisation: Challenges & Opportunities (ICID)	PG & Reseach Department of Commerce, Guru Nanak College (Autonomous), Chennai	28 <sup>th</sup> September 2019
21	<b>Supply Chain Management Practices in Retailing</b>	International Conference on Transformation in Industry in an Era of Digitalisation: Challenges & Opportunities ((ICID)	PG & Research Department of Commerce, Guru Nanak College (Autonomous), Chennai	28 <sup>th</sup> September 2019
22	<b>Online Purchase Behaviour During Covid 19 in Rural Areas</b>	International Conference on Multidisciplinary Research Towards Sustainable Development	Organised by Indian Academicians and Researchers Association (IARA)	3 <sup>rd</sup> October 2021

### 18.Seminars/Workshops/Conferences/Symposium – Organised

1	Advisor of Nss 10 Days Special Camp at Nathamadipatti in 1996
2	Advisor of National Integration Camp organized by Nehru Yuva Kendra at Dindigul in 1996
3	Course – Director of ‘Two – Day Seminar on Entrepreneurial Development’ on 04-04-1997 & 05-04-1997
4	Organiser of NSS 10 Days Special Camp at Renganathapuram from 21-05-1998
5	Advisor of National Integration Camp organized by NSS at Dindigul in 1998.
6	Organiser of NSS 10 Days Special Camp at Rayarpuram in 1999.
7	Our Commerce Department organized ‘Com-Carnival 2002’ – Inter school competitions on 11-10-2002.
8	Trekking to Ayyanar Falls on 28-03-1998 organised for the NSS Women Volunteers.
9	One Day Seminar on the “Impact of Globalisation on Key Sectors” held on 28 <sup>th</sup> March 2005
10	Co-ordinator for the inter-collegiate programme conducted by the Department of commerce, G.T.N. Arts College during 2010-11
11	Co-ordinator for the Commerce Research Colloquium conducted by the Research Department of Commerce, G.T.N. Arts College on 1 <sup>st</sup> October 1, 2011.
12	Committee Member in the one day students seminar on “Role of Youth in Disaster Management” held

	at G.T.N. Arts College (Autonomous), Dindigul, Tamilnadu on 4 <sup>th</sup> January, 2019.
13	Member of Organising Committee in the Seminar conducted by Divisional Office Khadi and Village Industries Commission under People Education Programme at G.T.N. Arts College, Dindigul on 29 & 30.01.2019.
14	Convener, One Day National Seminar on “Emerging Trends in Organic Products – GTNCETOP – 2019” under UGC Autonomy Grant.
14.	Organising Committee Member, Students Induction Programme (SIP), G.T.N. Arts College (Autonomous), Dindigul from 20.06.2019 to 26.06.2019
15.	Organising Committee Member, One Day National Level Workshop on “Art of Writing Research Paper and Publishing in High Reputed Journals”, Department of Economics, G.T.N. Arts College (Autonomous), Dindigul on 04-11-2019
16	Chairperson for a session for Indian Council of World Affairs Sponsored Two Day National Conference on “Business Opportunities and Challenges in BRICS Countries” organized by Department of Economics, G.T.N. Arts College, Dindigul . On 12 <sup>th</sup> and 13 <sup>th</sup> December 2019.
17.	Co-ordinator for the One Day state Level Workshop on Research Methodology Using SPSS (under UGC Autonomy Grant 2019-20) on 10 <sup>th</sup> March 2020

### 19. Webinars Organised

Sl.No	Topic	Date	Status
1.	OBE Framework Nurturing Graduates Towards employability	20 <sup>th</sup> June 2020	Organising Secretary
2.	One Day National Level Webinar on ‘Patent Drafting Skills for Researchers’	31 <sup>st</sup> May 2020	Organising Secretary
3.	Acted as Organising Committee member of the Two-Day National Level Technical Online Workshop on “INTELLECTUAL PROPERTY RIGHTS” - by Tamilnadu State Council for Science and Technology and Research and Development Cell, G.T.N. Arts College (Autonomous), Dindigul	21 <sup>st</sup> and 22 <sup>nd</sup> June 2021	Organising Committee Member
4.	Acted as the Organising Secretary for the One Day National Level Webinar on “Patent Drafting Skills for Researchers and Academicians” on		

### 20. Webinars Attended

Sl.No	Topic	Date	Institute
1	Webinar on “Trends in Commerce Study Through Online Learning”	18 <sup>th</sup> May 2020	PG & Research Department of Commerce, G.T.N. Arts College (Autonomous), Dindigul
2	Four Days National Level Online Faculty Development Program on “Revised NAAC Accreditation Framework Perceptions”	12 <sup>th</sup> – 15 <sup>th</sup> May 2021	G.T.N. Arts College (Autonomous), Dindigul
3	Three Day National Faculty Development Programme (FDP) on “Research Methodology for Social Sciences:	17 <sup>th</sup> , 18 <sup>th</sup> & 19 <sup>th</sup> May 2021.	Indian Institute of Management and Commerce
4	International Workshop on “Basic	4 <sup>th</sup> – 6 <sup>th</sup> June 2021	Global Institute of

	Statistical Analysis and its Interpretation Using SPSS”		Statistical Solutions (GISS)
5	One-Day National Level Online Workshop on “Upskilling Yourself by Writing Research Articles for Scopus/SCI Journals”	11 <sup>th</sup> June 2021	Kongu Business School, Kongu Engineering College, Erode.
6	Online National Quiz Carnival – 2.0	13 <sup>th</sup> June 2021	Indian Institute of Management and Commerce
7	FDP on “Publish to Prosper”	14 <sup>th</sup> June 2021	Department of Business Administration , Guru Nanak Centre for Research, Guru Nanak College (Autonomous), Chennai
8.	National Webinar on “Hospitality and Tourism Education and COVID 19 Pandemic-Perspectives on Challenges and Learning from India	16 <sup>th</sup> August 2021	Department of Hotel Management and Catering Science, G.T.N. Arts College (Autonomous), Dindigul
9.	Three Days Online Workshop on “Author Profile Manangement”	08-10 <sup>th</sup> October 2021.	Indian Academic Researchers Association, Tiruchirappalli and Indian Accounting Association, Tiruchirappalli.

## 20. List of Publications International Journals

Sl.No.	Title of the Article	Name of the Journal/Book	Volume, Year, Page No.	ISBN/ISSN No.	Impact Factor	Scopus Index Yes/No
1.	A Study on the Satisfaction Level of Internet Banking	Indo Global Journal of Applied Management Science,	Vol:2, Issue:4, April 2014	ISSN No. 2320-7892.		
2.	“Investment Pattern of Working Women in Dindigul District”	European Academic Research		Volume I, Number 1, October 2014.	3.1(UIF) DRJI value 5.9 (B+)	
3.	Assessing the Influence of Call Taxi Service Quality	Asian Research Consortium,	Vol.4. No.6, Dec.2015, pp. 18-33			

	and Passenger Satisfaction					
4.	<b>A Study on Consumers brand Preference and Brand Loyalty towards Fast Moving Consumer Goods with Special Reference to Dindigul</b>	<b>International Journal of Marketing Research Review</b>	<a href="http://www.icmrr.org">www.icmrr.org</a> Vol 4, issue 3, Special Edition 2016	ISSN:2321-0346 – Online Issue:2347-1670	1.59	
5.	<b>A Study on Customer Preference Towards FMCG Products in Rural Areas in Dindigul</b>	<b>International Research Journal of Business and Management – IRJBM</b>	<b>Global Wisdom Publications IRJBM</b> <a href="http://www.irjbm.org">www.irjbm.org</a> Vol No IX, June 2016, Issue 6	ISSN 2322-083X		
6.	Market Penetration of FMCG in Rural Markets with Special Reference to Personal Care Products	International Journal of Creative Research Thoughts	www.ijcrt.org Volume 6 Issue 2 April 2018	ISSN 2320-2882	5.97	
7.	Factors Influencing Customers' Preference Towards Online Shopping with Special Reference to College Students	International Journal of Creative Research Thoughts	www.ijcrt.org Volume 6 Issue 2 April 2018	ISSN 2320-2882	5.97	
8.	Customers Preference Towards Online Shopping	International Journal of Creative Research Thoughts	www.ijcrt.org Volume 6 Issue 2 April 2018	ISSN 2320-2882	5.97	
9.	Impact of TBL Reporting System on Corporate Sustainability: An Empirical Study in Leather Industry	Dogo Rangsang Research Journal (UGC Care Group 1 Journal)	Vol-10 Issue-07 No. 25	ISSN:2347-7180		p. 53-58
10.	Online Purchase Behaviour During COVID-19 in Rural Areas	Turkish Journal of Physiotherapy and Rehabilitation (Scopus Index)	Vol 32(3), December 2021	ISSN 2651-4451 e-ISSN 2651-446x		

### National Journals

Sl. No	Title of the Article	Name of the Journal/Book	Publisher Name	Volume, Year, Page No.	ISBN/ISSN No.	Impact Factor	Scopus Index Yes/No
1,	<b>Role of Information Technology in Exports of Small Scale Industries</b>	<b>Book titled “Information Technology – its application on the Small Scale Industries Sector”</b>	<b>Discovery Publishing House</b>				
2,	<b>“Entrepreneurship Development Under Liberalization”</b>	<b>Kissan World” Magazine ,</b>		<b>March 2004.</b>			
3,	<b>“The Man in a Woman”</b>	<b>In a Book titled Women’s Perspectives”</b>	<b>Magalir Pathipagam, Thanjavur</b>	<b>Volume – II March 2004.</b>			
4,	<b>Development of Women Entrepreneurs”</b>	<b>Kisan World Magazine</b>		<b>June 2004</b>			
5,	<b>“Inclusion of Differently Abled Persons</b>	<b>Published in a Book “Dimensions of Social Exclusion”</b>		<b>New Delhi-110 002. 2013</b>			
6,	<b>Challenges and Opportunities of FMCG Sector in International Trade After the Economic Crisis</b>	<b>Proceedings of the National Level Conference on International Trade After the Economic Crisis : Challenges and New Opportunities, NCIT’2013</b>		<b>1<sup>st</sup> and 2<sup>nd</sup> February 2013.</b>			
7,	<b>A Study on Consumer Preference Towards Instant Food Products</b>	<b>TSM Business Review,</b>		<b>Volume 2, Number 1, June 2014</b>	<b>ISSN 2348-3784.</b>		
8,	<b>A Study on the Satisfaction Level Towards the Usage of Automated Teller Machines (ATMs)</b>	<b>Proceedings of National Seminar on Productivity Enhancement Strategies organized by the</b>	<b>Department of Administration, The American College, Madurai</b>		<b>10-10-2014</b>		

9,	A Study on the utilization of Internet banking	iTSM Business Review,		Volume 2, Number 2, December 2014.	ISSN 2348-3784.		
10,	<b>Celebrity Endorsements and Endorsements in the age of Social Media</b>	<b>PARIPEX – Indian Journal of Research</b>		<b>Volume 5/Issue 11, December 2016</b>	<b>ISSN-2250-1991IF:5,215</b>		

### 21. Text Books / Edited Books/ Chapter(s) in Books Published

Sl.No.	Name of the Book	Publisher's Name	Volume & Year	ISBN No.
1	Financial Management	Vishnu publications. Chennai	2008	
2	Retail Marketing	Ayyanar Publications, Dindigul	2009	
3	A Simple Book in Retail Marketing	Kalyani Publications, Ludhiana	2010	978-93-272-1250-1
4	Retailing	Kalyani Publications, Ludhiana	2010	978-81-272-7085-8
5.	Industrial Organisation	Kalyani Publications, Ludhiana	2010	978-81-272-7085-8
6.	Business Accounting	Kalyani Publications, Ludhiana	2015	978-93-2074-2
7.	Advertising and Salesmanship	Kalyani Publications, Ludhiana	2015	. ISBN 978-93-272-4829-6
8.	Advanced Financial Management – CE2	New Century Book House, Chennai	August 2015	ISBN 978-81-7735-837-7
9.	Emerging Trends in Organic Products – Edited volume	Shaanlax Publications, Madurai	2019	ISBN: 978-93-891146-42-4
10.	Entrepreneurship Empowerment	New Century Book House, Chennai	September 2020	ISBN: 978-81-2344-006-4 Code No.A4359
11	<b>Shri Padhmagiri Leela – A Tamil Translation book of Dindigul Rockfort</b>	<b>Kalaignaan Pathippagam, Chennai</b>	<b>July 2022</b>	<b>ISBN:978-83-953243-0-9</b>

**22. Online Courses Attended**

Sl.No	Period	Name of the Course	Name of the Institute
1.	11 May 2020 to 15 May 2020	One Week STTP on Advanced Research Methodology	REST Society for Research International (RSRI), Krishnagiri.

**23. Academic Services in Other Institutions**

Sl. No.	Name of the Programme	Name of the Institution	Date
1.	External examiner of Ph.D., Viva Voce examination	P.G and Research Department of Commerce, Holy Cross College, Tiruchirappalli	25 <sup>th</sup> February 2016
2.	External examiner of Ph.D., Viva Voce examination	P.G and Research Department of Commerce, National College (Autonomous) Tiruchirappalli	24 <sup>th</sup> February 2017
3.	External examiner of Ph.D., Viva Voce examination	P.G and Research Department of Commerce, National College (Autonomous) Tiruchirappalli	3 <sup>rd</sup> March 2017
4	External Examiner, M.Com Project Viva	Department of Commerce M.V. Muthiah Govt., Arts College, Dindigul.	12 <sup>th</sup> April 2017
5	External Examiner, M.Com Project Viva	Department of Commerce M.V. Muthiah Govt., Arts College, Dindigul.	9 <sup>th</sup> April 2018
6.	Chairman of Question Paper Setters Board B.Com (BFS&I), BBA9IB0	Alagappa University. Karaikudi	Nov 2019 Examinations
7.	Member, Inspection Commission for starting the new course – B.Com- Banking	Parvathy's Arts and Science College, Dindigul	22.06.2020
8	Subject Expert in the Interview Panel of Assistant Professor in Commerce	The Madura CollegeBoard, Madurai	19 <sup>th</sup> and 20 <sup>th</sup> January 2021
9	Member, Inspection Commission for starting two new courses – B.Com Professional Accounting and B.Com-Banking	NPR Arts and Science College, Natham	15.07.2021
10	Member, Inspection Commission for starting two new courses –	Rev. Jacob Memorial Christian College. Ambilikkai	23.07.2021



	B.Com Professional Accounting		
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#### 24. Services to the Government

Sl. No.	Name of the Programme	Name of the Institution	Date
1.	Chief Invigilator for conducting Competitive Examinations	Combined Civil Services Examinations – 4 (GROUP IV)	01-09-2019 FN
2.	Chief Invigilator for conducting Competitive Examination	Tamilnadu Public Service Commission – CCSE – 1 (Group I)	03-01-2021 FN
3.	Acted as Presiding Officer	General elections to Tamilnadu State Legislative Assembly 2021	06-04-2021

#### 25. Awards / Recognition Received

Sl. No.	Institutional Level	State Level	National Level	International Level
1	NIL			

#### 26. Membership in Academic Bodies / Editorial Boards and Board of Studies/ Doctoral Committee

Sl. No.	Date	Name of the Body	Name of the Institution
1,	1.4.2014	Member, Board of Studies, M.Com(C.A) and M.Phil Commerce	Arulmigu Palaniandavar College for Women, Palani for the academic year 2013-2014.
2,	14.03.2016	Member, Board of Studies in Commerce (P.G and M.Phil)	Arulmigu Palaniandavar Arts College for Women
3,	28.03.2017	Subject Expert, Board of Studies in Commerce	Vivekananda College, Thiruvedagam West, Sholavadan
4	12.04.2017	External Examiner, M.Com Project Viva	M.V. Muthiah Govt., Arts College, Dindigul.
5	21-03-2018	Subject Expert, Board of Studies in Commerce	Vivekananda College, Thiruvedagam West, Sholavadan
7.	29-11-2017	Nominated as University representative to	Government Arts

		the board. <b>But no meeting was held until 26-02-2019</b>	College, (Autonomous), Karur (Bharadidasan university, Tiruchirappalli)
8.	From 17.06.2019 to till date	Nominated as Member Secretary, Academic Council	G.T.N. Arts College, Dindigul.
9.	29.01.2019	Appointed as the Chairman of Question Papers Setters Board in B.Com (Banking Finance Services and Insurance), 2019	Alagappa University, Karaikudi
10	16-08-2019	Question paper setter for the Summative Examination November 2019	Thiagarajar College (Autonomous), Madurai
11	12.02.2020	Participated in Board of Studies Meeting for the academic year 2019-20	Saraswathi Narayanan College.(Autonomous), Madurai.
12	23-03-2021	Acted as External Panel Member of Doctoral Committee meeting.	PG and Research Department of Commerce, Government Arts College for Women, Salem
13.	30-03-2021	University Nominee, Board of Studies Meeting (B.Com.C.A)	Hajee Kartha Rowther Howdia College, Uthamapalayam.
13.	09-10-2021	University Nominee, Board of Studies Meeting (B.Com.C.A)	Hajee Kartha Rowther Howdia College, Uthamapalayam.
14	18-02-2022	University Nominee, Board of Studies in Commerce (Virtual meeting)	Lady Doak College, Madurai
15	23.03.2022	University Nominee, Board of Studies of B.Com (CA)	Saraswathi Narayanan College, Madurai.

## 27. Paper Setters / Examinership in other Institutions

- (i) Karunya University, Coimbatore
- (ii) Thiagarajar College, Madurai
- (iii) N.G.M. College, Pollachi
- (iv) S.V.N. College, Madurai
- (iv) S.F.R. College, Sivakasi.
- (v) Annamalai University, Chithambaram.
- (vi) Alagappa University, Karaikudi.

## 28. Students' Welfare Activities

1. Collected more than Rs.1,00,000 from G.T.N. Arts College students, friends and relatives and gave the same amount to 'Anbagam' for the construction of Building for HIV positive children.

2. Adopted a child from Anbagan regarding his total educational expenses

## 29. Co-curricular / Extra Curricular Activities in the College

### I Fine Arts:

- (a) II Prize in Rangoli Competition on 02-02-1987 at MVM Govt. Arts College, Dindigul.
- (b) III Prize in Embroidery Competition on 01-02-1988 at MVM Govt. Arts College, Dindigul.
- © I Prize in Quiz (Group) Competition on 06-02-1988 at MVM Govt. Arts College.
- (d) I Prize in Essay Competition on 06-02-1998 at MVM Govt. Arts College.
- (e) II Prize in Individual Quiz Competition on 06-02-1988 at MVM Govt. Arts College.
- (f) II Prize in Makkolam Competition in the Zonal Youth Festival held during 25-27 October in 1989 at RVS Engg. College, Dindigul.
- (g) I Prize in Oratorical Competition on 22-02-1988 at MVM Govt. Arts College.

### II Sports:

- (a) Runner in Super Senior Basket Ball in the Intra – Mural Competitions on 18-2-86.
- (b) I Place in Basket Ball from 06-02-1987 to 08-02-1987 in the Anna District Pongal Meet.
- © III Place in 1500 MT on 3-2-1987 in the Intra – Mural Sports.
- (d) III Place in 4 x 100m. Relay on 15-2-1987 by the Anna District Amateur Athletic Association.
- (e) Participated in Basket Ball at the State Level Pongal Sports Festival held at Tuticorin from 19<sup>th</sup> August to 23<sup>rd</sup> August 1987.
- (f) Participated in the Freedom Forty run held at Dindigul on 07-08-1988.
- (g) Participated in the Axiom Chess Coaching Camp on 04-09-1988 at MVM Govt. Arts College.
- (h) Won the V Place in the above 15 years event of the District Chess Championship Tournament conducted from 11-1-1989 to 12 – 1 1989.

## 30. Social Responsible Activities

1. Having the regular practice of going to an orphanage called “Anbagam” which comes under Aids Control Society.
2. Assisting the poor children of nearby areas in their studies

## 31, Acted as a resource person

Sl.No.	Date	Name of the Programme	Name of the Institution
1,	26.02.2005	31 <sup>st</sup> Annual Day of Managayarkarasiyar Balar palli and 19 <sup>th</sup> Annual day of Swami Vivekanantha balar palli	Mathar Meyyarivu Kazhagam, Thirumangalam, Madurai.
2,	21.01.2006	Old students’ day function	St. Joseph’s Girls Higher Secondary School, Dindigul.
3,	29.01.2010	Chair person for a session in “National Seminar on Opportunities and Challenges foe Women in Business”	Fatima College (Autonomous), Madurai.
4,	01.03.2010	Commerce Association Inauguration	Amman College of Arts & Science, Dindigul.
5.	13.01.2012	Pongal Celebration	St. Joseph’s Girls Higher Secondary School, Dindigul.
6.	28.01.2011	“Series of Lectures – January 2011”	Sri Hayagreeva Arts and Science College, Dindigul.
7.	26.01.2013	64 <sup>th</sup> Republic Day	Anbagam Illam, Dindigul.

8.		Commerce Association Meeting	M.V.M. Government Arts College, Dindigul.
9.	29.12.2013	Orphanage Building Inaguration	Anbagam Illam, Dindigul.
10,	15.07.2016	114 <sup>th</sup> Birthday Celebration of Kamarajar	Kamarajar Vidyalaya, Dindigul.
11,	31.08,2016	Association Function of Department of Commerce & Commerce with Computer Applications	Sacred Heart College of Arts and Science, Dindigul.
12,	27.02.2016	Chair person for a session in the International Conference on “Transformation for Business Sustainability-Issues and Challenges”	Department of Management Studies, Kongu Engineering College, Perundhurai, Erode
12,	04.02.2017	A One Day State level Seminar on “Demonitisation in India”	Arulmigu Palaniandavar College of Arts and Culture, Palani.
13.	01 & 02.08.2018	Chair person in a session ICSSR sponsored Two Day National Seminar	G.T.N. Arts College, Dindigul.
14.	28-08-2018	Resource person for the National level seminar entitled Impact of Demonetisation on Indian Financial Sector	SASURIE College of Arts & Science, Vijayamanaglam, Tirupur
15.	15-03-2019	Resource person for the National Level Workshop on “Recent Trends in Commerce”	Department of Commerce & Commerce (CA), Sacred Heart College of Arts and Science, Reddiapatty Post, Dindigul
16.	09-08-2019	National Seminar on Intellectual Property Rights	St. Antony’s College of Arts and Sciences
17.	16-09-2019 to 18-09-2019	“Entrepreneurship Awareness Camp” Sponsored by Department of Science and Technology, New Delhi.	Department of Economics. G.T.N. Arts College, Dindigul.
18.	04-09-2021	Resource person for the Webinar and talked on the topic “Retail Pricing”	B.Com(CA) Department, NPR Arts and Science College, Natham, Dindigul District.

### 32. Research Proposals sent

Sl.No	Date	Institution	Seminar/Workshop	Topic
1.	19.09.2019	TANSICHE	Two Day National	“Role of Organic

			Conference	Products in Sustainable Development”
2.	28.11.2019	IMPRESS	Three Day Workshop	“Enhancing Employability Skills for Rural Transformation”
3.	09.01.2020	ICSSR	One Day Seminar	Panel Discussion on “India’s Neighbourhood First Policy – Trade, Cultural and Economic Development”