



**Dr. M. GURUPANDI**  
**ASSISTANT PROFESSOR**

### Contact

Address : Department of Commerce  
Alagappa University  
Karaikudi – 630 003  
Tamil Nadu, INDIA

Employee Number : 20411

Date of Birth : 04/06/1980

Contact Phone (Office) : +91 4565 225208

Contact Phone (Mobile) : +91 9443684404

Contact e-mail(s) : gurupandi80@gmail.com

Skype id : M Gurupandi

**Academic Qualifications: M.Com.,M.Phil.,Ph.D.**

**Teaching Experience: 10 Years**

**Research Experience: 08 Years**

### Additional Responsibilities

1. Zonal Co-ordinator -Youth Red Cross
2. Advisory Committee Member -National Service Scheme
3. Member- Multi Model Materials Production for Differently Abled Centre

## Areas of Research

Accounting and Finance, Marketing and Logistics Management

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	-	2
	M.Phil.	11	4
Project	PG	10	--

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
7	6	19	12	1

Cumulative Impact Factor (as per JCR) : 14.022

## Funded Research Projects

### Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	The UGC	2012	2016	Awareness of Patent Rights among the Students of Universities in Tamilnadu	Rs.279000

## Distinctive Achievements / Awards

1. Regular Voluntary Blood Donor Award- Tamilnadu State Blood Transfusion Council, Chennai and Tamilnadu State AIDS Control Association, Chennai.

## Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 15

1. Workshop-2
2. Alumni Association Meeting-2
3. Orientation Program for YRC Program Officers and Volunteers-4
4. Blood Donation Camp- 5
5. Village Placement Program-2

## Events Participated

### Conferences / Seminars / Workshops: 79

1. Case Study Method of Teaching in Commerce and Management Education, Department of Commerce and Financial Studies, Bharathidasan University, Thiruchirappalli on 20<sup>th</sup> & 21<sup>st</sup> January 2007.
2. Emerging Paradigm in Financial Services, Department of Commerce and Financial Studies, Bharathidasan University, Thiruchirappalli on 7<sup>th</sup> & 8<sup>th</sup> April 2007.
3. Kanyakumari Academy of Arts and Science 2008, Women's Christian College, Nagercoil on 5<sup>th</sup> & 6<sup>th</sup> December 2008.
4. Recent Trends in Capital Markets and Financial Innovations, Department of Commerce and Financial Studies, Bharathidasan University, Thiruchirappalli on 10<sup>th</sup> & 11<sup>th</sup> January 2009.
5. Global Recession and its Impact, Department of Commerce, Fatima College, Madurai on 22<sup>nd</sup> January 2010.
6. Global Financial System in the Post-Crisis Era – Issues, Challenges and Opportunities, Department of Commerce, University of Madras, Chennai on 16<sup>th</sup> & 17<sup>th</sup> March 2010.
7. Survival and Growth Strategies in Changing Business Scenario, Department of Commerce DDE, Annamalai University, Chidambaram on 28<sup>th</sup> & 29<sup>th</sup> December 2009.
8. Global Business- Issues and Challenges, Department of Commerce, Sri Kaliswari College, Sivakasi on 27<sup>th</sup> & 28<sup>th</sup> May 2010
9. Globalization and Consumer Protection- Challenges and Strategies, Department of Management Studies, Kalasalingam University, Krishnankoil on 28<sup>th</sup> & 29<sup>th</sup> January 2011.
10. Globalization and Consumer Protection- Challenges and Strategies, Department of Management Studies, Kalasalingam University, Krishnankoil on 28<sup>th</sup> & 29<sup>th</sup> January 2011.
11. Emerging Dimensions of Banking Sector in the Global Scenario, Dept. of Commerce, Manonmaniam Sundaranar University, Tirunelveli-12, 21<sup>st</sup> & 22<sup>nd</sup> January 2011.
12. Women in Governance (ICWIG-2011), Department of Women Studies, Alagappa University, Karaikudi-630003 on 4<sup>th</sup> April 2011.
13. META Trends in Global Business, Department of Commerce, Sri Saradha Niketan College for Women Amaravathipudur, Karaikudi on 22<sup>nd</sup> & 23<sup>rd</sup> March 2015.
14. Business Mosaic :SA RI GA MA PA DA NI, Faculty of Management Studies, Alagappa University, Karaikudi-630004 from 24<sup>th</sup> to 26<sup>th</sup> March 2011.

15. Marketing Research in the Emerging Global Scenario, Department of Commerce and Business Administration, Sri Venkateswara College of Arts and Science, Peravoorani on 24<sup>th</sup> September 2011.
16. Emerging Trends in Commerce and Management: Challenges and Strategies in the Global Scenario, Post Graduate Department of Commerce, Sri Kaliswari College, Sivakasi-626130 on 14<sup>th</sup> & 15<sup>th</sup> February, 2012.
17. World Tourism Day 2011, Department of International Business and Commerce, Alagappa University, Karaikudi-4 on 27<sup>th</sup> September, 2011.
18. Glimpses of Kalis Research, Sri Kaliswari College, Sivakasi on 27<sup>th</sup> September, 2008.
19. Educational Thoughts in Tamil Grammar and Literature, Sri Raaja Raajan College of Education for Women, Karaikudi and International Movement for Tamil Culture, Pudukkottai on 8<sup>th</sup> and 9<sup>th</sup> February 2013.
20. Contemporary Issues and Challenges of Indian Business in Global Scenario, Post Graduate and Research Department of Commerce, Jamal Mohamed College, Tiruchy on 13<sup>th</sup> & 14<sup>th</sup> February 2013.
21. Emerging Research Paradigms in Social Sciences, School of Commerce and Research Development Centre, Bharathiar University, Coimbatore from 22 to 24<sup>th</sup> August 2013.
22. Achieving Excellence in Commerce and management Practices, Post Graduate and Research Department of Commerce and Management Studies, Krishnagiri on 29<sup>th</sup> and 30<sup>th</sup> January 2016.
23. Marginal Groups – Political Participation and Social Development, Department of Social Science, Madurai Kamaraj University, Madurai on 6<sup>th</sup> & 7<sup>th</sup> January 2005.
24. Reforms in Banking Sector – Trend and Impact, Department of Commerce, Kamaraj College, Thoothukudi on 16<sup>th</sup> & 17<sup>th</sup> February 2007.
25. Human Rights Advocacy and Training, Department of Commerce, Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar from 7<sup>th</sup> to 9<sup>th</sup> August 2008.
26. Ethics and Human Values, Department of Commerce, Yadava College, Madurai on 17<sup>th</sup> September 2008
27. Emerging Financial Crisis of India- Issues and Challenges, Department of Commerce, Sri Kaliswari College, Sivakasi on 17<sup>th</sup> December 2008.
28. Glimpses of Kalis Research, Research Committee, Sri Kaliswari College, Sivakasi on 27<sup>th</sup> September 2008
29. Research Methodology for Researchers in Commerce and Management, Department of Commerce, The Standard Fireworks Rajarathnam College for Women, Sivakasi from 4<sup>th</sup> to 6<sup>th</sup> August 2009.
30. Indian Financial services sector: Integration, Strategies and Challenges, Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli on 5<sup>th</sup> & 6<sup>th</sup> September 2009.
31. Business and Investment Vision, Department of Commerce, Nadar Saraswathi College of Arts and Science, Theni on 12<sup>th</sup> September 2009.
32. Recent Trends in Advertising, Department of Commerce, Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar on 13<sup>th</sup> March 2002
33. Micro Credit: A Tool to Eradication of Poverty in Rural Areas, Department of Economics, Devanga Arts College, Aruppukkottai on 24<sup>th</sup> & 25<sup>th</sup> September 2009
34. Global Financial Crisis and Its Implication on Indian Economy, Department of Commerce, Arulanandar College, Madurai on 28<sup>th</sup> & 29<sup>th</sup> January 2010.
35. Emerging Issues in Banking and Insurance Sector, Department of Commerce, Sri S. Ramasamy Naidu Memorial College, Sattur on 4<sup>th</sup> & 5<sup>th</sup> March 2010.

36. Research Methodology in Social Sciences, Department of Commerce, Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar on 6<sup>th</sup> & 7<sup>th</sup> August 2010.
37. Role of Banking Sector in Rural Economic Development, Post Graduate Research Department of Commerce, Dr.N.G.P.Arts and Science College, Coimbatore on 23<sup>rd</sup> September 2011.
38. Sixth All India Conference of KAAS 2010, Scott Christian College, Nagarcoil Kanyakumari Academy of Arts and Sciences(KAAS 2010) on 23<sup>rd</sup> December 2010.
39. Management in 21<sup>st</sup> Century, Department of Business Administration, St.Michael College of Engineering and Technology, Kalayarkovil on 12<sup>th</sup> October 2012.
40. International Financial Reporting Standard-A Global Accounting Language for Local Implications in India, Post Graduate and Research Department of Commerce, Vivekananda College, Thiruvadakam-West,Madurai on 5<sup>th</sup> and 6<sup>th</sup> February 2015.
41. Current Account Deficit and Fiscal Deficit in India, Post Graduate Department of Commerce, Sri Kaliswari College, Sivakasi on 25<sup>th</sup> and 26<sup>th</sup> July 2014.
42. Recent Trends in Management Research, Alagappa University, Management Scholars 2016,Alagappa University, Karaikudi on 19<sup>th</sup> February 2016.
43. Emerging Trends in Indian Insurance Sector, Department of Bank Management, Alagappa University, Karaikudi on 23<sup>rd</sup> March 2016
44. Problems and Prospects of Workers in Unorganized Sectors in Tamilnadu, Department of Commerce and Applied Commerce, Parks College, Tirupur -641605 on 4<sup>th</sup> March 2016.
45. Indian Retail Sector in the Global Economy: Emerging Trends, Issues and Challenges, Department of Commerce, Sri Kaliswari College, Sivakasi and ICSSR , New Delhi on 16<sup>th</sup> and 17<sup>th</sup> December 2015.
46. Ramifications of Research in Commerce and Review Techniques, Department of Commerce and Research Centre at Sri Parasakthi College for Women, Courtallam on 19<sup>th</sup> December 2008.
47. Expansion and Enrichment of Distance Learning (EEDL-2012), Directorate of Distance Education, Alagappa University, Karaikudi-4 on 27<sup>th</sup> &28<sup>th</sup> March 2012.
48. Research Methodology for Researchers in Commerce and Management, Department of Commerce, The Standard Fireworks Rajarathnam College for Women, Sivakasi from 4<sup>th</sup> to 6<sup>th</sup> August 2009.
49. Tamil Nadu State Council for Higher Education(TANSHE) Sponsored Seminar on Research Methodology in Social Sciences, Internal Quality Assurance Cell (IQAC), Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar, 6<sup>th</sup> & 7<sup>th</sup> August 2010.
50. Furthering Financial inclusion through Financial Literacy and Credit Counseling, Department of Bank Management, School of Management, Alagappa University, Karaikudi on 4<sup>th</sup> December 2010.
51. International Labour Organization (ILO) sponsored seminar on International Symposium on Labourization, Department of Commerce, Vivekananda College, Triruvadakam West, Madurai from 14<sup>th</sup> to 15<sup>th</sup> January 1998.
52. Catch the Budget – 2001, Post Graduate Department of Commerce Association, Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar on 7<sup>th</sup> March 2001.
53. Resurgent India, Department of Commerce, Vivekananda College, Triruvadakam West, Madurai on 22<sup>nd</sup> December 2001.
54. Central Excise and Customs – Procedure and Practice, Department of Commerce, Vivekananda College, Triruvadakam West, Madurai on 29<sup>th</sup> December 2001.

55. Entrepreneurial Development, Department of Commerce, Vivekananda College, Tiruvedakam West, Madurai on 3<sup>rd</sup> January 2002.
56. Contribution of Income Tax to Indian Economy, Department of Commerce, Vivekananda College, Tiruvedakam West, Madurai on 18<sup>th</sup> January 2002.
57. Internet and E-Commerce, Department of Commerce, Vivekananda College, Tiruvedakam West, Madurai on 21<sup>st</sup> January 2002.
58. Impact of Economic Reforms on Commerce Education, Department of Commerce, Madurai Kamaraj University, Madurai and the Institute of Chartered Accountants of India, New Delhi on 21<sup>st</sup> September 2002.
59. Property Rights in India, Department of Commerce, Vivekananda College, Tiruvedakam West, Madurai on 1<sup>st</sup> February 2003.
60. VAT – Its Impact of Economy, Department of Commerce Manonmaniam Sundaranar University, Tirunelveli on 29<sup>th</sup> November 2006.
61. Emerging Trends in Retail Marketing, Department of Commerce, Mannar Thirumalai Naiker College, Madurai on 29<sup>th</sup> December 2007.
62. Research Methodology, Centre for Dr.Zakir Hussain Studies, Madurai Kamaraj University, Madurai on July 21<sup>st</sup> & 22<sup>nd</sup> 2004.
63. Effective Teaching and Classroom Management, Department of Education, Manonmaniam Sundaranar University, Tirunelveli on 9<sup>th</sup> & 10<sup>th</sup> March 2007.
64. Personality Enhancement, Personality Development Cell, Alagappa University, Karaikudi on 3<sup>rd</sup> February 2011.
65. The Application of Statistical Tools Techniques and Writing Skills in Research Methodology, Department of Commerce and Department of Business Administration, Aringar Anna College( Arts and Science), Krishnagiri on 9<sup>th</sup> February 2013.
66. Training on Security Market , BSE Institute Limited on March, 2013
67. Data Analysis in Business Research , School of Commerce, Bharathiar University, Coimbatore on 19<sup>th</sup> & 20<sup>th</sup> February, 2014.
68. SPSS Applications in Business Research, School of Commerce, Bharathiar University, Coimbatore on 6<sup>th</sup> & 7<sup>th</sup> March, 2015.
69. Global Challenges in Marketing , Department of Business Administration, Aringar Anna College(Arts&Science), Krishnagiri on 20<sup>th</sup> February, 2015.
70. Colloquium-Traid on Higher Education Quality , Internal Quality Assurance Cell, Alagappa University, Karaikudi on 9<sup>th</sup> January, 2015.
71. Financial Inclusion, Post Graduate and Research Department of Commerce, Government Arts College, Paramakudi on 7<sup>th</sup> February, 2015.
72. Recent Trends in Teaching and Learning of Language Subjects, Sri Raaja Raajan College of Education for Women, Karaikudi in collaboration with International Movement for Tamil Culture Pudukkottai, Kelab Bell Tamil Malaysia, Taman Sri Muda, Shah Alam Malaysia and Ayutha Ezhuthu Erode on 7<sup>th</sup> and 8<sup>th</sup> February 2015.
73. Impact of Foreign Direct Investment on Indian Economy, Post Graduate and Research Department of Commerce, Government Arts College, Paramakudi on 2<sup>nd</sup> May 2014.
74. International Conference on Health Indicators for Physical and Cognitive Fitness Education, Faculty of Education, Alagappa University, Karaikudi on 26<sup>th</sup> and 27<sup>th</sup> February 2016.
75. Technology Trends in Indian Banking Sector, Department of Bank Management, Alagappa University, Karaikudi on 25<sup>th</sup> February 2016.

76. Contemporary Accounting and Taxation Synergy, The Institute of Chartered Accounts of India, New Delhi and The Faculty of Management, Alagappa University, Karaikudi on 18<sup>th</sup> and 19<sup>th</sup> September 2015.
77. Safety and Security of Women and Girls in Public Spaces: Planning and Designing Mechanism, Department of Women's Studies, Alagappa University, Karaikudi and National Commission for Women, New Delhi on 4<sup>th</sup> and 5<sup>th</sup> December 2015.
78. Recent Trends in Teaching and Learning of Language Subjects, Sri Raaja Raajan College of Education for Women, Karaikudi and International Movement for Tamil Culture, Pudukkottai, Kelab Bell Tamil Malaysia, Taman Sri Muda, Shah Alam, Malaysia and Ayutha Ezhuthu (An International Journal of Tamil Studies) Erode on 7<sup>th</sup> and 8<sup>th</sup> February 2015.
79. Emerging Trends in Social Science Research, Department of Social Work and Department of Women's Studies, Alagappa University, Karaikudi on 1<sup>st</sup> September 2015.

### Other Training Programs

Program Title	Sponsoring Agency	Place	Period
Research Methodology and Computer Applications in Social Sciences Research	The ICSSR, New Delhi	C.P.A College, Bodinayakanur, Theni District	18th -29th April 2005 (12 Days)
Orientation	The UGC, New Delhi	Academic Staff College, University of Madras, Chepauk Campus, Chennai	08-11-2011 to 05-12-2011 (28 Days)
Methodological Metrics in Business Research	The UGC, New Delhi	Department of International Business and Commerce, Alagappa University, Karaikudi	23-04-2012 to 27-04-2012 (5 Days)
Orientation	The UGC, New Delhi	Curriculum Development Cell, Alagappa University, Karaikudi	24-08-2012 to 31-08-2012 (8 Days)
Refresher Course in Commerce	The UGC, New Delhi	Academic Staff College, Madurai Kamaraj University, Madurai	07.11.2013 – 27.11.2013 (21 Days)
Faculty Development Program on Entrepreneurship	Entrepreneurship - cum Skill Development Centre, Government of Tamilnadu	EDP Cell, Alagappa University, Karaikudi	12.11.2015 to 26.11.2015 (15 Days)

## **Overseas Exposure / Visits**

1. International Conference on Contemporary Issues on Management and Information Technology, Kulalampur, Malaysia from 9<sup>th</sup> to 10<sup>th</sup> March, 2016.
2. International Conference on Contemporary Issues in Engineering, Management, Information Technology and Life Sciences, Bangkok ,Thailand from 7<sup>th</sup> to 11<sup>th</sup> November, 2016

## **Membership in**

### **Professional Bodies**

1. Life Member: Indian Academic Researchers Association, India. Membership No: M037.
2. Life Member: Indian Accounting Association, Tamilnadu Branch, India. Membership No: SL-80

### **Editorial Board**

1. Shanlax International Journal of Commerce, Madurai, Tamilnadu.
2. International Journal of Business and Social Science, New Delhi
3. Amity Journal of Management Research, Uttarpradesh, India.
4. International Journal of Commerce and Management Research, New Delhi, India.
5. International Journal of Engineering and Management Research, Lucknow, India.
6. Trends in Kalis Research, Sivakasi, Tamilnadu, India.
7. New Scientist Publishers, Pondicherry, India.
8. Journal of Business and Economic (Business Research Review), Bangladesh.

### **Advisory Board**

1. National Level Workshop on Research Methodology, Statistical Data Analysis and Interpretation by using Statistical Package for Social Science (SPSS) and Analysis of Moments Structure (AMQS) , Primax Foundation, Bangalore, Karnataka.



## Academic Bodies (such as Board of Studies etc.,)

1. Academic Council – Subject Expert -Thassim Beevi Abdul Kader College for Women, Kilakarai for B.Com., BBA., M.Com and M.Phil

## Resource persons in various capacities

Chairperson	Current Account Deficit and Fiscal Deficit in India	PG Department of Commerce, Sri Kaliswari College, Sivakasi	25 <sup>th</sup> and 26 <sup>th</sup> July 2014
Co-Chairperson	International Conference on Impact of Globalization on Indian Financial System	PG and Research Department of Commerce, Vivekananda College, Thiruvadakam, Madurai-625234	30 <sup>th</sup> August 2014
Chairperson	Indian Retail Sector in the Global Economy: Emerging Trends, issues and Challenges	PG Department of Commerce, Sri Kaliswari College, Sivakasi	16 <sup>th</sup> and 17 <sup>th</sup> December 2015
Chairperson	International Conference on Contemporary Issues on Management and Information Technology	Nehru College of Management, Coimbatore organized at Hotel Soleil, Bukit Bintang Kuala Lumpur, Malaysia	9 <sup>th</sup> and 10 <sup>th</sup> March 2016

## Number of Invited / Special Lectures delivered: 7

Title of the Lecture	Name of the Institutions/Place	Date
Uniform Education	National Service Scheme Camp, Countampatti, Virudhunagar District ( Organized by Sri Kaliswari College, Sivakasi)	26 <sup>th</sup> Dec,2009
Importance of Blood Donation	Dr.Umayal Ramanathan College for Women, Karaikudi	27 <sup>th</sup> August 2013
Accounting and Finance	Department of Women Studies, Alagappa University, Karaikudi	11 <sup>th</sup> February,2015
Global Investors Meet 2015	Sri Saradha College for Women, Amaravathi Pudur, Karaikudi	7 <sup>th</sup> October 2015
Emerging of Accounting and Finance	Department of Women Studies, Alagappa University, Karaikudi	17 <sup>th</sup> February 2014

Role of Accounting in Entrepreneurship	Department of Women Studies, Alagappa University, Karaikudi	25 <sup>th</sup> April 2014
Current Account Deficit and Fiscal Deficit	Department of Commerce Dr.Umayal Ramanathan College for Women, Karaikudi	19 <sup>th</sup> September 2016

## Others

1. Articles published in Newspapers / Magazines : 45

## Social Interests and Initiatives -Youth Red Cross

1. First Aid and Disaster Management, Indian Red Cross Society, Tamilnadu Branch conducted at D.B Jain College, Thoraipakkam, Chennai on 3rd and 4th June 2013.
2. Geneva day 2013, Seethalakshi Achi College for Women, Pallathur on 12th August 2013.
3. One Day Orientation Program -Role of YRC Program Officers in Service to Humanity, Youth Red Cross, Alagappa University, Karaikudi on 21st August 2013
4. Blood Donation Camp, Youth Red Cross, Alagappa University, Karaikudi on 19th September 2013.
5. One Day District Level Youth Red Cross Camp, Sivakasi Nadar Meenakshi Pioneer College for Women, poovanthi on 30th September 2013
6. Three Day Trainers Training Program to YRC PO's and Volunteers, Youth Red Cross, Alagappa University, Karaikudi from 12th to 14th February 2014
7. One Day District Level Youth Red Cross Camp, Raja Duraisingam Mannar College, Sivagangai on 29th September 2014.
8. One Day District Level YRC Students Study Camp, Indian Red Cross Society(IRCS), Tamilnadu Branch and Dr.Zakir Hussain College, Ilayangudi on 5th October 2015
9. Geneva day 2015, Seethalakshi Achi College for Women,Pallathur on 12th August 2015
10. One Day District Level Youth Red Cross Camp, Dr.Zakir Hussain College, Ilayangudi on 5th October 2015
11. One -Day orientation program to YRC Program Officers, Youth Red Cross, Alagappa University, Karaikudi on 30th September 2015
12. Blood Donation Camp, Youth Red Cross, Alagappa University, Karaikudi on 4th September 2015.
13. Blood Donation Camp, Youth Red Cross, Alagappa University, Karaikudi on 10th September 2015.
14. One -Day orientation program to YRC Program Officers, Youth Red Cross, Alagappa University, Karaikudi on 6th October 2015
15. Blood Donation Camp, Youth Red Cross, Alagappa University, Karaikudi on 30th September 2016.

16. One –Day orientation program to YRC Program Officers, Youth Red Cross, Alagappa University, Karaikudi on 6th October 2016
17. Blood Donation Camp, Youth Red Cross, Alagappa University, Karaikudi on 28<sup>th</sup> Feb 2017.

## Recent Publications

1. Dr.M.Gurupandi, (2011), “Biometric ATMs –An Emerging Need”, Indian Economic Panorama, New Delhi, Vol. 21, No.2, pp 8-10.
2. Dr.M.Gurupandi, (2011), “Awareness of Consumer Rights and Protection among the College Students of Virudhunagar District”, Globalization and Consumer Production, Wisdom Educational Services Chennai, pp 189-190.
3. Dr.M.Gurupandi, (2011) “Consumer Awareness towards Consumer Rights- An Analytical Study”, Globalization and Consumer Production, Wisdom Educational Services Chennai, pp 159-160.
4. Dr.M.Gurupandi, (2011),“Challenges and Opportunities to Indian banking sectors in the backdrop of Global Financial Crisis”, Banking Sector in the Global Scenario, Srimaruthi Publisher Chennai, pp 131-135
5. Dr.M.Gurupandi ,(2011) “Awareness of Consumer Rights”, HRD Times, Chennai Vol.13 No.4, pp 20-21.
6. Dr.M.Gurupandi ,(2011) “Customer Relationship Management- A Tool for Performance Enhancement in BPO Sector”, Marketing Research (Issues and Challenges), SELP Publication, Tiruchy, p-387.
7. Dr.M.Gurupandi ,(2011) “Awareness of Micro Insurance among Micro Insurers”, Role of Banking Sector in Rural Economic Development, Published by Dr.N.G.P. Arts and Science College, Coimbatore, pp 87-90.
8. Dr.M.Gurupandi ,(2012) “Factors Influencing the Effective Functioning of the Self Help Groups –An Analytical Study”, International Journal of Research in Commerce, Economics and Management, Yamuna Nagar, Haryana, Volume.2, Issue No.2, pp 104-107.
9. Dr.M.Gurupandi ,(2012) “Investment Scenario of Foreign Direct Investment in Automobile Industry”, Emerging Trends in Global Trade and Management, Agasthiar Publications, Trichy, pp 180-186.
10. Dr.M.Gurupandi ,(2012) “Impact of Climate Changes in India”, Business plus, Sivakasi, Volume I No.6,pp 44-46.
11. Dr.M.Gurupandi ,(2012) “Dividend Distribution of Selected Cement Industries in India”, Managerial Herald (Bi-Annual Journal of Thoughts) Shanlax Publications, Madurai, Volume 1, No.1, pp 43-49.
12. Dr.M.Gurupandi ,(2013) “Customer’s Behavior and Motivating factors towards Purchase of Ornament Products –An Analytical Study”, GITAM Journal of Management, Vizhakpatnam, Volume 11.No.2, pp 26-39.
13. Dr.M.Gurupandi ,(2013) “Liquidity Performance of Bharat Petroleum Corporation Limited”, Paripex-Indian Journal of Research, Ahamadebad, Vol.2, Issue2, pp 29-32. (Impact Factor 0.3208).
14. Dr.M.Gurupandi ,(2013) “Leverage Performance of Bharat Petroleum Corporation Limited and Reliance Industries Limited”, Emerging Research Paradigms in Social Sciences, School of Commerce and Research Development Centre, Bharathiar University, Coimbatore, pp 237-251.

15. Dr.M.Gurupandi and Dr.N.M.Ganesan (2013), "Attitude of the Policyholders towards Life Insurance Corporation of India-A Study with Reference to Ramanathapuram District" Finance India -The Quarterly Journal of Indian Institute of finance, New Delhi, India, Volume- XXXVIII, No.2,
16. Dr.M.Gurupandi and Dr.S.Amutharani ,(2014) "Productive Efficiency of Milk Production between Cows and Buffaloes" International Journal of Current Research, Vol.6, Issue 12, pp 10649-10652
17. Dr.M.Gurupandi ,(2015) "Issues and Challenges in Implementing the International Financial Reporting Standard (IFRS) in India", Shanalax Publications, Madurai, pp 1-7.
18. Dr.M.Gurupandi ,(2015) "Marketing Strategies of Self Help Group Products in Krishnagiri District", International Multidisciplinary Research Journal (Golden Research Thoughts) Volume – 5,Issue 6, pp 1-10. (Impact Factor: 3.4052)
19. Dr.M.Gurupandi ,(2016) "Profitability Performance of TATA Steel Limited", Shanlex International Journal of Management (A-Peer Reviewed-Refereed Scholarly Quarterly Journal) Madurai Vol :3, Special Issue 2,pp169-172.
20. Dr.M.Gurupandi ,(2016) "Private labels in Indian Retail Industry", Shanlex International Journal of Management (A-Peer Reviewed-Refereed Scholarly Quarterly Journal) Madurai Vol :3, Special Issue 2, pp 112-114.
21. Dr.M.Gurupandi ,(2016) "Present Scenario of E-Marketing", International Journal of Science Technology and Humanities. Vol.1(Special Issue), pp 398-399.
22. Dr.M.Gurupandi ,(2016) "Turnover (Or) Activity Performance of Unit Trust of India", International Journal of Advanced Research in Management and Social Sciences, Vol: 5,Issues 9, pp101-109. (Impact Factor:6.284)
23. Dr.M.Gurupandi ,(2016) "Market Performance of Unit Trust of India", Research Inspiration-An International Multidisciplinary e-journal, Vol:1 Issue IV, pp 228-238. (Impact Factor :4.012).
24. Dr.M.Gurupandi ,(2016) "Performance of Non-Life Insurance in India", Emerging Trends in Indian Insurance Sector, Mayas Publications, Salem, Tamilnadu India.
25. Dr.M.Gurupandi ,(2016) "Liquidity Performance of Unit Trust Of India", Contemporary Issues in Engineering, Management, Information Technology and Life Sciences, Varshaa Publications, Dharapuram, Tamilnadu, India.
26. Dr.M.Gurupandi , Rajagur . M(2016), "Make in India an Ambitious Project to Revive Indian Economy", International Conference of Global Growth: Gears &Glows, vol.2, Feb, ISBN:8193331648, page no. 131-138.
27. Dr.M.Gurupandi , Vinayagamoorthi. G, "Climate Change and Food Production Inequality In India", International Conference of Global Growth: Gears &Glows, vol.1, Feb, ISBN:8193331648, page no. 227-231.
28. Dr.M.Gurupandi (2017), "Green Marketing opportunities and challenges", One Day National Level Seminar on Innovative Practices in Modern Business.