



Dr. S. GANAPATHY
Professor and Head

Contact

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Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D	Madurai Kamaraj University	2000	Commerce	Highly Commanded
M.Phil	Madurai Kamaraj University	1993	Commerce	First Class
M.Com	Madurai Kamaraj University	1991	Commerce	First Class
MBA	Madurai Kamaraj University	2013	Commerce	First Class

Teaching Experience: 16

Position	Institution	Duration
Professor and Head	Department of Commerce, Alagappa University, Karaikudi	June 2023 to till Date
Professor	Department of Commerce, Alagappa University, Karaikudi	July 2016 to May 2023
Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	September 2014 to June 2016

Associate Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	September 2011 to September 2014
Reader	Department of International Business and Commerce, Alagappa University, Karaikudi	September 2008 to September 2011
Senior Lecturer	Department of International Business and Commerce, Alagappa University, Karaikudi	September 2003 to September 2008
Lecturer	Department of International Business and Commerce, Alagappa University, Karaikudi	July 2001 to September 2003
Lecturer	Thirvaluvar College, Papanasam, Thirunelveli	September 1999 to June 2001

Research Experience: 23 Years

Position	Institution	Duration
Professor and Head	Department of Commerce, Alagappa University, Karaikudi	June 2023 to till Date
Professor	Department of Commerce, Alagappa University, Karaikudi	July 2016 to May 2023
Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	September 2014 to June 2016
Associate Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	September 2011 to September 2014
Reader	Department of International Business and Commerce, Alagappa University, Karaikudi	September 2008 to September 2011
Senior Lecturer	Department of International Business and Commerce, Alagappa University, Karaikudi	September 2003 to September 2008
Lecturer	Department of International Business and Commerce, Alagappa University, Karaikudi	July 2001 to September 2003

Ph.D / M.Phil

Research Stage	Title of Work / Theses	University where the work was carried out
M.Phil. or Equivalent	Performance Evaluation of Pandiyan Roadways corporation Limited A Study on Route No: 27	Madurai Kamaraj University
Ph.D.	A Study on the Financial Performance of Tirunelveli District Central Co-operative Bank Limited.	Madurai Kamaraj University

Ph.D Level (Guiding)

Research Stage	Title of Work / Theses	University where the work was carried out
Research Guidance (give names of students guided successfully)	<ol style="list-style-type: none"> 1. A Study on Market Value Added Performance of Selected Corporate By M. Sathiya 2. Impact of Micro Credit on Developing Entrepreneurship – A study with special reference to Micro Enterprises in Sivaganga District. By C.Mayilsamy. 3. Business Dynamics of Omnichannel E-Tailers in Chennai. By R. Mugeshkannan. 4. Composition and Directional Changes of India’s Exports since Post-Liberalization. By S. Mani. 5. Perception of Deposits, Advances and Non-Performing Assets of State Bank of India. By A.Thangam 6. Purchase Decisions on Durable Goods of Women in NRI Families: A Study With Reference To Kozhikode District In Kerala. By. Sakkariya 7. Quality of Work Life of Contractual Lecturers in Kerala. By Arif 8. Technology Adoption In Public Sector Banks Of Central Region Of Kerala- An Employee Centric Study By Raja Mohan 9. Sustainable Development of Kerala through Responsible Tourism Mission. By Regi Francis 10. Development of Employability and Entrepreneurship through Institution and Industry Linkage. By Lingavel G 11. Impact of Rural Labour Migration in Ramanathapuram District. By M. Vasuki. 	
M.Phil Level (Guided)		
1. A Study on Financial performance of Rajapalayam Mill’s Limited, Rajapalayam; by S. Selvi, May 2002.		
2. A Study on Working Capital Management in Madras Cement Ltd., by S. Punitha Devi, May 2002.		
3. A Study on Risk – Return Relationship of Selected ‘A’ Grade Companies in Bombay Stock Exchange, by M. Alaguraja, July 2003.		
4. Operational Efficiency in Tuticorin Port Trust, Tuticorin by C. Johnsi Thangam, July 2003.		
5. A Study on Performance Evaluation of Divis Laboratories Limited by K. Saila Rani, July 2004.		
6. A Study on the Risk-Return Analysis of the Stocks of Companies in Software Sector by. SP. Selvi, July 2005.		
7. A Comparative Financial Performance of Selected Public and Private Sector Banks by K. Parimalam, July 2005.		
8. Performance Evaluation of Madurai District Central	Co-operation Bank Ltd, by V.Ramya,	October 2006
9. ‘A Study on A Comparative Financial Performance of Associates Banks in State Bank Group’ by A Amutha, October 2007		
10. A Study on Foreign Investment Inflow in India by M.K.Durgamani, July 2007		
11. A Study on Market Value Added Performance of Selected Cement Industries by S.Devi, July 2007.		
12. A Study on Functional Performance of Selected Software Companies, by L. Arockiamalar, July 2007.		
13. A Study of the Financial Performance of Selected Cement Companies By SP. Sivagami, January 2009		

Research Stage	Title of Work / Theses	University where the work was carried out
14.	A study on India's Foreign Trade Performance of Manufacture Products by K. Chiravelu, December 2008.	
15.	A Comparative Financial Performance of Selected Chemical Companies by K. Saranya, July 2009.	
16.	A Study on Financial Performance of Selected Automobile Companies by A. Lalitha, July 2009.	
17.	A Study on Family Financial Management of Selected Households in Sivagangai Town by M. Muthukrishnan, July 2010.	
18.	Performance Evaluation of Selected Commercial Banks in India by K.Pandimeenal July 2011	
19.	A Study on the Financial Performance of Selected Steel Companies in India by K.Kavitha September 2011	
20.	A Study on Financial Performance of Selected Motor Companies by M.Sathiyathas, April 2012	
21.	A Comparative Performance of selected Public and Private sector Banks in India by J.Jhonsi (March 2013)	
22.	Financial Performance of Selected Pharmaceutical companies by S.Valliammal, July 2013.	
23.	A Study on Foreign Direct Investment Inflow in India by K.Kirubadevi, January 2014.	
24.	A Study of the Financial Performance of Selected Cement Companies by R.Parameswari, January 2014.	
25.	A Study on Service Quality of selected Web Browsers in Karaikudi Town. By R. Mugesh kannan, July 2014.	
26.	Women Entrepreneur on Beauty parlor Business in selected Taluks of Sivaganga District. By A. Thangam, July 2014.	
27.	A Study on the performance of selected third party Logistics Companies in India by A. Therasa, October 2014.	
28.	.India's Foreign Trade Performance among SAARC Countries by M. Arul Kumar, August 2015.	
29.	Performance of Stock Indices of selected Countries-A Comparative Analysis by Suganya. D, October 2015.	
30.	Financial performance of selected Software Companies by P. Maheswari, October 2015.	
31.	Financial performance of Selected Auto Mobile Companies by I.Motchaalangaram, August, 2019 (SSP)	
32.	Customer Satisfaction on Online shopping in Erode City by S. Murugesan August, 2018 (SSP)	
33.	Dividend Determinants of Selected Fertilizer Company by M. Midhya, July, 2018	
34.	Financial Performance of Selected Steel Companies by R. Ramya, July, 2018	
35.	Financial performance of IT Companies by Devika, July,2019	
36.	A study on Mobile Banking Awareness of Customers in Karaikudi by I. Sahaya Ilakiya, July, 2019	
37.	A Study on Financial performance of Selected Paint Companies nu M. Kavitha, December, 2019	

Research Stage	Title of Work / Theses	University where the work was carried out
(SSP)		
	38. A Study on Internship Training Programme for Promoting Entrepreneurship in Management Students (A study with Reference to the Students of Management in Colleges) by N.MUralitharan, July, 2019	
	39. A Study on Internship Training Programme for Promoting Entrepreneurship in Engineering Candidates by S. Eswaran, July, 2019	
	40. Financial Performance of Selected Public Sector Banks by K. Bhoopal, January, 2020, SSP	
	41. A study on Promoting Entrepreneurship Through Internship Training by Mechanical Engineering Students by S. Kowsalya, December, 2020	
	42. Developing Entrepreneurship in Hotel Management on Catering Science Students through Internship Training by S. Kowsalya, December, 2020	
	43. Promoting Entrepreneurship through Internship Training by Civil Engineering Students by R. Subhashree, January, 2020	
	44. Financial Performance Of Selected Public Sector Banks. 2022	

Additional Responsibilities

1. Co-ordinator, M.Com and B.Com Online programme
2. Academic Counsellor MBA (HRM) DDE Programme, Alagappa University, Karaikudi
3. **Co-ordinator, Remedial Coaching Cell**, Alagappa University, Karaikudi
4. **Co-ordinator, SC/ST Cell**, Alagappa University, Karaikudi
5. Program Officer, National Service Scheme (NSS) Unit AU 01, Alagappa University, Karaikudi

Area of Research

1. **Accounting and Finance**
2. **Logistics Management**
3. **Marketing**

Research Supervision/Guidance

Program of the Study		Completed	Ongoing
Research	Ph.D	04	07
	M.Phil	44	--
Project	PG	150	06

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
77	43	39	112	50

i10- Index : 04
H-Index : 06
Total Citations : 136

Funded Research Projects
Completed Projects

S.N	Agency	Period		Project Title	Budget (Rs. in Lakhs)
		From	To		
1	Alagappa University	1.1.2010	31.12.2010	An Evaluation of Entrepreneurial and Economic Development of SC/ST with the Impact of Schemes Implemented by TAHDCO in Karaikudi Taluk of Sivagangai. District.	Rs.20,000 (Completed)
2	University Grants Commission	1.6.2011	31.5.2013	An Evaluation of Socio-Economic Impact of Welfare Schemes Implemented by Government of India and Government of Tamilnadu on SC/ST Community in Rural Area of Southern District in Tamilnadu	Rs. 5,30,200 (completed)

Combined Department Projects

S.No:	Agency	Period		Project Title	Budget (Rs. in Lakhs)
		From	To		
1	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2022	2024	Establishing Industry Linkage and Industrial Park	Rs.5,00,000
2	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2018	2020	Establishing Industry Linkage and Industrial Park	Rs.17,00,000

Funds Received from ICSSR/AICTE for Various Programs

S.No:	Agency	Period	Program Title	Budget(Rs. in Lakhs)
1.	AICTE/ATAL, New Delhi	25.09. 2020 to 29.09 2020	Leadership and Excellence	93,000
2.	ICSSR, New Delhi	30.03.2022 to 08.04.2022	Research Methodology Course	5.50,000
Total (Rs.)				6,43,000

Events organized in Leading Roles

S.N	Position	Program Name	Organized By	Date
1	Organizing Secretary	<i>AICTE Sponsored ATAL FDP on Capacity Building Dimensions of Teaching and Research skills</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>06th to 17th March 2023</i>
2	Convener	<i>Constitution Day Celebration</i>	<i>Seminar Hall, Alagappa University, Karaikudi</i>	<i>30th November 2023</i>
2	Course Director	<i>ICSSR Sponsored Ten days Research methodology Course</i>	<i>Department of Commerce, Alagappa University, Karaikudi</i>	<i>02nd to 11th November 2022</i>
3	Organizing Secretary	<i>ACT NEXT: Nobel Prize in Peace - 2021</i>	<i>Department of Commerce, Alagappa University, Karaikudi</i>	<i>25th March 2022.</i>
4	Organizing Committee Member	<i>Emerging Trends n Business Strategies</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>16th March 2022</i>
5	Organizing Secretary	<i>ICSSR Sponsored Ten days Research methodology Course</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>13th March to 08th April 2022</i>
6	Organizing Committee	<i>Constitution Day Celebration</i>	<i>Seminar Hall, Alagappa University, Karaikudi</i>	<i>26th November 2021</i>
7	Organizing Committee	<i>Data Analysis and research methodology in Social Sciences</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>3rd September 14th September 2021</i>
8	Organizing Committee	<i>Current Trends in Commerce Education</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>18th February 2021</i>
9	Organizing Committee	<i>National Webinar on Research Methodology in Social Sciences - Quality Dimensions</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>20th January 2021</i>
10	Organizing Committee	<i>Consumer Protection under Consumer Protection Act, 2019</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>20th June 2021</i>
11	Organizing Committee	<i>Special Lecture on Career Planning</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>19th July 2021</i>
12	Organizing	<i>Special Lecture on</i>	<i>Department of Commerce,</i>	<i>16th July 2021</i>

	Committee	<i>Value Education</i>	<i>Alagappa University Karaikudi</i>	
13	Organizing Secretary	<i>Special Lecture on *P3*</i>	<i>Department of Commerce, Alagappa University Karaikudi</i>	<i>15th July 2021</i>
14	Organizing Committee	<i>Innovative Strategies in Marketing</i>	<i>Department of Commerce, Alagappa University</i>	<i>28th-29th December 2020</i>
15	Organizing Committee	<i>CMIE-PROWSE DATABASE Under MHRD RUSA 2.0 Scheme</i>	<i>Department of Commerce, Alagappa University, Karaikudi</i>	<i>13th February 2020</i>
16	Organizing Secretary	<i>Leadership and Excellence sponsored by ATAL</i>	<i>Department of Commerce, Alagappa University, Karaikudi</i>	<i>25th to 29th September 2020</i>
17	Organizing Committee	<i>Constitution Day Celebration</i>	<i>Seminar Hall, Alagappa University, Karaikudi</i>	<i>29th November 2019</i>
18	Organizing Committee	<i>Strategies for Global Business, Finance and Management for sustainable development Societal Development</i>	<i>Alagappa University, Karaikudi</i>	<i>19th and 20th February 2020</i>

Papers presented in the National and International events

Papers Presented (International Level)

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
1.	International conference on survival and growth strategies in changing business scenario	Commerce wing – DDE Annamalai University	28th & 29th December 2009 Karaikudi	“A comparative financial liquidity performance of selected chemical companies”
2.	International Conference on “Business Mosaic-Sa Ri Ga Ma Pa Da Ni	Faculty of Management Alagappa University,	24th to 26th March 2011 Karaikudi	“Performance of Agriculture Products in India”
3.	International Conference on “Business Mosaic-Sa Ri Ga Ma Pa Da Ni	Faculty of Management Alagappa University,	24th to 26th March 2011 Karaikudi	“Market Value Added performance in Tata Steel Company in India”
4.	International Seminar on Health Economics and Management	Indian Council for Medical Research New Delhi & Tamilnadu state council for science & Technology	15th and 16th December 2011	“Health Insurance Policy Performance in India”
5.	International Conference on Impact of Global Crisis in Indian Business	Department of Management Studies, Annai Mathammal Sheela Engineering College, Namakkal.	12th September, 2012, Namakkal.	“performance of India’s Gem’s Jeweler abroad trade in Global crisis”

6.	International Conference on Business Innovations in the Globalisation ERA	PG & Research Department, A.V.V.M Sri Puspham college, Poondi-613503	September 22 nd , 2012	Foreign Institutional Investment and the development of Equity Market in India.
7.	International 3 in 1 conclave on A Gem in Glimpse	Faculty of Management, Alagappa University, Karaikudi	20th- 23rd September 2013. Karaikudi	Participated
8.	International Seminar on 'Globalization and its Impact in India'	PG & Research Dep.of Commerce Dr.Zakir Husain College –Ilayangudi, Sivagangai (Dist) Tamil Nadu	20th February 2014 Ilayangudi	E-Commerce effect of Net work Infrastructures and mobile Phones for India-Overview
9.	3rd International Conference on 'Competency Building Strategies in Business and Technology for Sustainable Development	Sri Ganesh School of Business Management, Mettupatti Salem	25th February 2014 Salem	A study on Strees among women Colleges Teachers in Madurai District
10.	International Conference on Indian Economy: Development Prospects & Perspectives	Society of Technical and Management Professionals (STMP) New Delhi	June 21-22, 2014	Financial Performance of selected Motor companies.
11.	One Day International Seminar on Foreign Trade and Investment in India: Trends, Challenges and Opportunities	P.G. & Research Department of Commerce, Dr. Zakir Husain College, Ilayankudi.	28 th August, 2014	Foreign Direct Venture in Market Environment.
12.	6 th International Conference on Transition From Inertia to Implementation – I ⁴ in a Global Perspective	Adaikalamatha Institute of Management and Research	13 th September 2014	Green Marketing
13	International Seminar on "Dimensions in Management"	Department of Commerce, Sengamala Thayaar Educational Trust Women's College, Mannargudi – 614016	4 th September 2015.	Knowledge of Social Media on Entrepreneurship Development.
14	International conference on survival and growth strategies in changing business scenario	Commerce wing – DDE Annamalai University	28th & 29th December 2009 Karaikudi	"A comparative financial liquidity performance of selected chemical companies"
15	International Conference on "Business Mosaic-Sa Ri Ga Ma Pa Da Ni	Faculty of Management Alagappa University,	24th to 26th March 2011 Karaikudi	"Performance of Agriculture Products in India"
16	International Conference on "Business Mosaic-Sa Ri Ga Ma Pa Da Ni	Faculty of Management Alagappa University,	24th to 26th March 2011 Karaikudi	"Market Value Added performance in Tata Steel Company in India"

17	International Seminar on Health Economics and Management	Indian Council for Medical Research New Delhi & Tamilnadu state council for science & Technology	15th and 16th December 2011	“Health Insurance Policy Performance in India”
18	International Conference on CONTEMPORARY ISSUES & CHALLENGES IN COMMERCE AND MANAGEMENT	Sri Ganaesh College of Arts and Science	13 th February 2015	Income Saving and Investment of Household (With Special Reference to Virudhunagar District)
19	5 th International Conference on “RECENT ADVANCES IN e-BUSINESS: CHALLENGES & OPPORTUNITIES”(ICRAEBCO-2017)	PG & Research of Commerce and Management Vivekanandha College of Arts & Sciences for Women	2 nd & 3 rd February 2017	Social Media Marketing a Dynamic Purchasing Intention of Digital Marketing Via Smartphone
20	One Day International Conference on Contemporary Changes in Business Management (CCBM-2017)	Department of Business Administration, Ananda College	20 th September 2017	Contemporary Changes in Innovative Business Management
22	International Conference on GST (ICGST-2017)	Vidhyaa Giri College of Arts and Science , Pudukkottai	5 th October 2017	Impact of Goods and Service Tax on the Banking Sectors
23	2 nd International Conference on Finance and Banking (FIBA)	Sengunthar Arts and Science College, Namakkal	1 st February 2018	A Study on Customer Awareness and Satisfaction towards ATM and CDM Services Provided by State Bank of India
24	International Conference on Impact of Cyber Crime and Security Management in Digital Transaction Issues and Challenges	Department of Commerce PA, Sankara College of Science and Commerce, Saravanampatty.	5 th October 2018	Challenges of Mobile Banking in State Bank of India
25	International Conference on Emerging Trends and Challenges - 2018	NPR Arts and Science College Dindugul.	31 st January 2019	Challenges of Digital Banking in State Bank of India
26	8 th International Conference on Digital Outreach and Future of Management Practices	Bon Secours College of Women	14 th February 2019	Digital Economy in India- Overview
27	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development	Dept of Corporate Secretaryship and Commerce, Alagappa University	19 th & 20 th February 2019	Responsible Tourism Kerala Perspective
28	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development	Dept of Corporate Secretaryship and Commerce, Alagappa University	19 th & 20 th February 2019	International Marketing

29	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development	Dept of Corporate Secretaryship and Commerce, Alagappa University	19 th & 20 th February 2019	Consumer Purchase Decision in Omni Channel Retailing An Empirical Study with Comparison.
30	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development	Dept of Corporate Secretaryship and Commerce, Alagappa University	19 th & 20 th February 2019	India's Trade and Economic Activities of Agricultural Products to Brazil
31	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development	Dept of Corporate Secretaryship and Commerce, Alagappa University	19 th & 20 th February 2019	A Study On Financial Mobilization of State Bank of India
32	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development	Dept of Corporate Secretaryship and Commerce, Alagappa University	19 th & 20 th February 2019	An Overview of E-Commerce and M-Commerce
33	72 nd All India Commerce Conference-2019 & International Conference, Bhubaneswar,	KIIT Deemed to be University, Bhubaneswar,	22 nd to 24 th December 2019	Security – Wise Advances of State Bank of India
34	5 th One Day International Conference on “Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment (IEH - 2020)”	Gulf American University and Primax Foundation., Dubai, UAE.	24 th February 2020	Perception of Internship Training Program to Promote Entrepreneurship of Engineering Graduates
35	International virtual conference on “India's Challenges towards Global Economic Changes”	Sugana College of Arts and Science. Department of Commerce and Management	27.09.2022	India's Challenges towards Global Economic Changes
36	International Conference on Recent Trends in commerce and management (ICRTCM)	Christ College of Arts and Science college	10.03.2023	Entrepreneurship Development through Internship Training : A Study with Reference to Students of Management
37	Two days International seminar on India's opportunities and Challenges of creating sustainable	Annamalai University	03.02.2023	Impact of People's International Migration and Sustainable Development
38	Two days International Seminar on “Nourishing Indian Economy through Banking Sector” (NIEBS-2K23)	Dr. Zakir Husain College, Department of Commerce	02.03.2023	Financial Performance of Selected Public Sector Banks.

39	Two days national Seminar on “Nourishing Indian Economy through Banking Sector” (NIEBS-2K23)	Dr. Zakir Husain College, Department of Commerce	02.03.2023	Perception towards E-Banking services offered by SBI with reference to college students of Chennai City.
40	Two days International Conference on Social Science and Business Research	SRM Institute of Science and Technology	07.03.2023	Quality of Work Life
41	3 rd International Conference in Association with Hyudya and CIMA	SRM Institute of Science and Technology College of Science and Humanities Department of Commerce	28.03.2023	Entrepreneurial Skills Through Internships Training : Focus on Tourism and Hotel Management
42	Three Day AMALIT International conference organized by Department of Tourism and Hotel Management and IQAC.	Amal college of Advanced studies	25.01.2023	Impact of Social cultural factors on responsible Tourism in Wayanad District of Kerala
43	International Conference on Migration, Identity Formations, Strained Fraternity and Social Transformation among Sri Lankan Tamils in Tamilnadu	Jayaraj Annapackiam College for Women (Autonomous)	26.09.2023	Employment Structured Rural-Urban Migration in Ramanathapuram District

Papers Presented (National Level)

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
1.	National Seminar on Emerging Trends in India’s Foreign Trade	Dept. of International Business & Commerce Alagappa University	16-3-2005 Karaikudi.	Attended
2.	National Seminar on Indian Banking in Globalised Era	Dept.of Commerce & Management, Karpagam Arts & Science College	24 th February 2006 Coimbatore	The significance of Securitization Act
3.	National Seminar on Recent Trends in India Foreign Trade	Department of International Business & Commerce, Alagappa University	02.03.2006 Karaikudi.	“India’s Foreign Trade –Sugar Export”
4.	National Seminar on Recent Trends in India Foreign Trade	Department of International Business & Commerce, Alagappa University	02.03.2006 Karaikudi.	“Recent Contribution of Global Trade by India”
5.	National Workshop on Restructuring Higher Education Curriculum in the Context of Globalization	Curriculum Development Centre, Alagappa University	24 th , 25 th , and 26 th March 2006 Karaikudi	Attended

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
6.	National Workshop on e-learning	e-learning Centre for Adult Continuing Education and Extension, Alagappa University	24 th , 26 th April 2006 Karaikudi	Attended
7.	Seminar on Consumer Rights & Protection	Dept.of International Business & Commerce Alagappa University	9 th December 2006 Karaikudi	Attended
8.	Seminar on Consumer Rights & Welfare	Dept.of International Business & Commerce Alagappa University	16 th December 2006 Karaikudi	“Consumer Rights Through Consumer Education”
9.	Seminar on Triumph over Destiny India’s Achievements During 60 years of Independence	NSS, Deanship of Student Affairs and Dept. of International Business & Commerce, Alagappa University	5 th September 2007 Karaikudi	Attended
10.	National Conference on Development Dynamics	Dept.of International Business & Commerce Alagappa University	22 nd 23 rd March 2008, Karaikudi	Attended
11.	National Seminar on Corporate Ethics	Dept. of Corporate Secretaryship, Alagappa University	27 th and 28 th February 2009 karaikudi	Attended
12.	National Seminar on Calibrating the Companies Bill 2009, A Compendium	Dept. of Corporate Secretaryship, Alagappa University	20 th January 2010	Attended
13.	National seminar on Economic & financial Global Holocaust – EFGH	Dept. of International Business & Commerce, Alagappa University	7 th September 2009 Karaikudi	Attended
14.	9 th Conference of Tamil Arival Paravai	Alagappa University (Siver Jubli Years Celebration),	11 th to 13 th September 2009 Karaikudi	“Role of Major Ports in foreign trades in India”
15.	National Seminar on Furthering Financial Inclusion Through Financial Literacy & Credit Counseling	Reserve Bank of India, Chennai and Dept. of Bank Management, Alagappa University	4 th December 2010 Karaikudi	Attended
16.	National seminar on “Women Empowerment in India-Challenges Ahead”	UGC & UPE project on women Empowerment in Madurai Kamaraj University,	24 th & 25 th January 2011 Madurai.	Attended
17.	National seminar on “Women Empowerment Through Microfinance”	Department of Commerce, Periyar University.	28 th January 2011 Salem.	“Women Empowerment and Micro Finance – An Indian Perspective”
18.	National Workshop on Personality Enhancement	Personality Development Cell,	3 rd February 2011	Attended

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
		Alagappa University,	Karaikudi.	
19.	National conference on Financial Inclusion through Mobile Technology	Vidyasagar College of Arts and Science.	5 th February 2011. Udumalpet	"Efficiency of Commercial Banks in India during the reforms"
20.	National Workshop on 'Celebrating Life'	Red Ribbon Club & Tansac Chennai & Alagappa University,	18 th March 2011 Karaikudi.	Attended
21.	National Seminar on Banking Services-Rights and Responsibilities of Consumer.	Department of Commerce (CS) Govt. Arts college, Paramakudi & Federation of consumer organization, Tamilnadu & Pondicherry.	19 th & 20 th March 2011 Paramakudi	"Internet Banking Services in India"
22.	National conference on "Emerging Trends in Service Sectors"	Department of Commerce (CS) & Business Administration, Amman College, Pillaiyar Natham, Dindigul.	10 th September 2011 Pillaiyar Natham	"Consumer Protection with reference to Banking Sector"
23.	National Conference on Emerging Entrepreneurial & Economic Environment	UGC Delhi	9 th and 10 th March 2012	"Tribulations faced by Rural Women Entrepreneurs in India"
24.	National Conference on Emerging Entrepreneurial & Economic Environment	UGC Delhi	9 th and 10 th March 2012	"Entrepreneurial Higher Education Management in India"
25.	National Conference on Emerging Entrepreneurial & Economic Environment	UGC Delhi	9 th and 10 th March 2012	"Entrepreneurship Education in India"
26.	One Day National Seminar on World Consumer Day	Department of Corporate Secretaryship, Alagappa University, Karaikudi	15 th March 2012 Karaikudi	Attended
27.	National conference on Innovative Marketing- Trends, Issues and Challenges.	Department of Commerce & Economics, SRM University.	6 th and 7 th March 2012	'Green Marketing"
28.	National Workshop on Expansion & Enrichment	DDE, Alagappa University, Karaikudi.	27 th & 28 th March 2012 Karaikudi	Attended

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
29.	National Workshop on Methodological Metrics in Business Research	UGC Sponsored, Dept.IB&EC, Alagappa University, Karaikudi	23 rd to 27 th April 2012 Karaikudi	Attended
30.	National Seminar on Emerging opportunities and challenges in Micro, Small and Medium Enterprises	Department of Corporate Secretaryship, ST.Xavier's College of Autonomous, Palayamkottai.	12 th October, 2012 Palayamkottai.	"Impact of MSME on Rural Economic Development"
31.	National Conference on Innovative Management Practices and Business Excellence	Department of Management Studies, M.I.E.T Engineering College, Trichirapalli.	17 th October, 2012 Trichirapalli.	" Responsibility on Micro Credit Fund in Developing Entrepreneurship among Micro Enterprises"
32	National Conference on Retailing	K.R.S School of Management Tiruchengode -637215	December 12, 2012	Participated
33	National conference on Security Market Examination	BSE Institute limited	March, 2013	Participated
34	National Seminar on Financial Inclusion for Inclusive Growth-Issues and Challenges	PG & Research Department of Commerce, Periyar E.V.R. College, Trichirapalli	26 th & 27 th April 2013 Trichirapalli.	"Financial Inclusion in Indian Perspective"
35	National Seminar on Financial Inclusion for Inclusive Growth-Issues and Challenges	PG & Research Department of Commerce, Periyar E.V.R. College, Trichirapalli	26 th & 27 th April 2013 Trichirapalli.	"Role Financial Inclusion in Indian Present Era"
36.	National Seminar on Financial Inclusion for Inclusive Growth-Issues and Challenges	PG & Research Department of Commerce, Periyar E.V.R. College, Trichirapalli	26 th & 27 th April 2013 Trichirapalli.	"Role of Financial Inclusion in Indian Economy"
37.	One day national seminar on Role of YRC Program Officers in the service to Humanity.	Alagappa University, Karaikudi-630003	21 st August, 2013	Participated
38.	National seminar on Emerging Developments in Accounting and Taxation	Alagappa University, Karaikudi and The Institute of Chartered Accountants of India, New Delhi	17 th -8 th September 2013 Karaikudi	Participated
40.	National Conference on 'Financial Inclusion –Strength, Weakness and Trend'	ICSSR and PG Dept.of Commerce (CA) Srikaliswari College, Sivakasi	25 th & 26 th February 2014 Sivakasi	A study on Role of Banks in Financial Inclusion

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
41.	National Conference on 'Human Rights Duties Education'	Dept.of Corporate Secretaryship, School of Management Alagappa University, Karaikudi	25 th & 26 th February 2014 Karaikudi	Domestic Virlience Human Right of Women
42.	One day National Conference on 'Growth of Indian Economy'	Dep.of Commerce 28 th Periyar University College, Mettur Dam Salem	28 th February 2014 Salem	Universal Escalation Companies –A study
43.	National Conference on Growth of Indian Economy	Dep.of Commerce 28 th Periyar University College, Mettur Dam Salem	28 th February 2014 Salem	Economic Value added Performance of Selected Corporate in India
44	National conference on Indian Corporate Sector Challenges and Opportunities	Karpagam University, Department of commerce and management (UG), Coimbatore-641021	February 28 th , 2014	Recent Trends in Retail Marketing.
45	National Seminar on LEARNED multi skilling for mighty success	Dept.of IB & Commerce, School of Management Alagappa University, Karaikudi	16 th to 18 th March 2014	Participated
46	University Industry Interface Meet	Centre for University Business Collaboration & Industry-Consultancy Cell Alagappa University, Karaikudi	24 th March 2014	Participated
47	National seminar on Role of Corporate Social Responsibility (CSR) in Environment Management	Karpaga vinayaga institute of management (KIM) & MS Swaminathan Research Foundation, Pudukkottai.	April 16, 2014	Multi-Commodities Markets- A Amend
48	7 th UGC sponsored National Seminar on Human Rights & Media Ethics	PG& Research department of Economics Rajah Serfoji Government College, (Autonomous), Thanjavur-613005.	25 th July, 2014	Income Savings Investment of Households
49	UGC sponsored National Conference on FDI- Challenges and Opportunities	Department of Economics, Government Thirumagal Mills College,	21 st -22 nd , August 2014	Foreign Direct Investment in Banking Sector Investment in India

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
		Gudiyattam-632602		
50	Indian Council of Social Science Research (ICSSR) Sponsored A Two -Day National Seminar on 'Non-Performing Assets of Indian Banking System'	Department of Commerce P.K.R Arts college for women, Gobichettipalayam	23 rd August 2014.	Non-Performing Assets in Co-operative banks.
51	National Seminar on Fit and Healthy India-Vision 2023.	Alagappa University College of Physical Education, Karaikudi-630003	28 th & 29 th September 2015	Physiological Special Effects of Yogic practices and Transcendental Meditation in Health and Syndrome.
52	ICSSR Sponsored a Two-Day National Seminar on "Indian Service Sectors In The Information and Communication Technology Era: Emerging Trends, Issues and Prospects"	Dept. Of Commerce(CA), Ayya Nadar Janaki Ammal College, Sivakasi	18 th & 19 th December 2014	Performance of Service Sector in India
53	National Seminar on NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA	Dept, Of Management Studies (DOMS), Madurai Kamaraj University, Madurai	29 th & 30 th January 2015	Multi- Commodities Bazaar- A Cram
54	UGC Sponsored National Seminar on Social Entrepreneurship -A Drive for Sustainability	PG & Research Dept. of Commerce , Periyar E.V.R. College, Tiruchirappalli	27 th February 2015	Women Empowerment Through Micro Finance: A Promote for Development
55	One Day Orientation Programme to YRC Programme Officers	INDIAN RED CROSS SOCIETY, ALAGAPPA UNIVERSITY, KARAIKUDI	30 th September 2015	Attended
56	National Seminar on Technology Trends in Indian Banking Sector	Department Bank Management, Alagappa University	25 th February 2016	Attended
57	Two Day National Level Conference on Role of Information and Communication Technology (ICT) on the Growth of Service Industries	ICSSR, New Delhi, PG Department of Commerce, Sri Kaliswari College, Sivakasi	20 th & 21 st March 2016	Impact of Information and Communication Technology in Agriculture Development in India
58	National Seminar on NEW DIMENSIONS OF MANAGEMENT IN THE	Dept, Of Management Studies (DOMS), Madurai Kamaraj	30 th March 2016	Growth and Perception of Financial Market in

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
	GLOBALIZED ERA-2016	University, Madurai		India
59	National Seminar on CONSUMER PROTECTION AND EMPOWERMENT IN INDIA THE WAKE OF TECHNOLOGY DOMINATION(NSCPE-2016)	Department of Corporate Secretaryship, Alagappa University, Karaikudi	26 th & 27 th August 2016	E-Wallet Initiation of Consumer protection in Omni-Channel Retailing-Perspective Study
60	National Seminar on CONSUMER PROTECTION AND EMPOWERMENT IN INDIA THE WAKE OF TECHNOLOGY DOMINATION(NSCPE-2016)	Department of Corporate Secretaryship, Alagappa University, Karaikudi	26 th & 27 th August 2016	Empowerment of Women Through Creating Awareness Training on Value Addition of Nutricereals Foods
61	One Day Orientation Programme to YRC Programme Officers	Colleges Affiliated to Alagappa University Zone	7 th October 2016	Attended
62	Faculty Development Enrichment Programm Accreditation Quality Enhancements	Algappa University	6-12 January 2017	Attended
63	Two Day Workshop on ICT Based Innovative Teaching Methods in Business Studies	Department of Commerce and IB & Higher Education Innovation Cell, Alagappa University, Karaikudi	23 rd & 24 th January 2017	Attended
64	National Seminar on NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA-2017	Dept, Of Management Studies (DOMS), Madurai Kamaraj University, Madurai	3 rd February 2017	An Overview of Reliance Jio
65	Two Day National Conference on Migration in India: Issues, Challenges and Strategies	ICSSR, New Delhi, School of Economic, Madurai Kamaraj University, Madurai	16 th & 17 th February 2017	Recent Trend in Child Migration
66	Commet 2017- One Day National Level Seminar on Innovative Practices in Modern Business	Department of Commerce, Ananda College, Devakottai	28 th February 2017	Problem and Prospects of Entrepreneurs
67	Commet 2017- One Day National Level Seminar on Innovative Practices in Modern Business	Department of Commerce, Ananda College, Devakottai	28 th February 2017	Green Marketing
68	One Day National Conference on Intelligence and Innovation in Business Management	Department of Business Administration, Ananda College, Devakottai	1 st March 2017	Self Service Technologies in Commercial Banks at Madurai Module

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
69	National Level Seminar on Corporate Entrepreneurship	PG Department of Commerce with Computer Application, Ananda College, Devakottai	3 rd March 2017	Entrepreneurship Role in Economic Development
70	National Seminar on "PRIED OF COMMERCE"	Students and Scholars of Department of Commerce, Alagappa University, Karaikudi	17 th March 2017	Rural Entrepreneurship in India
71	National Seminar on "PRIED OF COMMERCE"	Students and Scholars of Department of Commerce, Alagappa University, Karaikudi	17 th March 2017	Achievements of Indian Industrial Policy Resolution
72	National Seminar on "PRIED OF COMMERCE"	Students and Scholars of Department of Commerce, Alagappa University, Karaikudi	17 th March 2017	Dynamics of Social And Business Networks: The Use of Mobile Phones By Micro Entrepreneurs
73	State Level Workshops on Impact of GST in Consumer Goods and Services	Department of Commerce MIET College of Arts and Science	23 th August 2017	Attended
74	State Level Seminar on Opportunities for Entrepreneurs in Digital India	PG Department of Commerce with CA, Rajapalayam Rajus College. Rajapalayam	23 rd September 2017	Problem Faced by Women Entrepreneurs on Beauty Parlour Business
75	National Seminar on Challenging Business Intelligence and Innovations Management (NSCBIIM 2017)	AIM, Alagappa University, Karaikudi.	26 th September 2017	Attended
76	National Seminar on GST and its Impact	PG & Research Department of Economics, National College. Tiruchirappalli	4 th & 5 th October 2017	Goods and Services Tax and Structure
77	Two Day Workshop on Novelty for Sustainable and Green Business Management (NSGBM-2017)	AIM and University Business Collaboration Centre	14 th & 15 th December 2017	Attended
78	National Conference on Business Success Hinges on Business Strategies	Department of Commerce, Alagappa University, Karaikudi.	15 th December 2017	Non Performing Loans(NPLs) Perception, Recovery Strategies for Banking Sector in India

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
79	National Conference on Business Success Hinges on Business Strategies	Department of Commerce, Alagappa University, Karaikudi.	15 th December 2017	Omni channel Retailing Impact of Facebook on Retail Business Dynamics
80	National Conference on Business Success Hinges on Business Strategies	Department of Commerce, Alagappa University, Karaikudi.	15 th December 2017	Rural Entrepreneurship in India: Challenge and Problems
81	National Conference on Business Success Hinges on Business Strategies	Department of Commerce, Alagappa University, Karaikudi.	15 th December 2017	Impact of GST in Indian Economy
82	One Day National Seminar on Changing Landscape of the Indian Non Life Insurance Market	Department of Banking Management and University Business Collaboration Centre, Alagappa University	18 th December 2018	Attended
83	National Level Conference on Impact of Startups on Indian Economy Growth	SNMV College of Arts and Science Institute of Management	5 th January 2018	Startups on Women Entrepreneurs in India
84	National Level Conference on Contemporary Issue in Commercial Practices in India	Department of Commerce, Ananda College, Devakottai.	25 th January 2018	Attended
85	National Workshop on Emerging Trends in Customs Clearances and Logistics	Department of International Business, Alagappa University.	10 th February 2018	Attended
86	National Conference on PRIDE OF COMMERCE	Department of Commerce, Alagappa University	13 th March 2018	Digital Commerce on Globalization
87	National Conference on PRIDE OF COMMERCE	Department of Commerce, Alagappa University	13 th March 2018	Women Entrepreneurs in India
88	National Conference on PRIDE OF COMMERCE	Department of Commerce, Alagappa University	13 th March 2018	Customer Gratification of E-Banking System of State Bank of India in Karaikudi
89	National Conference on PRIDE OF COMMERCE	Department of Commerce, Alagappa University	13 th March 2018	Omni channel Retailing: Customer Experience optimization with the Internet of Things
90	National Conference on PRIDE OF COMMERCE	Department of Commerce, Alagappa University	13 th March 2018	Ethical Challenges of Entrepreneurs: Understanding the code of Conduct

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
91	International Conference on Impact of Cyber Crime & Security Management in Digital Transactions Issues and Challenges	Dept. of Commerce, Sankara College of Science and Commerce. Coimbatore.	05 th October 2018.	Challenges of Mobile Banking in State Bank of India.
92	One Day Workshop on Design and Development of MOOCs for the Faculty Members of Alagappa University and Affiliated College	Alagappa University	8 th November 2018	Attended
93	One Day Workshops on Design and Development of MOOCs for the Faculty Members of Alagappa University and Affiliated Colleges	Digital Education Cell, Alagappa University.	8 th November 2018	Participated
94	International Conference of Emerging Trends and Challenges – 2018	NPR Arts and Science College. Dindigul	31 st January 2019.	Challenges of Digital Banking in State Bank of India
95	8 th International Conference on Digital Outreach and Future of Management Practices	PG & Research Dept. of Commerce & PG Dept. of Fashion Technology & Costume Designing. Thanjavur.	14 th February 2019.	Digital Economy in India- Overview.
96	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development.	Dept. Corporate Secretaryship & Commerce. Alagappa University. 19 th & 20 th February 2019. Karaikudi.	19 th & 20 th February 2019.	An Overview of E-Commerce and M-Commerce.
97	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development.	Dept. Corporate Secretaryship & Commerce. Alagappa University. 19 th & 20 th February 2019. Karaikudi.	19 th & 20 th February 2019.	A Study on Financial Mobilization of State Bank of India
98	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development.	Dept. Corporate Secretaryship & Commerce. Alagappa University. 19 th & 20 th February 2019. Karaikudi.	19 th & 20 th February 2019.	India's Trade and Economic Activities of Agricultural Products to Brazil.
99	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development.	Dept. Corporate Secretaryship & Commerce. Alagappa University. 19 th & 20 th February 2019. Karaikudi.	19 th & 20 th February 2019.	Consumer Purchase Decision in Omni-Channel Retailing- An Empirical Study with Comparison
100	Two Day International	Dept. Corporate	19 th & 20 th	International

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
	Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development.	Secretaryship & Commerce. Alagappa University. 19 th & 20 th February 2019. Karaikudi.	February 2019.	Marketing
101	Two Day International Conference on Strategies for Global Business Finance and Management for Sustainable Societal Development.	Dept. Corporate Secretaryship & Commerce. Alagappa University. 19 th & 20 th February 2019. Karaikudi.	19 th & 20 th February 2019.	Responsible Tourism- Kerala Perspective
102	National Conference on Facets of Digital Marketing Spree (FDMS 2019)	AMI and Alagappa University, Karaikudi	21 st and 22 nd February 2019	A Study on Rural Customer Awareness Towards Mobile Banking
103	One day National Level Conference on Entrepreneurship and Its role in Indian Economy	PG Dept of Commerce with Computer Application.	28 th February 2019	Challenges Faced By Women Entrepreneurs in India
104	Five Day Workshops on Research methodology and Data Analysis	Alagappa University Management Research Scholars Forum Sponsored Under RUSA Scheme 2.0.	June 10-14.	Attended
105	Research Methodology and Data Analysis,	Alagappa University Management Research Scholars Forum .Karaikudi.	10 and 14 June 2019.	Attended
106	CSR towards Societal Development - Issues and Challenges,	Department of Corporate Secretaryship. Alagappa University. Karaikudi.	28 and 29 August 2019	Attended
107	International Conference on FDI and Make in India - Synergists of Transforming Indian Economy	Department of International Business. Alagappa University, Karaikudi.	30 th and 31 st August 2019	FDI in SBI: Trend and Forecast - An Analysis
108	Recent Trends in Global Sustainable Tourism and Hospitality Research	Department of Tourism and Hotel Management, Alagappa University. Karaikudi,	6 th and 7 th September 2019.	Attended
109	Digital Banking for Sustainable Development.	Department of Banking Management. Alagappa University, Karaikudi	24 th and 25 th September 2019	Sustainable Development on Digital Banking in State Bank of India - An Analysis

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
110	72 nd All India Commerce Conference-2019 & International Conference, Bhubaneswar,	KIIT Deemed to be University, Bhubaneswar, 22 nd to 24 th December 2019.	22 nd to 24 th December 2019	Security – Wise Advances of State Bank of India
111	5 th One Day International Conference on “Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment (IEH - 2020)”	Gulf American University and Primax Foundation., Dubai, UAE	24 th February 2020	Perception of Internship Training Program to Promote Entrepreneurship of Engineering Graduates
112	National seminar on Entrepreneurial Traits and Trends, 2023	Fatima College (Autonomous)	29.09.2023	Impact of Rural Labour Migration

International Publications

1. Dr. S. Ganapathy and Mugeshkannan Reguraman (2016), “Root of Smartphone: Route for a Smart Business @ Restaurant”, Pacific Business Review International, India, volume 9, Issue 5, Nov.2016, pp. 20-30.
2. Dr. S. Ganapathy and Mugeshkannan Reguraman (2016), “ A Study on Service Quality of Selected Web Browsers in Sivaganga District”, International Journal of Recent Scientific Research, India, Vol. 7, Issue 8, August, 2016, pp. 12824-12827.
3. Dr. S. Ganapathy and Mugeshkannan Reguraman (2016), “E-Wallet initiation for consumer protection in Omni-channel Retailing-Perspective study” Consumer Protection and Empowerment in India, Department of Corporate Secretaryship, India, August 2016, pp.106-112.
4. Dr. S. Ganapathy and Thangam Alagarsamy (2016), “Inducement of Women Entrepreneurs on Beauty Parlour Business in Sivaganga District”, International Journal of Research in Commerce and Management, India, Vol.7, Issue.11, November 2016, pp. 38-40.
5. K. Muthu and Dr. S. Ganapathy (2016), “Rural Entrepreneurship for Women” Shanlax International Journal of Management, India, Vol.4, Special Issue 1, October 2016, pp. 166-170.
6. Dr. S. Ganapathy and Mugeshkannan Reguraman (2017), social media marketing and dynamic purchasing intention of digital marketing via smartphone. International

Conference on “Recent Advances in E-Business: Challenges and Opportunities”.
Vol.3 Issue no.06 ISSN:23941316.

7. Dr. S. Ganapathy (2017), “Green Marketing”, One Day National Level Seminar on Innovative Practices in Modern Business.
8. ‘Health Insurance Policy Performance in India’,(2011), International Journal of Applied Management Research, TISSL International Publications, 60/9, Rud De Franc, B7100 La Louviere Belgium, Vol-3, pp 584-587, ISSN 09748709.
9. “Innovation of Rural Marketing in India” International Journal of Management and Technology, volume-3 special issue 1, ISSN No.0975-3915, September 2012, PP 151-155.
10. ‘Micro Credit Transmission and Rural Development-A study’, A Online Journal of Radix International Educational and Research Consortium. ISSN No.2250-3994, volume 1, Issue 12, December 2012 pp 1-14
11. ‘Role of Financial Inclusion in Indian Economy’ Research Explorer (A referred Bi Annual International Research Journal of Multidisciplinary) ISSN No.2250-1940 Volume II Issue 8: April 2013 pp 265-267.
12. ‘Empowering Women through Self Help Groups’ Paripex-Indian Journal of Research. (peer reviewed and referred International Journal) ISSN No.2250-1991, Volume 3, Issue 6 January 2013 pp 65-67.
13. “Empowering Women on Rural Entrepreneurship: A Study” Pezzottaite Journals (International Journal of Retailing and Rural Business Perspectives) ISSN (p) 2279-0934 ISSN (0) 2279-0942, volume 2, Number 2 April-June 2013 pp 370-374.
14. ‘Financial Inclusion in Agricultural Credit –An Overview’ Thavan International Journal of Research in Economics and Banking. Online ISSN 2277-1093, print ISSN 2277-1476, volume – 04 December 2013-February 2014, issue No.09, pp 223-295.
15. Attitude to Customers towards celebrity advertisement. International Journal of Development Research, Volume 4, Issue 3, March 2014, ISSN: 2230-9926 pp.727-731.
16. A Study on Stress Among Women College Teachers in Madurai District, Indo Global Journal of Applied Management Science, Volume 2, Issue 4, April 2014, ISSN No.2320-7892, pp.206-209.
17. A Study on Development of Micro, Small and Medium Enterprises in Ramanathapuram block, International Journal of Physical and Social Science, volume 4, Issue 5, ISSN No.2249-5894, May 2014, pp.65-71.
18. Micro Finance and Women Empowerment: An Indian Perspective, International Journal of Research in Commerce, IT and Management, volume 4, Issue 10, ISSN No.2231-5756, October 2014, pp.65-67.

19. 'Green Marketing', International journal of Business Intelligence and Innovations, volume I, special issue 1, September 2014, ISSN 23484705,pp.176-177
20. 'Economical Boost Strategy for Sustainable Enlargement of MSME Sectors', Splint International Journal of Professionals, Volume II, No 10, ISSN: 2349-6045, October 2015, pp.07-11.
21. 'India's Foreign Trade Performance of SAARC Countries', International Journal of Management Research and Social Science (IJMRSS), Volume 2, Issue 4, December 2015, ISSN:2394-6415, pp.105-110.
22. 'The Fusion of Retailing and E-Tailing- Key to Omni channel Retailing's Success', Zenith International Journal of Multidisciplinary Research, ISSN 2231-5780, Vol.6, January 2016, PP.30-39.
23. "A study on Stress among Women College Teachers in Madurai District", International Journal of Research in Commerce, IT & Management, and ISSN: 2320-7892, Vol. 2, Issue – 4, April 2014, pp. 206-210.
24. "Green Marketing", International Journal of Business Intelligence and Innovations, ISSN 2348 4705, Vol1, Special Issue 1, September 2014,pp. 176-177.
25. "Micro Finance and Women Empowerment: An Indian Perspective", International Journal of Research in Commerce, IT & Management, Volume No.4, Issue No. 10, October 2014, pp. 65-68.
26. "Women Empowerment Through micro Finance : A Promote for Development", International Journal of Research & Business Innovation, ISSN: 2321-5615,Vol.3 No5,February 2015,pp.121-126
27. "Income Saving and Investment of Household with Special Reference Virudhunagar District", Indo Global Journal of Commerce and Economics, ISSN: 2393-9796, Vol.2, Issue.1, March 2015, pp.233-236.
28. "Economical Boost Strategy For Sustainable Enlargement of MSME Sectors", Splint International Journal of Professionals , ISSN:2349-6045,Vol,11, No.10, October 2015,pp.7-11
29. "Knowledge of Social Media on Entrepreneurship Development", International Seminar on Dimensions in Management, ISBN: 978-81-931094-9-6, September 2015, pp.222-228.
30. "India's Foreign Trade Performance of SAARC Countries", International Journal of Management Research and Social Science (IJMRSS), ISSN: 2394-6415, Volume. 2, Issue.4, October – December 2015, pp.105-110.
31. "Social Media marketing: A Dynamic Purchasing Intention of Digital marketing VIA Smartphone", International Journal of Social sciences, ISSN 2394-1316, Vol.03 Special Issue: 06, (2016).

32. "The Fusion of retailing and E-Tailing- Key to Omni channel retailing's Success", ZENITH International Journal of Multidisciplinary Research, ISSN 2231-5780, Vol.6(1), January (2016), pp.30-39.
33. "A Study on Service Quality of Selected Web Browsers in Sivaganga District", International Journal of Recent Scientific Research, ISSN: 0976-3031, Vol 7, Issue 8, August, 2016, pp12824-12827.
34. "Rural Entrepreneurship for Women", Shanlax International Journal of Management, ISSN: 2321-4643, Vol 4, Special Issue: 1, October 2016, pp 166-169.
35. "Women Entrepreneurs on Beauty Parlour Business In Karaikudi", Journal of Business Management & Social Sciences Research (JNM & SSR), ISSN No:2319-5614, Vol 5, No,10, October 2016
36. "Root of Smartphone: Route for A Smart Business @ Restaurant", Pacific Business Review International Vol 9, Issue5, November 2016, pp 20-30.
37. "Inducement of Women Entrepreneurs on Beauty Parlor Business in Sivaganga District", International Journal of Research in Commerce, IT & Management, and ISSN: 0976-2183, Volume No. 7, Issue No.11, November 2016, pp. 38-41.
38. "Women Empowerment Through Micro Finance: A Promote For Development", International Journal of Research & Business Innovation, ISSN: 2321-5615, Vol.3 No.5. February 2015, pp.121-216.
39. Socio Economic Welfare Schemes Implemented by Governments on SC/ ST in Rural Area of Sivagangai District of Tamilnadu, "International Journal of Research in Commerce, Economics & Management", ISSN No 2231-4245, Vol. 7, Issue No.03, March 2017
40. Educational Welfare Schemes on Scheduled Caste and Scheduled Tribes in Rural Area in the State of Tamilnadu, "International Journal of Research in Commerce, IT & Management", ISSN No 2231-5756, Vol. 7, Issue No.03, March 2017.
41. Deposit mobilization of Commercial Banks: A Study with Special Reference to Southern Region in India, "An International Multidisciplinary Research Journal", ISSN No 2249-7173, Vol. 7, Issue No.05, May 2017.
42. Deposit Mobilization of Commercial Banks: A Study With Special Reference to Western Region in India, "International Journal of Advanced Research in Management and Social Science", ISSN No: 2278-6263, Volume No: 06, Issue No.07, July 2017, pp.24-34.
43. Deposit Mobilization of Commercial Banks: A Study with Special Reference to Central Region in India, "An International Multidisciplinary Research Journal", ISSN No: 2278-859X, Volume No: 04, Issue No.07, July 2017, pp.51-61.

44. Performance of Non-Performing Assets (NPA) in State Bank of India, "International Journal of Advanced Research in Management and Social Science", ISSN No: 2278-6263, Volume No: 06, Issue No.08, August 2017, pp.79-84.
45. Empowerment of Women Through Creating Awareness Training on Value Addition of Nutricereals Foods, " International Journal of Research in Commerce, IT & Management ", ISSN No: 2231-5756, Volume No: 07, Issue No.08, August 2017,pp.19-21
46. Monetary Mobilization of Commercial Bank With Special Reference to Eastern Region of India, "SAARJ Journal on Banking & Insurance Research", ISSN No: 2319-1422, Volume No: 06, Issue No.05, September 2017,pp.20-28.
47. A Study on Financial Mobilization of Commercial Bank With Special Reference to Northern Region of India, "International Journal of Advanced Research in Management and Social Science", ISSN No: 2278-6263, Volume No: 06, Issue No.10, October 2017,pp.43-51.
48. Deposit and Lending Performance of State Bank of India, "An International Journal of Applied Research", ISSN No: 2249-555X, Volume No: 07, Issue No 11, November 2017, pp.12-13.
49. Omini channel Retailing: Impact of Facebook on Retail Business Dynamics, "International Journal of Research in Computer Application & Management", ISSN No: 2231-1009, Volume No: 02, Issue No. 08, February 2018. Pp.4-8.
50. Startups of Women Entrepreneurs in India, "Journal of Management and Science", ISSN: 2249-1260, E-ISSN: 2250-1819, Special Issues No.1, January 2018, 5-7.
51. A Study on Customer Awareness and Satisfaction towards ATM and CDM Services Provided by State Bank of India (With Special Reference to Karaikudi), "Shanlax International Journal of Commerce", ISSN:2320-4168, Volume:6, Special Issues I, February 2018, pp.165-169.
52. "Omni-channel Retailing: Social Media Key to Marketing up Gradation Efficiency", International Journal of Scientific Research, Volume No. 07, Issue No. 02, February (2018), pp. 37-39.
53. Ethical Challenges of Entrepreneurs: Understanding the Code of Conduct, "Shanlax International Journal of Commerce", ISSN:2320-4168, Volume:2, Special Issues 3, March 2018, pp.93-99.
54. Omnichannel Retailing: Customer Experience Optimization with the Internet of Things, "Shanlax International Journal of Commerce", ISSN: 2320-4168, Volume: 1, Special Issues 3, March 2018, pp.19-22.
55. Customer Gratification of E-Banking System of State Bank of India in Karaikudi, Sivaganga District of Tamilnadu "Shanlax International Journal of Commerce", ISSN:2320-4168, Volume:2, Special Issues 3, March 2018, pp.24-28.

56. Women Entrepreneur in India, "Shanlax International Journal of Commerce", ISSN: 2320-4168, Volume: 2, Special Issues 3, March 2018, pp.24-28.
57. Ethical Challenges of Entrepreneurs: Understanding the Code of Conduct, "Shanlax International Journal of Commerce", ISSN: 2320-4168, Volume: 2, Special Issues 3, March 2018, pp.24-28.
58. Trend And Growth Rate Of Deposit Mobilization Of Indian Bank - An Analysis, "International Journal of Advanced Research in Management and Social Sciences", ISSN: 2278-6236, Volume 07, Issue No 10, October 2018, pp.1-11.
59. Social Media Marketing: A Dynamic Purchasing Intention of Digital Marketing via Smartphone", International Journal of Research & Analytical Review, ISSN: 2348-1269, Volume 05, Issue: 04, December 2018, pp.754-760.
60. Challenges of Mobile Banking in State Bank of India, "International Journal of Management and Social Sciences (IJMSS)", p-ISSN:2249-0191, e-ISSN: 2349-9761, Volume 08, pp.80-82.
61. An Overview of E-Commerce and M-Commerce, "DBJC Journal of Business Research- Jain Spire", ISSN: 2248-9711 Issue No 29. Pp.669-672.
62. Digital Economy in India-An Overview, "International Journal of Research in Engineering Application & Management (IJREAM)", ISSN:2454-9150, Special Issues- ICDOMP' 19, DOI: 10.18231/2454-9150.2018.1357, February 2019, pp.21-23.
63. A study on Deposit Mobilization of State Bank of India, "International Journal of Advance and Innovative Research, (Conference Special), ISSN: 2394-7780, Volume 6, Issue 2, April-June 2019".
64. India's Trade and Economic Activities of Agricultural Products to Brazil, "International Journal of Advance and Innovative Research, (Conference Special), ISSN: 2394-7780, Volume 6, Issue 2, April-June 2019".
65. Challenges Faced By Women Entrepreneurs In India, "International Journal of Advance and Innovative Research, (Conference Special), ISSN: 2394-7780, Volume 6, Issue 2, April-June 2019".
66. FDI In SBI: Trend And Forecast – An Analysis, "Journal Of Emerging Technologies And Innovative Research, ISSN-2349-5162, 6(10), October 2019."
67. Perception Of Non Performing Assets (NPAS) In State Bank Of India, "International Journal Of Scientific & Technology Research, ISSN 2277-8616, 8(11), November 2019".
68. Sector Wise Advances of State Bank of India, "International Journal Of Scientific & Technology Research ISSN 2277-8616, 8(12), December 2019".
69. Problems Faced By Engineering Students on Internship Training Program, "International Journal of Multidisciplinary Educational Research, ISSN: 2277-7881, 8, (12(3)), December 2019".

70. Rationale of Non-Performing Assets in State Bank of India, "Studies in Indian Place Names, ISSN: 2394-3114, 40(1), January 2020."
71. Customer Awareness Towards Green Banking In State Bank Of India, "Our Heritage ISSN: 0474-9030, 68(30), February 2020".
72. Perception of Internship Training Program to Promote Entrepreneurship of Engineering Graduates, "CLIO An Annual Interdisciplinary Journal of History, ISSN: 0976-075X, 06(07), April 2020".
73. Problems and Benefits Experience By Women Student on An Internship Training Program (ITP), "Journal of Emerging technologies and Innovative Research, ISSN: 2349-5162, 7(4), April 2020".
74. Technology Related Stress in SBI Employees- With a Special Reference to Ernakulam District in Kerala State, "Aegaeum Journal, ISSN NO: 0776-3808, 8(5), May 2020".
75. Customer Satisfaction on E-Banking Services of State Bank of India – An Analysis, "ZENITH International Journal of Multidisciplinary Research, ISSN 2231-5780, Vol.10 (5), May (2020), pp. 36-41".
76. Entrepreneurship Development through Internship Training: Focus on Tourism and Hotel Management, Journal of Research Administration, ISSN 1539 – 1590, Vol 5, Issue 2, November – 2023.
77. Prospects, Support & Amp; challenges of Women Entrepreneurship-A Study with Reference to Tamilnadu State, Mayas Publication, (ISBN), ISBN No: 978-81-19716-89-0, Vol 1, Issue 1, September 2023.

National Publications

1. 'Business Stability Performance of Selected Steel Companies in India', (2010), Management Dynamics, Journal of Management, School of Management, Alagappa University, Karaikudi-630004, Vol-2, No.2 PP 51-62
2. 'Strategies for Effectively Handling Job Stress', (2011), Management Dynamics, Journal of Management, School of Management, Alagappa University, Karaikudi-630004, Vol-3, No.2, PP 78-87.
3. 'Operating Efficiency of Selected Commercial Banks in India – An Analysis', Self Journal of Social Science, ISSN: 0975-9999, published on July-September 2012.Pp 12-15
4. 'Financial Liquidity Performance of Selected Commercial Banks' Self Journal of Social Science, published on April-June 2012, volume -11, issue-10, ISSN 0975-9999 pp 10-15.
5. 'Market Value Addition as the most significant measure of financial performance' Indian Journal of Applied Research, ISSN No.2249-555x, volume 1 issue 12, September 2012 pp 21-23

6. "Women Entrepreneurship: A Global Perspective" Indian Journal of Applied Research. Impact Factor 0.8125, ISSN No.2249-555x, volume 3, Issue1, January 2013, pp. 3-5.
7. "Micro, Small and Medium Enterprises (MSME) in India: An Appraisal" Self Journal of Social Science. ISSN No.0975-9999 volume-IV January-March 2013, pp 21-24.
8. 'Foreign Direct Investment in Market Environment', Managerial Herald, Bi-Annual Journal of Thoughts, ISBN-978-93-80686-47-9, Vol.2, No.1, January -June 2013, pp.11-15.
9. 'Performance of Agriculture and Allied Activities in India', Kisan World, A Journal of Agriculture and Rural Development, ISSB No.0971-9229, Vol.40, No.12, December 2013, pp.40-43.
10. "Women Entrepreneurs on Beauty Parlour Business In Karaikudi", Journal of Business Management & Social Sciences Research (JNM &SSR), ISSN No: 2319-5614, Vol 5, No, 10, October 2016.
11. 'India's Major Ports and International Business- A Analysis' (2009) 9th Conference of Tamil Arivial Paravai, Excell India Publishers,61/28, Delpat Singh Buildig, Pratic Market Munirka, New Delhi-110067 P 319 ISBN 978-93-800-43-33-3.
12. 'A Comparative Financial Performance of Selected Chemical Companies', (2010), Survival and Growth Strategies for Business Dynamics, Scitech Publications (India) Private Limitd, No, 7/3C, Madley Road, T.Nagar, Chennai-600017, Pp 299-305, ISBN 978-81-8371-2620.
13. 'Self Help Groups and Women Empowerment: A Case Study of Multiple service in Sivagnagai', (2010), Women Empowerment in India Challenges Ahead, Scitech Publications (India) Private Limited, No,7/3C, Madley Road, T.Nagar, Chennai-600017, Pp 295-306, ISBN 978-81-8371-3733.
14. 'Green Marketing, Innovative Marketing-Trends', Issues and Challenges (2012), United Publishers, Opera Plaza, Opp MCC Bank, Shanthi Nagar, Nandi Gudda (po), March 2012, Kankanady, Manglore-575002, pp 134-135, ISBN 978-93-81195-161.
15. 'A study on Role of Banking in Financial Inclusion', National seminar on Financial Inclusion Strength Weakness and trend, Sri Kaliswari College, Sivakasi, ISBN No.978-93-80530-55-0, Feb. 2014 pp.177-179.
16. Recent trend in Retail Marketing, National conference in Indian Corporate Sector Challenges and Opportunities, Dept. of commerce and management, Karpagam University, ISBN No:978-93-83459-11-7, Feb-2014, pp.72-74.
17. "Foreign Direct Investment in Banking Sector in India", Proceedings of UGC Sponsored National Conference on FDI- Challenges, and Opportunities, ISBN: 978-93-80713-90-0, August 2014,pp.218-225

18. Financial Performance of Selected Motor Companies, conference on Indian Economy Development Prospects and Perspectives, Bharti Publications, New Delhi (India), Sep. 2014, pp.333-342
19. "Performance of Service Sector in India" ICSSR Sponsored a Two-Day National Seminar on "Indian Service Sectors In The Information and Communication Technology Era: Emerging Trends, Issues and Prospects", 18th &19th December 2014, pp.191-192
20. "Multi-Commodities Bazaar- A Cram", New Dimensions of Management in the Globalized ERA, ISBN: 978-93-80657-40-0, January 2015.pp. 335-337.
21. "Rural Entrepreneurship for Women" Shanlax International Journal of Management, Vol 4, Special Issue 1. October 2016, pp.166-169
22. "Recent Trend in Child Migration", Migration in India: Issues, Challenges and Strategies, ISBN: 978-9385109-12-6,pp. 37-39.
23. "E-Wallet Initiation for Consumer Protection in Omni-channel Retailing-Perspective study", Consumer Protection and Empowerment in India, August 2016, ISBN: 978-81-928690-1-8, pp. 100-106.
24. "Dynamics of Social and Business Networks: The use of Mobile phones by Micro Entrepreneurs", COM FEST 2017-PRIDE OF COMMERCE, February 2017, ISBN: 978-93-86537-25-6, pp. 28- 34.
25. "Dynamics of Social and Business Networks: The use of Mobile phones by Micro Entrepreneurs", Pride of Commerce – COM FEST-2017, ISBN: 978-93-86537-25-6, March 2017, pp. 28-35.
26. Impact of Goods and Services Tax(GST) on the Banking Sector , "International Conference on GST (ICGST -2017)", Vidhyaa Giri College of Arts and Science, 5th October 2017, pp.55-57.
27. Rural Entrepreneurship in India: Challenge and Problems, "National Seminar on Business Success Hinges on Business Strategies", Department of Commerce, Alagappa University, 14th December 2017, pp. 13-15.
28. Non Performing Loans (NPLs) Perception, Recovery Strategies for Banking Sector in India, "National Seminar on Business Success Hinges on Business Strategies", Department of Commerce, Alagappa University, 14th December 2017, pp. 253-256.
29. Challenges of Digital Banking in State Bank of India, "International Conference on Emerging Trends and Challenges in Commerce", Department of Commerce, NPR Arts and Science College, 31st January 2019. Pp.113-117.

30. A Study on Rural Customer Awareness towards Mobile Banking, “Trends in Digital Marketing”, Alagappa Institute of Management, Alagappa University, 21st and 22nd February 2019.
31. Sustainable Development on Digital Banking in State Bank of India – An Analysis, “Digital Banking for Sustainable Development.” Department of Banking Management. Alagappa University, Karaikudi 24th & 25th September 2019
32. Virtual Internship as a form of Institutions and Industry Linkage: Engineering Student’s Perspective.”Journal of Management & Entrepreneurship , ISSN :2229-5348, March 2022
33. Directional Change’s in India Exports Since Post Liberalization, Suraj Punj Journal for Multidisciplinary Research, ISSN No: 2394-2886, Vol 11, Issue 9, 2021
34. Composition of Commodity Changes in India’s Exports Since Post Liberalization, Suraj Punj Journal for Multidisciplinary Research, ISSN No: 2394-2886, Vol 11, Issue 8, 2021.
35. Perception Towards E-Banking Services offered by SBI: with reference to College Students of Chennai City, ISBN-978-93-5673-238-4, Evincepub Publishing, Page No-79-94
36. Migration and Domestic work: An Indian Perspective on a global Theme, Journal of Emerging Technologies and Innovative Research (ISSN:2349-5162) , Vol 10, Issue 5, May 2023
37. Entrepreneurship Development Through Internship Training: A Study with reference to students of Management, South Indian Journal of Social Sciences;ISSN: 0972-8945,Vol-XXI, January- June 2023, No.30, Group 1
38. Liquidity Performance of Selected Public Sector Banks in India- ISBN-978-93-5673-238-4, Evincepub Publishing, and Page Number 141-154.
39. A Financial Leverage Ratio of the Selected Companies in Selected Industries, Emerging Trends in Business & Management, ISBN – 978-93-94293-14-4, Page No- 67-70
Challenges Faced by Women Entrepreneurs in India, ROOTS, International Journal of Multidisciplinary Researches,Vol:5, Special Issue 2, March 2019, ISSN:2349-8684.

Overseas Exposure / Visits

1. Fifth Multidisciplinary International Conference on “ **Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment (IEH 2020)**” Organized by Primax Foundation, Bangalore, Karnataka State in association with Gulf American University, **Dubai** from 22nd February to 26th February 2020.

Membership

Professional Bodies

1. **Life Time Member (TN180)**, Indian Commerce Association, Nehru Place, New Delhi, Delhi 110019 from October 2019.

2. **Life Time Member (SL-80)**, Indian Accounting Association, Tamilnadu Branch from February 2016.

Editorial Board/Advisory Board

1. **Member of Editorial Board**, Indian Academicians and Researchers Association, www.iaraedu.com 2019.
2. **Editorial Board Member**, Shanlax Publications, National Conference of COM FEST “Pride of Commerce” Madurai, www.publications.com from the year 2017.
3. **Editorial Board Member**, Shanlax International Journal of Commerce, Madurai, Tamilnadu, ISSN: 2320-4168 (Impact Factor-2.130), www.shanlaxjournals.com from the year 2019
4. **Editorial Board Member**, Journal of SELP journal of Social Science, Trichy, ISSN:0975-9999 (Volume iv.Issue 14, January-March 2013), www.selptrust.org

Ph.D. Thesis Evaluated/Viva-Voce Conducted

Ph.D Theses Evaluated

1. **G Thangadurai** Submitted his Doctoral Research work Under the Guidance of **Dr.R Manohar**, Associate Professor & Head (Retd), Department of Commerce, Ayya Nadar Janaki Ammal College of Arts and Science, Sivakasi (Affiliated to Madurai Kamaraj University) Madurai, Tamilnadu on the topic of **“Incursion and Impact of Satellite TV Advertisements on Selected Home Appliances in Virudhunagar District”** Submitted on July 2021.
2. **Smt. Honey Thomas**, Submitted her Doctoral Research work Under the Guidance of **Dr.Jacob Thomas**, **Associate Professor & Head** Department of Commerce, St Berchmans College (Autonomous) affiliated to Mahatma Gandhi University, Kottayam, Kerala on the topic of **“Effectiveness of Product Liability through consumer dispute redressal agencies in Kerala”** Submitted on March 2020.
3. **Mr/Ms. T Irwin Victoria** Submitted his Doctoral Research work Under the Guidance of **Dr.N Maria Nevis Soris**, Associate Professor & Head Department of Commerce, VO Chidhabarram College, Thoothukudi affiliated to Manonmaniam Sundarnar University, Tirunelveli on the topic of **“A Study on the effectiveness of online advertising among college students”** Submitted on March 2020.
4. **Mr/Ms. S Thiruselvan** Submitted his Doctoral Research work Under the Guidance of **Dr.R Ponmurugan**, Principle (Rtd) Department of Commerce, TDNMS College, T.Kallikulam affiliated to Manonmaniam Sundarnar University, Tirunelveli on the topic of **“Customers Perception and effectiveness of Social Media Marketing- A Study with special reference to Chennai”** Submitted on May 2022.
5. **Mr/Ms M Rakna**, Submitted her Doctoral Research work Under the Guidance of **Dr.N Maria Nevis Soris**, Associate Professor & Head Department of Commerce, V O C College, Thoothukudi affiliated to Manonmaniam Sundarnar University, Tirunelveli on the topic of **“An Analytical Study of Unemployment among graduates in rural areas of Thoothukudi District”** Submitted on Jan 2022.
6. **Smt. Amala A.K**, submitted her Doctoral Research work under the guidance of **Dr. K. Anilkumar**, Head, PG & Research Department of Commerce, Government College for women Tiruvananthapuram, affiliated to University of Kerala, on the topic of **“A Study on the Effectiveness of leading Operations of Urban Co-operative Banks in Kerala in the Context of Banking Sector Reforms”** submitted on July 2023.

7. Ms. Sheeba, Submitted his Doctoral Research work Under the Guidance of Dr. N. Maria Nevis Soris, Associate Professor in Commerce, V.O.C. College, Thoothukudi, affiliated to Manonmaniam Sundarnar University, Tirunelveli on the topic of “ A Study on Mahatma Gandhi National Rural Employment Guarantee Scheme As a Source of Rural Livelihood in Selected Blocks of Thoothukudi District in Tamilnadu” submitted on 18.08.2021.
8. **Mr. Anita N. Halamata** Submitted his Doctoral Research work Under the Guidance of **Dr.B.H. Suresh**, Professor (Rtd) Department of Commerce, University of Mysore, on the topic of “**A Study on Value Relevance of Financial Reporting of BSE-Listed Private Sector Companies in India**” Submitted on May 2023.
9. **Smt. Nisha Mary Jose** Submitted his Doctoral Research work Under the Guidance of **Dr.V.V. Georgekutty, professor**, Department of Commerce, St. Thomas College, Kottayam, affiliated to Mahatma Gandhi University, Kottayam Kerala, on the topic of “**Emerging Challenges to Work Life Balance : A Comparative Study of Life Insurance Corporation of India and Selected Private Sector Insurance Companies**” Submitted on September 2021.
10. **Mr. Honey Thomas** Submitted his Doctoral Research work Under the Guidance of **Dr. Jacob Thomas, professor**, Department of Commerce, St. Thomas College, Kottayam, affiliated to Mahatma Gandhi University, Kottayam Kerala, on the topic of “**Effectiveness of Product Liability through Consumer Dispute Redressal Agencies in Kerala**” Submitted on September 2021.
11. **Mr. Reguraman E**, Submitted his Doctoral Research work Under the Guidance of **Dr.E. Palani**, Assistant Professor & Head Department Department of Commerce, Sri KGS Arts College, Srivaikuntam affiliated to Manonmaniam Sundarnar University, Tirunelveli on the topic of “**A Study on Customers’ Perception towards Cashless Transactions in Tirunelveli District**” Submitted on Jan 2022.
12. **Ms. Kalaimagal N**, Submitted her Doctoral Research work Under the Guidance of **Dr. P. Geetha**, Professor, Sadakathulla Appa College, affiliated to Manonmaniam Sundarnar University, Tirunelveli on the topic of “**A Study on Financial Literacy among Sanitary and Sawage Workers in Tirunelveli Municipal Corporation.**” Submitted on Jan 2022.
13. **Ms. Mekala Sharmini K**, Submitted his Doctoral Research work Under the Guidance of **Dr. A. Venkateswaran**, Assistant Professor, Department of Commerce, TDMNS College, T. Kallikulam, affiliated to Manonmaniam Sundarnar University, Tirunelveli on the topic of “**A Study on Financial Literacy among Literates in Tirunelveli District**” Submitted on Jan 2022.
14. **Mr. Thangadurai**, Submitted his Doctoral Research work Under the Guidance of **Dr. R. Manohar**, Associate Professor & Head (Rtd) Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi, affiliated to Madurai Kamaraj University, Madurai on the topic of “**Incursion and Impact of Satellite TV Advertisement of Consumer Preferences for Selected Home Appliances in Virudhunagar District**” Submitted on Jan 2020.

DDE Course Materials Reviewed

Degree	Title	Year	Publisher	Theory/Practical
MBA	Growth Management	2015	Alagappa University	Theory
MBA	Logistics Marketing and Technology	2015	Alagappa University	Theory

Resource Persons in Various Capacities

S.N	Position	Name of the Event	Organization	Date
1	Special Address	Questionnaire Design and Development” in Seven day National Virtual FDP on Ethics in Research & Research Methodology	Department of Commerce with Accounting & Finance, KG College of Arts and Science College	22.12.2022
2	Special Address	ACT NEXT:NOBEL PRIZE IN PEACE 2022	Department of Commerce, Alagappa University, Karaikudi.	02.02.2023
3	Presidential Address	Inaugural function of B.Com Apprenticeship / Embedded Programme	Conference Seminar Hall, Alagappa University, Karaikudi	14.10.2022
4	Presidential Address	Youth Red Cross cordially invites you to the Special Lecture on “ The Importance of Social Service in this Modern World”	Conference Seminar Hall, Alagappa University, Karaikudi	25.11.2022
5	Special Address	Department of Commerce and Pt. Deendayal Upadhyay Chair	Seminar Hall Faculty of Management. Alagappa University, Karaikudi.	23.01.2023
6	Special Address	ICSSR Sponsored 10 days Research Methodology Course	Management Conference Hall, Alagappa University, Karaikudi.	02.11.2022
7	Resource Person	Three day National Level Workshop on Adoptability of SPSS in Social Science Research	PG Department of Commerce, Sri Kaliswari College, Sivakasi	12 th to 14 th October 2017
8	Resource Person,	YRC Orientation Program	Alagappa Chettiar College of Engineering and Technology, Karaikudi	22 nd September 2017
	Special	ACT NEXT: Nobel Prize	Management Conference Hall,	25.03.2022

9	Address	in Peace - 2021	Alagappa University, Karaikudi.	
10	Special Address	ACT NEXT: Nobel Prize in Peace - 2022	Management Conference Hall, Alagappa University, Karaikudi.	25.11.2022
11	Organizing Committee	ICSSR Ten Days Research Methodology Course	Management Conference Hall, Alagappa University, Karaikudi.	30.03.2022
12	Organizing Committee	International Conference on Emerging Trends on Business Strategies	Management Conference Hall, Alagappa University, Karaikudi.	16.03.2022
13	Special Address	Department of Commerce conducted Orientation and Management Training Program	Management Conference Hall, Alagappa University, Karaikudi.	24,25,26. 07.2023
14	Guest Lecture series	Department of Commerce conducted Vinnai Thoda Varuvaya	Management Conference Hall, Alagappa University, Karaikudi.	20.07.2023
15	Special Address	Constitution Day Celebration - 2023	Management Conference Hall, Alagappa University, Karaikudi.	30.11.2023
16	Special Address	One dya International conference on Global Trends in Establishing Institution and Industrial Linkages	Convocation Seminar Hall, Alagappa University, Karaikudi.	12.09.2023
17	Special Address	Constitution Day Celebration - 2023	Management Conference Hall, Alagappa University, Karaikudi.	30.11.2021
18	Resource Persons	Two weeks Capacity Building Programme on Data Analysis and Research Methodology in Social Sciences "Research Methods in Social Science Research"	Alagappa University, Karaikudi. Virtual Mode	13.09.2021
19	Resource Person	Two weeks Capacity Building Programme on Data Analysis and Research Methodology in Social Sciences "Data Collection Techniques"	Alagappa University, Karaikudi. Virtual Mode	14.09.2021
20	Special Address	E-Box Colleges Webinar On "Current Trends in Commerce Education"	Management Conference Hall, Alagappa University, Karaikudi.	18.02.2021

21	Special Address	National Webinar on Research Methodology In Social Sciences Quality Dimensions	Management Conference Hall, Alagappa University, Karaikudi.	20.01.2021
22	Inaugural Address	Revisiting Business Strategies for Economic Development	Management Conference Hall, Alagappa University, Karaikudi.	20.02.2020
23	Resource Person	Five day FDP on “Leadership & Excellence” Time Management	Management Conference Hall, Alagappa University, Karaikudi.	25.09.2020
24	Organizing Secretaries	Online Faculty Development Programme (FDP) on Leaderships & Excellence	Management Conference Hall, Alagappa University, Karaikudi.	25-29, 09.2020
25	Thematic Address	Internship – The Entrepreneurial Route	Management Conference Hall, Alagappa University, Karaikudi.	27.05.2020
26	Resource Person	Directorate of Distance Education is organizing webinar on Research Methods	Management Conference Hall, Alagappa University, Karaikudi.	30.06.2020

Position of Academic Body

1. Chair person Board of Studies B.Com (Apprenticeship Embedded) Alagappa University, Karaikudi.
2. Member, M.Com, M.Phil (Commerce), Alagappa University, Karaikudi.
3. Member, M.Com Board of studies, Alagappa University affiliated Colleges, Karaikudi.
4. Chairperson M.Com (CA) Board of Studies, Alagappa University affiliated colleges, Karaikudi.
5. Member Board of Studies B.Com Alagappa University affiliated Colleges, Karaikudi.
6. Member B.Com (CA) board of studies, Alagappa University affiliated Colleges, Karaikudi
7. Member M.Com (Profession Accounting) Board of Studies, Alagappa University affiliated Colleges, Karaikudi.
8. Member Board of Studies B.Com Madura College, Madurai.
9. Member Board of Studies, B.Com. Fatima College, Madurai.