



**Dr.B.Menaka**  
Assistant Professor

## Contact

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

Employee Number : 20416

Contact Phone (Office) : +91 4565 225208

Contact Phone (Mobile) : +91- 9486673385

Contact e-mail(s) : menakab@alagappauniversity.ac.in

Skype id : menakart85

Website : <https://www.alagappauniversity.ac.in>

## Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D.	Manonmaniam Sundaranar University, Tirunelveli.	2010 – 2013	Commerce	Highly Commanded
M.Phil	A.V.V.M. Sri Puspham College, Poondi / Bharathidasan University.	2007 – 2008	Commerce	First class Distinction with D grade
M.B.A.	Bonsecours College for Women, Thanjavur / Bharathidasan University.	2006 – 2008	MBA General	First Class
M.Com	Bonsecours College for Women, Thanjavur / Bharathidasan University.	2005 – 2007	Commerce	First class with A++ Grade
B.Com	Bonsecours College for Women, Thanjavur / Bharathidasan University.	2002 – 2005	Commerce	First Class

**Total Experience: 9 Years**

Position	Institution	Duration
Assistant Professor	Department of Commerce, Alagappa University, Karaikudi	26.05.2016 - till date
Assistant Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	30.01.2016 - 25.05.2016
Assistant Professor (GL)	Department of Commerce, Bharathidasan University Model College, Aranthangi.	14.08.15 - 29.01.2016
Assistant Professor (GL)	Department of Commerce, Bharathidasan University Constituent Model college for women, Veppur	10.09.2014 - 13.08.2015
Lecturer	Department of Commerce, Bon Secours College for Women, Villar Bypass Road, Thanjavur	07.08.2013 - 09.09.2014
Assistant Professor	Department of Commerce, Bon Secours College for Women, Villar Bypass Road, Thanjavur	01.06.2008 - 12.06.2008

**Total Research Experience: 10 Years**

Position	Institution / University	Duration
Assistant Professor	Department of Commerce, Alagappa University, Karaikudi	26.05.2016 to till date
Assistant Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	30.01.2016 to 25.05.2016
Assistant Professor (G L)	Department of Commerce, Bharathidasan University Model College, Aranthangi.	14.08-15 to 29.01.2016
Assistant Professor (G L)	Department of Commerce, Bharathidasan University Constituent Model college for women, Veppur	10.09.2014 to 13.08.2015
Lecturer	Department of Commerce, Bon Secours College for Women, Villar Bypass Road, Thanjavur	07.08.2013 to 09.09.2014

**Academic and Additional Responsibilities**

S.No	Position	UniversityBodies	Period	
			From	To
1.	Academic Counselor	M.A.(PM & IR), Centre for Distance and Online Education	2022	Till date
2.	Academic Counselor	PGD(PM&IR), Centre for Distance and Online Education	2022	Till date

## Areas of Research

- Marketing,
- Human Resources Management (HRM)
- Banking & Finance

## Patents Filed

Title	Applicant	Inventor	Application	Filed	Published	Patent No
<b>An Investor's Perspective on Insurance-Related Investment</b>	Alagappa University, Karaikudi, Tamilnadu, India	<b>B.MENAKA</b>	2021410443 07 A	29/09/2021	15/10/2021	The Patent Office Journal No. 42/2021
<b>Block chain-based Networking Device for Supply Chain Management</b>	Alagappa University, Karaikudi, Tamilnadu, India.	<b>B.MENAKA</b>	6326236	15/11/2023.	23/11/2023.	International Design Classification: Version: 14-2023

## Research Supervision/Guidance

Program of Study		Completed	Ongoing
Research	Ph.D	3	2
	M.Phil	9	1
Project	PG	40	6

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books/Chapters/Monographs/Manuals
49	43	15	26	8

### Citation indices

<b>Cumulative Impact Factor (as per JCR)</b>	<b>: 86.45</b>
<b>H-index</b>	<b>: 3</b>
<b>i10 index</b>	<b>: 2</b>
<b>Total Citations</b>	<b>: 46</b>

### **Funded Research Projects**

S.No:	Agency	Period		Project Title	Budget (Rs. In Lakhs)
		From	To		
1	Alagappa University Research Fund (AURF)	2017	2019	A Study of Rural Women Entrepreneurs in Thanjavur District ( <b>Principal Investigator</b> )	0.50 Lakhs

### **Combined Department Projects**

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

### **Other Fund Received as Research Mentor (Travel grants Received)**

S. No	Agency	Period	Details	Budget (Rs.)
1.	Rashtriya Uchchar Shiksha Abhiyan (RUSA) 2.0	2023	74 <sup>th</sup> All India Commerce Conference - 2023, NEW DELHI	0.20 lakhs
2.	Rashtriya Uchchar Shiksha Abhiyan (RUSA) 2.0	2020	Visited Industrial Park, Coimbatore and Chennai	0.50 Lakh
3.	Rashtriya Uchchar Shiksha Abhiyan (RUSA) 2.0	2019	Uva Wellassa University, Srilanka	0.30 lakhs

## Distinctive Achievements / Awards

S. No	Award/Fellowship	Awarded by	Field/Category for which the award was given	Year of Award
1	<b>Excellence in Research</b>	Alagappa University, Karaikudi	Academic & Research excellence in acquiring the Patent	2023
2	<b>Best young faculty award</b>	GRABS Awards	In recognition & appreciation of outstanding contribution to teaching	2022
3	<b>Dr. Sarvepalli Radhakrishnan Award</b>	Consortium Of School And College Teachers In India Of By And For You Trust & Publications	Contribution to teaching	2021
4	<b>Appreciation award</b>	Youth RED CROSS	MIND YOUR MIND TO CREATE YOUR LEGACY	2021
5	<b>Award of Honour and Recognition</b>	ESN Publications	Maximum Authors contributing for a book on COVID 19 and its impact	2021
6	<b>Appreciation award</b>	Alagappa University, Karaikudi	Contribution made to Theme Based Research Project of RUSA 2.0 towards Quality Enhancement in Teaching and Research	2021
7	<b>Best Paper Award</b>	Bon Secours College for Women, Thanjavur	Digitalization of Education in 21 <sup>st</sup> Century: A Boon or Bane	2019
8	<b>Appreciation award</b>	Alagappa University, Karaikudi	Significant service for acquiring A+ grade in the third Cycle of NAAC accreditation	2017

## Events organized in leading roles

Number of Seminars /Conferences /Workshops/ Events organized: 5

S.No.	Position	Programme	Duration	Institution
1.	Organizing secretary	Special lecture on Career Planning	19 <sup>th</sup> July 2021	Alagappa University
2.	Organizing secretary	Research Methodology in Social Sciences – Quality Dimensions	21 <sup>st</sup> January 2021	Alagappa University
3.	Organizing secretary	ACT:NEXT - Noble prize in PEACE	26 <sup>th</sup> March 2019	Alagappa University
4.	Co-convener	COMFEST	13 <sup>th</sup> March, 2018	Alagappa University
5.	Organizing secretary	Alumni/Parents meet	2017-18	Alagappa University

## Papers presented in the National and International events

Conferences / Seminars / Workshops/Webinar: 69

### INTERNATIONAL: 43

1. **Menaka B**, & Kavali Rangaiah. Digital Wallets: Is it the Future for Money Transfer? Paper Presented in the two-day International conference on Digital Transformation in Financial Services – Global Trends (Hybrid Mode), held on 23rd & 24<sup>th</sup> February 2024 organized by Department of Commerce Avinashilingam Institute for Home Science & Higher Education for Women, Deemed University, Coimbatore.
2. **Menaka B**, & C Akshitha Ashok. Exploring strategies for ensuring worklife balance among teachers-challenges and solutions . Paper Presented in the two-day International conference on STEM EDUCATION:ISSUES AND CHALLENGES(2024), held on 1<sup>st</sup> & 2nd February 2024 organised by Department of Education , Alagappa University, Karaikudi
3. **Menaka B**, & C Akshitha Ashok. Exploring strategies for ensuring worklife balance among teachers-challenges and solutions . Paper Presented in the two-day International conference on STEM EDUCATION:ISSUES AND CHALLENGES(2024), held on 1<sup>st</sup> & 2nd February 2024 organised by Department of Education , Alagappa University, Karaikudi
4. **Menaka B**. Factors affecting Institution and Industry linkages in Tamilnadu. Paper presented in the 74<sup>th</sup> All India Commerce Conference of the Indian Commerce Association on “One Earth. One Family. One Future”& International seminar hosted by Department of Commerce, Faculty of Commerce & Business,Delhi school of Economics, University of Delhi in association with O.P. Jindal Global University,Sonipat ,held on 13<sup>th</sup> to 15<sup>th</sup> December 2023.
5. Jansi Rani P & **Menaka B**. Demeanour of the Policyholders for vehicle insurance – A critical Analysis of SEM model. Paper presented in the 74<sup>th</sup> All India Commerce Conference of the Indian Commerce Association on “One Earth. One Family. One Future”& International seminar hosted by Department of Commerce, Faculty of Commerce & Business,Delhi school of Economics, University of Delhi in association with O.P. Jindal Global University,Sonipat ,held on 13<sup>th</sup> to 15<sup>th</sup> December 2023.
6. **Menaka B**, & C Akshitha Ashok. Impact of Digital Payment System on Consumers Buying Decision with special reference to kottayam District. Paper Presented in the One-day International Seminar on Impact of Digital Payment System in the Indian Economy, held on 8<sup>th</sup> september2023 organised by PG and Research Department of Commerce Urumu Dhanalakshmi College , Tiruchirappalli
7. **Menaka B**, & Kavali Rangaiah. A Study of the Digital Payment services in India. Paper Presented in the One-day International Seminar on Impact of Digital Payment System in the Indian Economy, held on 8<sup>th</sup> September 2023 organised by PG and Research Department of Commerce, Urumu Dhanalakshmi College, Tiruchirappalli
8. **Menaka B**, & C. Renuga devi. Impact and Important of Digital Payment in india. Paper presented in the One-day International Seminar on Impact of digital payment system in the Indian Economy, held on 8<sup>th</sup> September 2023 organised by PG and Research Department of Commerce Urumu Dhanalakshmi college,Tiruchirappalli
9. **Menaka B**, Copywriting & Content Marketing in the Digital Age. Paper presented in the One-day International Conference on E-Commerce 360, held on 10<sup>th</sup> August, 2023 Organised by PG and Research Department of Commerce with Computer Application in Collaboration with Indian Academic Research Association,Tiruchirappalli.
10. Poorani Mithila S & **Menaka B**, 2021. Accessible Management Information System (MIS) Technologies in Insurance Industry. Paper presented in the International Virtual Conference on Industry 4.0-Leading Business Practices For Sustainable Milieu (14BPSM2021), held on 25<sup>th</sup> & 26<sup>th</sup> August, 2021 Organised by the Alagappa Institute of Management(AIM), Alagappa University, Karaikudi.
11. M Harish & **Menaka B**,2021. A Conceptual Study on Innovative Practices of LIC of India. Paper presented in the International Virtual Conference on Innovative Practices in Commerce and Management held on 27<sup>th</sup> February 2021. (ISBN: 978-81-948096-4-7)
12. Seethal Keloth & **Menaka B**, 2021. Implications of financial literacy in retirement planning. Paper presented in the International Virtual Conference on Innovative Practices in Commerce and Management held on 27<sup>th</sup> February, 2021. (ISBN: 978-81-948096-4-7)

13. **Menaka B**, 2020. A Role of Entrepreneurship in Small and Medium Scale Industries in Sivagangai District of Tamil Nadu. Paper presented in the 4<sup>th</sup> International Conference on ROLE OF MANAGEMENT EDUCATION IN PROMOTING ENTREPRENEURSHIP IN THE GLOBALISED BUSINESS ENVIRONMENT- RMEPEGBE-2020 conducted on 27<sup>th</sup> & 28<sup>th</sup> Jan 2020 by the Department of Management Studies (DOMS), Periyar University, Salem, Tamil nadu.
14. Seethal K & **Menaka B**: Inclinations of private sector working women towards retirement planning . paper Presented in 72<sup>nd</sup> All India commerce conference -2019 & International seminar, held on 22<sup>nd</sup> to 24<sup>th</sup> December ,2019 organized by KIIT Deemed to be University , Bhubaneswar.
15. **Menaka B**, 2019. A Role of Business Incubators in Budding Entrepreneurs and Creating New Business in Tamil Nadu. Paper presented in 6<sup>th</sup> International Conference on Business Research Organized by the School of Commerce & Economics, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, held on 17<sup>th</sup> and 18<sup>th</sup> December 2019.
16. **Menaka B**, 2019. Significance of Business Research conducive to organizational creativity in insurance industry. Paper presented in 6<sup>th</sup> International Conference on Business Research Organized by the School of Commerce & Economics, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, held on 17<sup>th</sup> and 18<sup>th</sup> December 2019.
17. **Menaka B**, cashless Economy paper presented in the two day international conference on “ Digital Banking for sustainable Development; held on 24<sup>th</sup>&25<sup>th</sup> September, 2019,organized by the Department of Banking Management ,Alagappa university ,Karaikudi.
18. **Menaka B. & Harish M**, supply chain management –A Conceptual Approach ,Paper presented in two day international conference on “E-Logistics and supply chain management” , held on 12<sup>th</sup> &13<sup>th</sup> September, 2019 organized by Department of logistics Management Alagappa University, Karaikudi.
19. **Seethal. K & Menaka B**, Role of special Economic zones in Attracting Foreign Direct Investment .Paper presented in two Day international conferences on FDI and make in India –synergists of Transforming Indian Economy ,held on 30<sup>th</sup> &31<sup>st</sup> August, 2019,organized by department of International Business ,Alagappa University ,Karaikudi.
20. **Menaka B. & Harish M**. Foreign Direct Investment A conceptual Approach .paper presented in two day international Conferences on FDI and make in India –synergists of transforming Indian Economy ,held on 30<sup>th</sup> &31<sup>st</sup> August 2019 ,organized by department of International Business ,Alagappa University ,Karaikudi.
21. **Menaka B. Harish M**. Conceptual Study on Global Market Entry Strategies. Paper presented in two days international conference on “Strategies for Global Business Finance and Management for sustainable societal development”, held on 19<sup>th</sup> & 20<sup>th</sup> February,2019, Organized by Department of Corporate Secretaryship & Commerce, Alagappa University, Karaikudi.
22. **Menaka B. Seethal K** . Problems and prospects of Foreign Direct Investment in India. Paper presented in two day international conference on “Strategies for Global Business Finance and Management for sustainable societal development”, held on 19<sup>th</sup> & 20<sup>th</sup> February, 2019,Organized by Department of Corporate Secretaryship & Commerce, Alagappa University, Karaikudi.
23. **Menaka B. Malarvizhi D**. Social Media Marketing. Paper presented in two day international conference on “Strategies for Global Business Finance and Management for sustainable societal development”, held on 19<sup>th</sup> & 20<sup>th</sup> February,2019, Organized by Department of Corporate Secretaryship & Commerce, Alagappa University, Karaikudi.
24. **K Seethal & Menaka B**. Digitalization of Education in 21<sup>st</sup> Century: a boon or bane. Paper presented in 8<sup>th</sup> International Conference on Digital outreach and Future of Management Practices, held on 14<sup>th</sup> February 2019, Organized by PG and Research Department of Commerce & PG Department of Fashion Technology and Costume Designing, Bonsecours College for Women, Thanjavur.
25. **Menaka B. & Harish M**. Corporate Social Responsibility- A conceptual Approach. Paper presented in 8<sup>th</sup> International Conference on Digital outreach and Future of Management Practices, held on 14<sup>th</sup> February 2019, Organized by PG and Research Department of Commerce & PG Department of Fashion Technology and Costume Designing, Bonsecours College for Women, Thanjavur.

26. **Menaka B.** Cashless Economy in Tamil Nadu: Problems & Prospects. Paper presented in International Research Conference on Sustainable Business Transition through Technology and Innovation, held on 7th-9th February 2019, Organized by Uva Wellassa University, Srilanka.
27. **Menaka B & Harish M.** Customer relationship Management- A conceptual Framework. Paper presented in the International conference seminar on emerging trends in green entrepreneurship (EIGE2018), held on 13<sup>th</sup> & 14<sup>th</sup> December, 2018, Organized by the Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.
28. **Menaka B. & K Seethal.** Corporate social responsibility in India: concept, origin & challenges. Paper presented in the International conference on business research, held on 9<sup>th</sup> & 10<sup>th</sup> October, 2018, Organized by the Department of Commerce Faculty of Science and Humanities, SRM Institute of science and Technology, Kattankulathur.
29. **Menaka B. & Harish, M.** Customer satisfaction and perception towards the settlement of claims by oriental insurance company limited - a study with special reference to branches in Pathanamthitta District. Paper presented in the International conference on business research, held on 9<sup>th</sup> & 10<sup>th</sup> October, 2018, Organized by the Department of Commerce Faculty of Science and Humanities, SRM Institute of science and Technology, Kattankulathur.
30. **Menaka B.** Problems & Prospects of Women Entrepreneurship in India. Paper presented in the International conference on Global Contemporary Issues in Business and I.T. held on 30<sup>th</sup> & 31<sup>st</sup> August, 2018 Organized by the post Graduate and Research Department of Commerce, J.J. College of Arts and Science (Autonomous), Pudukkottai, Tamilnadu.
31. **Menaka. B.** Mobile learning in Education. Paper presented in the International conference on curriculum and instructional designing for global education, held on 26<sup>th</sup> & 27<sup>th</sup> March, 2018 organized by Department of Education, Alagappa University, Karaikudi.
32. Seethal. K & **Menaka B.** An analytical study of foreign direct investment in India, Paper presented in the International conference "FDI – Astute conduit for trade integration and sustainable development", held on 2<sup>nd</sup> & 3<sup>rd</sup> March 2018, organized by Department of International Business, Alagappa University, Karaikudi.
33. Seethal. K & **Menaka B.** Evaluation of National Pension Scheme for Retirement Planning. Paper presented in the International conference on "The Global logic of strategic alliances in Commerce and Management", held on 31<sup>st</sup> January 2018, organized by PG & Research Department of Commerce, Bonsecours College for Women, Thanjavur. ISSN: 2250 – 0006
34. Harish. M & **Menaka B.** Customer Satisfaction Towards the services of Life Insurance Corporation of India – A study with reference to Mavelikara city – Alappuzha District. Paper presented in the International conference on "The Global logic of strategic alliances in Commerce and Management", held on 31<sup>st</sup> January 2018, organized by PG & Research Department of Commerce, Bonsecours College for Women, Thanjavur. ISSN: 2250 – 0006
35. **Menaka B. & Seethal. K.** A study on basic GST concepts and its implementation in Indian Economy. Paper presented in the international conference on business research, held on 26<sup>th</sup> September 2017, organized by Department of Commerce, SRM University, Kattankulathur, Chennai. ISBN-13: 978-81-8209-436-9.
36. **Menaka B.** The Impact of Entrepreneurship on Economic Growth. Paper presented in the International Conference on Contemporary changes in business management, held on 20<sup>th</sup> September 2017, organized by Department of Business Administration, Ananda College, Devakottai, Sivagangai.
37. Baladevi, M & **Menaka B.** Determinants of environmental product and process innovation. Paper presented in the International conference on Business and Management research, held on 17<sup>th</sup> February 2017, organized by PG & Research Department of Commerce, Bonsecours College for Women, Thanjavur.
38. Suganya. G & **Menaka B.** Tourism management information system based on mobile technology. Paper presented in the International conference on Business and Management research, held on 17<sup>th</sup> February 2017, organized by PG & Research Department of Commerce, Bonsecours College for Women, Thanjavur.
39. Baladevi. M & **Menaka B.** GST in India: A key tax reform. Paper presented in the International conference on global growth: Gears & Glows, held on 02<sup>nd</sup> – 04<sup>th</sup> February 2017, organized by Faculty of Management, Alagappa University, Karaikudi.
40. **Menaka B. & Ganapathi. R.** Corporate governance mechanisms in India. Paper presented in International conference on Innovative strategies in Commerce, held on 22<sup>nd</sup> & 23<sup>rd</sup> January 2016, organized by PG & Research Department of Commerce, Bonsecours College for Women, Thanjavur.



41. **Menaka B.** & Ganapathi. R. A study on consumer's purchase and satisfaction of commodities through fair price shops (FPS) in Madurai District. Paper presented in International conference on Innovative strategies in Commerce, held on 22<sup>nd</sup> & 23<sup>rd</sup> January 2016, organized by PG & Research Department of Commerce, Bonsecours College for Women, Thanjavur.
42. **Menaka B.** & Ganapathi. R. Rural marketing in India: A potential goldmine. Paper presented in International conference on Challenges and perspectives of global management, held on 13<sup>th</sup> February 2015, Organized by PG & Research Department of Commerce, Bonsecours College for Women, Thanjavur.
43. **Menaka B.** & Ganapathi. R. Corporate social responsibility as a determinant of market success. An exploratory analysis with special reference to MNCs in emerging markets. Paper presented in International conference on Impact of Business on Social Trends and Movements, held on 7<sup>th</sup> & 8<sup>th</sup> February 2014, organized by PG & Research Department of Commerce, Bonsecours College for Women, Thanjavur.

**NATIONAL: 26**

1. **Menaka B.**, & Mr. Kavali Rangaiah. A study on Business Practices of Women Entrepreneurs in Hyderabad city of Telangana State. Paper Presented in the two-day national Seminar on Innovative Entrepreneurship for Sustainable Economic Development, sponsored by ICSSR, New delhi, held on 21st & 22nd september 2023 organised by Department of Commerce , Alagappa University, Karaikudi.
2. **Menaka B.**, & C Akshitha Ashok. A study on challenges faced by youth entrepreneurs with special reference to Ernakulam district, Kerala. Paper Presented in the two-day national Seminar on Innovative Entrepreneurship for Sustainable Economic Development, sponsored by ICSSR, New delhi, held on 21st & 22nd september 2023 organised by Department of Commerce , Alagappa University, Karaikudi.
3. **Menaka B.** & C. Renuga Devi. Impact of Entrepreneurship on Economic Development in India. Paper presented in the ICSSR Sponsored Two Days National Seminar on Innovative Entrepreneurship for Sustainable Economic Development, held on 21st & 22 nd september 2023, Organized by department of commerce, Alagappa University, Karaikudi.
4. K. Seethal & **Menaka B.** Planning for a sustainable retirement wellbeing: Implications for Inflation. Paper presented in the National Webinar on Sustainable development in Commerce, Management and Economics in the 21st Century, held on 25th April 2020, Organized by N.S.S. College of Commerce and Economics, Mumbai.
5. **Menaka B.** & K. Seethal & Poorani Mithila. Sustaining and Managing Finances for Future Contentment. Paper Presented in National Seminar on Sustainable Business Environment, held on 12th & 13th December 2019, Organized By Alagappa Institute of Management, Alagappa University, Karaikudi.
6. **Menaka B.** & K. Seethal & Poorani Mithila. Revolutionizing Insurance Industry with the aspects of business intelligence. Paper Presented in National Seminar on Sustainable Business Environment, held on 12th & 13th December 2019, Organized By Alagappa Institute of Management, Alagappa University, Karaikudi.
7. **Menaka B.** & Seethal. K. Recent Trends in E. Commerce. Paper Presented In The National Seminar On Emerging Trends In Business And Management, Held On 4th October 2018, Organized By Department Of Commerce And Commerce With CA, Idhaya College For Women, Sarugani.
8. K. Seethal & **Menaka B.** Influence Of Demographic Variables On Level Of Awareness Regarding Retirement Planning. Paper Presented In One Day National Conference On Advancement In Business In Digital Era, Held On 20th September 2018, Organized By Post Graduate Department Of Commerce, Jamal Mohamed College, Tiruchirappalli.
9. Tamilselvi & **Menaka B.** Online Advertising in India. Paper Presented In The ICSSR Sponsored National Conference On Sustainable Green Business, Held On 26th & 27th March, 2018, Organized By Alagappa Institute Of Management, Alagappa University, Karaikudi.
10. **Menaka B.** & Tamilselvi. E-Commerce in India. Paper Presented In The National Conference On Pride Of Commerce, Held On 13th March, 2018, Organized By Department Of Commerce, Alagappa University, Karaikudi.
11. **Menaka B.** & Manimegalai K. Impact of Retail Management In The Growth Of Indian Economy. Paper Presented In The National Conference On Pride Of Commerce, Held On 13th March, 2018, Organized By Department Of Commerce, Alagappa University, Karaikudi.

12. Harish M & **Menaka B.** Stress Management Among Employees In Life Insurance Co-Poration Of India – A Study With Special Reference To Branches In Pathanamthitta District. Paper Presented In The National Conference On Pride Of Commerce, Held On 13th March 2018, Organized By Department Of Commerce, Alagappa University, Karaikudi.
13. Seethal. K & **Menaka.B.** 2018. Role of Financial Advisor In Financial Planning. Paper Presented In The National Conference On Pride Of Commerce, Held On 13th March, 2018, Organized By Department Of Commerce, Alagappa University, Karaikudi.
14. **Menaka B** & Manimegalai K. Social Media Marketing To Increase Brand Awareness. Paper Presented In National Seminar On Business Success Hinges On Business Strategies, Held On 15th December 2017, Organized By Department Of Commerce, Alagappa University, Karaikudi.
15. **Menaka B.** & Harish M. A Study On Effectiveness Of Online Advertisement In Social Networking Sites With Special Reference To Alappuzha District, Paper Presented In National Seminar On Business Success Hinges On Business Strategies, Held On 15th December 2017, Organized By Department Of Commerce Alagappa University, Karaikudi.
16. **Menaka B.** & Tamilselvi. An Overview Of Online Marketing. Paper Presented In National Seminar On Business Success Hinges On Business Strategies, Held On 15th December 2017, Organized By Department Of Commerce, Alagappa University, Karaikudi.
17. **Menaka B.** & Seethal. K. An Overview Of Electronic Commerce. Paper Presented In National Seminar On Business Success Hinges On Business Strategies, Held On 15th December 2017, Organized By Department Of Commerce, Alagappa University, Karaikudi.
18. **Menaka B.** & Seethal. K. A Study On Goods And Service Tax In India With Special Reference To GST Rates Paper Presented In The National Seminar On “ GST And Its Impact”, Held On 4th And 5th October 2017, Organized By PG & Research Department Of Economics, National College, Tiruchirappalli,
19. Baladevi, M & **Menaka B.** Effectiveness of Digital Marketing In The Challenge Age: An Empirical Study. Paper Presented in the National Conference on Pride Of Commerce, Held On 17th March 2017, Organized by Department Of Commerce, Alagappa University, Karaikudi.
20. Suganya, G & **Menaka. B.** Impact of the Demonstration Method In The Teaching Learning Of Hearing Impaired Children. Paper Presented In the National Seminar On Innovative Practices In Modern Business, Held On 28th February 2017, Organized By Department Of Commerce, Ananda College, Devakottai, Sivagangai.
21. Baladevi, M & **Menaka B.** Emerging Trends on Entrepreneurial Education Innovation. Paper Presented in The National Seminar on Innovative Practices in Modern Business, Held On 28th February 2017, Organized By Department Of Commerce, Ananda College, Devakottai, Sivagangai.
22. **Menaka B** & Ganapathi. R. Consumer Protection: Issues And Impediments In Rural Areas. Paper Presented In National Conference On Consumer Protection And Empowerment In India, Held On 26th & 27th August 2016, Organized By Department Of Corporate Secretaryship, School Of Management, Alagappa University, Karaikudi.
23. **Menaka B.** Financial Markets and Growth. Paper Presented In National Conference On Role Of Service Sectors In The Globalization ERA, Held On 30th January 2008, Organized By PG & Research Department Of Commerce, A.V.V.M. SRI Puspham College, Thanjavur.
24. **Menaka B.** Innovative Models of Linkage with Banks and Self-Help Groups. Paper Presented In National Conference On Eradication Of Poverty Through Innovative Employment Skills, Held On 28th & 29th September 2006, Organized By PG & Research Department Of Commerce, Urumu Dhanalakshmi College, Trichy.
25. **Menaka B.** Trend Towards In Internet Banking. Paper Presented In National Conference On Commerce Education In The New Millennium – Challenges & Perspectives, Held On 14th & 15th September 2006, Organized By PG & Research Department Of Commerce, Jamal Mohamed College, Trichy.
26. **Menaka. B.** Women Empowerment Through SHGs. Paper Presented In National Conference On Women Empowerment Through SHGs, Held On 17th March 2006, Organized By PG & Research Department Of Commerce, A.V.V.M. SRI Puspham College, Thanjavur.

## Orientation/Refresher course/Training Programme participated

<b>Refresher course</b>	UGC-Sponsored refresher course in <b>Business studies</b> from 11.12.2020 to 24.12.2020, organized by Bharathidasan university, Tiruchirappalli.
	UGC-Sponsored refresher course in <b>Commerce &amp; Management</b> from 20.09.2019 to 03.10.2019 organized by Bharathidasan University, Tiruchirappalli
	UGC Sponsored Online Workshop on Research Methodology from 2 <sup>nd</sup> December to 8 <sup>th</sup> December, 2022 organized by UGC-HRDC, Jamia Millia Islamia University, New Delhi
	UGC Sponsored Online Short Term Course On Financial Literacy & Tax from 28 <sup>th</sup> August to 2 <sup>nd</sup> September, 2023 organized by UGC-HRDC, MMK, Mumbai University.
<b>Orientation Programme</b>	One-month UGC HRDC Sponsored Orientation programme, held on 15.11.2017 to 12.12.2017, Organized by Bharathidasan University, Tiruchirappalli.
<b>Training Programme</b>	Two Days “In service Teacher Training” Programme in Commerce and Management held on 5 <sup>th</sup> & 6 <sup>th</sup> May, 2022 Organised by Alagappa University, Karaikudi.
	Four days Faculty development programme on “Entrepreneurship Development” held on 04-01-2021 to 07-02-2021, Organized by Department of Management studies & IQAC, Karpaga Vinayaga College of Engineering and Technology, Chengalpattu.
	Four days online Workshop on “Econometric Models: Theory & Practice” held on 13-10-2020 to 16-10-2020, Organized by Department of International Business with sponsorship from ICSSR, Alagappa University, Karaikudi.
	Five days Faculty Development Program on Leadership & Excellence” held Alagappa University, Karaikudi on 25-09-2020 to 29-09-2020, Organized by AICTE Training and Learning (ATAL) Academy, AICTE, New Delhi.
	One Week National Workshop on “E-content Development “held on 18 <sup>th</sup> to 22 <sup>nd</sup> November 2019 Organized by the Department of Education, Alagappa University, Karaikudi.
	“Emergency medicine, sports injury management and rehabilitation “held 22 <sup>nd</sup> March to 5 <sup>th</sup> April 2018 jointly organized by Apollo Reach Hospitals, Alagappa University, Karaikudi.
	One week short term training programme on “Research Publication and Anti Plagiarism” held on 9 <sup>th</sup> to 15 <sup>th</sup> October, 2017 organized by Department of English and Foreign Languages and Centre for Technical and Academic Writing, Alagappa University, Karaikudi.
	One week Short term course on Professional enrichment (STC-2017) held on 7 <sup>th</sup> to 13 <sup>th</sup> August, 2017 Organized by Alagappa University College of Education, Alagappa University, Karaikudi.
	First Aid and Basic Life Support(BLS) with Hands on Training, held on March 1-10 ,2017, Organized by Apollo Reach Hospitals & Alagappa University health Care Centre
	One week Faculty Development (Enrichment) program ~ Accreditation quality enrichment held on 6 <sup>th</sup> to 12 <sup>th</sup> January, 2017 Organized by Internal Quality Assurance Cell, Alagappa University, Karaikudi.

## Events Participated

Number of Conferences/Seminars/Workshops: 80

## Overseas Exposure/Visits

1. Srilanka (Badulla), 2019.
2. Japan (Kyoto), 2019.

## Membership

### Professional Bodies

1. Member, Tamilnadu Association of Intellectuals and Faculty (TAIF), Chennai.Reg.no.TNIF089M 2022-2023
2. Life member, Association for Women Empowerment and child Development.(1<sup>st</sup> Jan 2022) Mem.No.LM/113/1/2022
3. Life Member, Indian Commerce Association, INDIA ICA Membership No:TN163 (UID – ICA7429308)
4. Life member, CAPE FORUM – YOU TRUST,INDIA. (1<sup>st</sup> March 2021) Membership .No.LM/126/8/2021

## Advisory Board

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2022 -2023 & 2023 -2024	Curriculum Development Cell, Bon Secours College for Women, Thanjavur	External Expert
10-03-2023	Department of Business Administration & Research Centre, Alagappa Government Arts College, Karaikudi	Editorial Advisory Board
30.06.2023	Board of studies, PG Department of Commerce – E,M.G. Yadava women's college (autonomous), Madurai	Subject Expert
08-07-2022	Broad based Board of studies, Department of Commerce, Alagappa University, Karaikudi	Internal Expert
2021, 2022, 2023	International Journal of Marketing and Business Communication	Reviewer
5-10- 2020	Board of Studies for UG and PG Programmes in Commerce for Online Programmes ,Directorate of Online Programmes, Alagappa University, Karaikudi	Special Invitee
2019	International Journal of Advance and Innovative Research	Editorial Board Member
28-05-2019	Board of studies for M. Com/M.Phil., held at Department of Commerce, Alagappa University, Karaikudi	Member
18-02-2019	Board of studies for M. Com held at Department of Commerce, Alagappa University, Karaikudi	Member
19-02-2019 & 20-02-2019	International Seminar on Strategies for global business, finance and management for sustainable societal development	Editorial board member
2018	National Seminar on Business Success Hinges on Business Strategies, Alagappa University	Member
2017	Commerce Bulletin , Alagappa University, Karaikudi	Member

## Ph.D. Thesis Guided

1.	No. of PhD Thesis evaluated	:	3
2.	No. of PhD Public Viva Voce Examination conducted	:	3

S.No	Name of the Scholar	Title of the Thesis	Year of Completion
1	S. Pooranimithila	Professional competence of agents and attitude of policy holders on products and services of life insurance corporation of india in sivaganga district	2023
2	M. Harish.	Satisfaction of policy holders on services of life insurance corporation of india-a study with reference to kottayam division in kerala	2022
3	K. Seethal	Retirement planning behaviour of women employees of private sector in kerala	2022

## List of Research Articles / Recent Publications

S. No	Authors/Title of the paper/Journal
<b>INTERNATIONAL</b>	
1.	<b>Menaka B,</b> & C Akshitha Ashok. 2023 Impact of Digital Payment System on Consumers Buying Decision with special reference to kottayam District. International conference on Impact of Digital Payment System in the Indian Economy, (ISDPS-2023),pp.18-19. (ISBN- 13:978-93-5577-890-1)
2.	<b>Menaka B,</b> & Kavali Rangaiah.2023 A Study of the Digital Payment services in India. International conference on Impact of Digital Payment System in the Indian Economy, (ISDPS-2023),pp.13-14. (ISBN- 13:978-93-5577-890-1)
3.	<b>Menaka B,</b> & C. Renuga devi. 2023 Impact and Important of Digital Payment in india. International conference on Impact of digital payment system in the Indian Economy, (ISDPS-2023),pp.15-17. (ISBN- 13:978-93-5577-890-1)
4.	<b>Menaka B</b> & C Renuga Devi. Jan 2023, Challenges & Problems Faced by family Business in India. Indian Journal of Research PARIPEX Pg.540-543. Vol. 6 Issue 4, ISSN:[2250-1991] (IF - 5.761)
5.	<b>Menaka B</b> & Kavali Rangaiah . Aug. 2022, A Study on Gamification as a Marketing Strategy, Peer Reviewed Open Access International Journal of Marketing Strategy (JMS),Pg.127-139. Vol. 2 Issue 5, ISSN:[2347-3770] (IF - 4.73)
6.	Poorani Mithila S & <b>Menaka B.</b> 2022, Significance of Business Research Conductive to Organizational Creativity in Insurance Industry,International conference of Business Research,Pg.936-937
7.	Seethal Keloth & <b>Menaka B,</b> 2022,Health protective behaviour of women employees in Kerala during COVOD-19,Peer Reviewed Journal of Fundamental &Comparative Research.Pg.13-17. Vol.VIII,Issue 2(1),ISSN:[2277-7067]
8.	Poorani Mithila S & <b>Menaka B.</b> Oct. 2021,Accessible Management Information System (MIS) Technologies On Insurance Industry in India, VB International Interdisciplinary Journal. Pg. 3144-3148(ISSN: 2319-4979)
9.	Seethal Keloth & <b>Menaka B.</b> Oct.-Dec. 2021 ,HEALTH INTELLIGENCE IN THE DIGITAL AGE, JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP. Pg.110-117. Vol. 15, No.7, [ISSN : 2229-5348]
10.	Poorani Mithila S & <b>Menaka B.</b> Apr. – June 2021. Contributions of Cloud-Based and Ai-Based Technologies to Enhance Operational Competence In Insurance Industry. Wesleyan Journal of Research. Vol.14 No 2(II), pp.97-100. (ISSN: 0975-1386)
11.	Seethal Keloth & <b>Menaka B,</b> Aug. 2021. Financial Proficiency of Women employees in Kerala. VB International Interdisciplinary Journal. Pg. 2157-2163 (ISSN: 2319-4979)

12.	Seethal Keloth & <b>Menaka B.</b> Aug. 2021. . Financial Intelligence in the Digital Age. VB International Interdisciplinary Journal. Pg. 1302-1307 (ISSN: 2319-4979)
13.	Seethal Keloth & <b>Menaka B.</b> Feb. 2021. Implications of financial literacy in retirement planning. Innovative Practices in Commerce and Management. Vol.1, pp.160-163. (ISBN: 978-81-948096-4-7)
14.	M Harish & <b>Menaka B.</b> Feb. 2021. A Conceptual Study on Innovative Practices of LIC of India. Innovative Practices in Commerce and Management. Vol.1, pp.130-133. (ISBN: 978-81-948096-4-7)
15.	K Seethal. & <b>Menaka B.</b> March 2020. Planning for a Sustainable Retirement Wellbeing: Implications for Inflation. International Journal of Studies in Indian Place Names Vol.40-Issue-73, pp.191-193 (ISSN: 2394-3114)
16.	<b>Menaka B.</b> & Parkavi C. Jan. 2020. Role of Business Incubators in Budding Entrepreneurship & Creating New Business in Tamilnadu. International Journal of Our Heritage. Vol.68, pp. 4517-4522, (ISSN: 0474-930)
17.	Seethal Keloth & <b>B. Menaka</b> , Poorani Mithila S, Apr 2020. Revolutionizing Financial Planning and Investment With The Aspects Of Digital Financial Inclusion. International Journal of Scientific & Technology Research Vol. 9, ISSUE 04, pp.2263-2266 (ISSN: 2277-8616).
18.	Poorani Mithila S, <b>Menaka B.</b> April 2020. Implication of incubation as a strategy in the Insurance Industry: Process and Leverages. International Journal of Scientific & Technology Research Vol.9, ISSUE 04, pp.1382-1384, (ISSN: 2277-8616).
19.	Harish M & <b>Menaka B.</b> July 2020. Problems Faced by Policyholders in Life Insurance Corporation of India. International Journal of Aegaeum. Vol. 8, Issue 7, pp.1054-1058. (ISSN: 0776-3808).
20.	Harish M & <b>B. Menaka</b> , June 2020. Awareness of Policyholders' on Facilities Offered by Life Insurance Corporation of India at Kozhencherry Taluk. International Journal of Aegaeum. Vol. 8, Issue-6, pp.1560-1568 (ISSN: 0776-3808).
21.	Poorani Mithila S, <b>Menaka B.</b> & K. Seethal. Jan 2020. Revolutionizing insurances industry with the aspect of business intelligences. International Journal of Advanced Science and Technology, (IJAST)vol29 pp. 1243-1247, (ISSN: 2005-4238.)
22.	<b>Menaka B.</b> & Malarvizhi. D April-June 2019. Social Media Marketing. International Journal of Advance and Innovative Research vol.6 pp 33-34 ISSN; 2394-7780 (IF -7.36)
23.	<b>Menaka B.</b> & Seethal K. April-June 2019, Problems and prospects of foreign direct investment in India. International Journal of Advance and Innovative Research.vol.6 pp 170-174 ISSN: 2394-7780 (IF - 7.36)
24.	<b>Menaka B.</b> & Harish M. April-June 2019, A conceptual study on global market entry strategies. International Journal of advance and Innovative Reasearch.vol.6.pp 175-177 ISSN: 2394-7780 (IF - 7.36)
25.	<b>Menaka B.</b> & Harish M. Feb 2019. Corporate Social Responsibility- A conceptual Approach. International Journal for Research in Engineering, Applications and Management (IJREAM). vol. 8(1.1) pp 148-150. ISSN: 2454-9150 (IF.5.834)
26.	K Seethal. & <b>Menaka B.</b> Feb. 2019. Digitalization of Education in 21 <sup>st</sup> Century: a boon or bane. International Journal for Research in Engineering, Applications and Management (IJREAM).vol. 8(1.1) pp 140-143. ISSN: 2454-9150 (IF.5.834)
27.	<b>Menaka B.</b> Jan 2019. Electronic Payment in Cashless Economy: Problem and Prospect. International Journal of scientific & Technology Research, Vol. 8, Issue 12, pp.2688-2690, (ISSN 2277-8616)
28.	K Seethal & <b>Menaka B.</b> Sep. 2018 Influence of Demographic Variables on Level of awareness regarding retirement planning. International Journal of Management and Social Sciences. vol. 8(1.1) pp 1-4. P ISSN 2249-0191. E-ISSN 2349-9761
29.	<b>Menaka B.</b> & K Seethal. Oct. 2018. Corporate social responsibility in India: concept, origin

	& Challenges. International Journal of Research in Engineering, IT and Social Sciences (IJREISS). Vo. 8 pp 140-141. (ISSN-2250-0588)
30.	<b>Menaka B.</b> & Harish M. Oct 2018. Customer satisfaction and perception towards the settlement of claims by oriental insurance company limited - a study with special reference to branches in Pathanamthitta District. International Journal of research in engineering, IT and social sciences (IJREISS). Vol. 8 pp 67-69. (ISSN-2250-0588)
31.	<b>Menaka B.</b> Aug 2018. Problems and Prospectus of Women Entrepreneurship in India. International Journal of Scientific Research and Review. Vol. 7 pp 29-31. (ISSN No: 2279-543X.) (IF. 6.1)
32.	<b>Menaka B.</b> & K Seethal. Oct 2018. Recent Trends in E-Commerce. Shanlax International Journal of Commerce. Vol.6 (1) pp 40-44. (ISSN 2320-4168). (IF - 4.118)
33.	<b>Menaka B.</b> S Tamil Selvi. Mar 2018. Online Advertising in India. Shanlax International Journal of Management. Vol.5 (3) pp 8-13. (ISSN 2321-4643). (IF - 3.122)
34.	<b>Menaka B.</b> & Manimegalai K. Mar 2018. Impact of Retail Management in the Growth of Indian Economy. . Shanlax International Journal of Commerce, Vol.6 (3) pp 24-27. (ISSN: 2320 - 4168). (IF - 3.017).
35.	<b>Menaka B.</b> & Tamilselvi. Mar 2018. E-Commerce in India. Shanlax International Journal of Commerce, Vol.6 (3) pp 37-42. (ISSN: 2320 - 4168). (IF - 3.017).
36.	Harish M. & <b>Menaka B.</b> Mar 2018. Stress management among employees in Life Insurance Corporation of India - A study with special reference to branches in Pathanamthitta District. Shanlax International Journal of Commerce, Vol.6 (3) pp 51-55. (ISSN: 2320 - 4168). (IF - 3.017).
37.	Seethal. K & <b>Menaka B.</b> Mar 2018. Role of financial advisor in financial planning. Shanlax International Journal of Commerce, Vol.6 (3) pp 130-135. (ISSN: 2320 - 4168). (IF - 3.017).
38.	Harish, M & <b>Menaka B.</b> Jan 2018 Customer Satisfaction Towards The Services of Life Insurance Corporation of India - A Study with Reference to Mavelikara City - Alappuzha District. International journal of Economics, Commerce and Research (IJEER), pp 192-197. (ISSN (P): 2250-0006); (ISSN (E): 2319-4472). (IF- 5.5658).
39.	Seethal. K & <b>Menaka B.</b> Jan 2018. Evaluation of national pension scheme for retirement planning. International journal of Economics, Commerce and Research (IJEER), pp 154-159. (ISSN (P): 2250-0006); (ISSN (E): 2319-4472). (IF- 5.5658).
40.	Baladevi, M & <b>Menaka B.</b> Mar 2017. Effectiveness of digital marketing in the challenge age: An empirical study. Pride of Commerce., pp. 90-96. (ISBN:938653725-7).
41.	Baladevi. M & <b>Menaka B.</b> Feb 2017. GST in India - A key tax reform. Global growth: Gears & Glows, Vol. 2, pp. 160-163. (ISBN No: 819333164-8).
42.	Baladevi. M & <b>Menaka B.</b> Jan 2017. Determinants of Environmental Product and Process Innovation. Indo Global Journal of Commerce and Economics, pp.38-40. (ISSN No: 2393-9796)(IF-3.22).
43.	Suganya. G & <b>Menaka B.</b> Jan 2017. Tourism management information system based on mobile technology. Indo Global Journal of Commerce and Economics, pp.137-141. (ISSN No: 2393-9796,) (IF-3.22).
44.	<b>Menaka B.</b> & Ganapathi. R. Jan 2016. Corporate Governance Mechanisms in India. Primax International Journal of Commerce and Management Research, pp.34-40. (ISSN No: 2321-3604), Online (ISSN No: 2321-3612), (IF-2.532).
45.	<b>Menaka B.</b> & Ganapathi. R. Jan 2016. A study on consumer's purchase and satisfaction of commodities through fair price shops (FPS) in Madurai District. Primax International journal of Commerce and Management Research, pp.52-59. (ISSN No: 2321-3604), online ISSN No: 2321-3612, (IF-2.532).
46.	<b>Menaka B.</b> & Ganapathi. R. Aug 2016. Entrepreneurial development: Where is it heading for? Indian Journal of Current Research, pp.10-15. (ISSN: 2347-9213).

47.	<b>Menaka B. &amp;</b> Ganapathi. R. Feb 2015. Rural marketing in India: A potential goldmine. International Journal of Research & Business Innovation. Vol.3 No.3, pp.51-59.( ISSN:2321-5615), (IF-1.53).
48.	<b>Menaka. B &amp;</b> Ganapathi. R. 2013. Brand Consciousness on personal care products among adults with special reference to Chennai City. International Journal of Trade & Commerce, Vol. 2:1, pp. 92-109. (ISSN 2277-5811). E-2278-9065
49.	<b>Menaka. B &amp;</b> Ganapathi. R. June 2012. Consumer awareness and preferences towards ayurvedic cosmetic products in Coimbatore City. Global Research Analysis Vol. 1, pp. 82 - 90. (ISSN 2277 - 8160).
<b>NATIONAL</b>	
50.	Seethal K <b>Menaka B. &amp;</b> Poorani Mithila. Dec 2019 "Sustaining and Managing Finances for Future Contentment; Sustainable Business Environment, pp.170-175, (ISBN; 978-81-937479-6-4)
51.	<b>Menaka B.</b> Sep 2019. Cashless Economy. Digital Banking for Sustainable Development. Pp.183-187. (ISBN: 978-93-87865-15-0)
52.	<b>Menaka. B &amp;</b> Harish. M Sep 2019, Supply Chain Management A Conceptual Approach, Recent trends in e-logistics management pp.72-76.( ISBN: 978-93-89146-70-7)
53.	<b>Menaka B. &amp;</b> Harish M. Dec 2018. Customer Relationship Management-A Conceptual Framework. International Seminar on Emerging Trends in Green Entrepreneurship. pp .8-13. (ISBN-978-93-81402-61-0).
54.	<b>Menaka B &amp;</b> Manimegalai K. Dec 2017. Social media marketing to increase brand awareness. Business Success Hinges on Business Strategies, pp 227-229. (ISBN 978-81-935783-1-5).
55.	<b>Menaka B &amp; Tamilselvi.</b> Dec 2017. An Overview of Online Marketing. Business Success Hinges on Business Strategies, pp 108-113,( ISBN 978-81-935783-1-5).
56.	Seethal. K & <b>Menaka B.</b> Dec 2017. An Overview of Electronic Commerce. Business Success Hinges on Business Strategies, pp 243-247. (ISBN 978-81-935783-1-5).
57.	Harish, M & <b>Menaka B.</b> Dec 2017, B. A Study on Effectiveness on online advertisement in social networking sites with special reference to Alappuzha District. Business Success Hinges on Business Strategies, pp 223-226. (ISBN 978-81-935783-1-5).
58.	<b>Menaka. B &amp;</b> Seethal. K. Sep 2017. A study on basic GST concepts and its implementation in Indian Economy. An Annual publication of Department of Commerce, Faculty of Science, and Humanities, SRM, University, Vol.4, Issue1, pp. 173-176. (ISSN: 2395-2504)
59.	<b>Menaka.B.</b> Sep 2017. The impact of entrepreneurship on economic growth. Proceedings of the International Conference on Contemporary changes in business management, pp. 109-119. (ISBN No: 987-81-92597-40-9).
60.	<b>Menaka, B &amp;</b> Baladevi, M. Oct. 2017 Emerging trends on entrepreneurial education. Proceedings of National Seminar on Innovative practices in modern business, pp. 68 & 69. (ISBN No: 978-81-92361-08-1).
61.	<b>Menaka, B &amp;</b> Suganya, G. Oct. 2017 Impact of the demonstration method in the teaching learning of hearing impaired children. Proceedings of National seminar on Innovative practices in modern business, pp. 13-15. (ISBN No: 978-81-92361-08-1)
62.	<b>Menaka. B &amp;</b> Ganapathi. R. Aug. 2016. Consumer protection- Issues and Impediments in rural areas. Consumer Protection and Empowerment in India, pp.472-476. (ISBN No: 978-81-928690-1-8).
63.	<b>Menaka. B &amp;</b> Ganapathi. R. Jan. 2014. Corporate social responsibility as a determinant of market success: An exploratory analysis with special reference to MNCs in emerging markets. Impact of Business on social trends and movements, pp.103-113.( ISBN 978-81-928799-2-5).
64.	<b>Menaka. B &amp;</b> Ganapathi. R. Jan-June 2013. Purchase behavior of women grocery consumers in Bangalore City. Annual Management Journal. Vol. 11, pp. 23- 39.( ISSN 0972-8058).



## Books published

S.No:	Title	Year	Authors	Publisher	ISBN
1.	Digital business and e-commerce management	2021	<b>B Menaka</b>	Krishna Publication House	978-81-949205-6-4
2.	Essentials of management	2023	<b>B Menaka</b>	LAMBERT Academic Publishing	978-62-0675-17-55
3.	Intellectual property rights and industrial laws	2023	<b>B Menaka</b>	Scholars Press	978-620-6-76897-5

## Books Chapter published

S.No:	Title	Year	Authors	Publisher	ISBN
1.	Financial crisis During Covid Among Households Finance, Banking and Insurance	2021	<b>B Menaka &amp; M. Harish</b>	ESN PUBLICATION	978-93-90781-06-5
2.	Financial crisis during COVID19 in Kerala Finance, Banking and Insurance.	2021	<b>B Menaka &amp; K.Seethal</b>	ESN PUBLICATION	978-93-90781-06-5
3.	An analytical study of foreign direct investment in India. FDI – Astute conduit for trade integration and sustainable development.	2018	K. Seethal & <b>B. Menaka</b>	L ORDINE NUOVO PUBLICATION	978-93-86782-44-1
4.	Proper Learning Environment in E-learning – Innovations in digital learning	2020	<b>B. Menaka</b>	Krishna Publicaions House	978-81-9473-88-7-9

## Monographs

S.No	Name of the Faculty	Title of the monograph/Course Material	Name of the Publisher	Year	ISBN/ISSN
1.	<b>B. Menaka</b>	Mobile learning in Education	Alagappa University	2018	978-81-928690-8-7 978-93-530044-6-0

## DDE Course Materials reviewed

S.No	Degree	Title	Year	Publisher	Theory/ Practical
1.	B.Com	Human Resource Management	2019	Alagappa University	Theory
2.	B.Com	Business Communication	2019	Alagappa University	Theory
3.	M.Com	Marketing Management	2019	Alagappa University	Theory

## Resource persons in various capacities

<b>Invited lectures</b>				
<b>S.No.</b>	<b>Name of the Programme</b>	<b>Organizer of the Programme</b>	<b>Topic</b>	<b>Date</b>
1.	Guest lecture series	Department of Commerce, Alagappa University, Karaikudi.	Sell Your Self	19 <sup>th</sup> October 2023
2.	Live Webinar	Karpagam Academy of Higher Education	Innovation Thinking	27 <sup>th</sup> January, 2022
3.	Human Rights Day	PG and Research Department of Commerce, Bon Secours College for Women, Thanjavur	Negotiation skills in human rights	10 <sup>th</sup> December, 2021
4.	Virtual Conference on Indian Scenario of School and College Education	Cape Forum of by and for you trust & publications	Teachers Teaching Methods Through Online During COVID - 19	18 <sup>th</sup> April 2021
5.	National Webinar	Department of Commerce, Alagappa University, Karaikudi.	Internship – The Entrepreneurial Route	27 <sup>th</sup> May 2020
6.	Students Induction Programme Guest of Honour	PG and Research Department of Commerce, Bon Secours College for Women, Thanjavur	Deeksharambh	9 <sup>th</sup> September, 2020
7.	SWAYAM awareness programme	Justin Arts and Science College for Women	Introduction to SWAYAM	23 <sup>rd</sup> October 2018
8.	BONAA'18	Bon Secours College for Women, Thanjavur.	Guest of Honour	8 <sup>th</sup> April, 2018
<b>International Conferences</b>				
9	International Research Conference on Sustainable Business Transition through Technology and Innovation	Uva Wellassa University, Srilanka	Cashless Economy in Tamil Nadu: Problems & Prospects.	7 <sup>th</sup> – 9 <sup>th</sup> February 2019