

## ACADEMIC CV

1. Name : **Dr.R. Jeyanthi**  
2. Academic Qualification : M. Com., M.Phil., Ph.D.,M.B.A.,PGDCA.,  
3. Designation : Assistant Professor  
4. Department : Commerce  
5. College Address : V.H.N.Senthikumara Nadar College  
(Autonomous), Virudhunagar.  
6. Area of Specialization : Marketing & Accounting  
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### 9. Education:-

Degree	College / University	Year of Passing	Division / Class
Ph.D.	Mother Teresa Women's University, Kodaikanal	2014	
PGDCA	V.H.N.Senthikumara Nadar College, Virudhunagar	2014	I
M.B.A.	Alagappa University, Karaikudi	2010	I
M.Phil.	Alagappa University, Karaikudi	2004	II
M. Com.	V.V.Vanniaperumal college for women, Virudhunagar	1997	I (University III Rank)
B.Com.	V.V.Vanniaperumal college for women, Virudhunagar	1995	I

### 10. Teaching Experience:-

S.No.	Name of Institution	Working as	Period	Year of experience
1.	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar	Assistant Professor (SF)	June 2001 to August 2017	16
2.	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar	Assistant Professor (Regular)	September 2017 to till	5

### 11. Research Experience:-

- I. Ph.D** : **Topic** - Promotional Strategies of Small Scale Industrial Units (SSI) in Virudhunagar District, Tamilnadu  
**Research Supervisor:** Dr.R.Neelamegam,

Emeritus Professor,  
Dept. of Management Studies,  
V.H.N.S.N. College, Virudhunagar.

**II M.Phil. : Topic -** A study on customer satisfaction about Beauty Parlours in Virudhunagar

**III. M.B.A. : Topic -** A study on Market share of Sunfeast and Marie Biscuits and Bingo in Virudhunagar

**IV. Guidance : M.Phil Guidance – 3**

**12. Major Research Project sanctioned:-**

**Major Research Project** sanctioned from UGC (University Grants Commission) for Rs.3,32,900/- on 31<sup>st</sup> March 2009 under the topic on “Promotional Strategies of SSI Units in Tamil Nadu” (**One of the Co-investigator**) (F5 – 266 – 2008 (HRP) 31/3/2009) for the period of 2 years from 1/2/2009 to 31/1/2011. (Principal Investigator – Dr.A.A.Magesan)

**13. Seminar Organized as Convener / Coordinator:-**

Grant received from AICTE (All India Council for Technical Education) on January 2012 to conduct “Staff Development Programme for college teachers of Commerce/Management” in V.H.N.Senthikumara.Nadar.College Virudhunagar for Rs.1,40,000 from 23.4.2012 to 28.4.2012. (Ref.1-78/RIFD/SDP/250/2011-12).

**14. Participation in Orientation & Refresher Courses:-**

- Attended the UGC - Sponsored 107<sup>th</sup> Orientation Programme conducted by HRDC Bharathidasan University, Tiruchirappalli from 12.11.2019 to 02.12.2019.
- Attended online Two – week Interdisciplinary Refresher Course on Research Methodology from 22/12/2021 to 05/01/2022 organized by Teaching Learning Centre, Ramanujan College, University of Delhi.

**15. Academic Achievements:-**

- Completed NPTEL online course on “Marketing Research and Analysis” (8-week course) during the month of July to September 2017.
- Completed NPTEL online course on “Developing soft skills and personality” (8-week course) during the month of August to October 2018.
- Completed NPTEL online course on “Consumer Behavior” (8-week course) during the month of January to March 2019.

- Completed NPTEL online course on “Working Capital Management” (12 - week course) during the month of July to October 2019.
- Completed SWAYAM ARPIT online course on “ARPIT Refresher course in Commerce” during the month of September 2020.
- Completed NPTEL online course on “Organizational Behaviour” (12 - week course) during the month of September to December 2020.

## **16. Research Publications:**

### **Total Publications: 25**

- 2021** Published a research Article on “Workers confidence at workplace with the use of Hand Sanitizer – a study with reference to Virudhunagar District” in the **UGC - Care List Group I** Vol.36, No.(XVII): 2021 titled Kalyan Bharati Journal on Indian History & Culture with ISSN:0976-0822 Impact Factor 5.90.
- 2019** Published a research article on “Green Initiatives and Sustainability – A study on Micro, Small and Medium Industrial Units (MSME) in Virudhunagar” in IJAEMA A Peer Reviewed / Referred Journal, Volume XI, Issue IX An ISO: 7021-2008 Certified Journal. Impact factor – 6.3 **UGC Approved Journal** published by International Journal of Analytical and Experimental Modal Analysis on September 2019 with ISSN NO: 0886-9367. (<http://ijaema.com>)
- 2019** Published a research article on “A study on the impact of GST on the Regulation of Micro, Small and Medium Enterprises (MSME) in India” in the Roots International Journal of Multidisciplinary Researches, Volume 5/Special issue 4 titled “Trends in Commerce” published by Centre for Resource, Research & Publication Services (CRRPS) on February 2019 with ISSN Number 2349-8684.
- 2019** Published a research article on “Challenges faced by the Researchers in Publishing the Research Articles in Online Publication” in the edited book titled “Digital Information Systems and Services” on February 2019 with ISBN Number 978-93-85469-06-0.

- 2019** Published a research article on “Trends in Indian Banking Sector – Blooming way for Indians” in the edited book titled “Insolvency and Bankruptcy Code, 2016 – New Bankruptcy Law for the Revival of Indian Economy” on January 2019 with ISBN Number 978-93-81723-94-4.
- 2019** Published a research article on “Role of Financial Inclusion in Empowering Rural communities in India” in the book titled “Commerce and Management in Digital Era, Volume-III” on January 2019 with ISBN Number 978-93-87756-71-7.
- 2018** Published a research article on “Barriers to Innovation in Indian MSME Entrepreneurs” in the book titled “Technological Transformation – A Boom or Threat for Entrepreneurship” on September 2018 with ISBN Number 978-93-81723-90-6)
- 2018** Published a research article on “Prospects of Women Entrepreneurship – A Study with special reference to Virudhunagar District” in the book titled “Women Entrepreneurship in Comprehensive Environment - A Paradigm Shift in Indian Context” on February 2018 with ISBN Number 978-81-935892-0-5.
- 2018** Published a research article on “Skill Development – An Overview” in the book titled “Skill Development for Inclusive Growth” on February 2018 with ISBN Number 978-93-81723-81-4.
- 2017** Published a research article on “Government Initiative for Development of India – Startup India Stand Up India in the book titled “Startup India – A way to Standup India on March 2017 with ISBN Number 978-93-81723-61-8.
- 2017** Published a research article on “Startup India – Objectives & Benefits” in the edited book titled “Startup India – A way to Standup India” on March 2017 with ISBN Number 978-93-81723-61-8.
- 2017** Published a research article on “A study on Personal Selling method of Micro, Small and Medium Enterprises in Virudhunagar District” in the edited book titled “Business Management Practices in Emerging Indian Economy” on February 2017 – First edition with ISBN Number 978-93-81723-64-7.

- 2017** Published a research article on “GST and its Impact on Micro, Small and Medium Industries” in the book titled “Goods and Services Tax Concepts & Challenges” on January 2017 with ISBN Number 978-93-81723-61-6.
- 2016** Published a research article on “Management of Payment and Settlement systems in India” in the book titled “Payment Banks Opportunities and Challenges” on September 2016 with ISBN Number 978-93-81723-58-6.
- 2016** Published a research article on “Emerging Trends in Rural Entrepreneurship” in the edited book titled “Make in India – Initiatives, Ideas & Challenges” on August 2016 with ISBN Number 978-93-81723-54-8.
- 2015** Published a research article on “A study of Adopters and Non-Adopters of Internet Banking in Virudhunagar District” in the journal titled “College Sadhana” on December 2015 Volume 8, Number 1(A) with ISSN Number 0974-6838.
- 2014** Published a research article on “A study on Effectiveness of Corporate Social Responsibility towards customers of Commercial Banks in Madurai” in the edited book titled “Current Account Deficit and Fiscal Deficit in India” on July 2014 with ISBN Number 978-93-81724-37-8.
- 2014** Published a research article on “A study on Implementing and integrating Electronic Customer Relationship Management (E-CRM)” in the edited book titled “Innovative Facades in E-Commerce” on July 2014 with ISBN Number 978-93-81723-26-5.
- 2013** Published a research article on “Performance of Multivariate An analysis Techniques for determining Discriminating Factors of Promotion techniques and Turnover of SSI Units of Virudhunagar District” in the Journal titled “SNS Journal of Marketing” Volume IV, Issue II on July 2013 - December 2013 (Bi-annual) with ISSN Number 0975-7627.
- 2013** Published a research article on “Adoption of ICT in Small & Medium Enterprises” in the edited book titled “Use of Information Communication Technology” on January 2013 with ISBN Number 978-93-81723-128.
- 2012** Published a research article on “Perception of Small scale Industrial units on Advertising – A study with reference to Virudhunagar District” in the

edited book titled “SPEAR” Volume I on July -December 2012 with ISSN Number 2319-1902.

- 2012** Published a research article on “Globalization of Indian Insurance Industry – An overview” in the edited book titled “Emerging Trends in Management Towards Sustainable Development” Volume II on September 2012 with ISBN Number 978-81-8424-795-4.
- 2011** Published a research article on “Improving Advertising Strategy of Small Scale industries in Virudhunagar District” in the edited book titled “Vistas of Research in Business Management” on December 2011 with ISBN Number 978-93-81723-01-2
- 2011** Published a research article on “The Performance of Micro Credit Institutions in India” in the edited book titled “Women Empowerment” on January 2011 with ISBN Number 978-81-910426-4-1
- 2011** Published a research article on “Distribution and Promotion management of Small Scale Industries in Tamilnadu.” in the edited book titled “Change Ahead” on January 2011 with ISBN Number 978-93-81723-05-0

### **17. Research Presentations:**

#### **Total Presentations: 41**

- 2019** International Conference on “Commerce and Management in Digital Era” held on 19<sup>th</sup> January, 2019 and presented a paper on “Role of Financial Inclusion in Empowering Rural communities in India” organized by Cape Research Forum in association with Department of Commerce.
- 2019** State level seminar on “Digital Literacy and its impact on Indian Economy” held on 27<sup>th</sup> September 2019 at V.H.N.Senthikumara Nadar College (Autonomous) and presented a paper on “Impact of Digital Technology on Learning”
- 2019** National Seminar on “Online Publishing, Plagiarism and Research Integrity”, held on 15<sup>th</sup> February, 2019 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on “Challenges

faced by the Researchers in publishing in research articles in Online Publication”

- 2019** A Study on the Impact of GST On the Regulation of Micro, Small and Medium Enterprises (MSME) In India on 6<sup>th</sup> February, 2019.
- 2019** ICSSR Sponsored National Conference on “Insolvency and Bankruptcy Code, 2016 - New Bankruptcy Law for the Revival of Indian Economy”, held on 3<sup>rd</sup> & 4<sup>th</sup> January 2019, at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Trends in Indian Banking Sector – Blooming way for Indians”.
- 2018** National conference on „Transformation of Youth – A Lead to Skilled and Developed India““ held on 27<sup>th</sup> & 28<sup>th</sup> February 2018 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Skill Development – An Overview”.
- 2018** National conference on “Prospects of Women Entrepreneurship – A Study with special reference to Virudhunagar District” held on 7<sup>th</sup> & 8<sup>th</sup> February, 2018 at V.V.Vanniaperumal College for Women, Virudhunagar
- 2017** ICSSR sponsored National Conference on "Startup India - A way to Standup India" on 3<sup>rd</sup> and 4<sup>th</sup> march, 2017 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on "Government Initiative for Development of India – Startup India Standup India ".
- 2017** National Conference on "Goods and Services Tax" on 19<sup>th</sup> January, 2017 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on " GST and its Impact on Micro, Small and Medium Industries ".
- 2016** ICSSR sponsored National Conference on "Payment Banks Opportunities and Challenges" held on 29<sup>th</sup> and 30<sup>th</sup> September, 2016 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on "Management of Payment and Settlement systems in India"

- 2016** International Conference on “Make in India – Initiatives, Ideas & Challenges” held on 19th & 20th August, 2016 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on “Emerging Trends in Rural Entrepreneurship”
- 2016** National Conference on "Role of Information and communication Technology (ICT) on the growth of Service Industries" held on 20 & 21<sup>st</sup> March, 2016 at Sri Kaliswari College, Sivakasi and presented a paper on "Cyber Crime & Coping Techniques”.
- 2016** National Seminar on "Digital Marketing" held on 25th February, 2016 at S.Vellaichamy Nadar College, Madurai and presented a paper on " Effectiveness of Digital Marketing in the Challenging Age: Theoretical Framework”.
- 2016** National Seminar on "Digital Marketing" held on 25th February, 2016 at S.Vellaichamy Nadar College, Madurai and presented a paper on "CRM in Banking Sector”.
- 2016** International seminar on “Emerging Trends in Global business” held on 16<sup>th</sup> February 2016 at Nehru Memorial College (Autonomous), Puthanampatti and presented a paper on “E-Commerce Issues, Challenges & Opportunities for MSME”.
- 2015** International conference on “Strategies for Sustainable Growth of E-Commerce” held on 24 & 25<sup>th</sup> July 2015 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on “A study of Adopters and Non-Adopters of Internet Banking in Virudhunagar District”.
- 2014** ICSSR sponsored National Conference on "Current account Deficit and Fiscal Deficit in India" held on 25<sup>th</sup> & 26<sup>th</sup> July, 2014 at Sri Kaliswari College Sivakasi and presented a paper on "A study on Effectiveness of Corporate Social Responsibility towards customers of Commercial Banks in Madurai”.
- 2014** International conference on “Problems & Prospects of E-Commerce” held on 25 & 26<sup>th</sup> July 2014 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on “A study on



Implementing and integrating Electronic Customer Relationship Management (E-CRM)”.

- 2013** International conference on “Emerging Trends of E-Commerce in the Global business Scenario” held on 30 & 31<sup>th</sup> August 2013 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on “.Effect of Promotional mix on Internet Adoption in Small and Medium Enterprises”.
- 2013** National symposium on “Configuring ICT towards Rural India” held on 5th January 2013 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on “Adoption of ICT in Small & Medium Enterprises”.
- 2012** National conference on “Emerging trends in advertising” held on 12<sup>th</sup> October 2012 at Padmavani Arts & Science College for Women, Salem and presented a paper on “Impact of Advertising Media in Business”.
- 2012** International conference on “Impact of Global crisis in Indian Business” held on 14<sup>th</sup> September 2012 at Annai Mathammal Sheela Engineering College, Erumapatty and presented a paper on “Impact of Industrial Sickness of Small Scale Industries in India”.
- 2012** National conference on “Emerging trends in Management” held on 12 & 13<sup>th</sup> September 2012 at Vel Tech Dr.RR & Dr.SR Technical University, Chennai and presented a paper titled “Globalization of Indian Insurance Industry – An overview”.
- 2012** International conference on “Shifting paradigms of Business” at V.H.N Senthikumara Nadar College (Autonomous), Virudhunagar on 23<sup>rd</sup> & 24<sup>th</sup> July 2012 and presented a paper titled “Distribution and Promotion Management of Small Scale Industries in Tamilnadu”.
- 2012** National Level HR Meet on ”Humdinge R’12” held on 1<sup>st</sup> March 2012 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper titled “Effect of Stress of employees in workplace”.
- 2011** National conference on “Management of Resources – Issues & Challenges” held on 28<sup>th</sup> January 2011 at Adaikalamatha Institute of Management,

Thanjavur and presented a paper on “Impact of advertising and Celebrity advertising”.

- 2011** UGC sponsored National seminar on "The role of self-help groups towards the achievement of inclusive growth in rural India" held on 6th and 7th January, 2011 at V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar and presented a paper on "The performance of micro-credit institutions in India"
- 2011** National seminar on “Myths and Qualities of Women Empowerment” held on 6<sup>th</sup> January 2011 at Ayya Nadar Janaki Ammal College, Sivakasi and presented a paper on “Existing Customer Practices”.
- 2010** National seminar on “Myths and Qualities of Women Empowerment” held on 12<sup>th</sup> Dec 2010 at V.V.Vanniaperumal College for Women, Virudhunagar and presented a paper on “Sales Promotion Strategies of women Entrepreneur in Virudhunagar”.
- 2010** National symposium on “Indian Business & Management Models” held on 26<sup>th</sup> & 27<sup>th</sup> August 2010 at V.V.Vanniaperumal College for Women, Virudhunagar and presented a paper on “Women entrepreneurship in small scale industries”.
- 2010** State Level seminar on “Dimensions of Indian Economy since 1991” held on 12<sup>th</sup> March 2010 at V. H. N. Senthikumara Nadar College, Virudhunagar, and presented a paper on “Turning an economic trend to advantage using planning for recession”.
- 2010** State Level seminar on “Dimensions of Indian Economy since 1991” held on 12<sup>th</sup> March 2010 at V.H.N. Senthikumara Nadar College, Virudhunagar, and presented a paper on “Small scale industries under the Indian 5 year plans after 1991”.
- 2010** National conference on “Managing the future” held on 26<sup>th</sup> February 2010 at Sourashtra College, Madurai and presented a paper on “Strategies for Training and Development”.
- 2010** National conference on “Computer Science and Engineering” held on 24<sup>th</sup> 25<sup>th</sup> February 2010 at Jayaraj Annapackiam College for Women

- (Autonomous), Periyakulam and presented a paper on “Electronic Commerce”.
- 2009** UGC sponsored National seminar on “Micro Credit: A tool to eradicate poverty in rural areas” held on 24<sup>th</sup> & 25<sup>th</sup> September 2009 at Devanga Arts College (Autonomous), Aruppukottai and presented a paper on “Issues and Challenges of Women Empowerment in SHG”.
- 2009** National Seminar on “Managing Global Melt Down” held on 31<sup>st</sup> March 2009 at Government Arts College, Paramakudi and presented a paper on “Second Generation Financial Reforms in India”.
- 2009** TANSCHÉ sponsored seminar on “Enhancing the quality and Accessibility of Higher Education Through ICT” held on 23<sup>rd</sup> January 2009 at V.H.N.Senthikumara Nadar College, Virudhunagar and presented a paper on “Higher Education system in India”.
- 2009** NAAC sponsored National Conference on “Quality Enhancement and Excellence in Higher Education” held on 5<sup>th</sup> and 6<sup>th</sup> January 2009 at Ayya Nadar Janaki Ammal College, Sivakasi and presented a paper on “Quality Concerns in Higher Education – A microlevel study”.
- 2008** NAAC sponsored National Seminar on “Quality Sustenance in Higher Education Through Accreditation” held on 26<sup>th</sup> September 2008 at V.H.N.Senthikumara Nadar College, Virudhunagar and presented a paper on “Quality of Higher Education in India”.
- 2008** National Seminar on “Emerging Trends in Retail Market in India” held on 28<sup>th</sup> March 2008 at Govt. Arts College, Paramakudi and presented a paper on “FDI in Indian organized Retail sector”.
- 2008** National conference on “Changing role of service sector – A Global Perspective” held on 7<sup>th</sup> & 8<sup>th</sup> March 2008 at Kalasalingam University, Krishnankoil and presented a paper on “Bar coding – An emerging Trends in Small Scale Industries”.

**18. Faculty Development Programme/Seminar/Workshop Participation:**

<b>Sl. No.</b>	<b>Name of the Event</b>	<b>Name of the Organizing Institution</b>	<b>Name of the Programme and Date of participation</b>
1	Faculty Development Programme	K.L.N. College of Engineering, Madurai	Emerging trends in Human Resource Management on 25/2/05
2.	Faculty Development Programme	K.L.N. College of Engineering, Madurai	Management Education and case method as a pedagogy on 17/2/2006
3	Faculty Development Programme	R.L. Institute of Management Studies, Madurai	Faculty Development Programme for Arts & Science College Teachers on 6 <sup>th</sup> & 7 <sup>th</sup> Nov 2006
4	Seminar	Virudhunagar Hindu Nadar Senthikumara Nadar College, Virudhunagar	Intercollegiate Workshop on computer usage for Multivariate Analysis. 12 <sup>th</sup> Oct 2007
5	Work Shop	Mother Teresa Women's University, Kodaikanal	Attended public Review workshop on 19 <sup>th</sup> Jan 2008
6.	Seminar	Dept. of Management studies, MKU & PSG Institute of Management	2 days southern Regional Seminar on "Leadership in Management" on 8 <sup>th</sup> & 9 <sup>th</sup> August 2008
7.	Workshop	Virudhunagar Hindu Nadar Senthikumara Nadar College, Virudhunagar	"Application of Statistical tools in Social Science Research" on 9 & 10 <sup>th</sup> October 2009
8.	Seminar	Virudhunagar Hindu Nadar Senthikumara Nadar College, Virudhunagar	2 days National Seminar on "Contemporary Practices in Finance and HRM on 22 & 23 July 2010
9.	Workshop	Lady Doak College, Madurai	1 day workshop on "Women in Political participation" on 22.1.2011.
10.	Faculty Development Programme	Kalasalingam University, Kodaikanal	"Statistical Package for Social Sciences (SPSS) on 25 & 27 <sup>th</sup> February 2011.
11.	Workshop	Virudhunagar Hindu Nadar Senthikumara Nadar College, Virudhunagar	"Computer Hardware & System Maintenance" from 05.03.2012 to 13.03.2012
12.	Training Programme	Virudhunagar Hindu Nadar Senthikumara Nadar College, Virudhunagar	"SHE" on 29 <sup>th</sup> September 2012
13.	Workshop	Virudhunagar Hindu Nadar Senthikumara Nadar College, Virudhunagar	"Workshop on NPTEL" on 13 <sup>th</sup> December 2012

14..	Training Programme	Virudhunagar Hindu Nadar Senthikumara Nadar College, Virudhunagar	“COUNSELLING” on 28 <sup>th</sup> February 2013
15.	Workshop	Mother Teresa Women’s University, Kodaikanal	“Research Methodology for Ph.d. Scholars on 27/8/2013
16.	Seminar	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar	State level seminar on “Environmental Protection” on 1 <sup>st</sup> August 2014
17.	Workshop	Kalasalingam University, Krishnankoil	Enriching Research Competency using SPSS and AMOS software on 31.10.2015
18.	Workshop	V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar	“SPSS in social science Research” on 11 & 12 <sup>th</sup> December 2015
19.	Workshop	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar	“Holistic Health for Women” on 27/12/2016.
20.	State level seminar	V.V.Vanniaperumal College for Women, Virudhunagar	Insight into Promotion Criteria API score & CAS Filing on 20.2.2019
21.	Training Programme	Madurai Kamaraj University, Madurai	Inservice Teacher training programme organized by Tamilnadu State Council for Higher Education on 17/5/2022 & 18/5/2022
22.	Faculty Development Programme	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar	Digital Pedagogy & New Education Policy 2022 organized and sponsored by VHNSN College on 8/8/2022 & 9/8/2022 at Kodaikanal

**Participation in Online Faculty Development Programme:-**

S.No.	Nature of the programme	Duration	Topic	Organizing Institution
1.	Online course	5 days (13.04.2020 to 17.04.2020)	Stress Management	AVS College of Arts & Science, Salem

2.	Online Refresher	21 Days (3 Weeks) - 14 <sup>th</sup> Apr. to 4 <sup>th</sup> May 2020	“MBA – PPC (Management, Business, Administration- Present & PostCrisis)	Continual and Advanced Learning Lounge (CALL), SA Curricula Advanced Support System and SA College of Arts& Science, Chennai.
3.	Online Workshop for Teachers	10 days (21 <sup>st</sup> –30 <sup>th</sup> Apr 2020)	Creation of Basic E-Content, Animated E-Content, Stop Motion Animation, Editing, Creating and Uploading the E-Content on the Web	Universal Teachers Academy, Puducherry.
4.	Online certificate course	5 days (27 <sup>th</sup> April – 1 <sup>st</sup> May 2020)	Strategies to address the Soft Skill Gap	International Journal of Advance Study and Research work (ISSN: 2581-5997)
5.	Online refresher course	2 days (29 <sup>th</sup> & 30 <sup>th</sup> April 2020)	Education 4.0 – Future of Learning	Anand Institute of Higher Technology, Chennai
6.	Online International Faculty Development Programme	2 <sup>nd</sup> May 2020	How to write effective Case Study?	Atmiya University, Gujarat
7.	Online Workshop	3 <sup>rd</sup> May 2020	Enhancing Research Communication Skills through ScienceDirect and Mendeley	Dayalbagh Educational Institute, Dayalbagh Agra
8.	Online Faculty development Programme	3 days (4 <sup>th</sup> May – 6 <sup>th</sup> May 2020)	Teaching, Learning and Evaluation	Arulmigu Palaniandavar Arts College for women, Palani.
9.	Online Faculty development programme	4 days (8 <sup>th</sup> May – 21 <sup>th</sup> May 2020)	Post Covid – 19 Rejuvenation	Nirmala College for Women, Coimbatore
10.	National Level Faculty Online Development Programme	7 days (27 <sup>th</sup> May – 2 <sup>nd</sup> June 2020)	Pedagogical Methods suitable for a Pandemic situation: A Webinar Series	Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi and Erode Arts and Science College (Autonomous), Erode
11.	Online Workshop	4 days (28 <sup>th</sup> May to 1 <sup>st</sup> June 2020)	Tally ERP with GST	V.V.Vanniaperumal College for Women, Virudhunagar

12.	Online Faculty Development Program	3 days (1 <sup>st</sup> June – 3 <sup>rd</sup> June 2020)	Digital Teaching	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
13.	Online Faculty Development Program	2 days (8 <sup>th</sup> June & 9 <sup>th</sup> June 2020)	Outcome Based Education	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
14.	National Level Faculty Online Development Programme	7 days (8 <sup>th</sup> -15 <sup>th</sup> June, 2020)	Revised Accreditation Framework (RAF) of NAAC – A Paradigm Shift for Strategic Enhancement of Higher Education in India	IQAC, Rajapalayam Rajus' College, Rajapalayam.
15.	Online Faculty development programme	10 days (8 <sup>th</sup> – 18 <sup>th</sup> June 2020)	Changing Aspirations in Dynamic Scenario – An Intellectual Deliberation	Government First Grade College, Bengaluru
16.	Online Faculty development programme	7 days (9 <sup>th</sup> – 15 <sup>th</sup> June 2020)	New Directions and Dimensions in Higher Education.	Arulmigu Palaniandavar Arts college for women, Palani.
17.	Online International Faculty Development Programme	5 days (5/7/2021 to 9/7/2021)	Research and Innovation	SRM Institute of Science and Technology, Ramapuram
18.	Online International Faculty Development Programme	12/7/2021	Research Methodologies – Application of statistical Tools for decision making	Marudhar Kesari Jain College for Women, Vaniyambadi
19.	Online Short term course	26/7/2021 to 30/7/2021	Integration of ICT Tools in Teaching and Learning	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
20.	Faculty Development Programme	21/09/2021 to 23/09/2021	Statistical Tools for Research in Social Sciences	Ayya Nadar Janaki Ammal College, Sivakasi

**Participation in Online Webinar:-**

<b>S.No.</b>	<b>Date</b>	<b>Name of the Programme</b>	<b>Title</b>	<b>Organising Institution</b>
1.	13.04.2020 to 16.04.2020	Webinar	An effective Research Paper Writing Skills	Bhagwan Mahavir College of Commerce and Management Studies, Gujarat
2.	05.05.2020	National Webinar	Joy of orderly living	Kaamadhenu Arts and Science College, Sathyamangalam
3.	10.05.2020	National Webinar	Innovation and Entrepreneurship Ecosystem in Educational Institutes	SIES College of Arts, Science and Commerce (Autonomous), Mumbai
4.	13.05.2020	Webinar	Covid Pandemic and Indian Economy	Bharati College, University of Delhi
5.	14.05.2020	Webinar	Good Teacher to Great Teacher	ICT Academy, Skycampus
6.	14.05.2020 & 15.05.2020	Webinar	Towards Effective Teaching & Learning	P.K.N.Arts & Science College, Tirumangalam
7.	20.05.2020	Online super session	Personal Financial Management	ICT Academy, Skycampus
8.	30.05.2020	Webinar	How to write a Research paper	Arumugam Pillai Seethai Ammal College
9.	17.06.2020 & 18.06.2020	International Webinar	Impact of Covid-19 on Service Sectors	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
10.	18.06.2020	Online super session	Future of Education	ICT Academy
11.	20.06.2020	Webinar	Nalam tharum Yoga	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
12.	24.07.2020	Webinar	Blue Ocean Strategy: A Vehicle for Entrepreneurship	Sri Krishnasamy Arts & Science College, Sattur
13.	29.07.2020 & 30.07.2020	E-Workshop	Data Analysis using SPSS & for Novice Scholars	Vaniniketan institute of management stidies, Karimnagar, T.S.
14.	26.08.2020	National Webinar	A journey through review of literature	Women's Christian College, Nagercoil
15.	01.10.2020	National Webinar	Women Health and Legal Issues	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
16.	25/6/2021	National Webinar	Online Classes: The Science of Learning	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar



17.	26/2/2021	National Webinar	Unleashing the 'AHA' moment: Role of creativity in Marketing Communication	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
17.	2/7/2021	International Webinar	Educate Higher to Elevate Higher	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
18.	6/7/2021	International Webinar	Lessons to learn from the brighter side of Covid-19	V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar

**19. Membership in Committees:-**

One of the Member in B.Com. Board M.K. University Paper Valuation

One of the Member in MBA Board Alagappa Univeristy Paper Valuation (2006-08)

**20. Board of Studies Member:-**

One of the Member in MBA Board of Studies in V.V.V.College, Virudhunagar in 2009-11.

**21.Resource Person:-**

Served as a Resource Person in the Training Program on **Banking, Financial Services and Insurance Sector**” sponsored by both Tamil Nadu Skill Development Corporation and ICT Academy of Tamil Nadu held at V.H.N.S.N College, Virudhunagar from 24.06.2015 to 15.07.2015

Served as a Resource person for Enrichment Programme for XII Students 2016 from 11/4/2016 to 20/4/2016 Organized by the Alumni of Esteemed Institution of VHNSN College (Autonomous), Virudhunagar.

Acted as a Judge for the event “Paper Presentation” in the National Level Management Meet - MOTO 2018 on 15<sup>th</sup> February 2018 organized by Department of Management Studies, VHNSN College (Autonomous), Virudhunagar.

Acted as a Judge for the event “M-Lancy” in the National Level Management Meet – MOTO '19 on 25<sup>th</sup> February 2019 organized by Department of Management Studies, VHNSN College (Autonomous), Virudhunagar.