

## ACADEMIC CV

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### Dr.S.Muthulakshmi



**Date of birth** 29<sup>th</sup> October 1975  
**Citizenship** Indian  
**Marital Status** Married with one Child  
**Community** Yogeewarar, Most Backward Class  
**Father's Name** M.Subramanian

#### Address

Old No. 94, New No. 136, Avvaiyar Street  
Virudhunagar – 626 001.  
Tamilnadu, India  
Tel. No. +91- 4562- 242202  
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**Present Position** Assistant Professor, Department of Commerce, V.H.N.S.N. College,  
(Autonomous), Virudhunagar.

## EDUCATION

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**2010- 2014** **Ph.D.**, Madurai Kamaraj University, Tamil Nadu, India  
**2005 – 2006** **M.Phil.**, Madurai Kamaraj University, Tamil Nadu, India  
**2006** **NET QUALIFIED**  
**1996 – 1998** **M.Com.**, St.Mary's College, Manonmaniam Sundaranar University,  
Tamil Nadu, India  
**1998 – 1999** **B.P.P** (Business Professional Programmer), DOEACC Society,  
New Delhi.  
**1993 – 1996** **B.Com.**, A.P.C. Mahalaxmi College, Tuticorin, Manonmaniam  
Sundaranar University, Tamil Nadu, India

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## POSITIONS HELD IN OUR COLLEGE

- NSS Programme Officer till 2019
- Joint Dean - Arts & Science

### Membership in Various Committees

- Sports Committee
- College Magazine Committee
- Discipline committee
- IQAC Member
- Fine Arts Member
- Library Committee
- Research Committee

### AREA OF SPECIALISATION

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Human Resource Management, Marketing.

### FUNDING FROM VARIOUS AGENCIES

#### Projects

Minor Project	Funding Agency	Amount Sanctioned
Work Life Balance of Women Employees in IT Sector- An Empirical Study with reference to Tamil Nadu MRP-5284/14 (SERO/UGC) 2013-14	UGC	<b>Rs. 2,50,000</b>

#### Seminar/Conference/ Training Programme

S.No	Convener / Programme Co-ordinator	Seminar/Conference/ Training Programme	Sponsoring Agency	Amount
1	Activity – Coordinator	"Social Roots of Gender Violence in India - Processes related to Economic, Social and Cultural Transformation among Women" Sanctioned Date: 06.01.2016. Activity Date: 26.02.2016-27.02.2016	Rajiv Gandhi National Institute of Youth Development	<b>Rs. 1,80,000</b>
2.	Programme Co-ordinator	Training Programme on "Capacity Building And Empowerment of Rural Women" Date: 15.12.2016-19.12.2016	Rajiv Gandhi National Institute of Youth Development	<b>Rs. 1,98,750</b>
3	Convener	ICSSR Sponsored National Conference on "Startup India - A Way To Standup India" 2017-18	ICSSR	<b>Rs. 1,00,000</b>
4	Convener	UGC Sponsored National	UGC	<b>Rs. 87, 500</b>

		Conference on "Working Women - Problems and Prospects" 19 <sup>th</sup> & 20 <sup>th</sup> July 2017		
5	Co-Convener	ICSSR Sponsored National Conference on "Transformation of Youth - A Lead to Skilled Developed India" 2017-18	ICSSR	<b>Rs. 1,25,000</b>
6	Join – Convener	Three Day National Level Workshop organised by "Data Analysis for Social Science Research" 21 <sup>st</sup> to 23 <sup>rd</sup> August 2019	UGC Autonomy Grant	<b>Rs. 25,000</b>
7	Convener	One Day State Level Seminar on "Digital Literacy and Its Impact on Indian Economy" dated 27 <sup>th</sup> September 2019	UGC Autonomy Grant	<b>Rs. 25,000</b>
9	Co-Convener	Five Day National Level Workshop on "Applications of Statistics in Social Science Research Using SPSS" dated 11 <sup>th</sup> - 15 <sup>th</sup> November 2019, organised by Senthil Research Advocacy Forum	UGC Autonomy Grant	<b>Rs.20,000</b>
10	Convener	Applications of Statistics in Social Science Research Using SPSS	UGC Autonomy Grant	<b>Rs.20,000</b>
11	Convener	Three Day National Level Workshop on "Applications of Bio-Statistics Using SPSS" on 13 <sup>th</sup> February to 15 <sup>th</sup> February 2020	UGC Autonomy Grant	<b>Rs.20,000</b>
12	Convener	Three Day "Capacity Building & Personality Development Program" 18 <sup>th</sup> , 19 <sup>th</sup> and 22 <sup>nd</sup> November 2021 F. No. 05-1/4/2021-22/ CBC (NCW) Sanction Date: 28.10.2021	National Commission for Women, New Delhi	<b>Rs. 45,000</b>
13	Convener	Three Day Effective Life Skills in Enhancing the Competence of Youth for Peaceful and Inclusive Societies	Rajiv Gandhi National Institute of Youth Development, Tamil Nadu	<b>Rs. 75,000</b>
	Convener			

S.No	Convener / Programme Co-ordinator	Programme
1	Co-ordinator	COMFEST 2017 (Inter Collegiate Cultural Meet) dt. 17.02.2017

#### Book Authored

S.No	Title	Editors	Publication	ISBN Number	Year	No. of Pages
1	Research Methodology & Applications of SPSS in Social Science Research	P.Sundara Pandian <b>S.Muthulakshmi</b> T.Vijayakumar	Sultan Chand & Sons	978-93-91820-18-3 (TC 1256)	2022	324

#### Edited Books Publication Details

S.No	Title	Editors	ISBN Number	Year	No. of Pages
1	Startup India - A Way To Standup India	Dr.P.Sundara Pandian <b>Dr.S.Muthulakshmi</b> Dr.J.Kamatchi Eswaran	978-93-81723-67-8	March 2017	399
2	Working Women : Problems and Prospects	Dr.P.Sundara Pandian <b>Dr.S.Muthulakshmi</b> Dr.J.Kamatchi Eswaran	978-93-81723-72-2	July 2017	684
3	Women Empowerment and Entrepreneurship	Dr.P.Sundara Pandian Dr.J.Kamatchi Eswaran <b>Dr.S.Muthulakshmi</b>	978-93-81723-82-1	February 2018	207
4	Skill Development for Inclusive Growth	Dr.P.Sundara Pandian Dr.J.Kamatchi Eswaran <b>Dr.S.Muthulakshmi</b>	978-93-81723-81-4	February 2018	196

#### Served as Resource Person /Member

S.No	Programme	Acted As	Title	Date
1	Four Day Workshop	Resource Person	Bringing ICT to Rural Women	23 <sup>rd</sup> to 31 <sup>st</sup> January, 2010
2	Inaugural Day of Personality Development Cell	Chief Guest	Women Entrepreneurs	23 <sup>rd</sup> August 2010
3	Inter-Collegiate Competition for	Resource Person	-----	16 <sup>th</sup> March 2011

	Differently Able Students			
4	Training Programme- TamilNadu Skill Development Corporation (TNSDC) & ICT Academy of Tamilnadu Sponsored Training Programme.	Resource Person	"Banking Financial Services and Insurance Sector"	24 <sup>th</sup> June 2015 to 15 <sup>th</sup> July 2015
5	UGC Sponsored National Level Seminar	Chair Person	"Human Rights to Peace – Ethics and Policies"	18 <sup>th</sup> & 19 <sup>th</sup> December 2015
6	Faculty Development Programme at VSVN Polytechnic Virudhunagar	Resource Person	"Personality Development"	29 <sup>th</sup> July 2017
7	National Conference on "Social Entrepreneurship and Growing Business Opportunities in India" at VHNSN College (Autonomous), Virudhunagar	Chair Person	"Social Entrepreneurship and Growing Business Opportunities in India"	23 <sup>rd</sup> & 24 <sup>th</sup> August 2017
8	Training Programme on "Gender Equality and Empowerment of Young Girls" organized by RGNIYD in collaboration with, S.T Hindu College, Nagercoil	Resource Person	"Gender Discrimination and Glass Ceiling Competition faced by Women"	11 <sup>th</sup> July to 13 <sup>th</sup> July 2018
9	Delivered a Guest Lecture in NSS Camp at Atchampatti (PO), Tirumangalam (T.K) conducted by PKN College, Tirumanagalam	Resource Person	Personality Development	10 <sup>th</sup> January 2019
10	Creation of Scientific Awareness organised by VHNSN College (Autonomous), Virudhunagar	Resource Person	-	06 <sup>th</sup> February 2019
11	Guest Lecture at A.K.Dharma Raja Women's College, Rajapalayam	Resource Person	Financial Literacy	18 <sup>th</sup> February 2019
12	State Level Seminar at Sourashtra College (Autonomous), Madurai	Resource Person	Innovative Business Practices in Globalisation ERA	28 <sup>th</sup> February 2019
13	One Day National Level Conference at ANJAC College, Sivakasi	Chair Person	Environmental Protection and Wild Life Conservation (EPWC-2019)	28 <sup>th</sup> March 2019
14	International Conference on Emerging Trends in Science and	Co-Chair Session	M-Governance in Social Life	03 <sup>rd</sup> - 04 <sup>th</sup> May 2019

	Social Science in Kulala Lumpur, Malaysia			
9	Three Day National Level Workshop organised by Senth Research Advocacy Forum, VHNSN College (Autonomous), Virudhunagar	Resource Person	Data Analysis for Social Science Research	21 <sup>st</sup> August 2019 to 23 <sup>rd</sup> August 2019
10	Five Day National Level Workshop organised by Senth Research Advocacy Forum, VHNSN College (Autonomous) Virudhunagar.	Resource Person	Applications of Statistics in Social Science Research Using SPSS	<b>11<sup>th</sup> November 2019 to 15<sup>th</sup> November 2019</b>
11	Delivered a Guest Lecture in V.V.Vanniaperumal College for Women. UG Commerce Association, B.Com(SF) Virudhunagar	Resource Person	Electronic Business in the Current Scenario	07.02.2020
	Three Day National Level Workshop on organised by Senth Research Advocacy Forum, VHNSN College (Autonomous), Virudhunagar	Resource Person	Applications of Bio Statistics using SPSS	<b>13<sup>th</sup> to 15<sup>th</sup> Feb, 2020</b>
	Webinar organized by ST Hindu College, Nagercoil	Resource Person	Setting a Goal - in the fast changing world	<b>13.06.2020</b>
	7 Days Webinar on “Leadership Talk Series”	Resource Person	Leadership Etiquette	<b>30.06.2020</b>
	Two Days Webinar Programme organized by Arulmigu Palaniandavar College of Arts & Culture, Palani	Resource Person	Creation of Green Work Place Environment	<b>15.07.2020</b>
	Delivered a Webinar organized by Commerce and Commerce CA Guest Lecture in Sri Krishnasamy Arts and Science College, Sattur	Resource Person	Blue Ocean Strategy: A Vehicle for Entrepreneurship	<b>24.07.2020</b>
	National Webinar Organized by Women’s Christian College, Nagercoil with XCELERATING MINDS, BSE – IPF, Mumbai and Cape Forum – You Trust	Resource Person	A Journey Through Review of Literature	<b>26.08.2020</b>
	International Virtual Conference organised by Senth Research Advocacy Forum, VHNSN College, Autonomous), Virudhunagar	Chair Person	on Recent Trends & Innovations in Science, Engineering and Social Sciences (IVCRTISESS - 2020)	04 <sup>th</sup> - 06 <sup>th</sup> September, 2020

	Online Short Term Course on “Integration of ICT Tools in Teaching and Learning” organized by Senthil Research Advocacy Forum, VHNSN College (Autonomous), Virudhunagar	Resource Person	Blended Learning & Creation of effective Power point creation	28 <sup>th</sup> July, 2021
	Two Day National Level Virtual Faculty Development Programme on “Drafting Effective Research Proposals for Funding Agencies – Challenges and Strategies”	Resource Person	Drafting Effective Research Proposals for Funding Agencies – Challenges and Strategies	15 <sup>th</sup> & 16 <sup>th</sup> September, 2021
	Three Day National Level Virtual Research Development Programme on “Advanced Research Methodology and Statistical Analysis for Social Sciences”	Resource Person	Advanced Research Methodology and Statistical Analysis for Social Sciences	27 <sup>th</sup> to 29 <sup>th</sup> December, 2021
	Guest Lecture programme organized by Subbalakshmi Lakshmi Pathy College of Science, Madurai	Resource Person	Venture Capital Funding Opportunity for Early Stage Entrepreneurs	12 <sup>th</sup> August, 2022
	One Day State Level Workshop on “E-Filing”	Resource Person	E-Filing	13 <sup>th</sup> April, 2022
	State Level Workshop on “Entrepreneurship and Innovation: A Gateway to Reach New Heights”	Resource Person	Entrepreneurship for Sustainable Development	17 <sup>th</sup> April, 2022

#### Served as a Member of Various Activities

S.No	Programme	Acted As	Title	Date
1	UGC Sponsored National Level Conference	Member	Sales Promotional Strategies of MSMEs	22 <sup>nd</sup> and 23 <sup>rd</sup> December 2010
2	UGC Sponsored One Day State Level Seminar	Member	Environmental Protection	1 <sup>st</sup> August 2014
3	Book Exhibition	Member	-	1 <sup>st</sup> October to 4 <sup>th</sup> October 2015
4	Book Exhibition	Member	-	08 <sup>th</sup> October to 12 <sup>th</sup> October 2016
5	Training Programme	Organizing Committee Member	“Entrepreneurship Development Skills”	07 <sup>th</sup> January to 09 <sup>th</sup> January 2017
6	National Conference	Organizing Committee	Emerging Trends in Library &	27 <sup>th</sup> January, 2017

		Member	Information Science (ETLIS – 2017)	
7	International Day of Yoga	Member	-	21 <sup>st</sup> June 2017
8	Book Exhibition	Member	-	13 <sup>rd</sup> November to 21 <sup>st</sup> November 2017
9	Guinness World Record Attempt on “The Largest Recycling Lesson” Conducted by Virudhunagar Toastmasters Club	Official	-	30 <sup>th</sup> January, 2018
10	International Yoga Day	Organizing Committee Member		21 <sup>st</sup> June 2018
11	International Conference	Organizing Committee Member	Emerging Trends in Science and Social Science	May 3 <sup>rd</sup> and 4 <sup>th</sup> , 2019
12	International Conference	Moderator	Emerging Trends in Science and Social Science	May 3 <sup>rd</sup> and 4 <sup>th</sup> , 2019
	National Level Conference	Organizing Committee Member	Bibliotherapy for All: An Innovative Practice in Library	Feb 29, 2020
	National Seminar	Organizing Committee Member	Role of Biotechnology in Conservation of Plant Genetic Resources	20 <sup>th</sup> March, 2021
	Online Short Term Course organized by Senthil Research Advocacy Forum	Co-convenor	Integration of ICT Tools in Teaching and Learning	26 <sup>th</sup> to 30 <sup>th</sup> July, 2021
	Fun Fiesta 2021	Co-ordinator		03 <sup>rd</sup> November, 2011
	Mega Job Fair 2022	Co-ordinator		05 <sup>th</sup> March, 2022

## **PUBLICATIONS IN NATIONAL/ INTERNATIONAL JOURNALS**

- 2020** Dr.P.Sundara Pandian, Dr.R.Palaniappan and **Dr.S.Muthulakshmi** Published an Article on " Factors Influencing the Usage of ICT in Higher Education" in the Journal "Miracle of Teaching", UGC Approval No: 20, Regulation 2016 4<sup>th</sup> Amendment, Jan- April- 2020, Volume XXX No :1 with ISSN Number : 0755 -7343.
- 2018** Dr.P.Sundara Pandian and **Dr.S.Muthulakshmi** Published an Article on “Ayushman Bharat Health Insurance - Towards A Healthy Rural India” in the Journal “Life Insurance Today”, November 2018, Vol. XIV - No. 08 with ISSN number 0973 - 4813.



- 2018** **S.Muthulakshmi** and Dr.P.Sundara Pandian Published an Article on “Work Life Balance in the Context of Time Management” in the Journal “College Sadhana”, August, 2018, Volume 11, Number 1 with ISSN number 0974-6838.
- 2018** Dr.P.Sundara Pandian, **Dr.S.Muthulakshmi** Published an Article on “LIC's Aadhar Shila in the Context of Women” in the Journal “Life Insurance Today”, August 2018, Vol. XIV - No. 05 with ISSN number 0973 - 4813.
- 2018** Dr.P.Sundara Pandian, **Dr.S.Muthulakshmi** Published an Article on “Framework of Blue Ocean Strategy to Eradicate Red Ocean Strategy” in the Journal “Journal of Advance Management of Research”, April 2018, Vol. 6, Issue No. 04 with ISSN number 2393 - 9664. (*UGC Approved index no. 42888*)
- 2017** Dr.P.Sundara Pandian, **Dr.S.Muthulakshmi** and Dr.J.Kamatchi Eswaran published an Article on "Work Life Balance of Women Managers - With Special Reference to Child Care" with ISSN number 2319 -8702 "Vivekananda Journal of Research" June 2017.
- 2016** Dr.P.Sundara Pandian, **Dr.S.Muthulakshmi**, and R.Shobana Devi Published an Article on “Oil Seeds – The Backbone of Indian Agricultural Economy” in the Journal “Kissan World”, October 2016, Volume 43, Number 10 with ISSN number 0974-9229.
- 2016** Dr.P.Sundara Pandian and **Dr.S.Muthulakshmi** Published an Article on “Overview of Coconut Oil” in the Journal “Kissan World”, June 2016, Volume 43, Number 6 with ISSN number 0971-9229.
- 2015** **Dr.P.Sundara Pandian and S.Muthulakshmi** Published an Article on “Online Advertising – An Effective Media” in the Journal “College Sadhana”, December, 2015, Volume 8, Number 1(A) with ISSN number 0974-6838.
- 2013** Dr.P.Sundara Pandian and **S.Muthulakshmi** Published an Article on “Work Life Balance of Managerial Women Working in Service Sector” in the Journal “College Sadhana”, August, 2013, Volume 6, Number 1 with ISSN number 0974-6838.
- 2012** Dr.P.Sundara Pandian, **S.Muthulakshmi** Published an Article on “Negative Spillover Effect between Work and Life among Women Managers in Service Sector ” in the Journal “College Sadhana”, August, 2012, Volume 5, Number 1 with ISSN number 0974-6838.

#### **EDITED BOOK**

- 2019** **Dr. S.Muthulakshmi** published an Article on "Effect of Digitalization in Rural Areas" in edited book with ISBN 978-93-87756-86-1, "Digitalisation in India" July, 2019.

- 2019** Dr.P.Sundara Pandian and **Dr. S.Muthulakshmi** published an Article on "Health Problems Faced by Women Managers - With Special Reference to Tamilnadu" in edited book with ISBN 9789387756717, "Commerce and Management in Digital ERA" Volume III January, 2019.
- 2019** Dr.P.Sundara Pandian and **Dr. S.Muthulakshmi** published an Article on "Financial Inclusion and Women Empowerment" in edited book with ISBN 978-93-81723-94-4, "Insolvency and Bankruptcy Code, 2016 - New Bankruptcy Law for the Revival of Indian Economy" January, 2019.
- 2018** **Dr. S.Muthulakshmi** published an Article on "Gender Discrimination and Glass-Ceiling Competition faced by Women" in edited book with ISBN 9788179664865, "Gender Equality and Empowerment of Young Girls" July, 2018.
- 2018** Dr.P.Sundara Pandian, **Dr. S.Muthulakshmi** and Dr.J.Kamatchi Eswaran published an Article on "Skill Development in India and Its Challenges" in edited book with ISBN 978- 93-81723-81-4, " Skill Development for Inclusive Growth" February, 2018.
- 2017** **Dr. S.Muthulakshmi** and P.Karthipandi published an Article on "Problems and Prospects of Women Entrepreneurs in India" in edited book with ISBN 978- 93-8723-72-2, " Working Women - Problems and Prospects" July, 2017.
- 2017** Dr. P. Sundara Pandian and **Dr.S.Muthulakshmi** published an Article on "Crowd funding - A Catalyst for Social Entrepreneurship" in the edited book with ISBN number 978-93-81723-76-0 23<sup>rd</sup> & 24<sup>th</sup> August 2017.
- 2017** **S.Muthulakshmi** Published an Article on "GST - A Boon to Startups" in the edited book with ISBN number 978 -93 - 81723-61-6 "Goods and Services Tax Concepts and Challenges" January, 2017.
- 2016** **S.Muthulakshmi** Published an Article on "A Study on Consumer Perception towards Private labels in Virudhunagar" in the edited book with ISBN number 978-93-5267-598-6 "Paradigms in Management and Entrepreneurship" November, 2016.
- 2016** **S.Muthulakshmi** and Dr.P.Sundara Pandian Published an Article on "MSME'S - A Lead To Make In India" in the edited book with ISBN number 978-93-81723-54-8 "Make in India – Ideas and Challenges" August, 2016.
- 2016** Dr.P.Sundara Pandian and **S.Muthulakshmi** Published an Article on "Ethical Issues in Retail Banking" in the edited book with ISBN number 978-81-930024-7-6 "Indian Retail Sector in the Global Economy: Emerging Trends, Issues and Challenges" January, 2016.
- 2015** Dr.P.Sundara Pandian and **S.Muthulakshmi** Published an Article on "The 'EPIDEMIC' of Violence Against Women in India" in the edited book with ISBN number 978-93-81723-48-7 "Human Rights to Peace - Ethics and Policies" December, 2015.

- 2015** Dr.P.Sundara Pandian and **S.Muthulakshmi** Published an Article on “Work Life Balance and Health Problems Faced by Women Managers with Special Reference to Tamilnadu” in the edited book with ISBN number 978-81-921442-4-5 “Labour and Employment in India” December, 2015.
- 2014** Dr.P.Sundara Pandian and **S.Muthulakshmi** Published an Article on “Stress Faced by Women Managers and Their Management Techniques – With Special Reference to Tamilnadu” in the edited book with ISBN number 978-81-921442-3-8 “Women in Business” September, 2014.
- 2014** Dr.P.Sundara Pandian and S.Muthulakshmi Published an Article on “Online Shopping Among College Students at Virudhunagar District” in the edited book with ISBN number 978-93-81723-26-5 “Innovative Facades in E-Commerce” July, 2014.
- 2012** Dr.P.Sundara Pandian, **S.Muthulakshmi** Published an Article on “Work Life Balance- A Challenge Experienced by Managerial Women” in the edited book with ISBN Number “CHANGE AHEAD”, July, 2012.
- 2011** Dr.P.Sundara Pandian, **S.Muthulakshmi**, Published an Article on “A Study on Stress among Women Employees in IT Sector”, in the edited book “HR at the Modern Workplace”, December 2011.
- 2011** Dr.P.Sundara Pandian, **S.Muthulakshmi**, Published an Article on “Exercise- A Stress Reliever of Working Women”, in the edited book with ISBN number “Recent trends in Yoga and Physical Education”, August 2011.
- 2010** Dr.P.Sundara Pandian, **S.Muthulakshmi** Published an Article on “Internal Locus of Control” in the edited book with ISBN Number “Business Horizon”, December, 2010.
- 2010** Dr.P.Sundara Pandian, **S.Muthulakshmi** Published an Article on “Impact of Globalisation on SMEs” in the edited book with ISBN Number “Sales Promotional Strategies”, December 2010.
- 2010** Dr. P.Sundara Pandian, **S.Muthulakshmi** Published an Article on “Work Life Balance of Women Employees in ICICI Bank in Madurai District” in the edited book with ISBN Number “Research Methodology in Social Sciences”, August, 2010.

## **RESEARCH PRESENTATIONS**

- 2020** One day National Level Conference on "Bibliotherapy for All: An Innovative Practice in Library" organised by the Central Library, V.H.N.Senthikumara Nadar College(Autonomous),Virudhunagar Presented paper on "Health Problems faced by Women Managers in IT Sector - with special reference to Tamilnadu, held on 29th February 2020, Virudhunagar

- 2019** Two day International Conference on "Emerging Trends in Science and Social Science" organized by V.H.N.S.N College (Autonomous), Virudhunagar. Presented paper on "Micro Insurance Policies for Rural Women - with Special Reference to India", held on 3<sup>rd</sup> and 4<sup>th</sup> May 2019, Kuala Lumpur, Malaysia.
- 2019** International Conference on "Commerce and Management in Digital Era" organised by Cape Research Forum in Association with Vivekananda College, Agastheeswaram at Vivekanda Kendra, Kanyakumari Presented paper on "Health Problems Faced by Women Managers - With Special Reference to Tamilnadu" on 19th January 2019.
- 2019** ICSSR Sponsored Two day National Conference on "Insolvency and Bankruptcy Code, 2016 - New Bankruptcy Law for the Revival of Indian Economy" organised by Department of Commerce, V.H.N.S.N College (Autonomous), Virudhunagar. Presented paper on "Financial Inclusion and Women Empowerment", held on 03<sup>rd</sup> and 04<sup>th</sup> January, 2019.
- 2018** Two day International Conference on "Wellness Ecosystem for Millennial Business" organised by Department of Management (MBA & PGDM), Kristu Jayanti College (Autonomous), Bengaluru. Presented paper on "Framework of Blue Ocean Strategy to Eradicate Red Ocean Strategy", held on 27<sup>th</sup> and 28<sup>th</sup> April, 2018.
- 2018** Two day National Level Conference on "Gender and Development" organised by Department of Gender Studies, RGNIYD, Sriperumbudur. Presented paper on "Glass Ceiling in Selected Service Sector", held on 08<sup>th</sup> and 09<sup>th</sup> March, 2018.
- 2018** Two day ICSSR Sponsored National Conference on "Transformation of Youth – A Lead to Skilled and Developed India" organised by Department of Commerce, VHNSN College (Autonomous), Virudhunagar. Presented paper on "Skill Development in India and its Challenges", held on 27<sup>th</sup> and 28<sup>th</sup> February, 2018.
- 2018** International Conference on "Economics, Management, Social Sciences, Arts and Humanities (ICEMSAH)" at Kuala Lumpur, Malaysia. Presented paper on "Critical Factors Affecting Work Life Balance of Managerial Women – An Empirical Study with Reference to Tamilnadu, India", held on 01<sup>st</sup> and 02<sup>nd</sup> February, 2018.
- 2018** International Conference on "Economics, Management, Social Sciences, Arts and Humanities (ICEMSAH)" at Kuala Lumpur, Malaysia. Presented paper on "Online Shopping Behaviour Among College Students in Tamilnadu, India", held on 01<sup>st</sup> and 02<sup>nd</sup> February, 2018.
- 2017** National Conference on "Social Entrepreneurship and Growing Business Opportunities in India" organised by Department of Commerce SF, V.H.N.S.N College (Autonomous), Virudhunagar. Presented paper on "Crowd funding – A Catalyst for Social Entrepreneurship", held on 23<sup>rd</sup> and 24<sup>th</sup> August, 2017.

- 2017** International Conference on "Building an Inclusive Leadership Ecosystem for Global Business" organised by Department of Management Studies, Nehru Institute of Technology, Coimbatore Presented paper on "Consumer Socialization among Children in Indian Prospective", held on 18<sup>th</sup> August, 2017.
- 2017** Two day National Level Conference on "Working Women: Problems and Prospects" organised by Department of Commerce, V.H.N.S.N College (Autonomous), Virudhunagar. Presented paper on "Problems and Prospects of Women Entrepreneurs in India", held on 19<sup>th</sup> and 20<sup>th</sup> July, 2017.
- 2017** Two Day ICSSR Sponsored National Conference on "Less Cash Economy As a Strategy for Financial Inclusion in Rural India" organised by Department of commerce, V.H.N.S.N College (Autonomous), Virudhunagar. Presented Paper on "Demonetization and Complete Financial Inclusion", held on 14<sup>th</sup> and 15<sup>th</sup> March, 2017.
- 2017** Two Day UGC Sponsored National Seminar on Literature of the Transgenders organised by the Faculty of English and Foreign Languages, Gandhigram Rural Institute - Deemed University. Presented Paper on "Hijra and the Myth Surrounding Them: "A Reading of Lakshmi Tripathi's Me laxmi, Me Hijra", held on 30 -31 January 2017.
- 2017** One day National Level Conference on "Goods and Services Tax" organized by Department of Commerce, V.H.N.S.N College (Autonomous). Presented Paper on "GST - A Boon To Startups" held on 19<sup>th</sup> January 2017.
- 2016** Two day National conference on "Innovating Paradigms in Management and Entrepreneurship" organised by Aachi Institute of Management and Entrepreneurship Development on 25<sup>th</sup> and 26<sup>th</sup> November 2016. Presented paper on "A Study on Consumer Perception towards Private Labels in Virudhunagar" held on 25<sup>th</sup> and 26<sup>th</sup> November 2016.
- 2016** International Conference on "Make in India – Initiatives, Ideas & Challenges" organised by Department of Commerce (SF), VHNSN College (Autonomous). Presented Paper on "MSME'S – A Lead to Make in India" held on 19<sup>th</sup> and 20<sup>th</sup> August 2016.
- 2016** International Conference on "Subaltern Studies and Minority Literature" organised by Department of English & Foreign Languages, Bharthiyar University, Coimbatore. Presented Paper on "Gender Discrimination faced by Women Mangers in IT Sector – An Empirical Study with Reference to Tamilnadu" held on 30<sup>th</sup> and 31<sup>st</sup> March 2016.
- 2015** National Level Seminar on "Human Rights to Peace – Ethics and Policies" organised by IQAC, VHNSN College (Autonomous), Virudhunagar. Presented Paper on "The 'EPIDEMIC' of Violence Against Women in India" held on 18<sup>th</sup> and 19<sup>th</sup> December 2015.
- 2015** National Level Seminar on "Indian Retail Sector in the Global Economy: Emerging Trends, Issues and Challenges" organised by Department of Commerce

- Sri Kaliswari College, Sivakasi. Presented Paper on "Consumer Perception Towards Organised and Unorganised Retailing: A Prospective" held on 16<sup>th</sup> and 17<sup>th</sup> December 2015.
- 2015** National Level Seminar on "Indian Retail Sector in the Global Economy: Emerging Trends, Issues and Challenges" organised by Department of Commerce Sri Kaliswari College, Sivakasi. Presented Paper on "Ethical Issues in Retail Banking" held on 16<sup>th</sup> and 17<sup>th</sup> December 2015.
- 2015** National Seminar on "Current Scenario in Business Management and Technology: A Growth Pole for Promoting Rural enterprises (NSCSBMT – 2015)" organised by Department of Rural Industries and Management, Gandhigram Rural Institute – Deemed University, Gandhigram. Presented Paper on "Factors Affecting Work Life Balance of Women Nurses in Sivakasi Taluk" held on 9<sup>th</sup> December 2015.
- 2015** National Seminar on "Labour and Employment Scenario in India" organised by Department of Commerce, ST Hindu College, Nagercoil. Presented Paper on "Managerial Women and Work Home Inference" held on 25<sup>th</sup> September 2015.
- 2015** International Conference on "Strategies for Sustainable Growth of E-Commerce development" organised by Department of Commerce (SF), VHNSN College (Autonomous). Presented Paper on "Online Advertising - An effective Media" held on 24<sup>th</sup> and 25<sup>th</sup> July 2015.
- 2015** National Seminar on "Gender Injustice Through Ages" organised by Department of History, Sree Ayyappa College for Women, Chunkankadai. Presented Paper on "Gender Discrimination Faced by Women Managers in Service Sector – An Empirical Study with Reference to Tamilnadu" held on 09<sup>th</sup> and 10<sup>th</sup> April 2015.
- 2014** International Conference on "Problems and Prospects of E-Commerce", organised by Department of Commerce (SF), VHNSN College (Autonomous). Presented Paper on "Online Shopping among College students at Virudhunagar District", held on 25<sup>th</sup> and 26<sup>th</sup> July 2014.
- 2014** UGC sponsored National Level Seminar on "Prospects of Women in Business", organised by S.T.Hindu College. Presented paper on "Stress faced by Women Managers and their Management Technique, held on 19<sup>th</sup> and 20<sup>th</sup> September, 2014.
- 2013** National Symposium on "Configuring ICT towards Rural India" held on 5<sup>th</sup> January, 2013 at VHNSN College, Virudhunagar and presented a paper on "Work life Balance Perception and ICT usage by Women Managers in Tamil Nadu".
- 2012** International conference on "Shifting Paradigms of Business" held on 23<sup>rd</sup> and 24<sup>th</sup> July, 2012 at VHNSN College, Virudhunagar and presented a paper on "Work Life Balance- A Challenge Experienced by Managerial Women".
- 2011** National conference on "HR at the Modern Workplace" held on 16<sup>th</sup> and 17<sup>th</sup> December, 2011 at SDM Institute for Management Development, Mysore and

presented a paper on “A Study on Stress among Women Employees in IT Sector”.

- 2011** National conference on “Recent trends in Yoga and Physical Education” held on 11<sup>th</sup> and 12<sup>th</sup> August, 2011 at VHNSN College, Virudhunagar and presented a paper on “Exercise- A Stress Reliever of Working Women”.
- 2010** National Seminar on “Sales Promotion Strategies” held on 22<sup>nd</sup> and 23<sup>rd</sup> December, 2010 at VHNSN college, Virudhunagar and presented a paper on “Promotion of MSMEs”.
- 2010** National Conference on “Venture Capital Finance in India” held on 7<sup>th</sup> and 8<sup>th</sup> September, 2010 at Osmania University Campus, Hyderabad and presented a paper on “General Perception of Investee Companies”.
- 2010** TANSCHÉ sponsored National Level Seminar on “Research Methodology in Social Sciences presented a paper on “Work Life Balance of Women Employees in ICICI Bank in Madurai District” on 06<sup>th</sup> & 07<sup>th</sup> August, 2010 at VHNSN College, Virudhunagar.
- 2009** NAAC sponsored State Level workshop on Quality Excellence and Quality Sustenance in Education presented a paper on “Knowledge Management for Higher Education” on 21<sup>st</sup> August, 2009 at Sourashtra College, Madurai.
- 2009** International Conference on "Survival And Growth Strategies in Changing Business Scenario" held on 28<sup>th</sup> and 29<sup>th</sup> December, 2009 presented paper on "Clean Development Mechanism - An Overview" at Annamalai University, Annamalainagar
- 2009** International Conference on "Challenges of Global Business in the 21<sup>st</sup> Century" held on 04<sup>th</sup> and 05<sup>th</sup> December, 2009 presented paper on "Impact of Globalisation on SME's" at REV.Jacob Memorial Christain College, Ambilikkai, Dindigul.
- 2008** National Seminar on "Recent Trends in Banking" held on 02<sup>nd</sup> April, 2008 presented paper on "Bank Assurance – SWOT Analysis" at The Association for Managerial Excellence, Tamilnadu College of Engineering, Karumathampatti.

**FDP / WORKSHOP / SHORT-TERM COURSE/ SEMINARS/TRAINING PROGRAMME PARTICIPATION**

- 2022** Two Day National Level Virtual Faculty Programme on "Strategies for Writing Review of Literature" organized by Department of Commerce (SF), VHNSN College (Autonomous), Virudhunagar on 21<sup>st</sup> & 22<sup>nd</sup> March, 2022.
- 2022** One Day National Level Webinar on "Leadership Etiquette" organized by Department of Commerce (SF), VHNSN College (Autonomous), Virudhunagar on 25<sup>th</sup> July, 2022.

- 2019** Short-Term Course on "Gender Sensitization & Social Justice" from 5<sup>th</sup> August to 9<sup>th</sup> August, 2019
- 2019** One day State Level Workshop on " Reforms in Curriculum Design & Evaluation Based on OBE" organised by Internal Quality Assurance cell and Office, Standard Fireworks Rajaratnam College for Women (Autonomous), Sivakasi held on 27<sup>th</sup> July, 2019.
- 2019** Faculty Development Programme on "Enable relationship - Enhance Skills - Empower" organised by Department of Management Studies, VHNSN College (Autonomous), Virudhunagar, September 19, 2019
- 2019** Five Day National Level Workshop on "Data Analysis for Business Research" organized by Department of Management Studies, School of Management, Pondicherry University from 18<sup>th</sup> June to 22<sup>nd</sup> June 2019.
- 2019** Three-day International Workshop on "Effective Theory- Building and Testing Using Structural Equation Modeling for Social Sciences" organised by DDU KAUSHAL KENDRA, COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY, KOCHI, KERALA -INDIA held on 19<sup>th</sup> - 21<sup>st</sup> December, 2019.
- 2019** State Level Sensitizing Workshop on "Intellectual Property Rights (IPR) and Technology Licensing" organized by Internal Quality Assurance Cell, VHNSN College (Autonomous), Virudhunagar on 1<sup>st</sup> March, 2019.
- 2019** One day National Level Workshop on "Online Publishing, Plagiarism and Research Integrity" organised by VHNSN College (Autonomous), Virudhunagar, Central Library in Collaboration with Society for the Advancement of Library and Information Science (SALIS) held on 15<sup>th</sup> February, 2019.
- 2019** Cycle Rally Awareness on "Environmental Protection" organized by NSS Girls Units, VHNSN College (Autonomous), Virudhunagar on 09<sup>th</sup> February, 2019.
- 2018** One Day State Level Workshop on "Public Financial Management Systems (PFMS) with special reference to EAT Modules" organized by VHNSN College (Autonomous), Virudhunagar held on 07<sup>th</sup> and 08<sup>th</sup> August, 2018.
- 2017** One Day National Conference on "Smart Summit - 2017" organized by PEARL - A Foundation For Educational Excellence held on 10<sup>th</sup> December 2017.
- 2017** Inter College Cultural Competitions and workshop on "My Vision – Corruption free India" organized by The American College, Madurai held on 25<sup>th</sup> October 2017.
- 2017** Faculty Development Programme on "Hands on Training on Mendeley for Effective Reference Management" organized by IQAC, VHNSN College (Autonomous), Virudhunagar held on 16<sup>th</sup> September 2017.



- 2016** One Day Workshop on “Holistic Health for Women” organized by Self Entrepreneur Forum, OGA, NSS and WEC, VHNSN College (Autonomous), Virudhunagar held on 27<sup>th</sup> December 2016.
- 2016** Eye Awareness Camp organized by Lions Clubs International, Lions Club of Sivakasi Cracker City Dist. 324-B4 held on 07<sup>th</sup> December 2016.
- 2015** Disaster Awareness Programme organized by Sri Sathya Sai Seva Organisations Tamilnadu held on 06<sup>th</sup> and 7<sup>th</sup> October 2015.
- 2015** International Yoga Day Celebration organized by Nehru Yuva Kendra - Virudhunagar held on 21<sup>st</sup> June, 2015.
- 2014** UGC Sponsored One Day State Level Seminar on “Environmental Protection” organized by NSS, VHNSN College (Autonomous), Virudhunagar held on 1<sup>st</sup> August 2014.
- 2014** UGC Sponsored Capacity Building Workshop on “E-Content Development” organized by VHNSN College (Autonomous), Virudhunagar held on 11<sup>th</sup> March to 15<sup>th</sup> March 2014.
- 2014** Rally on Road Safety Awareness Programme organized by Indian Red Cross Society, Virudhunagar held on 23<sup>rd</sup> January 2014.
- 2013** “First Aid Training Programme” organized by DAVAO Medical University, Philippines and Trust Community College, Vengadampatty, Tamilnadu held on 17<sup>th</sup> December, 2013.
- 2013** Two Day FDP – “Hands on Training in Statistical Analysis and Interpretation Using SPSS and AMOS” organized by Department of Management Studies, V.H.N.S.N College, Virudhunagar held on 08<sup>th</sup> and 9<sup>th</sup> March, 2013.
- 2013** A Training Programme on “Counselling” organized by Women Empowerment Cell & Old Girls Association held on 28<sup>th</sup> February, 2013.
- 2012** One Day Training Programme on "SHE - A TRAINING PROGRAMME" organized by Women Empowerment Cell & Old Boys Association, V.H.N.S.N College, Virudhunagar held on 29<sup>th</sup> September, 2012.
- 2012** "Eye Donation Awareness Camp" organized by Lions Club International Dist. 324-B4 held on 10<sup>th</sup> September, 2012.
- 2012** Three Days Training on "Application of Statistics in Research Using SPSS" organized by V.H.N.S.N College, Virudhunagar held on 23<sup>rd</sup> to 25<sup>th</sup> April, 2012.
- 2011** UGC Sponsored Three Day Training Programme on "Competence Building for Young Teachers" organized by IQAC, V.H.N.S.N College, Virudhunagar held on 17<sup>th</sup> to 19<sup>th</sup> February, 2011.

- 2011** Workshop on "Life Skills" organized by Women Empowerment Cell held on 12<sup>th</sup> February, 2011.
- 2010** Seminar on "Contributions of Swami Vivekananda to Indian Youth" organized by RGNIYD, Sriperumbudur held on 12<sup>th</sup> January, 2010.
- 2009** National Level Workshop on "Application of Statistical Tools in Social Science Research" organized by IQAC, VHNSN College, Virudhunagar held on 09<sup>th</sup> and 10<sup>th</sup> October, 2009.
- 2009** National Seminar on "Indian Financial Service Sector" organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli held on 05<sup>th</sup> September and 06<sup>th</sup> September 2009.
- 2009** UGC Sponsored National Workshop on "Research Methodology for Researchers in Commerce and Management" organized by Department of Commerce SFR College, Sivakasi held on 05<sup>th</sup> August, 2009.
- 2009** National Seminar on "Recent Trends in Capital Market" organized by Department of Commerce with Computer Applications, Fatima College, Madurai held on 11<sup>th</sup> and 12<sup>th</sup> March, 2009.
- 2009** National Level Seminar on "Client / Server Technology / NANO Technology / Web Technology / Multimedia Technology" organized by V.P. Muthiahpillai Meenakshi Ammal Arts & Science College for Women held on 21<sup>st</sup> February, 2009.
- 2009** TANSCHHE Sponsored State Level Seminar on "Environmental Protection Awareness" organized by VHNSN College, Virudhunagar held on 20<sup>th</sup> February, 2009.
- 2008** Certificate Programme on "SPSS 16.0 Software" organized by Sardar Vallabhabhai Patel Institute of Textile Management held on 19<sup>th</sup> and 20<sup>th</sup> September, 2008.
- 2008** National Seminar on "Impact of Globalisation on Industry & Commerce" organized by Sourashtra College, Madurai held on 01<sup>st</sup> March, 2008.

#### **Certificate of Appreciation**

**காந்தியம் வளர்போம் கருத்தரங்கம் பங்கேற்பு & பாராட்டு  
சான்றிதழ் வழங்கப்பட்டது 06<sup>th</sup> August, 2013.**

#### **PUBLICATION IN EDITOR TO NEWS PAPER COLUMN**

##### **M.Phil Guided**

1. A Study on Problems Faced by Agricultural Labourers in Kamuthi Taluk - August 2014
2. A Study on Occupational Stress of Bank Employees in Aruppukottai Taluk - June 2015
3. A study on the Attitude of Chit Fund Holders Towards Shriram Chits (P) Ltd in Virudhunagar- June 2015

4. A study on Occupational Health and Safety Measures of Women Employees in Shri Ramalinga Private Limited at Aruppukottai- June 2016

5. Consumer Perception towards Organic Products- A study with Special Reference to Virudhunagar - July 2017

4.Guiding : 1

### **Awards & Achievements**

Kamarajar Award provided by Rotary Club of Virudhunagar on 28<sup>th</sup> February, 2021

Outstanding Teacher Award 2020 provided by National Teachers Day Awards – 2020 organised by Cape Forum – You Trust, Kanyakumari, Tamil Nadu on 5<sup>th</sup> September, 2020

PEARL Foundation Best Women Assistant Professor Award in the year 2017

RED Research Educational Talks Daily International Powered by RPMRES Institute o Higher Education & Research in Collaboration with IIM Australia IIST Sri Lanka DRPF Macedonia IMRF Thailand UP Skill Malaysia IMRF India - INDO Asian - Michael Aldrich Distinguished Women Research Award.

Outstanding Award Teacher Award 2020, issued by Cape Forum - You Trust.

Ph.D Felicitation Award received from Rotary Club, Virudhunagar

### **Members in Research Organisations**

Cape Forum of By and You Trust Reg.No. 198/B4-2017.

Red Talks Annual Member.

### **WORKING EXPERIENCE**

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**2007 onwards**      **Assistant Professor**, Department of Commerce, VHNSN College, (Autonomous), Virudhunagar, India

**2005 - 2006**      **Lecturer**, Modern Office Practice, VSVN Polytechnic, Virudhunagar, India

**2003 – 2004**      **Lecturer**, Department of Management Studies, Sri Kaliswari College, Sivakasi, India.

**2000 – 2002**      **Lecturer**, Department of Commerce, St.Mary's College, Tuticorin, Tamil Nadu, India

### **QUESTION PAPER SETTER**

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- Alagappa University, Karaikudi
- St.Mary's College, Thoothukudi
- St.Xavier's College, Palayamkottai
- ANJAC College (Autonomous), Sivakasi
- Standard Fireworks Rajaratnam College for Women (Autonomous), Sivakasi

## **EXTENSION SERVICES**

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### **NATIONAL SERVICE SCHEME**

**2009 - 2017**                National Service Scheme Programme Officer of the college.

#### **Orientation/ Refresher Courses**

- Attended UGC Sponsored Refresher Course on “Contemporary Developments and Emerging Challenges in Business” organized by MKU University, Madurai on 09.03.2018 to 29.03.2018.
- Attended Orientation Training from 18.07.2012 - 24.07.2012 at Avinashilingam University, Coimbatore.
- Attended Refresher Course from 10.11.2010 - 1.12.2010 at 'Rural Industries and Management', UGC Refresher Course Centre, Gandhigram Rural Institute - Deemed University
- Attended Refresher Course form 19.08.2015 - 08.09. 2015 at Bharathiar University, Coimbatore.
- Attended Orientation Programme from 24.09.2008 to 21.10.008 at Madurai Kamaraj University, Madurai.