

NAME	:	Dr.A.Aruna Devi
DESIGNATION	:	Assistant Professor
DEPARTMENT	:	COMMERCE (CORPORATE SECRETARYSHIP)
DATE OF BIRTH	:	10.01.1981; 40 Years
E-MAIL	:	a.arunadevi@ymail.com
Contact No	:	9789320147



Nationality and Mother Tongue	:	Indian, Tamil
Teaching Experience	:	12 years
Research Experience	:	6 years

Research

Ph.D Thesis - Area – Entrepreneurship

M.Phil Dissertation – Area – Investment

Academic Qualification : M.Com.M.Phil, DPTT, PGDCA, DGT, ADFDM Ph.D

M.Phil Guidance : 8

Ph.D Guidance : 4

BOOKS PUBLISHED :

Sl.No	Title	Name of the Journal	Page	Rate	year	Book No.
1.	Service Sector Management	COMM_ZINE	268	Rs.500	2013	ISBN-978-81-926040-1-5
2.	Women Entrepreneurship	COMM_ZINE	253	Rs.500	2015	ISBN-978-81-926040-8-4
3.	Green Marketing Issues and Challenges	International Seminar Proceedings	483	Rs.500	2017	ISBN : 978-81-933821-0-3
4.	XI Accountancy Volume I	Surya Publications	365	Rs.285	2018	-
5.	XI Accountancy Volume II	Surya Publications	250	Rs.210	2018	-
6.	XI Commerce	Surya Publications	335	Rs.190	2018	-
7.	XII Commerce	Surya Publications	320	Rs.210	2019	-
8.	Good Beginning for A Great Success - A Comprehensive Guide to Personality Development	Research India Publications	530	Rs.900	2018	ISBN : 978-93-87374-76-8

Details of Publications:

Sl.No	Title	Periodicity of the article	Name of the Journal	Page	year	Journal No. ISBN/ISSN/ Impact factor No.
1.	Role Of Women in HRM	December 2011	Nehru Journal of Management And Research	99-102	2011-2012	Issue – 3, Volume – 1 June 2011, ISSN 2230-7974
2.	Global Recession	December 2011	Pragnavani Journal of Dazzling Research Aspirants	60-63	2011-2012	Issue – 2, Volume – 6 July – Dec 2011, ISSN 2249 – 6017
3.	Study on Socio Economic Conditions of Working Women in Tirunelveli Corporation	December 2012	Pragnavani, Journal of Dazzling Research Aspirants	42-52	2011-2012	Issue – 2, Volume – 7 June – Dec 2012, ISSN 2249 – 6017
4.	A Study on Socio Economic Conditions of Working Women in Tirunelveli Corporation	December 2012	Pragnavani, Journal of Dazzling Research Aspirants	42-52	2012-2013	Issue – 2, Volume – 7 June – Dec 2012, ISSN 2249 – 6017
5.	Indian Women Under Consumer World	June 2012	Pragnavani, Journal of Dazzling Research Aspirants	81-85	2012-2013	Issue – 2, Volume – 7 June – Dec 2012, ISSN 2249 – 6017
6.	Problems of Women Entrepreneurs in Tirunelveli District	June 2013	Pragnavani, Journal of Dazzling Research Aspirants	45-51	2013-2014	Issue – 3, Volume – 8 Jan – June 2013, ISSN 2249 – 6017
7.	Indian Women in Entrepreneurial World	October 2013	COMM – ZINE An Edited book on Service Sector Management	74-82	2013-2014	Issue - 1,Year 2013, ISBN 978-81-926040-1-5
8.	Growth of Women Entrepreneurship in Tirunelveli District- A study	March 2014	Southern Economist	5-7	2013-2014	Volume 52- Number22, March 2015, ISSN -0038-4046
9.	Bank Schemes and Loans for Women Entrepreneurs in Tamil Nadu – A Study	September 2015	COM – SEM – 2015 An ICSSR Sponsored Edited book	281-284	2014-2015	Issue – 1,Year – 2015, ISBN : 978-93-80686-29-5
10.	MSME	2015	COMM –	1-7	2015-2016	Issue – 1,Year 2015

11.	development and rustic women entrepreneurship: Tool for Cost-Effective empowerment		ZINE An Edited book on Women Entrepreneurship A key to Success			ISBN 978-81-926040-8-4
12.	Higher Education in India Issues and Inferences	2015	Proceedings of National Conference on State of the Art Methodology to enhance teaching learning and evaluation process	319-321	2015-2016	ISBN : 978-81-926040-5-3
13.	A Systematic Way Of Using Mobile Library	January 2016	National Conference on Evolving Role of Librarian and Librarianship	319-322	2015-2016	ISBN-978-81-926040-9-1
14.	Professional Competencies for Librarian - LIS	January 2016	National Conference on Evolving Role of Librarian and Librarianship		2015-2016	ISBN-978-81-926040-9-1
15.	Buying Attitude of Green Consumer in Tirunelveli District – A Study	August 2016	International Seminar on Green Management in India and in Abroad Nehru Memorial College, Trichy	194-199	2016-2017	ISBN – 978-81-8286-032-2, August 2016
16.	A Study on impression of Stress and Surviving Strategies Among the Bank Employees in Tirunelveli District	June 2017	International Journal of Research in Commerce and Management	21-24	2017-2018	IJRCM – Haryana Volume no-7(2017) issue no-06(2017) ISSN : 2231-5756 Impact Factor 3.25
17.	A Study on Gender inequalities and discrimination at work among the women government employees in Tirunelveli District	July 2017	UGC Sponsored National Conference on Working Women :Problems and ProspectsVirudhu Nagar Hindu Nadar’s SenthikumaraNadar College, Virudhu Nagar.	23-26	2017-2018	ISBN : 978-93-81723-72-2
18.	Marketing of Pension Schemes by the Insurance Sectors with	January 2017	Sadakkath Research Bulletin - An UGC Approved research Journal		2017-2018	ISSN : 2347-7644

	special reference to Tirunelveli District - A Study					
19.	Awareness on Health Care Green Products in Tirunelveli District- A Study	August 2017	One day International Seminar on Green Marketing Issues and Challenges	420-423	2017-2018	ISBN:978-81-933821-0-3
20.	Study on Empowerment of Women through SHGs with Special Reference To Thoothukudi	October 2017	Journal of Management Science	37-41	2017-2018	Journal of Management and Science Printed ISSN:2249-1260; Online ISSN : 2250-1819 Issue No: 2 – J008 –(DOAJ - Directory of Open Access Journal) UGC Approved Journal Number : 49291 Impact Factor : 4.19
21.	A study on consumer buying behaviour on smart phones in Tirunelveli District	June 2017	Pragnavani — Bi-annual - Multi Disciplinary Journal National Journal for Dazzling Research Aspirants	55-58	2017-2018	Pragnavani ISSN-2249-6017
22.	A Study on Customer Preference on Small Cars with special reference to Maruthi Suzuki in Tirunelveli	December 2018	Pragnavani — Bi-annual - Multi Disciplinary Journal National Journal for Dazzling Research Aspirants	48-52	2017-2018	Pragnavani ISSN-2249-6017
23.	A study on Factors Influencing Continuous E-Banking System in Tirunelveli District	September 2017	Bonfring International Journals	34-36	2017-2018	ISBN : 978-93-866638-26-7
24.	A Study on Impact of GST in India	December 2017	SVNC Research Journal, S.Vellaichamy NadarCollege, Madurai	44-47	2017-2018	ISSN : 0976-2949, Volume 12
25.	A Study on Role of Green Marking and its impact on Consumers in Tirunelveli District	December 2018	Pragnavani — Bi-annual - Multi Disciplinary Journal National Journal for Dazzling Research	37-42	2017-2018	Pragnavani ISSN-2249-6017

			Aspirants			
26.	Challenges faced by Women Entrepreneurs in Tirunelveli District - A study	February 2018	Roots International Journal of Multi Disciplinary Researches	77-79	2018-2019	ISSN : 2349-8684; Volume 4, Special Issue 8 UGC Approved Journal Number 48991 Impact Factor : 3.487
27.	A Study on Environmental Impacts on Tourism in India	May 2018	International Conference Proceedings on Socio-Economic, Environmental, Ethical Science and Technological Impact on Various Facets of Trade and Commerce	88-93	2018-2019	ISBN : 9788193382127
28.	A Study on Eco-Friendly Food Packaging on Bio Degradable Product in Thoothukudi District.	September 2019	International Seminar on “Recent Trends in Marketing Technology”	97-105	2018-2019	Volume – 6/Special Issue 1/September 2018; Shanlax International Journal of Commerce, ISSN – 2320-4168; Impact factor : 4.118/ UGC Approved Journal No. 44120
29.	A Study on Awareness and Attitudes of Food Handling Practices of Mothers in Thoothukudi District.	September 2018	One Day International Conferences on “Innovation in Management Practices	31-34	2018-2019	e-ISSN : 2455-3085 Research Review International Journal of Multidisciplinary Impact Factor : 4.184(Indexed Journal) UGC approved Journal Number : 44945
30.	A Study On Crypto Currencies and Bit Coin in India	September 2018	International Conference on “The Global Relevance of Bit Coin as a payment system”	45-50	2018-2019	ISBN : 978-93-85643-25-3
31.	Good Beginning for great Success – A Comprehensive guide to Personality Development – Edited Volume	October 2018	Research India Publications, New Delhi.	85-92	2018-2019	ISBN : 978-93-87374-76-8
32.	A Study on students empowerment and Employability	February 2019	NAAC Sponsored Two Day National Conference on Issues and	149-153	2018-2019	ISBN : 97881933821-6-5

	avenues in Tirunelveli City		Innovative initiatives towards Vital, Viable and Value bound Quality Higher Education			
33.	A Study on Social Responsibilities of Higher Education Institutions in Tirunelveli City	February 2019	NAAC Sponsored Two Day National Conference on Issues and Innovative initiatives towards Vital, Viable and Value bound Quality Higher Education	63- 67	2018-2019	ISBN : 97881933821-6-5
34.	A study on Consumer perception towards Super Market in Tirunelveli City.	March 2019	UGC Sponsored One day National Level Seminar Sadakath - A Research Bulletin	216-218	2018-2019	(ISSN: 2347 7644) UGC Reference No.64130 (Page Number 216-218)
35.	A Study on current business and Economic Condition of Digital Marketing in Tirunelveli City.	March 2019	Sadakath - A Research Bulletin	202-206	2018-2019	ISSN: 2347 7644) UGC Reference No.64130
36.	A Study on current business and Economic Condition in India	March 2019	Sadakath - A Research Bulletin		2018-2019	ISSN: 2347 7644) UGC Reference No.64130
37.	GST benefits and Impacts in Indian Economy	March 2019	Sadakath - A Research Bulletin	198-201	2018-2019	ISSN: 2347 7644
38.	Work Life Balances of Women nurses in hospitals with reference to Tirunelveli District - A study	April 2019	Three days International Conference on Employment Skills and Rural Transformation- Sponsored by Impactful Policy Research in Social Science (ICSSR) (MHRD) Government of INDIA Asian Journal of Multidimensional Research, (AJMR)	643-649	2018-2019	ISSN : 2278 4853, Vol 8,Spl Issue 2, April 2019, Impact Factor: SJIF 2018 =6.053
39.	A study on issues and challenges of women entrepreneurs in	July 2019	One day International Conference on Women	445-450	2019-2020	ISBN : 978-81-933821-9-6

	tiruneveli city		Empowerment is Mother India Empowerment			
40.	A study on the emerging role of women entrepreneurship on Tirunelveli district	July 2019	One day International Conference on Women Empowerment is Mother India Empowerment	235-238	2019-2020	ISBN : 978-81-933821-9-6
41.	A study on challenges faced by women entrepreneurs in Tirunelveli district	July 2019	One day International Conference on Women Empowerment is Mother India Empowerment	110-114	2019-2020	ISBN : 978-81-933821-9-6
42.	A study on women empowerment in India	July 2019	One day International Conference on Women Empowerment is Mother India Empowerment		2019-2020	ISBN : 978-81-933821-9-6
43.	A study on key tax incentives in India	August 2019	One day International Conference on Tax Performance of Central Government in India	314-318	2019-2020	ISBN : 978-93-89146-73-8:
44.	Tax reforms in India	August 2019	One day International Conference on Tax Performance of Central Government in India	327-330	2019-2020	ISBN : 978-93-89146-73-8:
45.	A Study on impact of communication and decision making problems of administrative managers in Tirunelveli City	September 2019	One day National Conference on “ Strategic Human Resource Management - A Global Perspective Research Committee, St.Mary’s College (Autonomous), Thoothukudi – 628001	127-132	2019-2020	ISBN : 978-9389146-72-1
46.	Strategic HR challenges faced by FMCG Companies	September 2019	One day National Conference on “ Strategic Human Resource Management - A Global Perspective Research	108-111	2019-2020	ISBN : 978-9389146-72-1

			Committee, St.Mary's College (Autonomous), Thoothukudi – 628001			
47.	- A Study on Job Stress among private hospitals employees in Tirunelveli District.	September 2019	One day National Conference on “ Strategic Human Resource Management - A Global Perspective Research Committee, St.Mary's College (Autonomous), Thoothukudi – 628001	243-247	2019-2020	ISBN : 978-9389146-72-1
48.	A study on Employee Involvement of Production Department in Cement Industry with reference to Tirunelveli City.	September 2019	Indo Global Journal of Commerce And Economics - Quarterly International Journal	82-84	2019-2020	ISSN : 2393-9796; Impact Factor - 4.153 Quarterly Factor 0.90
49.	A study on Behaviour of Consumers in E-Marketing	September 2019	Indo Global Journal of Commerce And Economics - Quarterly International Journal	89-90	2019-2020	ISSN : 2393-9796; Impact Factor - 4.153 Quarterly Factor 0.90
50.	A study on Quality of Work life among private hospital nurses in Tirunelveli District	September 2019	Indo Global Journal of Commerce And Economics - Quarterly International Journal	1-3	2019-2020	ISSN : 2393-9796; Impact Factor - 4.153 Quarterly Factor 0.90
51.	Growth of entrepreneur development in India	October 2019,	Restaurant Business- Online Journal, Volume 118, Issue 10-	272-279	2019-2020	ISSN : 0097-8043, UGC List Journal (S.No.10549)- Scopus Indexed Journal
52.	Relationship of Marketing Communication and Employee encouragement in Textile Industry	December 2019	Journal of Management, Volume 7, Number 2 December 2019	63-65	2019-2020	EOI : eoi.citefactor.org 10.11224/JUJ.07.02.10
53.	International Conference on Global Economic Shift : Modus Operandi For Sustenance and Enhancement of	January 2020	PG and Research Department of Commerce St.Xavier's College, (Autonomous), Palayamkottai.	5177-5180	2019-2020	Our Heritage Journal UGC Care List Group -I , Vol-68/ Issue - 1 January 2020 – ISSN : 0474-9030 Impact Factor 6.6

	Business in India - A Study on Changing Business Scenario and Corporate Governance in Tirunelveli District.					
54.	International Conference on Global Economic Shift : Modus Operandi For Sustenance and Enhancement of Business in India - A Study on Consumer Perception in Digital Marketing With Household Articles in Tirunelveli City.	January 2020	PG and Research Department of Commerce St.Xavier's College,(Autonomous), Palayamkottai	5165-5170	2019-2020	Our Heritage Journal UCG Care List Group -I , Vol-68/ Issue - 1 January 2020 - ISSN : 0474-9030; Impact Factor 6.6
55.	International Conference on Global Economic Shift : Modus Operandi For Sustenance and Enhancement of Business in India - Role of Human Resource Management in An Organization	January 2020	PG and Research Department of Commerce St.Xavier's College,(Autonomous), Palayamkottai	5171-5176	2019-2020	Our Heritage Journal UCG Care List Group -I , Vol-68/ Issue - 1 January 2020 - ISSN : 0474-9030;Impact Factor 6.6
56.	10 th All India Conference - A Study on Customer Preference Towards Cosmetics Product Among Women in Tirunelveli District	Volume 10 /2020	Scott Research Forum (SRF), Scott Christian College (Autonomous), Nagercoil-629 003	212-217	2019-2020	Journal of Scott Research Forum, ISSN : 0973-2705
57.	10 th All India Conference - A Study on Rural Marketing Opportunities and Challenges in Thoothukudi District	Volume 10 /2020	Scott Research Forum (SRF), Scott Christian College (Autonomous), Nagercoil-629 003	237-239	2019-2020	Journal of Scott Research Forum, ISSN : 0973-2705

58.	10 th All India Conference - A Study on Passengers Satisfaction and Service Quality of Railway with Reference to Tirunelveli District.	Volume 10 /2020	Scott Research Forum (SRF), Scott Christian College (Autonomous), Nagercoil-629 003	300-305	2019-2020	Journal of Scott Research Forum, ISSN : 0973-2705
59.	10 th All India Conference - A Study on effectiveness of Television Advertisement with reference to Tirunelveli District	Volume 10 /2020	Scott Research Forum (SRF), Scott Christian College (Autonomous), Nagercoil-629 003	306-311	2019-2020	Journal of Scott Research Forum, ISSN : 0973-2705
60.	A Study on Challenges in Automobile Industry in Tirunelveli City	February 2020	St.Xaviers College (Autonomous), Tirunelveli	4243-4248	2019-2020	Studies in Indian Place Names (UGC Care Journal) ISSN : 2394-3114;Vol-40-Issue-50March-2020
61.	One Day National Seminar on “ EAT RIGHT INDIA” - Food Adulteration Affects the People in India	August 2020	Department of Commerce (Self - Finance), Sri Parasakthi College For Women, Courtallam.	39-43	2020-2021	ISBN: 97-893540-6635
62.	One Day National Seminar on “ EAT RIGHT INDIA” -A Study on consumer Awareness Towards Organic Food Products in Tirunelveli District	August 2020	Department of Commerce (Self - Finance), Sri Parasakthi College For Women, Courtallam.	49-55	2020-2021	ISBN: 97-893540-6635
63.	26.One Day National Seminar on “ EAT RIGHT INDIA” - A study on Customer Buying Behaviour Towards Ready to cook food products in Thoothukudi District	August 2020	Department of Commerce (Self - Finance), Sri Parasakthi College For Women, Courtallam.	36-38	2020-2021	ISBN: 97-893540-6635
64.	One Day National Seminar on “ EAT RIGHT INDIA” - . A Study on Impact of Food	August 2020	Department of Commerce (Self - Finance), Sri Parasakthi College For Women, Courtallam.	44-48	2020-2021	ISBN: 97-893540-6635

	Adulteration in Tirunelveli City.					
65.	Digitalization Of Higher Education To Promote Quality In Thoothukudi District”	January 2021	Proceedings with ISBN on Two Days National Conference on “Strengthening IQAC for Quality Sustainability”	69-71	2020-2021	ISBN : 978-81-934352-2-9
66.	A Study On Impact Of Online Learning Among Students In Tirunelveli City	January 2021	Proceedings with ISBN on Two Days National Conference on “Strengthening IQAC for Quality Sustainability”	88-91	2020-2021	ISBN : 978-81-934352-2-9
67.	A Study On Digital Technology Used In Higher Education With Reference To Tirunelveli City”	January 2021	Proceedings with ISBN on Two Days National Conference on “Strengthening IQAC for Quality Sustainability”	64-68	2020-2021	ISBN : 978-81-934352-2-9
68.	A Study On Consumer Favorites Towards Household Electronic Products In Thoothukudi District	February 2021	International Journal of Research in Engineering and Science (IJRES	36-37	2020-2021	Issue : 3; Volume 9; Page nos: 36-37 ISSN: 2320-9364
69.	Digital Transformation Of Consumer Preferences Towards Household Electronic Products In Thoothukudi District	February 2021	International Journal of All Research Education and Scientific Methods (IJARESM),	223-224	2020-2021	ISSN: 2455-6211 Volume 9, Issue 3, March -2021, Impact Factor: 7.429(Page Number 223-224)
70.	A Study On Impact Of Celebrity Advertisement In Media With Reference To Consumer Products In Tirunelveli District	February 2021	PROGRESSIO ALAS JOURNAL – Online Peer Review Journal		2020-2021	ISSN NUMBER: 2582-7987, Volume 1, Issue 2
71.	A Study On Consumer Preference Towards Household Electronic Products From	February 2021	PROGRESSIO ALAS JOURNAL – Online Peer Review Journal		2020-2021	ISSN NUMBER: 2582-7987, Volume 1, Issue 2

	Retail Shops In Thoothukudi District					
72.	A Study On Issues Faced By Media Advertisement In Tirunelveli District	February 2021	IUJ Journal of Management	187-193	2020-2021	Vol 9, No.1, June 2021, EOI: eoi.citefactor.org/10.11224/IUJ.09.01.13 (page number : 187-193)

Participation in Conference/Seminar/Workshop/Symposium :

S.No	Title/ Institution	Conference/ Seminar/ Workshop/ Symposium	Level: State/ National/ International	Status of Participation Presentation / Participant	Year
1.	“Recent Scenario in Service Sector Organisation” (Opportunities and Challenges)	Seminar	National	Presented	2011
2.	“ Global Changes and Sustainable Consumption” Issues and Challenges	Seminar	National	Presented	2012
3.	“Profiling Research Publications For Quality Research”	Workshop	International	Participated	2012
4.	Research Colloquium in Business Studies	Seminar	National	Participated	2013
5.	“Research Methodology : Recent and Effective Techniques”	Workshop	National	Participated	2013
6.	“Creating Entrepreneurship Awareness Among Self-Help Group Members in Tirunelveli District, Tamilnadu - COM – SEM- 2015	Workshop	National	Presented	2015
7.	National Programme on Technology Enhanced Learning Workshop (IIT Madras)	Workshop	National	Participated	2015
8.	”State of the Art Methodology of Enhance Teaching, Learning and Evaluation Process”	Conference	National	Presented	2015
9.	Innovative Practices in Human Resource Management	Workshop	National	Participated	2015
10.	SPSS and its Practical Applications in Research & Development	Workshop	State	Participated	2015
11.	Bank Schemes and Loans for women Entrepreneurs in Tamilnadu	Seminar	National	Presented	2015
12.	Higher Education in India Issues and Inferences	Conference	National	Participated	2015

13.	Buying Attitude of Green Consumer in Tirunelveli	Seminar	International	Participated	2015
14.	Evolving Role of Library and librarianship	Seminar	National	Presented	2015
15.	“Working Women: Problems and Prospects.”	Conference	National	Presented	2016
16.	Green Management	Seminar	International	Presented	2016
17.	Developing Innovative Products	Workshop	State	Participated	2016
18.	Modern Perspectives and Strategies in Teaching, Learning and Evaluation	National	Conference	Participated	2016
19.	International Seminar on Green Marketing Issues and Challenges	Seminar	International	Presented	2017
20.	Global and Indian Banking scenario	Conference	International	Presented	2017
21.	Recent Trends in Commerce and Technology (NCRTCT-7)	Conference	National	Participated	2017
22.	“Global and Banking Scenario”	Conference	International	Presented	2017
23.	“Improving Your API Scores Based on UGC Regulations”	Seminar	National	Participated	2017
24.	“Green Marketing – Issues and Challenges IGM - 2017”	Seminar	International	Presented	2017
25.	“Global and Banking Scenario”	Conference	International	Presented	2017
26.	“ Data Analysis through SPSS”	Workshop	State	Participated	2017
27.	Impact of GST on small and Medium Scale Industries	Seminar	National	Presented	2017
28.	“Actuarial Science”	Seminar	National	Presented	2017
29.	“Recent Trends in Marketing Technology”	Seminar	International	Presented	2017
30.	“Innovation in Management Practices”	Seminar	International	Participated	2017
31.	Entrepreneurship	Seminar	National	Participated	2017
32.	Issues and Innovative Initiatives towards vital, viable and value bound quality higher education	Seminar	National	Presented	2017
33.	Two Days Work shop on Application of Statistical Tools in Research	Workshop	National	Participated	2018
34.	“Employment Skills and Rural Transformation”	Conference	International	Presented	2018
35.	Perspectives of Global Human Resource	Conference	International	Presented	2018
36.	Modern Business Practices – A Drive For Sustainability	Conference	International	Presented	2018
37.	Companies Act, 2013 – Structural Reformation you	Workshop	National	Participated	2018

	Need to Know				
38.	Recent Trends in Marketing Technology	Seminar	International	Presented	2018
39.	A study on issues and challenges of women entrepreneurs in tirunelveli city	Seminar	National	Presented	2019
40.	A study on the emerging role of women entrepreneurship on Tirunelveli district	Seminar	National	Presented	2019
41.	A study on challenges faced by women entrepreneurs in tirunelveli district	Seminar	National	Presented	2019
42.	A study on women empowerment in India	Seminar	National	Presented	2019
43.	ICT Enable Effective Institutional Governance.	Workshop	National	Presented	2019
44.	Writing Quality Research Papers-Publishing in Scopus & Care Approved Journals	Conference	National	Participated	2019
45.	Tax reforms in India	Conference	International	Presented	2019
46.	Empowering Educators	Workshop	National	Participated	2019
47.	A Study on impact of communication and decision making problems of administrative managers in Tirunelveli City	Conference	National	Presented	2019
48.	Strategic HR challenges faced by FMCG Companies	Conference	National	Presented	2019
49.	- A Study on Job Stress among private hospitals employees in Tirunelveli District.	Conference	National	Presented	2019
50.	Application of Statistical Tools in Research	Workshop	National	Participated	2019
51.	A study on Employee Involvement of Production Department in Cement Industry with reference to Tirunelveli City	Seminar	National	Presented	2019
52.	A study on Behaviour of Consumers in E-Marketing	Seminar	National	Presented	2019
53.	A study on Quality of Work life among private hospital nurses in Tirunelveli District	Seminar	National	Presented	2019
54.	Public Financial Management System with special reference to EAT Module,	Workshop	National	Participated	2019
55.	Capacity building programme on ICT enabled effective institutional governance	Workshop	National	Participated	2019
56.	Issues and Innovative Initiatives Towards Vital, Viable and Value Bound Quality Higher Education	Conference	National	Participated	2019
57.	Inculcating Innovative Entrepreneurial Skills on Young Entrepreneurs	Workshop	National	Participated	2019

58.	Public Financial Management System (PFMS) With Special Reference to EAT Module	Workshop	National	Participated	2019
59.	Empowering Educators	Workshop	National	Participated	2019
60.	Application of Statistical Tools in Research	Workshop	National	Participated	2019
61.	Writing Quality Research Papers Publishing in Scopus and Care Approved Journals	Workshop	International	Participated	2019
62.	Tax Performance of Central Government in India	Conference	International	Participated	2019
63.	Influence of Society and Culture on Child Development	Seminar	State	Participated	2019
64.	Current Business and Economic Condition in India	Seminar	National	Participated	2019
65.	Current Business and Economic Condition in India	Seminar	National	Participated	2019
66.	Current Business and Economic Condition in India	Seminar	National	Participated	2019
67.	Current Business and Economic Condition in India	Seminar	National	Participated	2019
68.	Capacity Building Programme on ICT Enabled Effective Institutional Governance	Seminar	National	Participated	2019
69.	Strategic Human Resources Management – A Global Perspective	Conference	National	Participated	2019
70.	Strategic Human Resources Management – A Global Perspective	Conference	National	Participated	2019
71.	Women Empowerment is Mother India Empowerment	Conference	International	Participated	2019
72.	Employment Skills and Rural Transformation	Conference	International	Participated	2019
73.	Emerging Horizons of HR in Commerce and Business Management	Seminar	International	Participated	2019
74.	Emerging Horizons of HR in Commerce and Business Management	Seminar	International	Participated	2019
75.	Emerging Horizons of HR in Commerce and Business Management	Seminar	International	Participated	2019
76.	Writing skills for Quality Research and publications	Workshop	National	Participated	2020
77.	A Study on customer preference towards cosmetic products among women in tirunelveli District	Conference	National	Presented	2020
78.	A Study on Passengers satisfaction and service quality of railway with reference to Tirunelveli District	Conference	National	Presented	2020
79.	A study on Effectiveness of Television Advertisements with reference to Consumer products in Tirunelveli District	Conference	National	Presented	2020

80.	A Study on Rural Marketing : Opportunities and Challenges in Thoothukudi District	Conference	National	Presented	2020
81.	Global Economic Shift: Modus Operandi for Sustenance and Enhancement of Business in India – A Study on Challenges in Automobile Industry in Tirunelveli City	Conference	International	Presented	2020
82.	Global Economic Shift: Modus Operandi for Sustenance and Enhancement of Business in India – A Study on Consumer Perception in Digital Marketing with Household Articles in Tirunelveli City	Conference	International	Presented	2020
83.	Global Economic Shift: Modus Operandi for Sustenance and Enhancement of Business in India – Role of Human Resource Management in an Organisation	Conference	International	Presented	2020
84.	Global Economic Shift: Modus Operandi for Sustenance and Enhancement of Business in India – A Study on Changing Business Scenario and Corporate Governance in Tirunelveli City	Conference	International	Presented	2020
85.	Industry 4.0	Conference	International	Participated	2020

Responsibilities :

Year	Responsibility – 1	Responsibility - 2	Responsibility - 3
2011-12	---	--	--
2012-13	Vice President Commerce (C.A) Association	--	--
2013-14	NAAC department Coordinator	Criterion Coordinator	--
2013-2017	Board of Study Member – Sadakathulla Appa College (Autonomous), Tirunelveli - 627011.		
2014-15	NAAC department Coordinator	NAAC AQAR preparation (Criterion V)	--
2015-16	NAAC department Coordinator	NAAC SSR Preparation Criterion IV Coordinator	Vice President Fine Arts Association
2016-17	NAAC department Co-ordinator	NAAC SSR Preparation – Criterion IV Co-ordinator	Coordinator for funded projects under R& D
2017-18	Department Autonomy Coordinator	Women Cell Coordinator	College Magazine & Pragnavani Incharge
2018-19	Dean – Research & Development	-	-
2019-20	Dean – Research & Development	NSS Programme Officer – Unit Number 153	1.Coordinator for funded projects under R& D 2.IIC Vice-President

2020-21	Dean – Research & Development	NSS Programme Officer – Unit Number 153	1.Coordinator for funded projects under R& D 2.IIC Vice-President
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Details of Radio/TV Talk given:

1. Participated in a Tamil Debate conducted by Kathir TV, Nellai.
2. Talk on “Ulagam Potrum Penmai” on All India Radio.
3. Talk on “Vetri Paathaiyil Ilaiya Samudhayam on All India Radio.

Awards and Recognitions:

S.No	Name of the Award	Month and Year of the Award	Awarding Agency
1.	Best Teacher Award 2020	September 2020	INDIAAN WORLD RECORDS, TM REG.No 165
2.	Academic Excellence International Award	September 2020	Hope International World Record, Nithi Ayog Regn.No.MH/2020/0258777
3.	Award of Excellence in Research	October 2020	Novel Research Academy, Puducherry
4.	Kalam Arivu Maamani Award	October 2020	Reach Media, JCI Hosur Sipcot Zone XVI
5.	Kalam Dream Star Award	October 2020	Women Consumer Protection, Madurai
6.	Bharathi Painthamizh Theechudar	September 2021	Pothigai Tamil Sangam & Government Musuem
