

Profile



1. NAME OF THE FACULTY : Dr. R.Muthulakshmi
2. DATE OF BIRTH :02.07.1966
3. DESIGNATION : Associate Professor & Head-Commerce
4. NAME OF THE INSTITUTION : Sri Sarada College for Women,(Autonomous)
Tirunelveli- 11
5. ADDRESS FOR COMMUNICATION : Associate Professor & Head-Commerce
Sri Sarada College for Women,
(Autonomous) Tirunelveli-11
6. MOBILE NUMBER / EMAIL ID : 9344449270 /
muthulakshmisarada@gmail.com
7. EDUCATIONAL QUALIFICATION : M.Com.,M.Phil.,MBA.,PGDHE.,PhD.,
DGT
8. DATE OF ENTRY INTO SERVICE : 05.07.1989
9. TOTAL EXPERIENCE (IN YEARS) : UG-32 PG-18 TOTAL:32
10. FIELD OF INTEREST : Banking, Human Resource
Management and Entrepreneurship
Development
11. AWARDS RECEIVED FOR ACHIEVEMENTS/RECOGNITION (STATE/ NATIONAL LEVEL)
 - 1) **Best Coordinator Award in consumer club - 2010**
 - 2) **Best Paper Award –NAAC Sponsored National Conference on State of the Art Methodology to Enhance Teaching, Learning and Evaluation Process – August 27th 2015.**
 - 3) **Kalam Dream Star Award – October 1,2020**
 - 4) **Distinguished Professor Award – N. R. Academy – February 15,2021**
 - 5) **Best Outstanding Researcher National Award 2021 – KIER, Thenai, Tamilnadu, India. – May30th2021**
 - 6) **Honorary Life Fellow (HLF) – Novel Research Academy June 29,2021**
 - 7) **Agaram chemmal Award -- October 02,2021**
 - 8) **Nyaana oli Award – October 15,2021**
 - 9) **Best Teacher Award – Yavarum Kellir -- October 15,2021**
 - 10) **Nall Aasan Venpura Award –Pasumai Vaasal Foundation, Dindigul November 14,2021**
 - 11) **Nyaana Ratham Chaaral Award – Pasumai Vaasal Foundation Chinaalampatti -- November 14,2021**
 - 12) **Kural Chemmal Award –Pasumai Vaasal Foundation Dindigul-- January 14, 2022**
 - 13) **Oli Vilakku Award – Pasumai Vaasal Foundation Dindigul -- February 24,2022**
 - 14) **Semozhi Selvar Award –Kamban Kalagam Krishnagiri-- March 01,2022**
 - 15) **Nyaana chudar Chakra Award –Sri Success Academy And Foundation ,Salem-- September 17, 2022**

- 16) **Arivutru Aalumai Award –Pasumai Vaasal Foundation Chinaalampatti-- September 15, 2022**
- 17) **Meignanam olichemmal Award –Sri Success Academy And Foundation,Salem-- October 24, 2022**
- 18) **Kalvi Chudaroli Award --**
- 19) **Arivusuriyan Award - Sri Success Academy And Foundation ,Salem- March 1,2023**
- 20) **Manbumigu magalir Award – Vaagai Tamilsangam – March 25, 2023**
- 21) **Desathin vidivelli award - Sri Success Academy And Foundation ,Salem- April 14,2023**
- 22) **Gnana thana banu award – Tamil Amuthu Arakattali (05.09.2023)**
- 23) **Nalam Valar Nall Asiriyar – Tamil Amuthu Arakattalai (05.09.2023)**
- 24) **Arivar Vidivelli Award – Pasumai Vaasal Foundation, Chinnalampatti, Dindigul. (14.04.2023)**

12. PUBLICATIONS DETAILS:

Journals: 20

International Conference/ Workshop with proceeding:27

National Conference with proceeding: 60

UGC Care Listed - Journal: 13

Chapter in Book: 6

S.No.	Title	Periodicity of the Article	Name of the Journal	Page	Year	Journal No.ISBN/ISSN/ Impact FactorNo.
1.	Relationship between Affect Intensity and Academic Achievement of college girls.	Jan-June2006	PRAGNAVANI	1-19	2006	-
2.	A Study on Scams Arresting the economy	July-Dec2010	PRAGNAVANI	1-13	2010	-
3.	An empirical Study on Self help Group	July-Dec2011	PRAGNAVANI		2011	ISSN:2249-6017
4.	Demonetization and Economic Growth	July-Dec2016	PRAGNAVANI	49-54	2016	ISSN:2249-6017
5.	Demonetization effect on Commercial and cooperative bank	July-Dec2017	PRAGNAVANI	50-53	2017	ISSN:2249-6017
6.	A Study on Innovation in Waste management in Tirunelveli District	Jan-Jun2018	PRAGNAVANI	46-50	2018	ISSN:2249-6017
7.	A New Move Towards Cultivation	Jan-Jun2019	PRAGNAVANI	8-12	2019	ISSN:2249-6017
8.	A Study on the Influence of Leadership Styles and Employees Performance in Tirunelveli District	Jan-Jun2019	PRAGNAVANI	13-17	2019	ISSN:2249-6017
9.	A Study On Cyber Security Cyber Risk Management In Bank And Insurance	Jan-Jun2019	PRAGNAVANI	41-45	2019	ISSN:2249-6017
10.	A Study on Customer Satisfaction towards Departmental Stores in Tirunelveli City	Jan-Jun2019	PRAGNAVANI	53-58	2019	ISSN:2249-6017
11.	Financial Awareness Of Account Holder under Banking sector	Jan-Jun2019	PRAGNAVANI	59-63	2019	ISSN:2249-6017
12.	A Study on the Influenceof Leadership Styles andEmployees Performance in Tirunelveli District	Jan-Jun2019	PRAGNAVANI	64-68	2019	ISSN:2249-6017

13.	Prospectus and Problems of Regional Rural Banks	Nov1,2012	SouthernEconomist	43-49	2012	ISSNNo.0038-4046
14.	A study on Effectiveness of Online Marketing on Integrated Marketing Communication	26.9.2019	Indo Global Journal of Commerce and Economics Department of Commerce Govindammal Aditanar College for Women Tirunelveli-62821	57-59	2019	ISSN NO.2393- 9796 Impact Factor-4.153,QualityFactor- 0.90,vol-5,Issue-2
15.	Quality of Work Life of Small Scale Entrepreneurs in Tirunelveli	26.9.2019	Indo Global Journal of Commerce and Economics Department of Commerce Govindammal Aditanar College for Women Tirunelveli-62821	76-78	2019	ISSN NO.2393- 9796 Impact Factor-4.153,QualityFactor- 0.90,vol-5,Issue-2
16.	A study on GST in Service Sector and Tax Structure in India	01.11.2020	Scholarly Research Journal for Interdisciplinary studies	92-97	2020	Online ISSN No.2278-8808 SJIF2019-6.380 International Peer Reviewed and Referred Journal, Oct-Dec2020, Vol-9, Issueno-45
17.	A Study on the problems faced by Women Entrepreneurs in India	01.11.2020	Scholarly Research Journal for Inter disciplinary studies	1423-1423 2-8	2020	Online ISSN No.2278-8808 SJIF2019-6.380 International Peer Reviewed And Referred Journal, Oct-Dec2020, Vol-9, Issueno-45.

18.	E-Marketing and Online Banking	01.11.2020	Scholarly Research Journal for Interdisciplinary studies	86-91	2020	Online ISSN No.2278-8808 SJIF2019-6.380 International Peer Reviewed And Referred Journal, Oct-Dec2020, Vol-9, Issueno-45.
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19.	Banking Literacy - A Tool for Economic Development	2022	Multidisciplinary Research Trends		2022	Vol. 2: 2022 ISBN : 978-93-94727-82- 3
20.	Insurance Literacy - Tool to Save Our Life	2022	Journal of Research and Development (Peer Reviewed Journal)		2022	Vol. 14 ,2022, Issue-7 ISSN:2230-9578 Impact Factor: 7.265

International Conference/Workshop with proceeding: 27

S.No	Title	Periodicity of the Article	NameoftheJournal	Page	Year	JournalNo.ISBN/IS SN/ImpactFactorNo
1.	Electronic Commerce: E-Commerce	02.03.2015	International Training Workshop on Increasing the Scholarly Impact and Research Output	223-228	2015	ISBN NO.9788192604046
2.	Evaluation of Business Mix of Pandyan Grama Bank in Tamilnadu	02.03.2015	International Training Workshop on Increasing the Scholarly Impact and Research Output	189-207	2015	ISBN NO.9788192604046
3.	Corporate Social Responsibility (CSR) in the Banking sector	02.03.2015	International Training Workshop on Increasing the Scholarly Impact and Research Output	229-232	2015	ISBN NO.9788192604046
4.	A Study on Ethical Issues		International Conference Proceedings Socio-Economic, Environmental, Ethical, Science & Technological Impact on Various Facets of Trade & Commerce	197-201	2018	ISBNNO.9788193382127
5.	Impact of Tourism		International Conference Proceedings Socio-Economic, Environmental, Ethical, science and Technological impact on various Facets of trade and commerce.	202-207	2018	ISBNNO.9788193382127
6.	Consumer Behavior in Business		International Conference Proceedings, Socio-Economic, Environmental, Ethical, Science & Technological Impact on Various Facets of Trade & Commerce and Evaluation Process	208-212	2018	ISBNNO.9788193382127
7.	A Study on Ethical Issues	31.1.2018 &1.2.2018	International Conference on Technological Impact on Various facets of Trade and Commerce	197-201	2018	ISBN-9788193382127

8.	FDI on education in India	1.3.2018	International Journal for Economics and Business Management- Innovation and Modern Parties in global business management Gerencia-2018	83-88	2018	UGC approved Journal No-47151 ISSN2250-2750
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9.	A study on Human Resources Management in Education Issues and Challenges	05.09.2018	Research and Analytical Reviews-International conference St. John's College, Palayamkottai	381-383	2018	UGC No.43602/ E-ISSN2348-1269 ISSN-2349-5138 Impact Factor-5.75 Cosmos Impact factor-4.236
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10.	A study on impact of Internet banking service quality on customer satisfaction on in Tirunelveli district.		Research and Analytical Reviews-International conference on Perspective on Global Human Resources, Organized by PG and Research Department of Commerce, St. John's College, Palayamkottai	267-270	2018	UGC No.43602/ E-ISSN2348-1269 ISSN-2349-5138 Impact Factor-5.75 Cosmos Impact factor-4.236
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11.	A study on Effective of Environmental Factors on Small Scale Business growth in Tirunelveli District	13.2.2019 &14.2.2019	International conference on Environmental protection, Food Security & precision Agriculture for Sustainability Department of Commerce Manonmaniam Sundaranar University, Tirunelveli	95-98	2019	E-ISSN-2348-1269 ISSN-2349-5138 Impact factor-5.75
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12.	A study on Importance of Green Banking and Small Scale Sector on Environmental condition in Tirunelveli District	13.2.2019 & 14.2.2019	International conference on Environmental protection, Food Security & precision Agriculture for Sustainability Department of Commerce Manonmaniam Sundaranar University, Tirunelveli	109-113	2019	E-ISSN-2348-1269 ISSN-2349-5138 Impact factor-5.75
13.	A study on Customers Awareness on Green Banking Initiatives in Commercial Bank with Special reference to Sankarankovil Town	13.2.2019 & 14.2.2019	International conference on Environmental protection, Food Security & precision Agriculture for Sustainability Department of Commerce Manonmaniam Sundaranar	122-127	2019	E-ISSN-2348-1269 ISSN-2349-5138 Impact factor-5.75
			University, Tirunelveli			
14.	A study on Corporate Social Responsibility in Tirunelveli District	13.2.2019 & 14.2.2019	International conference on Environmental protection, Food Security & precision Agriculture for Sustainability Department of Commerce Manonmaniam Sundaranar University, Tirunelveli	128-131	2019	E-ISSN-2348-1269 ISSN-2349-5138 Impact factor-5.75

15.	Precision Agriculture and New Technologies	13.2.2019 &14.2.2019	International conference on Environmental protection, Food Security & precision Agriculture for Sustainability Department of Commerce Manonmaniam Sundaranar University, Tirunelveli	195-199	2019	E-ISSN-2348-1269 ISSN-2349-5138 Impact factor-5.75
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16.	A Study on Challenges facing Small Scale Business Growth in Tirunelveli District	13.2.2019 &14.2.2019	International conference on Environmental protection, Food Security & precision Agriculture for Sustainability Department of Commerce Manonmaniam Sundaranar University, Tirunelveli	208-214	2019	ISBN978-93- 84734-70-1
17.	A Study on Corporate Social Responsibility in Tirunelveli District	13.2.2019 &14.2.2019	International conference on Environmental protection, Food Security & precision Agriculture for Sustainability	402-409	2019	ISBN 978-93-8473470-1

			Department of Commerce Manonmaniam Sundaranar University, Tirunelveli			
18.	Precision Agriculture : A New Move Towards Agriculture	13.2.2019 &14.2.2019	International conference on Environmental protection, Food Security &	448-454	2019	ISBN 978-93-8473470-1

			precision Agriculture for Sustainability Department of Commerce Manonmaniam Sundaranar University, Tirunelveli			
19.	Role of Financial Literacy in Current Economic Development	March 2019	A Research Bulletin(UGC Approved JournalNo.64130, Indexed in Google Scholar) Department of Commerce Sadakathullah Appa College Rahmath Nagar, Tirunelveli-11	72-78	2019	ISSN:23477644 UGC Ref. No. 64130VOL.VI Special issue 4
20.	Demonetization : Challenges and Impact of Indian Economy	March 2019	A Research Bullet in (UGC Approved Journal No.64130, Indexed in Google Scholar) Department of Commerce Sadakathullah Appa College Rahmath Nagar, Tirunelveli-11	377- 383	2019	ISSN:23477644 UGC Ref. No. 64130VOL.VI Special issue 4
21.	A study on Economic Condition Influence the Modern Business Market in India	March 2019	A Research Bullet in (UGC Approved Journal No.64130, Indexed in Google Scholar) Department of Commerce Sadakathullah Appa College Rahmath Nagar, Tirunelveli-11	131- 135	2019	ISSN: 23477644 UGC Ref.No.64130 VOL.VI Special issue 3
22.	Women Entrepreneurs hip: Opportunities	11.07.2019	Proceedings of the International Conference on Women	402- 407	2019	ISBNNO:978819332196

	and Challenges		Empowerment is Mother India Empowerment Sri Sarada College for Women, Tirunelveli-11			
23.	A Study on productivities Role of Women in Rural Economy in India	11.07.2019	Proceedings of the International Conference on Women Empowerment is Mother India Empowerment	415- 417	2019	ISBNNO:97881933219 6
24.	A Study on Leadership styles and Employees Performance in Tirunelveli City	11.07.2019	Proceedings of the International Conference on Women Empowerment is Mother India Empowerment Sri Sarada College for Women, Tirunelveli-11	221- 225	2019	ISBN NO:978819332196
25.	Role of Corporate Social Responsibility in Enhancing Financial Literacy in Banking Sector	18.10.2019 &19.10.2019	Proceedings of the International Conference on Contemporary Issues and Challenges of Business Environment in India - ICBE'19 College, Thoothuk udi-628003		2019	ISBN:978-93-5391- 739- 5

26	Customer perception towards the attributes of digital payment system in tenkasi district	01-04-2023	International multidisciplinary conference on innovation in research		2023	
27	Customer attitude towards digital payment system	08-02-2023& 09-02-2023	International Conference on Data Analytics in Business, Marketing and Finance	224	2023	ISBN:978-81959098-4-1

National Conference with proceeding: 60

S.No.	Title	Periodicity of the Article	Name of the Journal	Page	Year	Journal No.ISBN /ISSN/Impact FactorNo.
1.	Use of technology in teaching and learning	27.08.2015	National Conference on State of the Art methodology To enhance Teaching, Learning and Evaluation Process	45-47	2015	ISBN-9788192604053
2.	Best Practices in Higher Education	27.08.2015	National Conference on State of the Art methodology to enhance Teaching, Learning and Evaluation Process	32-33	2015	ISBN-9788192604053
3.	Electronic Library In inculcating Reading Habit	22.01.2016	Proceeding of the National Conference on “Evolving Role of Libraries and Librarianship”	315-318	2016	ISBN-978-81-926040-9-1
4.	Applications of Digitalization in	31.1.2018	National Seminar on Digital India- Innovation ,challenges and growth organized by Department of commerce with computer application- S.Vellaichamy Nadar College,(Autonomus), Nagamalai-Madurai	43-46	2018	Shanlax International journal of commerce- UGC approved journal No: 44120
5.	A study on current status of Humanities In Colleges with Special reference to Tirunelveli city	6.2.2019 &7.2.2019	National conference on Issues and Innovative Initiatives towards vital, Viable and Value Bound Quality Higher Education	136-139	2019	ISBN: 978-81-933821-6-5
6.	A Study on Information Technology Enabled Teaching-opportunities	6.2.2019 &7.2.2019	National conference on Issues and Innovative Initiatives towards vital, Viable and Value Bound Quality Higher	515-520	2019	ISBN: 978-81-933821-6-5

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7.	A Study on Examination and Evaluation System in India	6.2.2019 & 7.2.2019	National conference on Issues and Innovative Initiatives towards vital, Viable and Value Bound Quality Higher Education.	511-514	2019	ISBN: 978-81-933821-6-5
8.	ICT Enabled Teaching- Opportunities and Challenges	6.2.2019 & 7.2.2019	National conference on Issues and Innovative Initiatives towards vital, Viable and Value Bound Quality Higher Education.	521-522	2019	ISBN: 978-81-933821-6-5
9.	A study on Economic condition influence the modern Business market in India	14.2.2019	National level Seminar Sadakathullah Appa College RahmathNagar, Tirunelveli-11	131-135	2019	Journal no. 64130/ISSN-2347-7644
10.	Role of Financial Literacy in Current Economic Development	14.2.2019	National level Seminar Sadakathullah Appa College Rahmath Nagar, Tirunelveli-11	138-145	2019	Journal no. 64130/ISSN-2347-7644
11.	Responsibility of IQAC in Brilliancy of Education Enhancement	08.01.2021 & 09.01.2021	NAAC Sponsored National Conference on Strengthening IQAC for Quality Sustainability Sri Sarada Niketan College for Women, Karur-639005	159-162	2021	ISBN:978-81-934352-2-9
12.	Impact Demonetisation The Skill Development of Bank Employees	Feb.2021	Skill Development and Employment	34-39	2021	ISBN NO.978- 81-939741-6-2
13.	Role of Education in Financial Inclusion	Feb.2021	Skill Development and Employment	201-205	2021	ISBN NO.978- 81-939741-6-2

14.	Financial Literacy of Scheduled community people	Jan.2021	Contemporary Issues in Commerce, Management and Economics – Department of commerce St. claret college, Bangalore University (PG)	1-7	2021	ISBN :978-93-87865-75-4
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15	A Study on role of online depository library during COVID-19.	24-09-2022	Library as a promoting tool of social, secular and technological values. Sponsored by Indian Council of Social Science Research (ICSSR). Ministry of Education, Government of India.	119-120	2022	
16	The role of librarianship in Socio-Economic Development	24-09-2022	Library as a promoting tool of social, secular and technological values. Sponsored by Indian Council of Social Science Research (ICSSR). Ministry of Education, Government of India.	154-157	2022	
17.	Customers Attitude towards Digital Payment System.	08.02.2023 & 09.02.2023	International Conference in Data Analytics in Business, Marketing and Finance.	224-228	2023	978-81-959098-4-1
18	Environmental Pollution	23-03-2023	Nuances of environmental sustainability and development, Department of Economics & PG Department of Physics, Sri Sarada College for Women, Tirunelveli.		2023	

19	Ecological Imbalances and Danger to Humanity	23-03-2023	Nuances of environmental sustainability and development, Department of Economics & PG Department of Physics, Sri Sarada College for Women, Tirunelveli.		2023	
20	Environmental pollution Factors affecting water pollution	23-03-2023	Nuances of environmental sustainability and development, Department of Economics & PG Department of Physics, Sri Sarada College for Women, Tirunelveli.		2023	
21	Ecological Imbalance and Danger To Humanity	23-03-2023	Nuances of environmental sustainability and development, Department of Economics & PG Department of Physics, Sri Sarada College for Women, Tirunelveli.		2023	

22	A Study on Green Economy and how the Problem are facing in the Environment	23-03-2023	Nuances of environmental sustainability and development, Department of Economics & PG Department of Physics, Sri Sarada College for Women, Tirunelveli.		2023	
23	A Study on Marine Pollution and its Prevention	23-03-2023	Nuances of environmental sustainability and development, Department of Economics & PG Department of Physics, Sri Sarada College for Women, Tirunelveli.		2023	

24	Banking Literacy -A Tool for Economic Development	10-02-2023	Department of Commerce, Sri Sarada College for Women, Tirunelveli.		2023	
25	Insurance Literacy Tool to Save Our Life	10-02-2023	Department of Commerce, Sri Sarada College for Women, Tirunelveli.		2023	
26	Management of Technology in developing Countries	10-02-2023	Technopreneurship: An emerging field of entrepreneurship, Xavier's College(Autonomous) Palayamkottai -627002	21 - 27	2023	ISBN NO: 978- 9384734-38-1
27	Introduction of Accounting Technologies	10-02-2023	Technopreneurship: An emerging field of entrepreneurship, Xavier's College(Autonomous) Palayamkottai -627002	40-49	2023	ISBN NO: 978- 9384734-38-1

28	Financial Literacy - A Tool to Improve Standard of Living,	10-02-2023	Technopreneurship: An emerging field of entrepreneurship, Xavier's College(Autonomous) Palayamkottai -627002	53-64	2023	ISBN NO: 978- 9384734-38-1
29	Innovative Management	10-02-2023	Technopreneurship: An emerging field of entrepreneurship, Xavier's College(Autonomous) Palayamkottai -627002	97 -103.	2023	ISBN NO: 978- 9384734-38-1

30	Management of Technology in Developing Countries	10-02-2023	Technopreneurship: An emerging field of entrepreneurship, Xavier's College(Autonomous) Palayamkottai -627002	123 - 130	2023	ISBN NO: 978-9384734-38-1
31	An Emerging Field of Entrepreneurship Technology Entrepreneurship	10-02-2023	Technopreneurship: An emerging field of entrepreneurship, Xavier's College(Autonomous) Palayamkottai -627002	131 -136	2023	ISBN NO: 978-9384734-38-1
32	Innovative Management	10-02-2023	Technopreneurship: An emerging field of entrepreneurship, Xavier's College(Autonomous) Palayamkottai -627002	137 - 142	2023	ISBN NO: 978-9384734-38-1
33	Poverty reduction in rural areas	03.03.2023	National Conference on "Eradication of Poverty through SDG Initiatives in Rural Areas", Department of Commerce, Sri Sarada College for Women (Autonomous), Tirunelveli - 627011		2023	
34	Alleviating poverty through economic development by empowering women	03-03-2023	National Conference on "Eradication of Poverty through SDG Initiatives in Rural Areas", Department of Commerce, Sri Sarada College for Women (Autonomous), Tirunelveli - 627011		2023	
35	Implementation of new strategies and policies through MSMRD for alleviation of poverty	03-03-2023	National Conference on "Eradication of Poverty through SDG Initiatives in Rural Areas", Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	

36	Poverty reduction in rural areas	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
37	Impact of agriculture in achieving sustainable development goals	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
38	Poverty of higher education	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
39	The role of micro and small enterprises on poverty alleviation	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
40	Impact of poverty on higher education and role of education in rural areas	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
41	A Study on impact of holistic approach towards sustainable development	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	

42	Factors affecting the economic status of rural women	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
43	Impact of agriculture in achieving sustainable development goals	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
44	Poverty of higher education	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
45	The role of micro and small enterprises on poverty alleviation	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	

46	Insurance-A key to eradicate poverty	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
47	Digitalisation: An instrument for sustainable development	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	

48	Implementation of strategies for uproot poverty	03-03-2023	National Conference on “Eradication of Poverty through SDG Initiatives in Rural Areas”, Department of Commerce, Sri Sarada College for Women (Autonomous) Tirunelveli - 627011		2023	
49	Challenges and Oppurtunities of Women Entrepreneurs in Self Help Group of Rural Areas	17-03-2023	National Conference on “Social Entrepreneurship Innovation and Development for Budding Businesses” Department of Corporate Secretaryship Sri Sarada College for Women (Autonomous) Tirunelveli		2023	
50	A Study on Entrepreneurship in Organic Produc Business Sector in Society	17-03-2023	National Conference on “Social Entrepreneurship Innovation and Development for Budding Businesses” Department of Corporate Secretaryship Sri Sarada College for Women (Autonomous) Tirunelveli		2023	
51	Public Policy and Entrepreneur : A Study on Role of Public Policy in Entrepreneur of our Nation	17-03-2023	National Conference on “Social Entrepreneurship Innovation and Development for Budding Businesses” Department of Corporate Secretaryship Sri Sarada College for Women (Autonomous) Tirunelveli		2023	

52	The Awareness about Agricultura waste by Using 3R Approaches,	24.03.2023 – 25.03.2023	National Conference and Exhibition on Rura Innovations, Unnat Bhara Abhiyan, SSM Institute of Engineering and Technology,MSME Madurai.	3	2023	ISBN NO: 978-9391347-59-8
53	Water and Waste Management	24.03.2023 – 25.03.2023	National Conference and Exhibition on Rura Innovations, Unnat Bhara Abhiyan, SSM Institute of Engineering and Technology,MSME Madurai.	4	2023	ISBN NO: 978-9391347-59-8

54	Financial Literacy Level Under Rural Infrastructure	24.03.2023 – 25.03.2023	National Conference and Exhibition on Rural Innovations, Unnat Bharat Abhiyan, SSM Institute of Engineering and Technology, MSME Madurai.	8	2023	ISBN NO: 978-9391347-59-8
55	Rural Infrastructure Participatory Technological Outreach,	24.03.2023 – 25.03.2023	National Conference and Exhibition on Rural Innovations, Unnat Bharat Abhiyan, SSM Institute of Engineering and Technology, MSME Madurai.	50	2023	ISBN NO: 978-9391347-59-8
56	A Study of Telemedicine for the Economic Development,	24.03.2023 – 25.03.2023	National Conference and Exhibition on Rural Innovations, Unnat Bharat Abhiyan, SSM Institute of Engineering and Technology, MSME Madurai	77	2023	ISBN NO: 978-9391347-59-8
57	Impact of Supply Chain Management on Rural Sector	24.03.2023 – 25.03.2023	National Conference and Exhibition on Rural Innovations, Unnat Bharat Abhiyan, SSM Institute of Engineering and Technology, MSME Madurai	79	2023	ISBN NO: 978-9391347-59-8
58	A study on green management application in business	11-04-2023	National Conference on “Green Business Process, Products, Administration and Management towards Local and Global Sustainability”, Department of Business Administration, Sri Sarada College for Women, Tirunelveli.		2023	
59	A study on green business initiatives by students	11-04-2023	National Conference on “Green Business Process, Products, Administration and Management towards Local and Global Sustainability”, Department of Business Administration, Sri Sarada College for Women, Tirunelveli.		2023	

60	A study on green business in India	11-04-2023	National Conference on “Green Business Process, Products, Administration and Management towards Local and Global Sustainability”, Department of Business Administration, Sri Sarada College for Women, Tirunelveli.		2023	
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S.No.	Title	Periodicity of the Article	Name of the Journal	Page	Year	Journal No.ISBN/ISSN/ Impact Factor No.
1.	Applications of Digitalization in Services-Banking	31.1.2018	National Seminar on Digital India-Innovation, challenges and growth organized by Department of Commerce with Computer application-S. Vellaichamy Nadar College, (Autonomus), Nagamalai-Madurai	43-46	2018	Shanlax International journal commerce-UGC approved journal No:44120
2.	FDI on education in India	1.3.2018	International Journal for Economics and Business Management-Innovation and Modern Parties in global business management Gerencia-2018	83-88	2018	UGC approved JournalNo-47151ISSN2250-2750
3.	A study on Human Resources Management in Education Issues and Challenges	05.09.2018	Research and Analytical Reviews-International conference on Perspective on Global Human Resources, Organised by PG and Research Department of Commerce, St.John’s College, Palayamkottai	381-383	2018	UGC No.43602/ E-ISSN2348-1269 ISSN-2349-5138 Impact Factor-5.75Cosmos Impact factor-4.236
4.	A study on impact of Internet banking service quality on customer satisfaction in Tirunelveli district.	05.09.2018	Research and Analytical Reviews-International conference on Perspective on Global Human Resources, Organised by PG and Research Department of Commerce, St.John’s College, Palayamkottai	267-270	2018	UGC No.43602/ E- ISSN2348-1269ISSN-2349-5138 Impact Factor-5.75Cosmos Impact factor-4.236

5.	Role of Financial Literacy in Current Economic Development	March 2019	A Research Bulletin (UGC Approved Journal No.64130, Indexed in Google Scholar) Department of Commerce Sadakathullah Appa college Rahmath Nagar, Tirunelveli-11	72-78	2019	ISSN:23477644U GC Ref. No. 64130VOL.VI Special issue 4
6.	Demonetization: Challenges and Impact of Indian Economy	March 2019	A Research Bulletin (UGC Approved Journal No.64130, Indexed in Google Scholar) Department of	377-383	2019	ISSN:23477644U GC Ref. No. 64130VOL.VI Special issue 4

			Commerce Sadakathullah Appa College Rahmath Nagar, Tirunelveli-11			
7.	A study on Economic Condition Influence the Modern Business Market in India	March 2019	A Research Bulletin (UGC Approved Journal No.64130, Indexed in Google Scholar) Department of Commerce Sadakathullah Appa College Rahmath Nagar, Tirunelveli-11	131-135	2019	ISSN:23477644U GC Ref. No. 64130VOL.VI Special issue 3
8.	Impact of Demonetization on Services of Banks in Sankarankovil Town	23-01-2020 & 24-01-2020	SAMBOTHI-A quarterly peer reviewed, Refereed Research Journal, Organised by PG and Research Department of Commerce, St. John's College, Palayamkottai, Tirunelveli.	619-627	2020	ISSN No.2249-6661 Impact Factor-5.80UGCCare Listed Journal, Volume:42, No.-1, Year:2020 (January-March)
9.	Customer Satisfaction on Internet Banking with Special Reference to Private Sector Banks in Tirunelveli District	23-01-2020 & 24-01-2020	SAMBOTHI-A quarterly peer reviewed, Refereed Research Journal, Organised by PG and Research Department of Commerce, St. John's College, Palayamkottai, Tirunelveli.	628-634	2020	ISSN No.2249-6661 Impact Factor-5.80UGCCare Listed Journal, Volume:42, No.-1, Year:2020 (January-March)

10.	A Study on Service Quality of E-Banking with reference to Public and Private Sector Bank in Tirunelveli District	23-01-2020 & 24-01-2020	SAMBOTHI- A quarterly peer reviewed, Refereed Research Journal, Organised by PG and Research Department of Commerce, St.John's College, Palayamkottai, Tirunelveli.	646-653	2020	ISSNNo.2249-6661 Impact Factor-5.80UGCCareListedJournal, Volume:42,No.-1,Year:2020 (January-March)
11.	Level of Financial Literacy among Scheduled Communities in Sathankulam Taluk	23-01-2020 & 24-01-2020		787-794	2020	ISSNNo.2249-6661 Impact Factor-5.80UGCCareListedJournal, Volume:42,No.-1,Year:2020
12.	A Study on Problems faced by Financing	23-01-2020 &	SAMBOTHI- A quarterly peer reviewed, Refereed Research Journal, Organised by	668-672	2020	ISSN No. 2249 - 6661 Impact Factor-5.80UGCCareListe

	Arts and Science College Teachers in Tirunelveli	24-01-2020	PG and Research Department of Commerce, St.John's College, Palayamkottai, Tirunelveli.			dJournal, Volume:42,No.-1,Year:2020 (January-March)
13.	WorkLife Quality among Women Employees in Small Scale Industries in Tirunelveli	23-01-2020 & 24-01-2020	SAMBOTHI- A quarterly peer reviewed, Refereed Research Journal, Organised by PG and Research Department of Commerce, St.John's College, Palayamkottai, Tirunelveli.	673-679	2020	ISSNNo.2249-6661 Impact Factor-5.80UGCCareListedJournal, Volume:42,No.-1,Year:2020 (January-March)

CHAPTER IN BOOK: 6

S.No.	Title	Periodicity of the Article	Name of the Journal	Page	Year	Journal No. ISBN/ISSN/ Impact Factor No
1.	Opportunities & Challenges faced by MSME's During COVID-19	Dec.2020	COVID-19 Invisible Enemy or Eye Opener – Opportunities and Challenges	61-68	2020	ISBN No. 978-93-5419-610-2
2.	Impact of E-Banking Services: Challenges & Opportunities during COVID-19	Dec.2020	COVID-19 Invisible Enemy or Eye Opener – Opportunities and Challenges	165-174	2020	ISBN No. 978-93-5419-610-2
3.	Problems of Micro, Small and Medium Enterprises in Tirunelveli District	Dec.2020	Innovative Developments in Arts, Social and Management sciences: Challenges and Opportunities VHN Senthikumara Nadar College (Autonomous), Virudhunagar	44-51	2020	ISBN No. 978-81-942052-8-9
4.	The Impact of E-Banking Service Quality on Customers Satisfaction	Dec.2020	Innovative Developments in Arts, Social and Management sciences: Challenge and Opportunities VHN Senthikumara Nadar College (Autonomous), Virudhunagar	93-97	2020	ISBN No. 978-81-942052-8-9
5	The role of social media in education	2021	Impact of social media on social issues	88888 85-89	22 2021	ISBN .No 978-93-5291-361-9
6	A Study on service quality of public sector bank		Recent Advances in Arts, Science and social science	105-108		ISBN.No 978-81951746-3-8

COLLABORATION:

1. Acted as an **Organising Secretary** for “International Training Workshop on Increasing the scholarly impact and research output conducted on 02.03.2015 in Sri Sarada College for Women, Tirunelveli under the Chairmanship of Dr. Pit. Pitchappan, Research Professor, Zhejiang University, China.

2. Acted as convenor in international conference on socio economic environmental Ethical Science and Technological Impact on Various Facets of Trade and Commerce, conducted on 31 January & 1st February 2018 in Sri Sarada College for Women, Tirunelveli-11 under the Chairmanship of RN Dr. Tibor KRENICK and Ing. Peter SMERINGAI Assistant Professor, Department of Technical Systems Design and Monitoring, Faculty of manufacturing technology, Technical university of Kosice, Slovak republic

14. INTERNATIONAL COLLABORATION: Acted as an **Organising Secretary** for “International Training Workshop on Increasing the Scholarly

Impact and Research Output” conducted on 02.03.2015 in Sri Sarada College for Women, Tirunelveli-11 under the Chairmanship of Dr. Pitchappan, Research Professor, Zhejiang University, China.

1. Acted as **Convenor** in International Conference

on Socio Economic Environmental Ethical Science and Technological Impact on Various Facets of Trade and Commerce, conducted on 31 January & 1st February 2018 in Sri Sarada College for Women, Tirunelveli-11 under the Chairmanship of RN Dr. Tibor KRENICKY and Ing. Peter SMERINGAI, Assistant Professor, Department of Technical Systems Design and Monitoring, Faculty of Manufacturing Technology, Technical University of Kosice, Slovak Republic.

2. Acted as **Convenor** in International Workshop on “Enhancing Young Women Entrepreneur” conducted on 25.09.2018 in Sri Sarada College for Women, Tirunelveli-11 under the Chairmanship of Dr. Shri.R.Rajan, Asst. Professor & Head, Department of Business Administration, Blue Crest University, Accra, Ghana, West Africa.

15. EXTENSION/COMMUNITY ACTIVITIES

1. **NSS Programme Co-ordinator**-2004-2007
2. **Red Ribbon Club (RRC)** Program Officer-2006
3. **Coordinator in Consumer Club**-2008-2012

16. ADMINISTRATIVE EXPERIENCE

1. **Vice-Principal** in Sri Sarada College for Women, Tirunelveli-11. 2010–2018
2. Flying Squad Member in

Manonmaniam Sundaranar University-
2011

3. College Committee Member of
Sri Sarada College for Women Since
2011

4. **Chief Superintendent in
Semester
Exam** conducted by **Manonmaniam
Sundaranar University-2012-2016**

5. **Chief Superintendent for TNPSC
Examination
2013-2016**

6. **Editorial Board Member** NAAC
sponsored national conference on “State
of
the art methodology to enhance teaching, lea
rning and evaluation process” –2015.

7. **Convenor** –
State level workshop on C2C (College to
Career) program –2016.

8. **Editorial Board
Member** –
International
conference on
social economic
environmental
ethical science and
technological
impact on various
facets of
trade and commerce
– 2018.

9. **Chairperson** in National Conference on
“Issues and Innovative initiatives towards
vital, viable and value bound
quality higher education sponsored
by NAAC, Bangalore –2019 (Paper
Presentation Session).

10. Acted as a **Resource Person** in National
Level Webinar on “Role of
Tamilnadu Grama Bank and
its Participation in the Welfare Scheme initia

ted by Central Government along with its impact on Covid19” on 30.06.2020.

11. Board of Study Member in V.V.Vanniaperumal College for Women(Autonomous),Virudhunagarfort heperiod2020-2022forM.Com&M.PhilCourses.

12. Actedas a Chairperson inTamilAwardsSessionon18/04/2021.

13. Acted as a Resource Person in State level webinar on Yeoman Services of TamilnaduGrama Bank ” on 16.08.2021.

14. ExternalExaminer for Project VIVA VOCE Examination for PG and M.Phil Students conducted by Manonmaniam Sundaranar University, Tirunelveli-12.

15 .Board of Study Member in St.Mary College(Autonomous)Thoothukudi.

16.Acted as a Chairperson of Tech Session in International conference in B.P.S.Institute of Teacher Training and Research ,B.P.S.Mahila VishwavidyalayaKhanpurKalan, Sonipat, Haryana on19.03.2022.

2. MEMBERSHIP IN PROFESSIONAL BODIES: Senate Member of Manonmaniam SundaranarUniversity-2009-2012

3. PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME

Title of the Programme	Organizers	FromDurationTo	
Faculty Enrichment Programme	Sri Sarada College for Women, Tirunelveli-11	23.04.2013	
FacultyEnrichmentProgramme	Sri Sarada College for Women, Tirunelveli in collaboration with Sastra University, Thanjavur	12.06.2014	13.06.2014
FacultyEnrichmentProgramme	Sri Sarada College for Women, Tirunel	21.04.2015	22.04.2015

	veli-11		
UGCSTRIDE Virtual 10 days FD Pon Mitigating Climate Change	Central University of Tamilnadu	26.04.2021	06.05.2021
One week Virtual International Faculty Development Programme on “Innovation, IPR, Technology Development and Entrepreneurship”	St. Claret College, Bengaluru	14.06.2021	19.06.2021
Faculty Development Programme on “Nurturing the next generation educators”	PPG College of Arts and Science, Coimbatore	12.06.2021	18.06.2021
Faculty Development Programme on Capital Market	Bharathiar University, School of Commerce (UGCSAP DRS-1)	22.06.2021	23.06.2021
Faculty Development Programme on “An Overview of the Indian Capital Markets and Indian Economy”	Guru Nanak College, Velachery, Chennai – 600042	08.07.2021	10.07.2021

Conference/Seminar organized:

Title	Conference/Seminar	/International	Proceeding
International Training Workshop on Increasing the Scholarly Impact and Research Output Workshop	Workshop (02.03.2015)	International	ISBN NO. 978819260 4046
National Conference on State of the Art Methodology to Enhance Teaching, Learning and Evaluation Process Conference	Conference (27.08.2015)	National	ISBN-9788192604053
National Seminar on Building Styles in Banking Industries	Seminar (10.09.2015)	National	-
Conference on “Socio- Economic, Environmental, Ethical, Science and Technological impact on Various facets on Trade and Commerce”	Conference (Jan. 31 & Feb. 1, 2018)	International	ISBN: 9788193382127
Workshop on “Enhancing Young Women Entrepreneurs”	Conference on 25.09.2018	International	-

Level: State/National

20.Ph.D Research scholars details:

Name	Title	Register.No& Date of Commencement	Full Time / Part Time	Fellowshi p	Awarded/ submitted
V.VijayaGomathi	A Study on the problems faced by the teachers working in self-financing arts And science colleges inTirunelveli District	18211261012009 &05.07.2018	Full-Time	-	Awarded
B.Supriya	A Study on service quality of E-Banking with reference to Public and the Private sector banks inTirunelveli District	18221261012006 &05.07.2018	Part-Time	-	Doing
S.Pushparani	A Study on impact of demonetization with special reference to Public sector banks inTirunelveli district	18221261012008 &05.07.2018	Part-Time	-	Doing
P.Supriya	Customers Satisfaction on Internet Banking with special reference to Private Sector Banks in Tirunelveli District	19111261012010 & 24.12.2018	Full-Time	-	Awarded
MilkaVijayan	Work Life Quality of Women Employees in Small Scale Industries with Reference to Tirunelveli district	19121261012012 & 24.12.2018	Part-Time	-	Awarded
A. Maria Bharathi	A Study on financial literacy among scheduled communities in Tirunelveli District	19121261012008 & 23.12.2018	Part-Time	-	Awarded
A. Ammu Janani	A Study on Customer perception towards Green Marketing on Sustainable Products with special reference to Kanyakumari District	23121261012002	Part-Time	-	Doing
M.Maria Diana	A Study on Customer buying behavior towards online shopping in Tirunelveli District	23111261012001	Full-Time	-	Doing