

Profile

of



Dr. A. Vinayagamoorthy, Ph.D.,

Professor of Commerce

Department of Commerce

Periyar University

Salem-636 011

BIO-DATA

- 1. Name** : **Dr. A. Vinayagamoorthy**
2. Date of Birth : 31st March 1959 Age 54 years
3. Post held at present : **Professor of Commerce**

4.0. Address

4.1 Official : **Professor of Commerce**
Department of Commerce
Periyar University
Salem-636 011. Tamil Nadu

4.2 Residential : 2/B2 Fr. Guezou,s Road,
S. Kodiyur,

Jolarpettai-635 851. Tamil Nadu
Phone: 04179-243420 & 243440
Mobile: 094432 03766

5.0 Qualification

5.1 Ph.D.

Title of Thesis : “Purchase Decision and Consumer Behaviour”(A Study with reference to selected durable goods at Vellore District)

University : University of Madras

Date of Award : February 2004

5.2 M.Phil.

Title of Dissertation : “A Study on Primary Agriculture Co-operative Society” at Tirupattur Taluk

University : University of Madras

Date of Award : May 1992

5.3. M.Ed. -University : University of Madras, Sep. 1991
Second Class

5.4 SLST - University : University of Madras, Sep. 1990

5.5 M.Com - University : University of Madras, May 1987

5.6 MBA - University : University of Madras, June 2011

6.0 Experience

- 6.1 Postgraduate teaching : 19 years 10 Days
- 6.2 Undergraduate teaching : 18 years 09 months 25 Days
- 6.3 Total Teaching Experience : 27 years 10 Days
(Annexure – I)
- 6.4. Research : 16 Years (Annexure – 1I)
- 6.5 Research Guidance for Ph.D. : 9 years
M.Phil. : 15 years
- 6.6 Number of Scholars
- | | Guided | Guiding |
|---------------|--|---------|
| 6.3.1 Ph.D. | 12 | 10 |
| 6.3.2 M.Phil. | 80(Regular)18
(62 Distance Education) | 5
4 |

7.0 Publications

- 7.1 First Book entitled “**Purchase Decision and Consumer Behaviour – 2005**” Serials Publications, New Delhi – 110 002, 2005 . pp 242. ISBN:81-86771-36-0 (The above book reviewed by I. Satya Sundaram)
- 7.2.Second Book entitled “**Commerce and Information Technology- -2007**” Serials Publications, New Delhi – 110 002, 2007 . pp 259. ISBN: 81-8387-072-4
- 7.3.Third Book entitled “**Business Law**” June – 2008 Vaishali Publications, Tamil Nadu, pp 258.
- 7.4.Fifth Book entitled “**Practical Auditing**” – April 2011 Vaishali Publications, Tamil Nadu, April, 2011 . pp 200. ISBN: 978-81-908084-0-8
- 7.5. Sixth Book entitled “**Business Research Methods**” – 2011 Vaishali Publications, Tamil Nadu, December, 2011. pp 405. ISBN: 978-81-907483-9-1
- 7.6 Seventh Book –Edited Volume – Contemporary Research in Emerging “**Insurance Market**”-2014-Manglam Publications, New Delhi pp 370 ISBN: 978-93-82983-19-4 Year 2014

(Annexure – III)

- 7.6. **Research Papers- 219** (Two one Nine)
(Annexure – IV)

8.0 Seminars/Conferences/Workshop attend/Conducted- 209

(Two Zero Nine) (Annexure – V)

9.0 Areas of Specialization

9.1 Marketing and Consumer Behaviour

9.2 Finance and Accounting

9.3 Insurance and Banking

10.0 Others

10.1 Examinations

10.1.1. Served as Question Paper Setter and Examiner for B.Com, BBA. BBM. BCS. BCA. and M.Com. MBA (Agri) MBA (International Business) Degree Examinations in Pondicherry, Alagappa, Madurai Kamaraj, Bharathiar, Annai Thersa Deemed University, VIT Vellore, Agriculture University

10.1.2. As Question Paper Setter for M.Phil. in Madurai Kamaraj University

10.1.3. Served as Member of the Inspection squad /Chief Suptt./ Addl. Chief Suptt. for the Examinations of the Madras University

10.1.4. Served as Examiner for CA and ICWA professional Examinations

10.2 Served as Member of Board of Studies in Bharathiar University for M.Phil. and M.Com. (FCA)

10.3 Served as Co-ordinator for conducting classes for M.Phil. and M.Com. students of Bharathiar University, Distance Education, Coimbatore.

10.4 Served as Resource Person for handling PCP classes for both UG and PG students of Madras, Annamalai, TN Open University, Alagappa University and Bharathiar University

10.5 Served as Member in the Academic Council of the Madras University (5 years)

10.6 Served as Editorial member for five reputed journals

Place:

Date:

Signature

Institution	Position held	From	To
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Annexure - I Teaching Experience

Sacred Heart College, Tirupattur – 635601	Lecturer in Commerce	22/06/1988 – 11/1/1995 (7 Years 5 Months 11 Days)
Marudhar Kesari Jain College, Vaniyambadi- 635752	Professor and Head PG Department of Commerce	12/01/1995–06/07/2001 (6 Years 6 Months 6 Days)
Jothi's College, Katpadi, Vellore- 632007	Professor and HOD of Commerce	07/07/2001–13/07/2004 (3 Years 0 Months 6 Days)
KMG College of Arts and Science, Gudiyattam, Vellore Dist.-632803	Professor and Coordinator Dept. of Business Studies & PG Dept. of Commerce	14/07/2004–12/04/2005 (0 Years 8 Months 29 Days)
Bharathiar University Coimbatore- 641 046.	Lecturer in Commerce Department of Commerce	12/04/2005-02/02/2006 (0 Years 10 Months 2 Days)
Periyar University Salem – 636 011	Reader in Commerce	03/02/2006-17/11/2009 (3 Years 9 Months 14 Days)
Periyar University College of Arts & Science Mettur Dam – 636 401	Principal (Additional Charge)	11-10-2006-01-09-2008
Periyar University Salem – 636 011	Reader in Commerce & Head in Charge	01-09-2008-31-12-2009
Periyar University Salem – 636 011	Associate Professor	From 03-02-2009 to 15-10- 2012 (30-03-2012)
Periyar University Salem-636011	Professor of Commerce	From 3-02-2012 to till date

Total Teaching Experience : 27 Years 10 Days (22/06/1988 to till date)

Total UG Experience : 18 Years 09 Months 25 Days (22/06/1988 to till date)

Total PG Experience : 19 Years 03 Month 04 Days (12/01/1995 to till date)

Annexure II

1. Total Experience in Research: 17 years

Research for M.Phil. : 17 years (From Sep.1995 to Sep. 2012)

Research for Ph.D. Degree : 8 years (From June 2004 to Feb. 2012)

Post Doctoral Experience : 8 years (From March 2004 to till
date)

Total : 17 years

Annexure – III

I. List of Books Publication:

1. First Book entitled “**Purchase Decision and Consumer Behaviour**” – **2005** Serials Publications, New Delhi – 110 002, 2005 . pp 242. ISBN: 81-86771-36-0 (The above book reviewed by I. Satya Sundaram)
2. Second Book entitled “**Commerce and Information Technology**”- **2007** Serials Publications, New Delhi – 110002, 2007. pp 259. ISBN: 81-8387-072-4
3. Third Book entitled “**Business Law**” June–2008 Vaishali Publications, Tamil Nadu, pp 258.
4. Fourth Book entitled “**Practical Auditing**” – **April-2011** Vaishali Publications, Tamil Nadu, April, 2011. pp 200. ISBN: 978-81-908084-0-8
5. Fifth Book entitled “**Business Research Methods**” – **2011** Vaishali Publications, Tamil Nadu, December, 2011. pp 405. ISBN: 978-81-907483-9-1
6. Sixth Book entitled “**Contemporary Research in Emerging Insurance Market**”, Manglam Publications, New Delhi, December, 2013. Pp.369. ISBN:978-93-82983-19-4

Annexure – IV

Research Papers Published in Journals– 223 (Two Twenty Three)

1. “Business Process Outsourcing” – Southern Economist, Volume 43 No.19, Feb.1, 2005 p 28.
2. “No Loss in Agriculture” – Kisan World, Volume 32 No. 02, Feb. 1, 2005 pp 33-35.
3. “Tourism Development in Yellagiri Hills” – Sedme, Volume 32 No. 1 March, 2005 pp 89-96.
4. “Tourism Development” – Kisan World, Volume 32 No. 1 March, 2005 pp 20-22.
5. “Indian Civil Services – Past, Present and Future” – Indian Institute of Public Administration, Volume 2 No.2 July 1, 2005 pp 8-10.
6. “Marketing of Leather Products” – Kisan World, Volume 32 No. 07 July 1, 2005 pp 17-19.
7. “Service Tax Act – Areas Covered in Indian” – Southern Economist, Volume 44 No. 6 July 15, 2005 pp13-14.
8. “Service Tax in India” – Kisan World, Volume 32 No. 08 August 1, 2005 p14..
9. “LIC in Rural India” – Kisan World, Volume 32 No. 11 August 1, 2005 pp14-15.
10. “Grow More Trees” – Review Projector India, Volume 8 No. 4 Oct-Dec., 2005 pp48-49.
11. “VAT” – Raj Journal of Commerce, Volume 1 No. 1 Dec., 2005 pp15-21.
12. “LIC in Global Era” - Raj Journal of Commerce, Volume 1 No. 1 Dec., 2005 pp43-47.
13. “VAT”, Sedme, Hyderabad, Volume 32, No.4 December 2005 pp.63-72.
14. “Information Technology and E-Commerce”- Review Projector India, Volume 9 No. 1 March, 2006 pp 39-47.
15. Book reviewed on ‘Basics of Financial Management’ VK Saxena & CD Vashist, Review Projector India, Volume 9 No. 1 March, 2006 pp11.
16. “Women Empowerment through Cooperative Societies”, Tamil Nadu Journal of Co-operation, Volume: 6 No. 7, May – 2006 pp.11-13.
17. “BPO in Customer Relationship Management”, Raj Journal of Commerce, Issue 2, June 2006, pp 6-10.
18. Book reviewed on “Methodology for Real Estate Market Analysis”, Dr. Arulraj, Serials Publications, Review Projector India, Volume 9 No. 2 April-June 2006 pp 7-8.

19. "Women Empowerment Through SHG's – A Case Study in north Tamil Nadu, Review Projector India, Volume 9 No. 2 April-June 2006 pp 44-50.
20. "Move with the World – Changes Imminent in Commerce Curriculum", Economic Affairs, Vol. 51 Qr.2, April – June, 2006 pp 95-100.
21. "Accounting for Globalization and its Impact on Corporate Reporting", The Management Accountant, Vol.5, No.7, July 2006 pp 106-107.
22. "Commerce Education – Changes Imminent", EDUTRACKS, Vol.6, No.1 September 2006 pp 17-19.
23. "Indian Insurance – Modern Marketing Approach", Southern Economist, Vol.45, No.12, October 15, 2006 pp 17-19.
24. "Information Technology and Electronic Commerce, Indian Economic panorama, Vol. 16 no.3 October, 2006 pp 21.25.
25. "Knowing ABCD of Call Centers in India", Economic Challenger, Issue 32, No.08, July-September 2006 pp 55-61.
26. "Life Insurance in the Global Era", Journal of AIMA Organizational Management, Vol. XXII No.2, July – September 2006, pp 22-24..
27. Book reviewed on "Principles of Insurance and Risk Management", Dr. S.L. Gupta, Review Projector India, Volume 9 No. 3 July-September 2006 pp1-2.
28. "BPO in Customer Relationship Management", Review Projector India, Volume 9 No. 3 July-September 2006 pp 32-38.
29. "The Power of Women and their Achievements in Women Entrepreneurship', The State of Indian Economy, Serials Publications, New Delhi, Vol. II 2006 pp 186-195.
30. "Child labor in India", Kisan World, vol. 33, No.12, December 2006 pp 22-24 and Continued in Vol.34 No.1 January 2007 pp 39-45. (Published in Two Issues)
31. Book reviewed on "Elements of Financial Management", Dr. S.N. Maheswari, Review Projector India, and Volume 9 No.4 October-December 2006 pp1-2.
32. "Child Labour in India – Causes, Governmental Policies and the Role of Education, Review Projector India, and Volume 9 No.4 October-December 2006 pp55-62.
33. "Indian Insurance: Modern Marketing approach", Published on 18-11-2006 in web site www.flyhighonline.com., MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
34. "BPO in Customer Relationship Management", Indian Economic Panorama, Vol. 16 No.4 pp31-33.
35. Globalization and Co-operative Sector in India, Tamil Nadu Journal of Co-operation, Vol. 7, No. 3, January, 2007, pp 25-29.

36. An Empirical Study on Shampoo Consumption, Indian Journal of Marketing, vol. XXXVII No.1 January, 2007, pp 36-38.
37. "Competency Mapping", HRD News Letter, vol. 22, Issue 10, January, 2007, pp 14-15.
38. "Medicinal and Therapeutic Values of Ginger", Kisan World, Vol. 34, No. 02, February, 2007 pp 31-32.
39. "Child Labour in India", Sedme, Hyderabad, Volume 32, No.8, December, 2007, pp. 25-35.
40. "Call Centre", Indian Economic Panorama, New Delhi, Vol. 17, NO.1, April, 2007 pp. 40-44.
41. "Environmental Pollution", Economic Affairs, Kolkatha, Vol. 51, Qr. 4, Oct.-Dec., 2006 pp. 199-205.
42. "Indian Insurance: Modern Marketing Approach", Marketology, New Delhi, Vol. 1, No. 2, Oct. – Dec. 2006, pp. 23-28.
43. "Competency Mappying", USHUS, Journal of Business Management, Christ College, Bangalore, Vol. 5, No. 2&3, July-Dec., 2006.
44. "Accounting for Globalization and its Impact on Corporate Reporting", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
45. "Multi-Disciplinary nature of Ecology and Environment" in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
46. "Globalization and Recent Trends in Banking", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
47. "Globalization and Co-operative Sector in India", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
48. "Self Help Groups – A Case Study" in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
49. "Child Labour in India: Causes, Governmental Policies and the role of Education" in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
50. "Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu", Journal of Social Welfare, New Delhi, Vol. 54, No.1, April, 2007.
51. "Impact of Intellectual Property Rights on Developing Countries, The Economic Challenger, Ajmer, Issue -35, No. 9, April-June,2007.

52. "Impact of Intellectual Property Rights on Developing Countries, Review Projector India, Coimbatore, Vol. 10, No.1, Jan.-March,2007.
53. "Diverse Workforce – The "INTHING", economic affairs, Kolkatha, Vol. 52, No.1, Jan-March, 2007.
54. "Emerging Trends in Corporate governance Practices", NICM Bulletin, Gujarat, vol. IV, No. 5, May, 2007.
55. "Study on Educational Loan with reference to Coimbatore", Sourhern Economist, Bangalore, Vol. 46, No.2, Many 15, 2007.
56. "Accounting for Globalization and its Impact on Corporate Reporting", The Accounting World, The icfai University Press, Hyderabad, Special Issue, June, 2007.
57. "Globalization and Agricultural Sector in India". Kisan World, Chennai, Vol. 34, No.6, June 2007.
58. "A Study on Educational Loan with reference to Coimbatore District". www.indianmba.com, FC 583, June 1st 2007.
59. "Globalization and Co-operative Sector in India", www.indianmba.com, FC 585, June 1st 2007.
60. "Women Empowerment Through Co-operative Societies", www.indianmba.com, FC 585, June 1st 2007.
61. "Private Insurance is not a boon but not bane", www.flyhighonline.com, June 2007.
62. "Space Research Spectrum of Marketing Issue", Advertising Express, June 2007, pp. 20-22.
63. "Indian Insurance : Modern Marketing Approach", The Kashi Journal of Commerce, Varanasi, Vol. II, No4, December, 2006, pp 61-68.
64. "Globalization and Co-operative Sector in India", Vaikunth Mehta National Institute of Co-operative Management, Vol. 41, pp 21-25.
65. "A Cursory look to Insurance Business in India", The Economic Challenger, No.9, Issue – 36, July-Sep. 2007 pp59-62.
66. "Call Centre", Review Projector (India), Vol. 10, No.2 April-June 2007, pp. 31-39.
67. Ground Water Level Lowered –Vellore District in the Clutches of Drought, Vol. 34, No.7, July 2007.
68. "Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu", Sedme, Hyderabad, Vol. No. June 2007 pp. 1-10.
69. "Call Centre", Raj Journal of Commerce, Rajus College, Rajapalayam, Issue 4, August, 2007 pp 23-28.
70. "Women Empowerment Through Co-operative Societies", NICM Bulletin, Gujarat,Vol. IV, No. 8, August, 2007. PP. 3-4.
71. "Tourism Development in Yelagiri Hills", PR Communication Age, Vol. X, No.5, August, 2007 pp 15-18.

72. "Business Process Outsourcing", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
73. "Gats and Its Impact on Banking Services in India", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
74. "Globalization and Recent Banking in India", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
75. "Consumers View on Petrol Prices", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
76. "Marketing of Leather Products", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
77. "Purchase Decision and Consumer Behaviour", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
78. "Life Insurance in the Global Era", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
79. "Performance of Industrial Co-operatives", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
80. "Plight of Landless Poor in Tamil Nadu", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
81. "Role of Youth in Forestry", in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
82. "Performance of Industrial co-operatives" in web site www.flyhighonline.com, MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.
83. "Knowledge of Globalization and Recent Trends in Banking", Mangalmay Journal of Management & Technology, Vol. 1, Number 2, Jan-June, 2007 pp. 79-86.
84. "Private Insurance is not a boon but a Bane", Review Projector India, Vol. 10, No.3 July-Sep., 2007 pp. 45-47.
85. "Globalization and Recent Trends in Banking", The Management Accountant, ICWA, Vol.6, No.10, Oct. 2007, pp. 148-152.
86. "An Empirical Study on Primary Agricultural Credit co-operative Society-Thirupattur Block in Vellore District, Co-operative Perspective, Pune, Vol. 42 No. 1&2, April-Sep. 2007, pp.25-30.

87. "Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu", Indian Journal of Marketing, Volume XXXVII, No.11, Nov., 2007 pp.33-38.
88. "Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu", National Institute of Co-operative Management (Gujarat) November, 2007 pp 24-28.
89. "Emerging Trends in Corporate Governance practices, Indian Economic Panorama", New Delhi, Jan. 2008, Vol. 17, No.4, pp 7-10.
90. "Impact of Enforcement of IPR on Developing Countries", New India Publishing Agency, Pitam Pura, New Delhi – 110 088 Dec., 2007 pp 105-112.
91. "Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu", Organizational Management, Kerala, Vol. xxiii, No.3, Oct.-Dec. 2007 pp. 18.
92. "The Power of Women and their Achievements in Women Entrepreneurship", National Institute of Co-operative Management, Vol. IV, No.12, Dec. 2007 pp10-14.
93. "Cosmetic Tourism", Economic Challenger, Ajmer, Vol. No. X, Issue 38, Jan. – March 2008 pp56-59.
94. "An Empirical Study on Shampoo Consumption", National Institute of Co-operative Management, Gujarat, Vol.V, No.1 January, 2008 pp 17-20.
95. "Globalization and Agriculture Sector in India", Review Projector India, Vol. 10, No.4 Oct.-Dec. 2007 pp. 31-33.
96. "Book reviewed on Advertising and Personal Selling", Review Projector India, Vol. 10, No.4 Oct.-Dec. 2007 pp. 3-4.
97. "Book reviewed on Advertising and Personal Selling", Review Projector India, Vol. 10, No.4 Oct.-Dec. 2007 pp. 5-6.
98. "Book reviewed on Management of Financial Institutions in India", Review Projector India, Vol. 10, No.4 Oct.-Dec. 2007 pp. 10-11.
99. "Customer Relationship Management", Kisan World, Vol. 35, No. 02, Feb.2008, p.39.
100. "Competency Mapping-Catch Word in Corporates" The Management Accountant, Vol. 43 No.1, Jan. 2008 pp18-26.
100. "Information Technology and Electronic Banking, PR communication Age, Banking Finance, Kolkata, Vol. X, No.1, Jan.2008 pp10-16.
101. "Globalization & Recent Trends in Banking, Banking Finance", Kolkata, Vol. XXI, No.2, February, 2008 pp 9-14.
102. "Impact of Intellectual Property rights on Developing Countries", Indian Economic Panorama, Vol. 18, No.1, April 2008, New Delhi.

103. "Book reviewed on Development Management Under Globalization", Review Projector (India), Coimbatore, Vol. 11, No.1, Jan-Mar – 2008, pp 5-7.
104. "Methodology of teaching Commerce and Management", Review Projector (India), Coimbatore, Vol. 11, No.1, Jan-Mar – 2008, pp 39-48.
105. "Customer Relationship Management" Review Projector (India), Coimbatore, Vol. 11, No.1, Jan-Mar – 2008, pp 56-57.
106. "BPO in CRM", Customer Relationship Management edited by Dr. S.Shanmugasundaram, Prentice Hal of India Private Limited, New Delhi -110 001, 2008 – pp. 255-261.
107. "Consumer Leisure time Pursuits", Mangalmay Journal of Management & Technology, Vol.1, No.3, July-Dec. 2007 pp. 44-60.
108. "Indian Educational Services in the Global Era", EDUTRACKS, Vol.7, No.11, July 2008, pp.25-26.
109. "Understanding the ABCD of Environmental Pollution", The Economic Challenger, Issue No. 10, July-Sep. 2008, pp 70-73.
110. "Consumer Leisure time Pursuits", PR Communication Age, Vol. XI, No. 4, July, 2008, pp 5-14.
111. "Accounting for Globalization and its Impact on Corporate Reporting", Banking, Vol. XXI, No.7, July, 2008, pp. 11-13.
112. "Performance of Industrial Co-operatives in TN-Recent Trends"- Indian Co-operatives, The Icfai University Press, 2008, pp. 76-82.
113. "Accounting for Globalization and its Impact on Corporate Reporting", The Icfai University Press, Sep., 2008, pp. 189-195.
114. "Book Reviewed on Advanced Financial Accounting" Review Projector India, Vol. 11, No.3, July- Sep 2008, pp 1-4.
115. "Book Reviewed on Disaster Management and Rehabilitation", Review Projector India, Vol. 11, No.3, July- Sep 2008, pp 8-9.
116. "Competency Mapping – A Corporate Catchword, Sedme, Viol. 35, No.2 June, 2008 13-28.
117. "Environmental Pollution" Review Projector India, Vol. 11, No.3, July- Sep 2008, pp 55-60.
118. "Consumer Leisure Time Pursuits, Raj Journal of commerce, Issue 6 December, 2008 pp 13-22.
119. "Globalization and Co-operative Sector in India, Indian Consumer Co- operator, Vol. 37 No. 3 July Sep. pp2-4.
120. "Book Reviewed on Principles of Insurance and Risk Management" Review Projector India, Vol. 11 No.4 Oct. Dec. 2008, pp. 4-6.
121. "Book Reviewed on Basic Financial Management" Review Projector India, Vol. 11 No.4 Oct. Dec. 2008, pp. 7-9.

122. "Indian Insurance: Modern Marketing Approach" Review Projector India, Vol. 11 No.4 Oct. Dec. 2008, pp. 51-52.
123. "Book Reviewed on Disaster Management" Review Projector India, supplementary Vol. 11 No.4 Oct. Dec. 2008, pp. 1-4.
124. "Globalization and Co-operative Sector in India," Review Projector India, supplementary Vol. 11 No.4 Oct. Dec. 2008, pp. 42-43.
125. "Emerging Trends in Corporate Governance Practices," Review Projector India, supplementary Vol. 11 No.4 Oct. Dec. 2008, pp. 49-55.
126. "Information Technology towards Agricultural Developments", NICM Bulletin Vol. VI No.1, Jan- March 2009.
127. "Consumer Leisure Time Pursuits, IMM, Institute of Marketing and Management, Special Issue 2008. ISSN 0973-7901, New Delhi pp74-84.
128. "Role of Capital Market in Small Economics – A Case of Three Nations in Central Asia, Noida, Vol.3, No.1, Jan.-June-2009, pp 68-77.
129. "Accounting for Globalization and Its Impact on Corporate Reporting, Accounting and Its Applications, icfai University Press, Hyderabad, ISBN-978-81-314-2464-3, 2009, pp22-28.
130. "Indian Insurance- Modern Marketing Approach, Indian Insurance Sector 21st Century-An Outlook July, 2009, pp. 62-74.
131. "Human Resources Accounting-A Comprehensive Analysis, The Accounting World, Nov. 2009, The icfai University Press, Target Costing PP.21-26.
132. "Emerging Dimensions in Human Resource Accounting, The Accounting World, Jan., 2010, The icfai University Press, Creating Accounting pp.12-15.
133. Emerging Trends in Corporate Governance Practices – The Accounting World, icfai, March, 2010, IUP Publications.
134. International Trade (Fruits and Vegetables), Kisan World, Chennai, May 2010, Vol. 37 No.5 pp 36-37.
135. Role of Capital Market in Small Economics – The case of Three Nations in Central Asia Kolkata, Banking Finance, Vol. XXIII, No.5 May 2010. pp5-11
136. Human Resource Accounting – A Comprehensive Analysis, NICM Bulletin, Gujarat, Vol. VII, No.2, April – June, 2010 pp 31-36.
137. Globalization and Structural Changes in the Indian Insurance Sector – A Review – Journal of Commerce and Management Thought, Volume II April-June, 2010 Number 2 pp 282 to 290.
138. Uses of Debit card, Banking Finance, Kolkata, VolXXIV No.10 October, 2011, pp 24-29.

139. "IFRS- An Overview", A Research Book on Global Business Environment and its impact on Management Education Himalaya Publishing House, pp628-631.
140. "IFRS- An Overview", ICBI- CD Publication – Sri Lanka- October, 20-2011 ISBN: 978-955-904496-3(CD ROM)PDF Format in Website.
141. "Role of Reach of Internet Banking in India" Banking Finance, Vol.XXIV, No.12 December, 2011, ISSN NO: 0971-4498, pp. 5-9.
142. "Mobile Banking an Emerging Trend" Annamalai University, ISBN No: 819222211-X, December, 2011, pp 14-17.
143. Financial Performance of Indian Postal Life Insurance, ISSN2047-2854, The business and Management review, 102 Feb. 2012, Pune.
144. Insurance: Modern Marketing Approach in India, Cotemporary Issues in Global Business Management, Karpagam University, Coimbatore, Vol.-II, ISBN 978-93-80426-69-3 Feb. 3, 2012 pp-9.
145. Brand loyalty and Health care Product, Cotemporary Issues in Global Business Management, Karpagam University, Coimbatore, Vol.-II, ISBN 978-93-80426-69-3 Feb. 3, 2012 pp 10-15.
146. Debit card users and state Bank of India, Cotemporary Issues in Global Business Management, Karpagam University, Coimbatore, Vol.-II, ISBN 978-93-80426-69-3 Feb. 3, 2012 pp34-38.
147. Role of Reach of Internet Banking, Cotemporary Issues in Global Business Management, Karpagam University, Coimbatore, Vol.-II, ISBN 978-93-80426-69-3 Feb. 3, 2012 pp 329-334.
148. Consumer Attitudes and Newspapers Readers, Cotemporary Issues in Global Business Management, Karpagam University, Coimbatore, Vol.-II, ISBN 978-93-80426-69-3 Feb. 3, 2012 pp376-379.
149. Life Insurance in India, Cotemporary Issues in Global Business Management, Karpagam University, Coimbatore, Vol.-II, ISBN 978-93-80426-69-3 Feb. 3, 2012 pp392-396.
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165. “An Insight into CSR in India, Economic Development Through Corporate Social Responsibility”, Sri Krishnasami College for Women, Chennai- ISBN-9789381195116, Feb. 2012, pp 349-351

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220. "Marketing Innovation of Retailing in Rural India", Department of Commerce, Vysya College, on 11th August 2014 ISBN: 978-93-82570-40-0.
221. "Stress Management Among Self Financing College Women Teachers (A Study with Special Reference to Select Self – Financing Arts & Science Colleges in Salem City)", Department of

- Commerce, Vysya College, on 11th August 2014, ISBN: 978-93-82570-40-0.
222. “Policyholder’s Attitude towards Life Insurance(A Study with Special Reference to Life Insurance Corporation of India in Mettur Taluck)”, Department of Commerce, Vysya College, on 11th August 2014, ISBN: 978-93-82570-40-0.
223. “Impact of Information Technology on Global Business”, Department of Commerce, Vysya College, on 11th August 2014, ISBN: 978-93-82570-40-0.

Annexure – V

Papers Presented –International -54 and National – 156 [Total - 209]

Papers Presented in International Seminars and Conferences – 54 (Five Four)

1. Presented a paper in the International Seminar on ‘Purchase Decision and Consumer Behaviour’ at Adaikalamatha College, Thanjavur on 29 & 30th September, 2005
2. Presented a paper in the International Seminar on ‘Life Insurance in the New Millemilum’ at Adaikalamatha College, Thanjavur on 29 & 30th September, 2005
3. Presented a paper in the International Seminar on ‘Indian Life Insurance in the New Millemilum’ at Adaikalamatha College, Thanjavur on 29 & 30th September, 2005
4. Presented a paper in the International Seminar on ‘Economic & Envir. Impact on WTO’ at Vimala College, Kerala on 13th January, 2006
5. Presented a paper in the International Seminar
6. Presented a paper in the International Seminar on ‘Information Technology towards Agr. Development’ at Vimala College, Kerala on 13th January, 2006
7. Presented a paper in the International Seminar on “Implementation of VAT in India” at Adaikalamatha Institute of Management, Thanjavur – 613 403 on 21-22 September 2006.
8. Presented a paper in the International Seminar on “BPO in Customer Relationship Management” at Adaikalamatha Institute of Management, Thanjavur – 613 403 on 21-22 September 2006.
9. Presented a paper in the International Seminar on “CRM in Hospitality Industry” at Adaikalamatha Institute of Management, Thanjavur – 613 403 on 21-22 September 2006.

10. Presented a paper in the International Seminar on “Japanese Style of Management VS American Style of Management” at Adaikalamatha Institute of Management, Thanjavur – 613 403 on 21-22 September 2006.
11. Presented a paper in the International Seminar on “Customer Relationship Management”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
12. Presented a paper in the International Seminar on “Environmental Pollution”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
13. Presented a paper in the International Seminar on “Women Empowerment through Self Help Group – A Case Study in the Tamil Nadu ”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
14. Presented a paper in the International Seminar on “The power of Women and their achievements in Women Entrepreneurship”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
15. Presented a paper in the International Seminar on “Performance of Industrial Co-operatives in Tamil Nadu – Recent Trends ”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
16. Presented a paper in the International Seminar on “BPO in CRM ”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
17. Presented a paper in the International Seminar on “Customer Leisure time Pursuits ” , Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
18. Presented a paper in the International Seminar on “Globalization and the Recent Trends in Banking ”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
19. Presented a paper in the International Seminar on “Private Insurance is not a Boon but a Bane ”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.
20. Presented a paper in the International Seminar on “Indian Insurance: Modern Marketing Approach”, Department of Commerce, St. Joseph’s College of Arts and Science, Cuddalore on 14th & 15th March, 2008.

21. Presented a paper in the International Seminar on “Commodity Derivatives Market in Indian”, Bharathidasan Unilversity, Triuchirapalli on 10 and 11th Jan. 2009.
22. Presented a paper in the International Conference on “ Human Resource Accounting – A Comprehensive Analysis” Indian Accounting Association(Gwalior Branch) in association with Institute of Commerce and Mangement, Jiwaji University, Gwalior on Nov14-15, 2009.
23. Presented a paper in the International Seminar on Tactical Trading in the Commodity Markets, Bharathidasan University, Trichy, on 9th and 10th Jan. 2010.
25. Presented a paper in the International Seminar on Tactical Trading in the Commodity Markets: Growth of Credit Card Industry in India Bharathidasan University, Trichy, on 9th and 10th Jan. 2010.
26. Presented a paper in the International Seminar on Tactical Trading in the Commodity Markets: Globalisation and the Recent Trends in Banking, Bharathidasan University, Trichy, on 9th and 10th Jan. 2010.
27. Presented a paper in the International Seminar on Tactical Trading in the Commodity Markets: Indian Insurance : Modern Marketing Approach, Bharathidasan University, Trichy, on 9th and 10th Jan. 2010.
28. Presented a paper in the International Seminar on Tactical Trading in the Commodity Markets: Life Insurance in the Global Era, Bharathidasan University, Trichy, on 9th and 10th Jan. 2010.
29. Presented a paper in the International Seminar on Tactical Trading in the Commodity Markets: Emerging Trends in Corporate Governance Practices, Bharathidasan University, Trichy, on 9th and 10th Jan. 2010.
30. Presented a paper in the International Seminar on Tactical Trading in the Commodity Markets: Recent Trends in Indian and Global Capital Markets, Bharathidasan University, Trichy, on 9th and 10th Jan. 2010.
31. Resource Person – International Conference on Entrepreneurial Development, KMG College, Gudiyattam on 26th Feb. 2010.
32. International Seminar on “Global Marketing Strategies and Practices”, Nehru Institute of Management Studies, Coimbatore on October, 8th and 9th, 2010.
33. Presented a paper in the International Conference on “Accounting Education and Research”, XXXIII All India Accounting Conference, Kerala University, Kerala on 13th and 14th, 2010.

34. Presented a paper in the International Conference on “Business Ethics”, XXXIII All India Accounting Conference, Kerala University, Kerala on November 13th and 14th 2010.
35. Presented a paper in the International Conference on “Implementation of IFRS– An Overview”, XXXIII All India Accounting Conference, Kerala University, Kerala on November 13th and 14th, 2010.
36. Presented a paper in the International Conference on “Emerging Trends in Corporate Governance Practices” XXXIII All India Accounting Conference, Kerala University, Kerala on November 13th and 14th, 2010
37. International Seminar on “Emerging Capital Markets: Issues and Challenges, Bharathidasan University, Department of Commerce, Trichy on 8th and 9th 2011.
38. Presented a paper in the International Conference on “ Impact of Information Technology in Banking Sector” Department of Commerce, Manonmaiam Sundaranar University, Tirunelveli-12 on Jan.21-22, 2011.
39. Presented a paper in the International Conference on “ Banking Technology Towards Financial Inclusive and financing Literacy” Department of Commerce, Manonmaiam Sundaranar University, Tirunelveli-12 on Jan.21-22, 2011.
40. Presented a paper in the International Conference on “Impact of Globalization on Financial Services Sectors, PRIMS, Periyar University, Salem on February, 10th and 11th, 2011.
41. Presented a paper in the International Conference on “Impact of IFRS inn India”, PRIMS, Periyar University, Salem on February, 10th and 11th, 2011.
42. Presented a paper in the International Conference on “IFRS- An overview” Business and Information at University of Kelaniya, Sri Lanka on 20th October 2011.
43. Presented a paper in the International Conference on “ Reach of Internet Banking in India”, Bangladesh 22, 23 December, 2011.
44. Presented a paper in the International Conference on “Eco-tourism- A Study with reference to Yalagiri Hills, Department of Commerce, Periyar University, Salem, on 7,8,9th December, 2011.
45. Presented a paper in the International Conference on “New Challenges in Carbon Credit Accounting: An over view, Jaipur, Rajasthan, December 17-18, 2011.
46. Presented a paper in the International Conference “E-Accounting: Tasks, Performance and Adoption”, Jaipur, Rajasthan, December 17-18, 2011

47. Presented a paper in the International Conference on “Financial Performance of Postal Life Insurance”, Academy of Business & Retail Management, 1&2 , Feb. 2012, Pune.
48. Presented a paper in the International Conference on “Labour Personality Development in Industries, Sri Ganesh School of Business Management, Salem on 22nd Feb. 2013.
49. Presented a Paper in the International Conference on “An Empirical Study on Service Quality of Domestic LPG”, AVS College of Arts and Science College, Salem on 26th July, 2013
50. Presented a Paper in the International Conference on “A study on Plight of Mobile Internet users in India”, AVS College of Arts and Science College, Salem on 26th July, 2013.
51. Presented a Paper in the International Conference on “SWOT Analysis: Commerce Education in India, All India Commerce conference at Bangalore University, on Dec5 to 7, 2014.
52. Presented a Paper in the International Conference on “Impact of (IFRS) in Indian Corporate Sector, All India Accounting Conference at Visakhapatnam Branch, on Jan.11&12, 2014.
53. Presented a Paper in the International Conference on “Strategic Analysis on Performance Appraisal”, PGP College of Arts and Science, Namakkal, on Feb.15th, 2014.
54. Presented a Paper in the International Conference on Development Prospects of Indian Economy (ICDPIE-14), Organised by Society of Technical and Management Professionals (STMP) New Delhi, title “An Analytical Study on Personal Loan in Banks and Non-Banking Financial Companies”, on March 01,02, 2014.

Papers Presented in National Seminars and Conferences – 160(One sixty)

1. Presented a paper in the National Seminar on ‘Economic Recession (Tamil Nadu & Pondicherry) at Sri Vasavai College, Erode on 12, 13th November, 1994
2. Presented a paper in the National Seminar on ‘Consumer Awareness’ at Islamiah College, Vaniyambadi on March 1 & 2nd , 1998
3. Presented a paper in the National Seminar on ‘Consumer Awareness’ at Mazharul – Uloom College, Ambur on March 15th , 1998
4. Presented a paper in the National Seminar on ‘New Dimensions in Management Accounting’ at Madras University PG Extension Centre, Salem on April 17th , 1998

5. Presented a paper in the National Seminar on 'Economic Recession in Automobile Industry' at Karpagam Arts and Science College, Coimbatore on October 26th , 1998
6. Presented a paper in the National Seminar on 'Infrastructural Development in Tamil Nadu' at Madras University PG Extension Centre, Vellore on March 17th , 1999
7. Presented a paper in the National Seminar on 'Total Quality Management – Issues and Process at Mazharul Uloom College, Ambur on 21 & 22nd August, 1999
8. Presented a paper in the National Seminar on 'Restructuring of Commerce Curriculum' at Muthayammal College of Arts and Science, Rasipuram on September 24 & 25th September, 2004
9. Presented a paper in the National Seminar on 'Prospects of Cyber Banking and Electronic Currency in India' at Sacred Heart College, Tirupatttur on August 5 & 6th , 2005
10. Presented a paper in the National Seminar on 'Indian Co-operative Movement at Cross roads' - participated at Periyar University, Salem on 19 & 20th August, 2005
11. Presented a paper in the National Seminar on 'Introduction of VAT in India' at Erode Arts College, Erode on 2 & 3 September, 2005
12. Presented a paper in the National Seminar on 'Life Insurance in Rural India' at Karpagam College of Engineering, Coimbatore on 2nd September 2005
13. Presented a paper in the National Seminar on 'Imminent Changes in Commerce Curriculum' at VVV College for Women, Virudhunagar on 29 & 30th July 2005
14. Presented a paper in the National Seminar on 'The power Women in Entrepreneurial Development' at SDVB Vaishnav College, Chennai on 13 & 14th September 2005
15. Presented a paper in the National Seminar on 'Life Insurance in Rural India' at St. Joseph's College, 10 & 11th September 2005
16. Presented a paper in the National Seminar on 'Purchase Decision and Consumer Behaviour ' at PSG College, Coimbatore 23 & 24th September 2005
17. Presented a paper in the National Seminar on 'Life Insurance towards Rural India' at Hidusthan College, Coimbatore on 30th September, 2005
18. Presented a paper in the National Seminar on 'Impact of Globalization in Life Insurance Sector' at Hidusthan College, Coimbatore on 30th September, 2005
19. Presented a paper in the National Seminar on 'Globalisaton and Recent trends in Banking' Anna Adarsh College for Women, Chennai on 1st October, 2005

20. Presented a paper in the National Seminar on ' An Innovative Strategy in Marketing Life Insurance' at VLB Janakiammal college, Coimbatore on 7th October, 2005
21. Presented a paper in the National Seminar on ' Impact of Transfer Pricing towards Taxation ' at Sree Ramu College of Arts College on 7th October, 2005
22. Presented a paper in the National Seminar on ' Gats and its Impact on Banking Services in India' at Jamal Mohamed College, Tiruchi on 8,9,10th November, 2005
23. Presented a paper in the National Seminar on ' Indian Insurance – An Overview' at Jamal Mohamed College, Tiruchy n 8,9,10th November, 2005
24. Presented a paper in the National Seminar on ' Impact of LPG on the Life Insurance Sector' at Jamal Mohamed College, Tiruchi on 8,9,10th November, 2005
25. Presented a paper in the National Seminar on ' Information Technology and E-Commerce' at S.D. College, Muzaffarnagar (UP) on November 26 & 27th SS, 2005
26. Presented a paper in the National Seminar on ' Indian Insurance – An Overview' at Annamalai University on 15th November, 2005
27. Presented a paper in the National Seminar on 'Brand Strategy' at PSG College, Coimbatore on 12th January, 2006
28. Presented a paper in the National Seminar on 'Performance of Industrial Co-operatives' at Ranipet on 28th January, 2006
29. Presented a paper in the National Seminar on 'Women Empowerment' Ranipet on 28th January, 2006
30. Presented a paper in the National Seminar on 'Biological alternatives – Pesticides Management' at Bharathiar University, Coimbatore on January, 5th 2006
31. Presented a paper in the National Seminar on ' NEP & Co-operatives' at Periyar University, Salem on January, 5th 2006
32. Presented a paper in the National Seminar on 'Knowledge Management and Intellectual Property Rights at Tiruppur Kumaran College for Women on 13th Feb. 2006.
33. Presented a paper in the National Seminar on 'Industrial Co-operatives 'at Periyar University, Salem on January, 5th 2006
34. Presented a paper in the National Seminar on 'Women Empowerment' at Vivekandha College, Tiruchengode on 24th Februry, 2006
35. Presented a paper in the National Seminar on ' Women Entrepreneur' at Vivekandha College, Tiruchengode on 24th Februry, 2006

36. Presented a paper in the National Seminar on 'Information Technology Towards Agricultural Devolvement' at Periyar University, Salem on 25th Februry, 2006
37. Presented a paper in the National Seminar on 'Information Technology and E-Commerce' at Periyar University, Salem on 25th Februry, 2006
38. Presented a paper in the National Seminar on 'Emerging Dimensions in SHGs in India' at Poondi, AVVM Sri Pushpam College on 17th March, 2006 (Presented by Co-author Mr. Thirupathi)
39. Presented a paper in the National Seminar on "Indian Companies and Social Responsibility" at Kadir Mohideen College, Adirampattinam, Thanjavur on 19-20th August 2006.
40. Presented a paper in the National Seminar on " Indian Agricultural Sector – Issues and Challenges" at Kadir Mohideen College, Adirampattinam, Thanjavur on 19-20th August 2006.
41. Presented a paper in the National Seminar on "Market Analysis – Strategies to Enter Global market" at Khair Mohideen College, Adirampattinam, Thanjavur on 19-20th August 2006.
42. Presented a paper in the National Seminar on "Marketing of Financial Services" at Vivekanandha college of Arts and Science, Thiruchengode – 637 205 on 30th August 2006.
43. Presented a paper in the National Seminar on "CRM in Hospitality Industry" at Vivekanandha college of Arts and Science, Thiruchengode – 637 205 on 30th August 2006.
44. Presented a paper in the National Seminar on "CRM in Hospitality Industry" at Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.
45. Presented a paper in the National Seminar on "Customer relationships Go Digital" at Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.
46. Presented a paper in the National Seminar on "Women Empowerment", Sri Vasavi College, Erode – 638 316 on 29-30 September 2006.
47. Presented a paper in the National Seminar on "Impact of Technological Changes in Banking Sector", Dr. NGP Arts and Science College, Coimbatore – 641 035 on 30th September 2006.
48. Presented a paper in the National Seminar on "Insurance Sector in India", Dr. NGP Arts and Science College, Coimbatore – 641 035 on 30th September 2006.
49. Presented a paper in the National Seminar on "Life Insurance in Rural India", Urumu Dhanalakshmi College, Thiruchirappalli – 620 019 on 28 –29 September 2006.

50. Presented a paper in the National Seminar on “Women Empowerment Through SHG- A Case Study in North Tamil Nadu”, Urumu Dhanalakshmi College, Thiruchirappalli – 620 019 on 28 – 29 September 2006.
51. Presented a paper in the National Seminar on “ GEO-IPR 2006”, Department of Geology, Periyar University, Salem 636 011 on October 5-6th 2006.
52. Presented a paper in the National Seminar on “BPO in CRM”, at VLB Janakiamal College of Engineering & Technology, Coimbatore – 641 042 on 6th October 2006.
53. Presented a paper in the National Seminar on “Accounting for Globalization and its Impact on Corporate Reporting”, at VLB Janakiamal College of Engineering & Technology, Coimbatore – 641 042 on 6th October 2006.
54. Presented a paper in the National Seminar on “Customer Relationship Management”, at KKC Institute of Post Graduate Studies, Puttur, Venkateswara University, Andhara on 5th November 2006.
55. Presented a paper in the National Seminar on “Indian Insurance: Modern Marketing Approach”, at Gandhigram Rural University, Gandhigram 624 302 Dindigul on 22-11-2006.
56. Presented a paper in the National Seminar on “Life Insurance in the Global Era”, at Gandhigram Rural University, Gandhigram 624 302 Dindigul on 22-11-2006.
57. Presented a paper in the National Seminar on “IT towards Agricultural Development”, at Department of Economics, Periyar University, Salem on 14-15th December, 2006.
58. Presented a paper in the National Seminar on “Globalization and Co-operative Sector in India”, at Department of Economics, Periyar University, Salem on 14-15th December 2006.
59. Presented a paper in the National Seminar on “Indian Agricultural:A SWOT Analysis”, at Department of Economics, Periyar University, Salem on 14-15th December, 2006.
60. Presented a paper in the National Seminar on “Droutht Early Warning Systems for Sustainable Agricultural Research in India”, at Department of Economics, Periyar University, Salem on 14-15th December 2006.
61. Presented a paper in the National Seminar on “Monetary Integration in South Asia – Exploring the Possibilities”, at Sacred Heart college, Tirupattur on 1-2 December 2006.
62. Presented a paper in the National Seminar on “Political Consideration on the Possibilities of single Currency”, at Sacred Heart College, Tirupattur on 1-2 December 2006.

63. Presented a paper in the National Seminar on “Prospects of Developing Trade in south Asia”, at Sacred Heart College, Tirupattur on 1-2 December 2006.
64. Presented a paper in the National Seminar on “Move with the world – Changes Imminent in Commerce Education at Periyar University, Department of Education, Salem on 19th & 20th January, 2007.
65. Presented a paper in the National Seminar on “Improving Quality of Higher Education”, at Khadir Mohideen College, Adirampattinam, Salem on 3rd and 4th March, 2007.
66. Presented a paper in the National Seminar on “Effectiveness of HRM Plan on Success”, at PRIMS, Periyar University, Salem 636 011 on Feb. 15th and 16th, 2007.
67. Presented a paper in the National Seminar on “Effectiveness of HRM Plan on success with reference to Manufacturing Industries, at PRIMS, Periyar University, Salem 636 011 on Feb. 15th and 16th, 2007.
68. Presented a paper in the National Seminar on “Women Entrepreneurship Development”, at PRIMS, Periyar University, Salem 636 011 on Feb. 15th and 16th, 2007.
69. Presented a paper in the National Seminar on “Impact of Knowledge Management in the Globalized Arena”, at PRIMS, Periyar University, Salem 636 011 on Feb. 15th and 16th, 2007.
70. Presented a paper in the National Seminar on “Marketing in the Digital Age E-Marketing”, at PRIMS, Periyar University, Salem 636 011 on Feb. 15th and 16th, 2007.
71. Presented a paper in the National Seminar on “ECRM” in Retail Financial Services at Gobi Arts and Science College, Gobichettipalayam on 16th and 17th March, 2007.
72. Participated in National conference on “Recent Advances in Accounting” at Department of Commerce, Periyar University, Salem on 28th and 29th March, 2007.
73. Presented a paper in the National Seminar on “Stock Markets in 2006: Flattering to Deceive”, at Department of Commerce, Bharathidasan University, Tiruchirappalli on 7th and 8th April, 2007.
74. Presented a paper in the National Seminar on “Women Empowerment through Micro Finance” at Commerce Wing, DDE, Annamalai University, Annamalai Nagar-608 002 on 7th and 8th Many, 2007.
75. Workshop on Application of SPSS in social Sciences Research”, Periyar University, Department of Commerce, Salem on 27-28th July, 2007.

76. Faculty Development Programme on “Soft Skills Training for Commerce Faculty” (SSTC-2007) held on August, 24-25th August, 2007.
77. Presented a paper in the National Seminar on “ Concept and Framework of Medical Tourism in India”, Department of Commerce, Sacred Heart College, Tirupattur on August, 29-30th , 2007.
78. Presented a paper in the National Seminar on “Medical Tourism and Emerging Industry in India”, Department of Commerce, Sacred Heart College, Tirupattur on August, 29-30th , 2007.
79. Presented a paper in the National Seminar on “ Economy of Medical Tourism in India”, Department of Commerce, Sacred Heart College, Tirupattur on August, 29-30th , 2007.
80. Presented a paper in the National Seminar on “Medical Tourism in India-Problem and Prospectus”, Department of Commerce, Sacred Heart College, Tirupattur on August, 29-30th , 2007.
81. Presented a paper in the National Seminar on “Insurance Sector in India”, Department of Commerce, VLB Janakiammal College of Eng. & Tec. Coimbatore on October, 6th , 2007.
82. Presented a paper in the National Seminar on “Insurance Sector in India”, Department of Commerce, DDE, Annamalai University, Annamalinagar, on October 12th, 2007.
83. Presented a paper in the National Seminar on “BPO in Customer Relationship Management”, Department of Management (PRIMS), Periyar University, Salem on 28th & 29th February, 2008.
84. Presented a paper in the National Seminar on “Customer Relationship Management in Retail banking” at Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.
85. Presented a paper in the National Seminar on “BPO in CRM” at Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.
86. Presented a paper in the National Seminar on “E-CRM” at Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.
87. Presented a paper in the National Seminar on “Customer Relationship Management”, Department of Management (PRIMS), Periyar University, Salem on 28th & 29th February, 2008.
88. Presented a paper in the National Seminar on “Globalization and the Recent Trends in Banking”, Department of Management (PRIMS), Periyar University, Salem on 28th & 29th February, 2008.
89. Presented a paper in the National Seminar on “Indian Insurance: Modern Marketing Approach”, Department of Management (PRIMS), Periyar University, Salem on 28th & 29th February, 2008.

90. Presented a paper in the National Seminar on “Private Insurance is not a Boon but a Bane”, Department of Management (PRIMS), Periyar University, Salem on 28th & 29th February, 2008.
91. Presented a paper in the National Seminar on “The Power of Women and their Achievements in Women Entrepreneurship”, Department of Management (PRIMS), Periyar University, Salem on 28th & 29th February, 2008.
92. Presented a paper in the national Seminar on “Crisis Management- Challenges and Opportunities in Global Scenario” Periyar University, Salem, Feb. 25 and 26th 2009
93. Presented a paper in the national Seminar on “The Global Economic Crisis – An Analysis” Periyar University, Salem, Feb.25 and 26th 2009
94. Organized and attended Workshop on Business Environment at Periyar University, Salem on 31st March 2009
95. Presented a paper in the National Seminar on Global Business Environment: challenges and Opportunities” PRIMS, Periyar University, Salem on 28th and 29th Jan. 2009.
96. Presented a paper in the National Seminar on Marketing Communication (Promotional Mix) PRIMS, Prayer University, Salem on 28th and 29th Jan. 2009
97. Presented a paper in the National Seminar on Impact of Financial Crisis in Banking Sector, Kongu Arts and Science College, Erode on 25th Feb. 2009.
98. Presented a paper in the National Seminar on Change Management in Library and Information Services, Gobi Arts and Science College, Gobichettipalayam, Erode, 20th Sep. 2009.
99. Presented a paper in the National Seminar on Impact of World Economic Slowdown on Labour Market in India, Selvem Arts and Science College, Nammakkal on 11th Oct. 2009.
100. Presented a paper in the National Seminar on Global Financial Crisis: Impact on India and Asia, Bharathidasan University, Trichy, on 12th and 13th Sep. 2009.
101. Presented a paper in the National Seminar on Global Financial Crisis: Financial Crisis and the Role of RBI, Bharathidasan University, Trichy, on 12th and 13th Sep. 2009.
102. Presented a paper in the National Seminar on Impact of Crisis on the India Financial System-Insuranc Sector, BharathidasanUniversity, Trichy, on 12th and 13th Sep. 2009.
103. Workshop on Role of Environment in the Decision Taking Process of the Corporate Sector, Department of Commerce, Periyar University, Salem – 31st March, 2010.

104. Presented a paper in the National Seminar on Internet Banking, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
105. Presented a paper in the National Seminar on E- Banking and Money Banking, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
106. Presented a paper in the National Seminar on Recent Trends in Banking Technology, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
107. Presented a paper in the National Seminar on Retail Banking, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
108. Presented a paper in the National Seminar on Globalization and Recent Trends in Banking, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
109. Presented a paper in the National Seminar on Internet Banking Innovation, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
110. Presented a paper in the National Seminar on E- Banking, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
111. Presented a paper in the National Seminar on Development of Information Technology in Banking Sector, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
112. Presented a paper in the National Seminar on E- Banking, Money Banking and Customer Satisfaction in Tamilnadu, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010
113. Presented a paper in the National Seminar on E- Banking, Money Banking and Customer Satisfaction in Salem District, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
114. Presented a paper in the National Seminar on E- Banking, Money Banking and Customer Satisfaction in India, Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
115. Organizing Secretary in National Seminar on Banking Innovation and Customer Enrichment Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
116. National Seminar on “India – An Emerging Power Issues and Challenges”, Navarasam Arts and Science College, Erode on December 30th 2010.

117. National Seminar on “India and Global Financial Crisis – Recession to Resurgence”, Nirmala College, Kerala , on 6th and 7th January, 2011.
118. National Conference on “Globalization Challenges and Opportunities, Sri Vidya Mandir Arts and Science College, Uthangarai, Krishnagiri District on 6th and 7^t , 2011.
119. National Seminar on “Global Financial Crisis”, Impact on Banking and Insurance Sectors of India, St. Albert’s College, Kochi on 20th and 21st January, 2011.
120. National Seminar on “Mobile Banking – An Emerging Trends”, Annamalai University, 19th December, 2011.
121. National Seminar on “Insurance in India”, “Financial Markets: Issues and challeges (FIM IC- 2012)Thiruchirapalli,on7-8thJanuary,2012.
122. National Seminar on “Labour welfare Measures in Burn Standard Company Limited in Salem” , Karpagam University, Feb.3. 2012
123. National Seminar on “ Gold web Secutities Investment plan”,Vivekanda college for women Thrichengode, on 14-2-2012.
124. National Seminar on “ Consumer view on petrol prices in India”, Vivekanda college for women Thrichengode, on 14-2-2012.
125. National Seminar on “Purchase Decision and Consumer Behaviour”, Kaamadhenu Arts and Science college, Sathyamangalam, on 22nd Feb. 2012.
126. National Seminar on “Purchase Decision and Consumer Behaviour with reference to Selected durable products in Salem District” Kaamadhenu Arts and Science College, Sathyamangalam, on 22nd Feb. 2012
127. National Seminar on “A study on Brand loyalty towards health care Products in Salem City”, PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012
128. National Seminar on “Internet Banking In India”, PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012
129. National Seminar on “Rural Women Entrepreneurs in India”, PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012
130. National Seminar on “Labour welfare measures in burn Standard Company Limited in Salem”, PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012
131. National Seminar on “Debit card holder’s Attitude towards SBI in Salem City”, PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012
132. National Seminar on “Customer Relationship Management in Banking Sector”, Facts of Business Excellence and

- Computational Intelligence, Vysysa Institute of Management Studies, Salem, March 9th 2012
133. National Seminar on “BPO in Customer Relationship Management”, Facts of Business Excellence and Computational Intelligence, Vysysa Institute of Management Studies, Salem March 9th 2012.
 134. National Seminar on “Marketing Strategies and Financial Viability of SHGs”, Facts of Business Excellence and Computational Intelligence, Vysysa Institute of Management Studies, Salem – March 9th 2012.
 135. National Seminar on “Purchase Decision and Consumer Behaviour”, Facts of Business Excellence and Computational Intelligence, Vysysa Institute of Management Studies, Salem March 9th 2012.
 136. National Seminar on “ An Insight into CSR in India, Economic Development Through Corporate Social Responsibility”, Sri Krishnasami College for Women, Chennai- Feb. 2012.
 137. National Seminar on “ Implication CSR in Insurance sector”, Sri Krishnasami College for Women, Chennai- Feb. 2012.
 138. National Seminar on “Recent Trends in Banking – An Analysis” Jayalakshmi Institute of Technology, Thoppur, 14th March, 2012.
 139. National Conference on “A Study on Corporate Responsibility in India”, JKKN college, Komarapalayam on 31 Aug. 2012
 140. National Conference on “CSR in Insurance Industry”, JKKN college, Komarapalayam on 31 Aug. 2012
 141. Presented a paper in the National Conference on “Advertising Media as a Customer- Service Tool for Insurance” at Padavani College of arts and Science, Salem-11.
 142. Presented a paper in the National Conference on “IFRS in India”, Thiruvallur Govt. Arts College, Rasipuram on 30, 31, Jan. 2013.
 143. Presented a paper in the National Conference on “A Study on Green Marketing at Karpagam University, Coimbatore on Feb. 1, 2013.
 144. Presented a paper in the National Conference on “ Business ethics and Corporate Governance at Venkatesarawara University on 30th Jan. 2013.
 145. Presented a paper in the National Conference on “ Advertising media as a customer service tool for insurance”, Sengunthar Institute of Management Studies, Thirucheugode on 7th Feb. 2013.
 146. Presented a paper in the National Conference on “FDI in Indian Retail sector”, Sri Ganesh College of Arts and Science, Salem, on 15th Feb. 2013.

147. Presented a paper in the National Conference on “Retail bank in Emerging Markets”, Bharathiar Arts and Science college, Attur on 6th March 2013.
148. Presented a paper in the National Conference on “Consumer Behaviour towards selected durable products with references Salem District”, Jayalakshmi Institute of Technology, Dharmapuri on 15th March 2013.
149. Presented a paper in the National Conference on “Women Education Empowerment in India”, Jayalakshmi Institute of Technology, Dharmapuri on 15th March 2013.
150. Presented a paper in the National Conference on “Key role of media in consumer protection towards personal loan in India”, Kongunadu arts and Science college, Coimbatore on 13th April, 2013.
151. Presented a paper in the National Conference on “Role of Small and Medium Women Entrepreneurs in Co-operative Global Environment”, Sri Ramakrishna Mission Vidhyalaya Arts & Science College, Coimbatore on 24 July 2013.
152. Presented a paper in the National Conference on “IFRS: Impact on Corporate Sector in India”, Dept of Accountancy & Statistical, Mohanla Sukhadia University- Udaipur Branch on Oct. 18&19 2013.
153. Presented a paper in the National Conference on “Policyholder awareness towards general insurance Policy: A Comparative Analysis, Vivekand Education Society’s, Institute of Management Studies & Research, Mumbai, on 18th Jan.2014.
154. Presented a paper in the National Conference on “Human Resource Management”, Vivekand Education Society’s, Institute of Management Studies & Research, Mumbai, on 18th Jan.2014.
155. Presented a Paper in the National Conference on “Problem in Booming Rural Marketing”, Periyar University College of Arts and Science, Mettur Dam-636 401, on 28th Feb.2014.
156. Participated two day National Workshop on “Emerging trends in Global Business”, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, on March 29-30, 2014.
157. Presented a Paper in National Conference on “Marketing Innovation of Retailing in Rural India”, Vysya College, on 11th August 2014.
158. Presented a Paper in National Conference on “Stress Management Among Self Financing College Women Teachers (A Study with Special Reference to Select Self – Financing Arts & Science Colleges in Salem City)”, Vysya College, on 11th August 2014.

159. Presented a Paper in National Conference on “Policyholder’s Attitude towards Life Insurance(A Study with Special Reference to Life Insurance Corporation of India in Mettur Taluck)”, Vysya College, on 11th August 2014.
160. Presented a Paper in National Conference on “Impact of Information Technology on Global Business”, Vysya College, on 11th August 2014.

Foreign Visit

Sl.No.	Foreign Visit
1.	University of Kelaniya, Sri Lanka 20 October 2011.
2.	BIAM -World Business Institute - Bangladesh 23,24 December 2011.

Documentary Produced

Documentary produced by Dr. A. Vinayagamorthy and Directed by Mr.K. Senthil Kumar played during International Conference on 7, 8, 9 December 2011 titled THEDAL – Eco Tourism.

Executive Member

1. International Conference on Corporate and Business climate changes 7,8,9 December 2011.
2. UGC sponsored State Level Workshop on Research Methodology for Social Sciences March-21,22,23, 2012.

Awards

Sl. No.	Name of the Award	Agency	Date of Received
1.	Best Citizens of India Award	International Publishing House, New Delhi	2009
2.	Best Citizens of India Award	International Publishing House, New Delhi	2012
3.	Best Citizens of India Award	International Publishing House, New Delhi	2013

4.	Best Professor in Marketing Management	from 3 rd Asia's Best B-School Awards, Singapore	19-07-14
5.	Kalvi Sevakar Virudhu-2012	Chennai Cultural Academy, Rotary Club of Salem West	22-07-12
6.	Bharat Jothi Award	India International Friendship Society-New Delhi.	29-08-12
7.	Glory of India gold medal	International Institute of success Awareness	29-08-12
8.	Best Professor in Financial Management	3 rd Asia's Best B-School Awards, Dubai	25-09-12
9.	Shiksha Rattan Purakar	India International Friendship Society-New Delhi.	30-10-12
10.	Best Teacher in Marketing Management	3 rd Asia's Best B-School Awards, Mumbai on	24-11-12
11.	Indira Gandhi Excellence Award	India International Friendship Society-New Delhi	09-02-13
12.	Rashthriya Gaurav Award	India International Friendship Society-New Delhi	09-02-13
13.	Second Best Participating Branch Award	National Accounting Talent Search 2011-12, Indian Accounting Association Certificate	2011-12
14.	Mahatma Gandhi Ekta Samman	India International Friendship Society-New Delhi	02-08-13
15.	National Citizenship Gold Medal Award	Global Economic Progress and Research Association, New Delhi.	1-5-14

Technical Qualification

Type Writing-English and Tamil	Higher Grade	First Class
PGDCA	Grade 'O'	Distinction

Membership in Professional Bodies

University of Madras	Academic Council Member – 5 Years (1997-2001)
Other Bodies	Indian Accounting Association Indian Commerce Association Indian Academic Researchers Association Indian Economists Association Anti Corruption Movement Tamil Nadu Consumer Movement TamilNadu Co-operative Movement International Institute of Success Awareness Salem Productivity Council

Question Paper Setter

UG , PG and MPHIL	Bharathiyar University Pondicherry University Madurai Kamaraj University TamilNadu Agri. University Alagapa University Annai Thersa University PSG College of Arts and Science Meenakshi Govt. College Kongunadu Arts College Karpagam Arts and Science College Vellore Institute of Technology Thiruvallur University
CA, ACS & ICWA	QP Setter & Examiner

Book Review (Purchase Decision and Consumer Behaviour)

Sl.No.	Name of the Publishers	Place
1.	MD Publications Pvt. Ltd.,	New Delhi – 110 002
2.	DK Agencies Pvt. Ltd.,	New Delhi – 110 002
3.	Review Projector (India)	Coimbatore - 12
4.	Southern Economists	Bangalore

Editorial Board Member –Life Member

Sl.No.	Name of the International and National Level Journals
1.	Indian Journal of Social Development – New Delhi
2.	Indian Development Review-New Delhi
3.	Journal of Social and Economic Policy-New Delhi
4.	Indian Journal of Development Research and Social Action-ND
5.	The Economic Challenger - Ajmer
6.	Journal of Development Research-Mumbai

Administrative Experience

1. Member of Appointment of Staff and College Administration for Affiliation from University – Marudhar Kesari Jain College , Vaniyambadi from 1995 to 2001
2. Member of appointment of Staff in Periyar University College of Arts and Science College, Mettur Dam – from 2006 to 2008

Editorial Board Member – Research papers Reviewed

1. Indian Journal of Development Research and social Action (An International Journal) Special Issue on Environment, Global Research Publications, New Delhi (India) Vol. 1, Issue I January-June, 2005 pp.111
2. Indian Journal of Development Research and social Action (An International Journal) Special Issue on Environment, Global Research Publications, New Delhi (India) Vol. 1, No. 2 July - December, 2005 pp.285
3. Indian Journal of Development Research and social Action (An International Journal) Special Issue on Environment, Global Research Publications, New Delhi (India) Vol. 2, Issue I January-June, 2005 pp.176
4. The Economic Challenger, Ajmer, Issue 35, No.9, April – June 2007.
5. The Economic Challenger, Ajmer, Issue 35, No.10, July – Sept. 2007.

6. Editorial Board Manager, International Journal for Contemporary Commerce, ISSN 2319-4995.
7. Edited Volume- Corporate and Business response to Climate Change, ISBN-978-81-9080-823-1.
8. Journal of Development Research, Mumbai, Vol.6, Issue-2 Sept. March-2014.
9. Manage DCMS Journal of Management, University of Calicut, Vol.7 & 8, No1-4, Jan.-Dec. 2012-13.
10. International Journal of Research & Business Innovation, Dharmapuri, Vol. 1 Issue No. 4, Dec. 2013.

University Nominee

1. Board of Studies for Commerce, Sacred Hearts College (Autonomous), Tirupattur – Thiruvallur University, Vellore.
2. Board of Studies for Commerce, Vivakanda College (Autonomous), Thiruchengode – Periyar University, Salem

Board of Studies

1. Member - P.G. and M.Phil. Board of Studies Commerce, Bharathiar University, Coimbatore - (2005-2006)
2. Member - P.G. and M.Phil. Board of Studies Commerce, Periyar University, Salem- (2008-2012)
3. Member – MBA Board of Studies Commerce, Periyar University, Salem- (2008-2009)
4. Chairman – P.G. Board of Studies, Department of Commerce, Periyar University, Salem- (2008-2009)

Resource Person in Seminar

1. Acted as a resource person in the National Level Seminar on 'Knowledge Management' conducted by Sacred Heart College, Tirupattur on December, 11th 2004.
2. Acted as a resource person in the Personality Development and Career Guidance Inter-Collegiate Training Program' conducted by Mazharul Uloom College, Ambur on 28th and 29th January, 2005.
3. Acted as a resource person in the National Level Seminar on 'Information Technology' conducted by PRIMS, Periyar University, Salem on 25th February, 2006.
5. Organized and attended Workshop on Business Environment at Periyar University, Salem on 31st March 2009.
6. Organizing Secretary in National Seminar on Banking Innovation and Customer Enrichment Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.

7. Acted as Resource Person in National Level Workshop on “SPSS and Plagiarism in Research” conducted by Sacred Heart College, Tirupattur on December, 27th to 29, 2012.
8. Acted as Resource Person on Business Research Methods, Vysya College of Arts and Science, Salem on 05/01/2013.
9. Acted as Resource Person with ICSI Career Awareness Programme, Padmavani arts and Science College on 5/03/2013
10. Acted as Resource Person on Research Methodology, Vysya Colleges of arts and Science, Salem on 30/08/2013.
11. Acted as Resource Person on Contemporary issues in Commerce, 23rd August, 2013.
12. Acted as Resource Person on Trading in Security and Commodity markets on 30th and 31st August, 2013.
13. Acted as Resource Person on ICCSR Sponsored Capacity Building Programme on Research Methodology-Paper Clinic on 13 Sept. 2013.
14. Acted as Resource Person on Method of Data Collection, Vivekadandha of arts and Science college, Salem on 7/10/2013.
15. Acted as Resource Person on Research methodology Vysays College arts and science.
16. Acted as Resource Person on Research Methodology, Balamurgan arts and science.
17. Acted as Resource Person on seminar Knowledge Institute of Management on 7-11-2013.
18. Acted as Resource Person on N.M.S.M Govt. College-Kalpetta – Kerala-Contemporary Issues of Research Methodology in Social Science – 25/11/2013.
19. Acted as Resource Person on Sacred Heart College (Autonomous)-Tirupattur- Emerging Challenges in Finance and Accounting – 10th & 11th December, 2013.
20. Acted as Resource Person on International Journal of Research and Business Innovation (IJRBI), Tamilnadu, India- 21st December, 2013.
21. Acted as Resource Person on Capacity Building Programme for Social Science Faculty, Department of Economics, Periyar University, Salem-11-26th Jan.2014.
22. Acted as **Expert Member** on Workshop on M.Com curriculum Restructuring- PG Board of Studies, Department of Commerce, University of Kerala from 29th to 31st Jan.2014.
23. Act as Resource Person on “Personality Development”, Department of Commerce, ERK College of Arts and Science, Dharmapuri, 13/02/14.

24. Act as Resource Person on “Emerging Challenges in HR”, Department of Commerce, PGP College of Arts and Science, Namakkal, 15/02/14.
25. Act as Resource Person on “Impact of Retail Marketing on Indian Economy”, Padamavani College of Arts and Science, Omluar, 21/02/2014.
26. Act as Resource Person on “Growth of Indian Economy” Periyar University Arts and Science College, Mettur Dam, 28/02/2014.
27. Act as Resource Person on “Business Research Method- Modern Approaches” Shanmuga Industries Arts and Science College, Tiruvannamalai, on 10/03/2014.
28. Act as Resource Person on “ International Conference Emerging trends in HR Practices”, PGP College of Arts and Science, Namakkal-637 207.
29. Act as Resource Person on “National Conference on Growth of Indian Economy” Periyar University College of Arts and science, Mettur Dam.
30. Act as Resource Person two sessions “ Emerging Trends in Global Business” Acharya Nagarjuna University, Nagarjuna Nagar- A.P on 29th and 30th March, 2014.
31. Act as Resource Person on ICAI – Ca Awareness Programme at Vivekanandha College for Woman on 10/07/2014.
32. Debate on Union Budget 2014-15 at Mahendra Engineering College on 18/07/2014.
33. Act as Resource Person on CA Awareness Programme at Vysya College on 28/07/2014.
34. Act as Resource Person on CA Awareness Programme at Vivekanandha College for Women, on 13/08/2014.
35. Act as Resource Person on CA Awareness Programme at Balamurugan College of Arts and Science, Mecheri on 27/08/2014.

Extension Activities

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| <ol style="list-style-type: none"> 1. Conduct of Indian Accounting Talent Test for 250 Students- 2010 2. Conduct of Indian Accounting Talent Test for 550 Students – 2011 3. Conduct of Indian Accounting Talent Test for 250 Students – 2012 4. Conduct of Indian Accounting Talent Test for 510 Students – 2013-14. |
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Collaborative activities

1. Organizing workshop - The Institute Chartered Accountant of India
2. Organizing workshop - The Institute of Company Secretaries of India
3. Investor Awareness Programme – by BSE/Resource Person Mr.Ram Kumar/ on 4-02-2013.
4. ICSI Career Awareness Programme by “Institute of Company Secretaries of India, Chennai” on 05/03/2013 in Seminar Hall, Department of Commerce, Periyar University, Salem –Resource Person Dr.V.Balaji, Ph.D. Assistant Education Officer, ICSI New Delhi.

Coordinator

1. Research Forum- Department of Commerce, Periyar University, Salem-11.

External Guideship for Ph.D

1. Dravidan University- Andhra Pradesh
2. Bharathir University- Coimbatore
3. Shri Jagdishprasad Jhabarmal Tibrewala University- Mumbai

Invited Lectures – National Level

Sl.No.	College and School	Topic
1.	PGP College, Namakkal Dist.	Recent Development in Commerce curriculum
2.	Harur Muthi College, Harur	Recent Development in Commerce curriculum
3.	Balamurugan Arts and Science College, Mecherry	Recent Development in Commerce curriculum
4.	Padmavani Arts and Science college, Omular	Recent Development in Commerce curriculum
5.	St.Joseph's College for Women, Hour	Recent Development in Commerce curriculum
6.	Vinayaga Mission Deemed University, Arayanur	Importance of Business Communication Skill
7.	Sree Vijaya Vidyalaya College, Dharampuri	Recent Development in Commerce curriculum
8.	Kaveri Eduction College, Mecherry	Recent- Changes in Education Curriculum
9.	Varuvam Vadivelan Education College, Dharmapuri	Recent- Changes in Education Curriculum

10.	Varuvam Vadivelan Engineering College, Dharmapuri	Importance of Business Communication Skill
11.	Secred Heart College, Tirupattur	Indian Insurance: Modern Marketing Approach
12.	KMG College, Gudiyattam	Entrepreneurship Development
13.	Mazahrul Uloom College, Amber	Importance of Business Communication Skill
14.	Vaitheswara Hr.Sec. School, Mettur Dam	Importance of Commerce Education
15.	Malco Hr. Sec. School, Mettur Dam	Importance of Commerce Education
16.	Infant Jesus High School, Jolarpettai	Importance of Commerce Education
17.	Vysya College, Salem-636 103	Research Methodology

Invited Lectures – International Level

Sl.No.	Institute	Topic
1.	University of Kelaniya	International Financial reporting Standards (IFRS)-An Overview
2.	Academy of Business & Retail Management	Financial Performance of Indian Postal Life Insurance
3.	BIAM Foundation	Reach of Internet Banking in India
4.	Chair Person	BIAM Foundation/ 5 th Asian Business Research Conference

Invited Talk in NSS Programme

Sl.No.	College and School	Topic
1.	Harur Muth College, Harur	Importance of NSS and Consumer Awareness Programme
2.	Mazahrul Uloom College, Ambur	Importance of NSS and Consumer Awareness Programme
3.	Secred Heart College, Tirupattur	Importance of NSS and Consumer Awareness Programme
4.	KMG College, Gudiyattam	Importance of NSS and Consumer Awareness Programme
5.	Govt. Hr. Sec. School, Jolarpettai	Importance of NSS and Consumer Awareness Programme
6.	Govt. Hr. Sec. School, Ponneri	Importance of NSS and Consumer Awareness Programme

Professional Development Activities- Membership of Associations

Sl.No.	Programme Details
1.	Conducted Consumer Awareness Programme at various towns and village
2.	Conducted Awareness Programme on Anti-corruption Movement
3.	Conducted Awareness Programmed on Tamil Nadu Co-operative Movement
4.	Life member- Indian Accounting Association
5.	Conducted National Accounting Talent Search at Salem(550 Students are Participating in the Examinations)

Membership

Sl.No.	Professional Bodies	District
1.	Life Member- Indian Accounting Association	All India Level
2.	Member- Tamil Nadu Consumer Movement	Vellore
3.	Member- Tamil Nadu Anti-corruption Movement	Vellore
4.	Member- Tamil Nadu Co-operative Movement	Vellore
5.	Life Member-Indian Academic Researcher Association	All India Level
6.	Life member-Indian Economists Association	All India Level
7.	Life member-International Institute of Success Awareness	All India Level
8.	Life member- Indian Commerce Association	All India Level
9.	Global Economic Progress and Research Association, New Delhi.	All India Level

NSS Particulars

Sl.No.	College	Nature of Activities
1.	Sacred Heart College, Tirupattur	NSS- National Level Camp attended for Three years during my B.Com., Studies NSS activities for 240 hours

2.	Periyar University College of Arts and Science College, Mettur Dam	Conducted Three NSS camp at different villages during my services as principal i/c at Mettur Dam
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NCC Particulars

Sl.No.	College/ College	Nature of Activities
1.	Govt. Hr.Sec. School	Certificate A- Part-I
2.	Govt. Hr.Sec. School	Certificate A- Part-II
3.	Govt. Hr.Sec. School	Attended Annual Training Camp -10 days

Seminar/ Workshops Organized in Periyar University

Sl.No.	Title	Date
1.	Banking Innovation and Customer Enrichment	18-19 March, 2010
2.	The Role Environment in the Decision Taking Process of the Corporate Sector	31 st March,2009
3.	Global Financial Meltdown- Causes, impact and Remedies	25-26 Feb, 2009
4.	International Financial Reporting Standards (IFRS)-Indian Current Scenario	25 th -26 th July, 2013
5.	Two weeks Capacity Building Programme on Research Methodology for Social Science Faculty	02 to 16 sep,2013

Awareness Programme Conducted

1. Conducted Chain Programme on CA Career Guidance on 01/11/2012
2. Conducted Investor Awareness Programme 2012 on 19/11/2012

Project Undergoing

1. Project title: “ **International Financial Reporting Standards – Current Scenario (Problems and Prospects)**”

Funding Agency: UGC, New Delhi – Amount: Rs.7,98,800/-

2. Project titled: “**Micro Insurance: An Effective Strategy to Reduce Poverty (A Study with Special Reference to Salem District)**”.
Funded by the India Council of Social Science Research (ICSSR), Govt., of India. Amount : Rs. 7,00,000/-

Awareness Programme Conducted

1. Chain programme on CA Career Guidance by "*Institute of Chartered Accountants of India, Salem Branch*" on 01/11/2012 in Seminar Hall, Department of Commerce, Periyar University, Salem.
2. Investors Awareness programme by "*Institute of Chartered Accountants of India, Salem Branch*" on 19/11/2012 in Seminar Hall, Department of Commerce, Periyar University, Salem.
3. Investors Awareness programme by "*Bombay Stock Exchange*", on 04/02/2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
4. ICSI Awareness Programme by "*Institute of Company Secretaries of India, Chennai*" on 05/03/2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
5. Consumer Clubs will be organized by "*Consumer Welfare Department*" during April , 2013.

Research Forum

1. Organized "*UGC Sponsored State Level Workshop on Research Methodology for Social Sciences*" on March 21st, 22nd and 23rd, 2013.
2. Special Lecture Programme on "*Research Methodology*" by Dr. P. Chellasamy, Assistant Professor, Department of Commerce, Bharathiar University, Coimbatore on 27.11.2012 in Seminar Hall, Department of Commerce, Periyar University, Salem.
3. Special Lecture Programme on "*Research Methodology*" by Dr. M. Rajasekar, Professor, Department of Commerce, Management and Information Sciences, Sri Venkateswara University, Tirupati on 18.01.2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.

4. Special Lecture Programme on “*Research Methodology*” by Dr. S. Jayana, Dean, Faculty of Commerce and Management, Vijayanagara Sri Krishnadevaraya University on 18.01.2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
5. Special Lecture Programme on “*Research Methodology*” by Dr. P. Natarajan, Professor and head, Department of Commerce, Pondicherry University, Puducherry on 18.01.2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
6. Special Lecture Programme on “*Research Methodology*” by Dr. S.Sudalaimuthu, Reader, Department of Banking Technology, Pondicherry University, Puducherry on 14.02.2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
7. Special Lecture Programme on “*Project Guidance*” by Mrs. Kalpana, CEO, Infinity Tech Solutions, Chennai on 08/02/2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
8. “Special Lecture Programme on “*Multivariate Analysis for Social Sciences*” on 05/07/2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
9. Special Lecture on “Research Methodology” by Prof. Nakkiran, Ethopia University on 13/02/14.
10. Special Lecture on “North-South Co-operation and Conflict in International Trade” by Prof. Joseph, Hawassa University, Ethopia on 19/02/14.

Memorandum of Understanding Entered

1. A MOU has been entered with Tally Solutions Private Ltd, Bangalore to provide latest knowledge in the area of Tally to both University and Affiliated College students of Commerce and Management which will give them an edge to our students when they are appearing for an interview. The MOU was entered on 20th February, 2013.

Memorandum of Understanding to be entered

Preliminary works for entering into Memorandum of Understanding with the following agencies are over:

1. A MOU with Institute of Chartered Accountants of India is proposed to enter for creating awareness among Commerce and Management students to choose the best job opportunities available to them.
2. A MOU with Institute of Company Secretaries of India, New Delhi is proposed to enter to create awareness among Commerce and Management students to get job in investment institutions and to become investors in stock exchanges.
3. A MOU with Consumer Co-ordination Council, New Delhi is proposed to create awareness among consumers and work for the welfare of the consumers and creating Consumer Clubs in the affiliated colleges.

Future Plan

1. Publication of book on 'Management Information System' by the end of December, 2014
2. Publication of book on 'Principles of Accountancy' by the end of December, 2014
3. Publication of book on 'Corporate Accounting' by the end of December, 2014

4. Publication of book on 'International Business' by the end of December, 2014
5. Publication of book on 'Corporate Legal Frame Work' by the end of December, 2014
6. Publication of book on 'IFRS' by the end of December, 2014
7. Publication of Research Articles in National and International Journals
8. Preparation of Research Papers, presentation and participation in various National and International Level Seminars, Conferences and Workshops
9. Organizing National and International Seminars in recent topics in Commerce Subjects
10. Organizing Personal Development Programme for the benefit the student community
11. Organizing Seminars in developing Communication Skill for the benefit of the student community
12. To bring recent changes in Commerce Curriculum development



Dr. A. VINAYAGAMOORTHY, Ph.D.,

Qualification	M.Com., M.Phil., M.Ed., MBA., PGDCA., Ph.D.,
Position	Professor of Commerce
Date of Birth and Age	31-03-1959 & 54 years
Teaching Experience	27 years and 02 Months
Research Experience	17 years
Field of Specialization	Marketing, Finance, Accounting, Taxation. Insurance and Banking
Number of Write up's /Books Published	223 Research Articles/ 6 books
Three Important Publications:	
Globalization and Recent Trends in Banking –The Management Accounting –ICWA-Vol.6-Oct.2007	
Accounting for Globalization - icfai University – Sep. 2009 –ISBN -978-81-314-2464-3 pp.22-28	
Indian Insurance –Modern Marketing Approach – Sep. 2009 – ISBN- 978-81-7835-782-9 pp.62-74	
Research Guidance : M.Phil.: 22+68 Ph.D.: 12+10	
Awards Received :15 /Extension Activities :5	
Number of Conferences/Seminars etc Organized: 6 Presented Papers 209	
Awards/Rewards/any other recognition - Produced Gold Medalists UG Level 7 & PG Level 2	
Special Lecture: 25 / ICAI Awareness Programme : 10	
Books Reviewed – Four Books Academic Council Member University of Madras – From 1995 to 2001 Ph.D. Produced –12 – Periyar University	<ul style="list-style-type: none"> ✚ Financial Management-VK Saxena & CD Vashist ✚ Methodology for Real Estate Market Analysis – Dr. Arul Raj ✚ Principles of Insurance and Risk Management, Dr. S.L. Gupta, ✚ Financial Management, Dr. S. N. Maheswari
University Nominee	Sacred Hearts College, (Autonomous) Thiruvallur University, Vellore Vivekandha College, (Autonomous) Tiruchaugode Periyar University; PG Board of Studies & MBA–Periyar University; Five Journals
Served as Editorial Board Member	
Membership in Professional Societies	Life Member- Indian Accounting Association, Indian Commerce Association, Indian Academic Researcher Association TN Anti Corruption Movement TN Consumer Movement
Foreign Visits	University of Kelaniya, Sri Lanka World Business Institute, Bangladesh

