

BIO-DATA

1. *Name* : **Dr.K.KRISHNAKUMAR**
2. *Age and Date of Birth* : 43, 6th June 1971
3. *Post held at present* : Assistant Professor
4. *Address*
 - 4.1 *Official* : Assistant Professor
Department of Commerce
Periyar University
Salem – 636 011.
Tamilnadu.
Email : krishna30971@yahoo.co.in
krishna30971@gmail.com
Phone : 0427 – 2345766 – Ext – 264
Mobile: 094442 42361
 - 4.2 *Residential* : S1, Kurunji Kudil
Saral Village
Alagapuram Village
Nagaramalai Adivaram
Salem – 636 016
5. *Qualification*
 - 5.1 *M.Com.* :
College : V.H.N.S.N.College
University : Madurai Kamaraj University
 - 5.2 *SLET* : Bharathidasan University
 - 5.3 *M.Phil.* :
Dissertation : “Development of Women
Entrepreneurs through the
Self Help Groups in Salem
District”
University : Madurai Kamaraj University

5.4 *Ph.D.*

: Brand Equity With Reference
“A Study on Customer Based

to Fast Moving Consumer
Goods in Salem District”
Periyar University

University

:

6. Experiences

- 6.1 Academic : Teaching: 14 Years
Research: 10 Years
6.2 Industrial : 6 Years

7. Publication : 61 (Annexure I)

8. M.Phil and Ph.D Guidance : M.Phil Guided–23, Guiding- 4
Ph.D Guided-2, Ph.D Guiding-8 (Annexure II)

9. Seminars/Conferences/Workshops: 77 (Annexure III)

- 9.1. Organized : 10
9.2 Attended : 83

10. Areas of Specialization :

- 9.1. Marketing Management
9.2. Accounting
9.3 Strategic Management
9.4 Entrepreneurship Development

11. Resource Person : 26 (Annexure IV)

12. Other Information

- 12.1. NSS Programme Officer, NSS Unit I, Periyar University
12.2. Programme Officer, Red Ribbon Club, Periyar University
12.3. Associate Editor, SELP Journal of Social Sciences (ISSN: 0975-9999)
12.4 Associate Editor, Research Explorer (ISSN: 2250 – 1940)
12.5. Editorial Board Member, European Journal of Business and Social Sciences (ISSN:
2235 – 767X)
12.6. Life Member, Indian Accounting Association
12.7. Life Member, Indian Academic Researchers’ Association

Place : Salem

Date :

SIGNATURE

9. "A Study on Customer Relationship Management with Special

ANNEXURE – I
List of Publications

Journal Articles

International

1. "Indian Aviation industry – A SWOT Analysis", International Journal of Marketing and Management Research, Vol.2, Iss.9, pp.39-50 (Sep.2011) E-Journal (ISSN: 2229-6883)
2. "An Empirical Study on Factors Influencing E-Banking Services: With Special Reference to ICICI bank in Gobichettipalayam Town", Zenith International Journal of Multidisciplinary Research, Vol.1, Iss.6, pp.131-146 (Oct. 2011) E-Journal (ISSN: 2231-5780)
3. "The Impact of Brand Association on Consumer Durables", International Journal of Marketing and Management Research, Vol.2, Iss.12, pp.73-94 (Dec.2011) E-Journal (ISSN: 2229-6883)
4. "Service Quality in Airline Marketing", International Journal of Marketing and Management Research, Vol.2, Iss.12, pp.109-119 (Dec.2011) E-Journal (ISSN: 2229-6883)
5. "Domestic Airlines in India – An Analysis", Research Explorer, Vol. 1, Iss.1, pp.79-83 (Jan-Jun 2012) (ISSN: 2250-1940)
6. "Role of Media in Health Awareness – A Study with Reference to Rural People" KKIMRC International Journal of Research in Education and Communication Technology, Vol.1, pp.1-108, (Dec.2011- Feb 2012) E-Journal (ISSN: 2277 -1212)
7. "Quality of Work Life – A Phenomenon for Organisational Success", Excel International Journal of Multidisciplinary Management Research, Vol.2, Iss.11, pp.220-230 (Nov.2012) (ISSN:2249-8834)
8. "Economic Value Added (EVA) – A Financial Performance Measure", Excel International Journal of Multidisciplinary Management Research, Vol.3, Iss1, pp. 90-96 (Jan 2013) (ISSN:2249-8834)

Reference to AVR Swarnamahal Jewellery in Salem” Research Digest. Vol.7, Iss.4, pp.5-13 (Jan-Mar 2013) (ISSN: 0973-6387)

10. “Welfare Schemes of Tamilnadu Adi Diravidar Housing and Development Corporation Ltd – An Overview”, Research Explorer, Vol. 1, Iss.1, pp.49-53 (Jan-Jun 2013) (ISSN: 2250-1940).
11. “Occupational stress- A Overview” International Journal of Research & Business Innovation, Vol.1 No.2, pp-178-180(July -2013)(ISSN: 2321-5615)
12. “Brand Extension – An Over View” Research Explorer, Vol.II. Special Issue, pp – 68-72 (Sep. 2013) (ISSN: 2250-1940)
13. “Occupational Stress – An Over View” International Journal of Research & Business Innovation, Vol. 2, No.2. pp – 178-180 (July-2013) (ISSN:2321-5615)
14. “Brand Extension- An Overview” Research Explorer, Vol.2, Special Issue, pp-68-72 (Sep – 2013) (ISSN: 2250 – 1940)
15. “Occupational Stress among the Private College Faculty”, International Journal of Scientific Research, Vol. 2. No. 12, pp- 72-76 (Dec 2013) (ISSN: 2277-8179) (Impact Factor: 0.3317)
16. “A Study on Relevance Factor in Effectiveness of Television Advertisement on Consumer Purchase Decision in Salem District”International journal of business and administration research Review.Vol.1 Issue No.2,Nov- Jan 2014.(ISSN:2347-856X).
17. “Role of Commercial Banks in socio – Economic Development of SCs and STs (A Study with Special Reference to TAHDCO Schemes in Tamil Nadu” Indian Journal of Applied Research.Vol.4 Issue .3, pp.12-13 (March 2014) (**Impact Factor: 0.8215**).
18. “Brand Loyalty of Footwear” Global Journal for Research Analysis.Vol.3 Issue .4, pp. 13- 16(April 2014) (**Impact Factor: 1.5408**).

National

9. "A Study on Customer Relationship Management with Special
1. "Instruments of Governance in Cooperatives" Raj Journal of Commerce, , Vol.1, Iss.1, pp. 21-23 (December 2005)
2. "Factoring Services in India – An Analysis of CANBANK Factors Ltd", Indian Commerce Bulletin, Vol X , No1, pp. 20-27(January 2006) (ISSN: 0972-6187)
3. "Indian Cooperative Movements: Issues and Challenges" Raj Journal of Commerce, , Issue No.2, pp.11-13. (June 2006)
4. "Consumer Behaviour and Brand Preference of Britannia Biscuits – An Empirical Study with Reference to Salem, Tamilnadu", Indian Journal of Marketing, Vol. XXXVI, Iss.8, pp.17-21(August 2006) (ISSN: 0973-8703)
5. "Customer Satisfaction of ICICI Bank Debit Cards", The Economic Challenger, Vol.33, Iss.9, pp.71-74(October-December 2006) (ISSN:0975-1351)
6. "Influence of Socio Economic Factors in Job Satisfaction – A Case Study with Reference to Credit Co-operatives in Tiruvarur District", Raj Journal of Commerce, Iss.3, pp.6-10 (February 2007)
7. "Role of Enterprise Resource Planning in Changing Scenario", Southern Economist, Vol.45, No.1, pp.72-74 (May 2007) (ISSN: 0038-4046)
8. "Retail Industry in India – A Review", The Economic Challenger, Vol.09, Iss.36, pp. 25-30 (Jul-Sep 2007) (ISSN:0975-1351)
9. "Influence of Socio Economic Factors on Elements of Customer Based Brand Equity – A Case Study with Reference to TVS Two Wheelers", Raj Journal of Commerce, Iss.7, pp. 7-12 (December 2009)
10. "HRM Practices in Cement Industry in India – A Case of India Cements Ltd" Asia Pacific Journal of Social Sciences, Vol.1, No.2, pp. 154-173(July-December 2009) (E-Journal) (ISSN: 0975-5942)
11. " Owners' Preference and Satisfaction Towards Cars – A Study with Reference to Salem District, Tamilnadu" SELP Journal of Social Sciences, Vol.1, Iss.1, pp.38-42 (Jan-Mar 2010) (ISSN: 0975-9999)

12. "Financial Inclusion – An Economic Growth Driver", SELP Journal of Social Sciences, Vol. 1, Iss.3, pp. 45-50. (Jul – Sep 2010) (ISSN: 0975-9999)
13. "Harnessing the Services of India Post for Eradicating Poverty Through Micro Finance", Research Lines, Vol.III, No. II B, pp.90-94 (Dec.2010) (ISSN: 0975-8941)
14. "Going Global – SWOT Analysis (With Reference to Indian Market)", Nehru Journal of Management and Research, Vol.1, Iss.3, pp.172-173 (June 2011) (ISSN: 2230-7974)
15. "Corporate Social Responsibility – A Multidimensional Approach", Indian Economic Panorama, Vol.20, No.3A, pp.34-36 (January 2012) (ISSN: 0975-1351)
16. "A View on Corporate Social Responsibilities in India", The Economic Challenger, Vol.14, Iss. 55, pp. 72-75 (April-June 2012) (ISSN: 0975-1351)
17. " Mobile Banking – An Overview", Indian Economic Panorama, Vol.22, No.1, pp.14-16 (April 2012) (ISSN: 0975-1351)
18. "Women Self-Help Groups – An Over View", Indian Economic Panorama, Vol.22, No.2, pp.35-38 (July 2012) (ISSN: 0975-1351)
19. "The Role of Advertisement in Buying Behaviour", Indian Journal of Applied Research, Vol.1, Iss.11, pp.13-15 (Aug 2012) (ISSN: 2249-555X)
20. "Role of Work Environment in Enhancing Quality of Work Life (A Study with Reference to ONGC, Cauvery Basin)", Indian Journal of Applied Research, Vol.1, Iss.12, pp.17-20 (Sep 2012) (ISSN: 2249-555X)
21. "Role of Responsiveness Factor in Enhancing Domestic Airlines Service Quality", Indian Journal of Applied Research, Vol.2, Iss.1, pp.28-33 (October 2012) (ISSN: 2249-555X)
22. "Organisation Culture and Climate – A Crucial Factor of Quality of Work Life" SELP Journal of Social Sciences, Vol.III, Iss.12, pp.155-162 (October 2012) (ISSN: 0975-9999)

23. "Television Advertisement – A SWOT Analysis" SELP Journal of Social Sciences, Vol.III, Iss.12, pp.163-166 (October 2012) (ISSN: 0975-9999)
24. "Domestic Airlines Preference and Purchase Decision" SELP Journal of Social Sciences, Vol.III, Iss.12, pp.185-191 (October 2012) (ISSN: 0975-9999)
25. "The Role of Media on Purchase Decision of Durable Goods" Indian Economic Panorama, Vol.22, Iss.4, pp.16-19 (Jan 2013).
26. "Financial inclusion of women through SHG bank Linkage Programme" Poseidon Journal of Commerce Management and Social Science, Vol.2No.2 pp.39-46 (December 2013) (ISSN: 2319 – 6238).

Edited Volumes

1. CRM in Manufacturing: An Overview, Customer Relationship Management, Prentice Hall of India, New Delhi, pp.123-128 (2008). (ISBN: 978-81-203-3326-0)
2. "Emerging Trends in Application of Information Technology in Insurance Sector", Information Technology in Financial Sector, Selp Publicaiton, Thoothukudi, pp.144-152 (Sep. 2010) (ISBN: 978-93-80509-00-6)
3. "GATS in Health Services – An Analysis with Reference to Indian Market", Business Horizon, VHNSN College, Virudhunagar, pp.321-330, (Dec. 2010).(ISBN: 978-81-910426-3-4)
4. "Impact of Globalisation on Education", A Research Book on Global Business Environment and its Impact on Management Education, Himalaya Publishing House, Mumbai, pp.250-253. (2011) (ISBN: 978-93-5051-462-7)
5. "The Impact of Economic Environment of Globalisation on Indian Economy", A Research Book on Global Business Environment and its Impact on Management Education, Himalaya Publishing House, Mumbai, pp.254-256., (2011) (ISBN: 978-93-5051-462-7)

6. Impact of Globalisation on the Indian Manufacturing Sector”, A Research Book on Global Business Environment and its Impact on Management Education, Himalaya Publishing House, Mumbai, pp.388-391. (2011) (ISBN: 978-93-5051-462-7)
7. “Education – A Key for Women Empowerment”, Women Empowerment – Issues and Challenges”, Regal Publications, New Delhi. pp. 63-65. (2012) (ISBN: 978-81-8484-127-5)
8. “Women Empowerment through the Role Performance of SHG Leaders”, Women Empowerment – Issues and Challenges”, Regal Publications, New Delhi. pp. 164-177. (2012) (ISBN: 978-81-8484-127-5)
9. “The Impact of Media of Health Awareness Among Rural Population” Consumer Protection (Proceedings of National Conference NCCP-2012), Om Sakthi Publications, Erode. pp.296-298. (2012) (ISBN:978-93-80539-11-9).

Monograph

1. “Perception of Buyers on Jewellery purchase a study with special Reference to ANS Dhivyam, Jewels in Salem”, Aboriginal (Monogaph), Vasagan Publication, Salem. pp.114-212,(2012-2013) (ISBN:978-93-83188-02-4)
2. “Role of Training and Development in Occupational Skill among the Employees of Business Organization”, Aboriginal (Monogaph), Vasagan Publication, Salem. pp.122-126,(2012-2013) (ISBN:978-93-83188-02-4)
3. “Brand Equity – A Growth Driver of Marketing”, Aboriginal (Monogaph), Vasagan Publication, Salem. pp.127-132,(2012-2013) (ISBN:978-93-83188-02-4)
4. “Brand Preference and Purchase Decision (A Study with Special Reference To laptop users in Salem District)”, Aboriginal (Monogaph), Vasagan Publication, Salem. pp.175-183,(2012-2013) (ISBN:978-93-83188-02-4)

Web-Publications

1. Customer Based brand Equity – A Pragmatic Approach, www.articlesbase.com, April, 2009.
2. CRM in Education, www.articlesbase.com, July, 2009.
3. E-Banking: Recent Trends in India, www.articlesbase.com, July, 2010.
4. Role of Swarnajayanthi Gram Swarozgar Yojana (SGSY) in Poverty Reduction in India, www.articlesbase.com, July, 2012.

ANNEXURE – II
M.Phil and Ph.D Guidance Particulars

S.No	Name	Year of Completion	Title of the Dissertation
1	I.Punithavathi	Aug-2008	“A Study on Human Resource Policies and Practices in India Cements Ltd, Sankari
2	N.Selvaraj	Jul - 2008	A Study on Brand Preference of Personal Computers with Special Reference to Salem District
3	R.Sathya	Jul - 2008	A Study on Owners’ Preference and Satisfaction towards Cars with Reference to Salem District.
4	C.Thirumurugan	Sep -2008	A Study on Emergence and Growth of Co-operative Credit Societies in Tamilnadu
5	C.Ramya	Sep -2009	A Study on Influences of Brand Association on Consumer Purchase Decision of Home Appliances With Reference to Salem.
6	R.Karthika	Oct -2009	A study on consumer preference towards personal care products with reference to Salem district
7	S.Hema	Oct -2009	A Study on Role Self Help Groups in Developing Women Entrepreneurs in Namakkal District
8	M.Jeevitha	Oct -2009	A study on investor’s preference and satisfaction with reference to life insurance corporation ltd,

			Mettur
9	R.Abdul Muthalif	Oct -2009	A Study on Members Participation in Trade Unions with Reference to Burn Standard Company Ltd, Salem
10	K.Kalaimagal	Jul - 2011	A Study on Perception of Internet with Reference to Higher Education Students in Salem City
11	S.Gomathipriya	Aug -2011	A Study on Brand Preference and Satisfaction on Air Conditioners with Reference to Salem City
12	K.Priyadarsini	Aug -2011	A Study on Financial Performance of the Salem District Central Co-operative Bank
13	B.Ramya	Sep - 2012	The Role of Television Advertisements on Purchase Decision of Health Drinks (A Study with Special Reference to Salem District)
14	K.Prema	Sep - 2012	A Study on Rural Consumer Behaviour Towards Consumer Durables with Reference to to Omalur Taluk
15	G.Rajamani	Sep - 2012	A Study on Brand Repurchase Intention with Reference to Cosmetics Among Women in Salem City
16	N.Bharathi	Sep - 2012	A Study on Influence of Packaging on Consumer Purchase Decision of packaged Food Products with Special Reference to Salem City
17	P. Jeyasudha (M12COM103)	Aug -2013	Perception of Buyers on Jewellery Purchase (A Study with Reference to ANS Dhiviyam Jewels in Salem District)
18	M. Manikandan (M12COM109)	Aug -2013	Role of Training and Development in Improving occupational Skill among the Employees of Jewellery shop (A Study with reference to Sumangali Jewellers Salem)
19	A.Radhika (M12COM115)	Aug -2013	Brand Equity of Mobile Phones (A Study with Special Reference to

			Salem District)
20	V. Seladurai (M12COM121)	Aug -2013	Brand Preference and Purchase Decision (A Study with reference to laptop users in Salem District)

Ph.D Guidance

S.No	Name	Year of Joining	Topic of Research	Status
1	P.Baby	Mar - 2010	Perceptions of Airlines Passengers on Service Quality (A Study with Reference to Domestic Airlines in Tamilnadu)	Completed (Viva Date 12/06/2013)
2	V.Selvam	Mar - 2010	E-Banking	Pursuing
3	P.M.Sugavaneshwari	May - 2010	Quality of Work Life and Work Life Balance (A Study with Reference to ONGC Cauvery Basin)	Completed (Viva Date 24/07/2013)
4	P.Tamilselvan	Dec-2010	Impact of TAHDCO Schemes and Empowerment of Scheduled castes and Scheduled Tribes	Submitted
5	K.Radha	Jan-2011	Advertisement	Pursuing
6	S.Kala	Jan-2011	Brand Loyalty	Pursuing
7	Lina George	Jan-2011	Micro Finance	Pursuing
8	S.Kavitha	Jun - 2013	Brand Loyalty	Pursuing
9	M.Arul	Apr -2014	Event Management	Pursuing
10	S.Saranya	Sep -2014	Consumer Behaviour	Pursuing

ANNEXURE – III

Conferences, Seminars, Workshops and Faculty Development Programmes

International Conferences

1. Co-authored the paper titled “Promotional Marketing – An Overview” presented in International Conference on “Business Economics and Finance”, organized by Adaikalamatha Institute of Management on September 29th and 30th, 2005.
2. Participated in a International Conference on “Global Business and Policy Modelling” organized by Adaikalamatha Institute of Management, Thanjaur, held on 21-22 September 2006 and presented a paper titled “FMCG Sector in India”.
3. Participated in a International Conference on “Global Business and Policy Modelling” organized by Adaikalamatha Institute of Management, Thanjaur, held on 21-22 September 2006 and presented a paper titled “Indian FMCG Sector – At Cross Road”.
4. Participated in a International Conference on “Global Business and Policy Modelling” organized by Adaikalamatha Institute of Management, Thanjaur, held on 21-22 September 2006 and presented a paper titled “Indian Retail Industry – An Overview”.
5. Participated in a International Conference on “Managerial Issues in the Globalized Era” organized by Sree Amman Institute of Management and Research” held on 17-18, October 2007 and presented a paper titled “Study on Brand Equity of FMCG”
6. Participated in a International Seminar on “Innovation- The Corporate Mantra in the Era of Globalization” organized by Department of Management of Management Studies, Muthayammal Engineering College, Rasipuram, held on 26th October 2007 and presented a paper titled “Customer Based Brand Equity – A Pragmatic Approach”.
7. Participated in a International Seminar on “Rural Communities: Problems and Challenges”, organized by the Department of Sociology, University of Madras, Chennai, held on 5-6, March, 2008 and presented a paper titled “ Effectiveness of Poverty

Reduction Programme in India: A Case Study of Some Centrally Sponsored Schemes”.

8. Participated in a International Conference on “Global Marketing Strategies & Practices” organized by Nehru Institute of Management Studies, Coimbatore, held on 8th and 9th, October, 2010 and presented a paper titled “Global Marketing – An Effective Environmental Factors”.
9. Participated in a International Conference on “Global Marketing Strategies & Practices” organized by Nehru Institute of Management Studies, Coimbatore, held on 8th and 9th, October, 2010 and presented a paper titled “Global Marketing Strategies Implementation”.
10. Participated in a International seminar on “Emerging Capital Markets: Issues and Challenges” organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, held on 8th & 9th, January, 2011 and presented a paper titled “Who Watches The watchers”.
11. Participated in a International seminar on “Global Business Environment and Its Impact on Management Education” organized by Periyar Institute of Management Studies, Periyar University, Salem, held on 10th & 11th, February, 2011 and presented a paper titled “Impact of Globalization on Education”.
12. Participated in a International seminar on “Global Business Environment and Its Impact on Management Education” organized by Periyar Institute of Management Studies, Periyar University, Salem, held on 10th & 11th, February, 2011 and presented a paper titled “Impact of Globalization on the Indian Manufacturing Industry”.
13. Participated in a International seminar on “Global Business Environment and Its Impact on Management Education” organized by Periyar Institute of Management Studies, Periyar University, Salem, held on 10th & 11th, February, 2011 and presented a paper titled “Impact of Economic Environment of Globalization”.
14. Participated in a International Conference on “Competency Building Strategies in Business and Technology for Sustainable

Development” organized by Sri Ganesh School of Business Management, Salem, held on 24th February 2012 and presented a paper titled “Impact of Advertisement on Rural Consumer Behaviour”.

15. Participated in a International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development” organized by Sri Ganesh School of Business Management, Salem, held on 24th February 2012 and presented a paper titled “Quality of Work Life – Need for Sustainable Development”.
16. Participated in a International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development” organized by Sri Ganesh School of Business Management, Salem, held on 24th February 2012 and presented a paper titled “Economic Value Added Performance Measures: A Case Study of India Cements Ltd”.
17. Participated in a International Colloquium on “Global Economic Growth – Changes and its Implications” organized by Vidyaa Vikas College of Engineering and Technology, Trichengode, held on 13th September 2013 and presented a paper titled “Brand Extension – An Over View”.
18. Participated in a International Conference on “Sustainable Development through global Business” organized by Srivasan College of Arts and Science (Co-Ed), Perambalur, held on 6th and 7th February 2014 and presented a paper titled “Brand Loyalty”.
19. Participated in a International Conference on “Sustainable Development through global Business” organized by Srivasan College of Arts and Science (Co-Ed), Perambalur, held on 6th and 7th February 2014 and presented a paper titled “The Role of Relevance Factor in Effectiveness of Television Advertisement (A study with reference to consumer electronics in Salem District”.
20. Participated in a International Conference on “Innovative Research in Commerce” organized by AVS College of Arts and Science, Ramalingapuram, held on 19th September 2014 and presented a paper titled “Women Empowerment Through Self Help Group.

National Conferences

1. Participated in a State Level Seminar on “Tax Planning and Investment Analysis” Organized by Senthikumara Nadar College, Virudhunagar on 17th and 18th March 1993.
2. Participated in a National Seminar on “Indicators of Social Development” organized by Department of Sociology, University of Madras held on 30th and 31st March 1998 and presented a paper titled “Development and Changing Consumer Behaviour”.
3. Participated in a National Seminar on “Development and Human Rights” organized by Department of Sociology, University of Madras held on 5th and 6st April 1999 and presented a paper titled “Consumer Rights: An Analysis”.
4. Participated in a National Seminar on “Emerging Socio-Political Movements in the New Millennium: New Challenges” organized by Department of Sociology, University of Madras held on 29th and 30th March 2001 and presented a paper titled “Human Rights Movement in India”.
5. Participated in a National Seminar on “Issues and Challenges in Financial Sector” organized by Department of Commerce, Periyar University, held on 2nd February 2005 and presented a paper titled “Factoring Services in India – An Analysis of Canbank Factors”.
6. Participated in a National Seminar on “Indian Co-operative Movement at Cross Roads” organized by the Department of Commerce, Periyar University, held on 19th and 20th August 2005, and presented a paper titled “Indian Co-operative Movements – Issues and Challenges”.
7. Participated in UGC National Conference on “Introduction of Value Added Tax in India – Emerging Issues and Challenges” organized by the Post Graduate and Research Department of

Commerce, Erode Arts College, held on 2nd and 3rd September 2005, and presented a paper titled “VAT Implementation in India – An Overview”.

8. Participated in a National Seminar on “Recent Advances in Nano Science and Technology”, organized by the Department of Chemistry, Periyar University, held on 29th and 30th September 2005 and presented a paper titled, “Nano Scale Research and development and its implications for the Indian Economy”.
9. Participated in a UGC Sponsored National Seminar on “Problems and Prospects of Service Sector in India in the Context of WTO’s GATS Problems”, Organized by PG & Research Department of Commerce, Jamal Mohamed College held on 8th, 9th and 10th November 2005 and presented a paper titled “Impact of GATS in Health Services”.
10. Participated in a International Seminar and National Conference (28th All India Accounting Conference) on 10th and 11th December 2005, held at Hyderabad and presented a paper titled “A Comparative Study of Indian Accounting Standards and International Accounting Standards”.
11. Contributed a paper titled “SWOT Analysis of Co-operative Wholesale & Stores in Tamilnadu” in a UGC sponsored State Level Workshop on “Managerial Skills for the officials of Co-operative Wholesale Stores in Tamilnadu” organized by Department of Co-operation, Gandhigram Rural Institute – Deemed University on 19th and 20th January 2006.
12. Participated in a National Seminar on “Changing Scenario of Consumerism”, organized by the Department of Commerce, Bharathidasan University, Tiruchirapalli on 11th and 12th of February 2006 and presented a paper titled, “The Concept of Caveat Exporter – A Glimpse.
13. Participated in a two day National Seminar on “Borderless Education in Management” organized by School of Business, Thanthai hans Rover College, Perambalur and presented a paper titled “Six Sigma – An Overview”.
14. Participated in a National Seminar on Integrated Global Business Management – The Indian Experience, Organized by PRIMS,

Periyar university on 24th and 25 the February 2006 and Presented a Paper titled “ Strategic Development in Marketing Management”

15. Participated in a National Seminar on Emerging Dimensions in SHG's, Organized by AVVM Sri Puspam College on 11th March 2006 and presented a Paper titled “ Micro Finance – A Powerful Instrument in Developing SHG's.
16. Participated in a National Seminar on “International Trade & Marketing – Emerging Issues and Challenges After Liberalisation and Globalisation, organized by the Post Graduate and Research Department of Commerce, Khadir Mohideen College, Adiramattinam on 19th and 20th August 2006 and presented a paper titled “The Impact of Globalization on Employment in India with Reference to Formal and Informal Sectors”.
17. Participated in a National Seminar on “Emerging Trends in Customer Relationship Management, Organized by Department of Commerce, Periyar University, Salem on 7-8, September 2006 and Presented a Paper titled “CRM in Education”.
18. Participated in a National Seminar on “Emerging Trends in Customer Relationship Management” Organized by Department of Commerce, Periyar University, Salem on 7-8, September 2006 and Presented a Paper titled “ Customer Relationship Management in Manufacturing: An Overview”
19. Participated in a National Seminar on “Strategic Management Opportunities and Challenges in Post LPG Era, Organized by PRIMS, Periyar University on 15-16, February 2007 and Presented a Paper titled “Indian Rural Marketing – Opportunities, Problems & Strategies with Reference to Consumer Goods”
20. Participated in a National Conference on “Recent Advances in Accounting”, Organized by Department of Commerce, Periyar University, Salem 28-29 March 2007.
21. Participated in a National Seminar on “Emerging Trends in Management”, Organized by PRIMS, Periyar University on 28-

29, February 2008 and Presented a Paper titled “Organizational Culture and Quality of Work life”

22. Participated in a National Seminar on “Global Financial Meltdown – Causes, Impact and Remedies, organized by Department of Commerce, Periyar University, Salem, held on 25-26 February, 2009 and presented a paper titled “Emerging Trends in banking Sector in India”.

23. Participated in a National Seminar on “Global Financial Meltdown – Causes, Impact and Remedies, organized by Department of Commerce, Periyar University, Salem, held on 25-26 February, 2009 and presented a paper titled “Financial Crisis – Is – Mark to Market to Blame”.

24. Participated in a National Seminar on “Global Financial Meltdown – Causes, Impact and Remedies, organized by Department of Commerce, Periyar University, Salem, held on 25-26 February, 2009 and presented a paper titled “Emerging Challenges in Global Finance”.

25. Participated in a National Seminar on “Global Financial Meltdown – Causes, Impact and Remedies, organized by Department of Commerce, Periyar University, Salem, held on 25-26 February, 2009 and presented a paper titled “Foreign Direct Investment in India”.

26. Participated in a National Seminar on “Global Financial Meltdown – Causes, Impact and Remedies, organized by Department of Commerce, Periyar University, Salem, held on 25-26 February, 2009 and presented a paper titled “Crisis Management – A Leadership Challenge”.

27. Participated in a National seminar on “Challenges of Human Resource Management in the Changing Environment” organized by Periyar Institute of Management Studies, Periyar University, Salem on 4th and 5th, February, 2010 and presented a paper titled “Leadership Challenges in Changing Scenario of HRM”.

28. Participated in a National seminar on “Banking Innovation and Customer Enrichment” organized by Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010 and

presented a paper titled “ Different Innovations – Banking Services”.

29. Participated in a National seminar on “The Role of Green Banks in India” organized by Department of Commerce & Commerce (CA), Maharaja Arts and Science College, Coimbatore on 24th, September, 2010 and presented a paper titled “Green Banking Information Technology in India”.
30. Participated in a National seminar on “Financial inclusion and Inclusive Growth: Prospect & Retrospect” organized by School of Management Studies, University of Hyderabad, held on 28 – 30, October 2010 and Presented a paper titled “Financial Inclusion – A step towards Inclusive Growth”.
31. Participated in a National seminar on “India- An Emerging Power Issues and Challenges” organized by Department of Commerce, Navarasam Arts and Science College, Erode, held on 30th December, 2010 and presented a paper titled “Challenges for Indian Aviation Industry”.
32. Participated in National seminar on “Inflation and Its Impact on Indian Economy” organized by Department of Commerce, Trinity College for Women, Namakkal, held on 4th, January, 2011 and presented a paper titled “Impact of Inflation Fluctuation on Various Sector”.
33. Participated in National seminar on “Inflation and Its Impact on Indian Economy” organized by Department of Commerce, Trinity College for Women, Namakkal, held on 4th, January, 2011 and presented a paper titled “Inflation – An Anxiety of Indian Economy”.
34. Participated in a National seminar on “Women Empowerment Through Microfinance” organized by Department of Commerce, Periyar University, Salem, held on 28th, January, 2011 and presented a paper titled “Rural Women Empowerment Through Microfinance”.
35. Participated in a National seminar on “Women Empowerment Through Microfinance” organized by Department of Commerce, Periyar University, Salem, held on 28th, January, 2011 and

presented a paper titled “Microfinance – A gateway for Women Empowerment”.

36. Participated in a National seminar on “Women Empowerment Through Microfinance” organized by Department of Commerce, Periyar University, Salem, held on 28th, January, 2011 and presented a paper titled “Self Help Groups An Innovative Channel for Financial Inclusion”.
37. Participated in a National seminar on “Impact of ICT in Banking Sector” organized by Department of Commerce and Management Studies, Sri Ganesh College of Arts and Science, Salem, held on 23rd, February, 2011 and presented a paper titled “E- Banking System in India- Challenges and Opportunities”.
38. Participated in a National seminar on “Emotional Intelligence and Organizational Development – An Interdisciplinary Approach” organized by Department of Commerce, Periyar University, Salem, held on 28th, March, 2011 and a presented a paper titled “Worklife Balance and Emotional Intelligence”.
39. Participated in a National seminar on “Globalisation and Consumers- Issues and Challenges” organized by School of Commerce, Bharathiar University, Coimbatore, held on 22nd and 23rd, July, 2011 and presented a paper titled “Role of Media in Consumer Protection”.
40. Participated in a National Seminar on “Emerging Trends in Global Business” organized by Department of Management Studies, RVS Institute of Management Studies & RVS Institute of Engineering and Technology, Coimbatore, held on 10th September 2011 and presented a paper titled “The Role of Advertisement on Purchase Decision of Luxury Goods”.
41. Participated in a National Seminar on “Gold Price Fluctuations and its Impact on Indian Economy” organized by the Department of Commerce, Commerce (CA) & Business Administration, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, held on 14th February, 2012 and presented a paper titled “Gold Vs Securities – Investment Plan”.
42. Participated in a National Conference on “Consumer Protection (NCCP-2012) organized by Kaamadhenu Arts and Science

Arena” organized by Vidyaa Vikas College of Engineering and college, Sathyamangalam in association with Citizen Consumer Club and Civil Supplies and Consumer Protection Department, held on 22nd February 2012 and presented a paper titled “The Impact of Media on Health Awareness among Rural population”.

43. Participated in a National Seminar on “India.Inc. As A Global Super Power” organized by Periyar Institute of Management Studies (PRIMS), Periyar University, Salem – 11, held on 23-24th February 2012 and presented a paper titled “The Role of Advertisement in Buying Behaviour”
44. Participated in a National Conference on “Managing Global Changes and Challenges” organized by Jayalakshmi Institute of Technology, Dharmapuri, held on 14th March 2012 and presented a paper titled “A View of Corporate Social Responsibilities in India”.
45. Participated in a National Conference on “Changing Scenario of Corporate Management” organized by J.K.K.Nattraja College of Arts & Science, Komarapalayam held on 31st August 2012 and presented a paper titled “Corporate Social Responsibility- A Phenomena for Success”.
46. Participated in a National Conference on “Emerging Trends in Advertising” organized by Padmavani Arts & Science College for Women, Salem, held on 12th October 2012 and presented a paper titled “Advertisement – A SWOT Analysis”.
47. Participated in a National Conference on “Opportunities and Challenges of Contemporary Management Practices in Indian Arena” organized by Vidyaa Vikas College of Engineering and Technology, held on 13th October 2012 and presented a paper titled “Domestic Airlines Preferences and Purchase Decisions”.
48. Participated in a National Conference on “Opportunities and Challenges of Contemporary Management Practices in Indian Arena” organized by Vidyaa Vikas College of Engineering and Technology, held on 13th October 2012 and presented a paper titled “Organizational Culture and Climate – A Crucial Factor of Quality of Work Life”.
49. Participated in a National Conference on “Opportunities and Challenges of Contemporary Management Practices in Indian

Technology, held on 13th October 2012 and presented a paper titled “Television Advertisements – A SWOT Analysis”.

50. Participated in a National Conference on “Emerging Trends in Business Opportunities” organized by Vivekananda College of Arts and Sciences for Women, held on 20th February 2013 and presented a paper titled “Systematic Investment Plan – An Overview”.
51. Participated in a Two Days National Conference on “Challenges of Small Scale Business under FDI Concepts” organized by Dr.R.K. Shanmugam College of Arts and Science Indili,, held on 14th and 15th March 2013 presented a paper titled “Impact of FDI on Gross Domestic Product in India”.
52. Participated in a Two Days National Conference on “Challenges of Small Scale Business under FDI Concepts” organized by Dr.R.K. Shanmugam College of Arts and Science Indili,, held on 14th and 15th March 2013 presented a paper titled “Impact of FDI on Economic Growth in India”.
53. Participated in a Two days Forward Markets commission department of consumer Affairs ,Ministry of Consumer Affairs, Food and Public Distribution Government of India Sponsored by National Level Workshop on “Trading in security and commodity Markets as an attractive and safe investment portfolio”, organized by Department of Commerce, Periyar University, Salem on 30th -31st August 2013.
54. Participated in a one Day National Level Symposium on “Innovative Management Practices to recover the Economy “A Managerial Initiative” organized by Knowledge Business School (MBA) -Kakapalayam, held on 7th November 2013 presented a paper titled “Brand Management – An Overview”.
55. Participated in a one Day National Level Symposium on “Innovative Management Practices to recover the Economy “A Managerial Initiative” organized by Knowledge Business School

8. Participated in a three days UGC Sponsored State Level Workshop paper titled “Role of media on Purchase decision – A SWOT Analysis”.

Workshops

1. Participated in a Two days Workshop on “Entrepreneurship Awareness” Sponsored by Tamilnadu State Council for Higher Education, Chennai and Organised by PRIMS, Periyar University on 21st and 22nd October 2005.
2. Participated in a one day Workshop on “Marketing of Banking Services in LPG-Era” Organised by Department of Bank Management, PGP College of Arts and Science on 28th December 2005.
3. Participated in a two day State Level Workshop on “Managerial Skills for the Officials of Co-operative Wholesale Stores in Tamilnadu” organized by Department of Co-operation, Gandhigram Rural Institute – Deemed University, Gandhigram on 19th and 20th January 2006.
4. Participate in a National Workshop on “Geosciences, Georesources and IPR Regime: Familiarization and Practice, organized by Department Geology and Commerce, Periyar University, Salem on 5-6 October, 2006.
5. Participated in a Two Days workshop on “Application of SPSS on Social Sciences Research, organized by Department of Commerce, Periyar University, Salem on 27-28, July 2007.
6. Participated in a one day Workshop on “Dynamics of Decision Analysis” organized by Department of Commerce, Periyar University, Salem on 31st March 2008.
7. Participated in a one day Workshop on “Role of Environment in the Decision Taking Process of the Corporate Sector” organized by Department of Commerce, Periyar University, Salem on 31st March 2009.

(MBA) -Kakapalayam, held on 7th November 2013 presented a on “Research Methodology for Social Sciences”, organized by Department of Commerce, Periyar University, Salem on 21-23 March 2012.

Faculty Development Programme

1. Participated in a Faculty Development Programme on “Soft Skills Training for Commerce Faculty, organized by Department of Commerce, Periyar University, Salem, held on 24-25 August 2007

Annexure IV

Resource Person

1. Acted as a rapportier in a National Seminar on “Issues and Challenges in Financial Sector” organized by Department of Commerce, Periyar University, held on 2nd February 2005.
2. Acted as a rapportier in a National Seminar on “Indian Co-operative Movement at Cross Roads” organized by the Department of Commerce, Periyar University, held on 19th and 20th August 2005.
3. Acted as a rapportier in a National Seminar on “Emerging Trends in Customer Relationship Management, Organized by Department of Commerce, Periyar University, Salem on 7-8, September 2006
4. Invited Talk on the topic “Pricing – A Marketing Mantra” at Intraprasta School of Management, Jodhpur, Rajasthan, on 11/12/2007.
5. Acted as a Rapportier in a National Seminar on “Global Financial Meltdown – Causes, Impact and Remedies, organized by Department of Commerce, Periyar University, Salem, held on 25-26 February 2009.

College of Arts and Science for Women, Tiruchengode on Pragmatic Approach” at Sakthi Kailash womens’ College, Salem on 08/07/2009.

7. Felicitation Address on the National Seminar on “Emerging Trends in Financial Markets” at Sakthi Kailash womens’ College, Salem on 05/09/2009.
8. Acted as a rapportier in a National seminar on “Challenges of Human Resource Management in the Changing Environment” organized by Periyar Institute of Management Studies, Periyar University, Salem on 4th and 5th, Februry,2010.
9. Acted as a rapportier in a National seminar on “Banking Innovation and Customer Enrichment” organized by Department of Commerce, Periyar University, Salem on 18th and 19th March, 2010.
- 10.Participated in a National seminar on “Women Empowerment through Microfinance” organized by Department of Commerce, Periyar University, Salem, held on 28th, January, 2011.
- 11.Acted as rapportier in a National seminar on “Emotional Intelligence and Organizational Development – An Interdisciplinary Approach” organized by Department of Commerce, Periyar University, Salem, held on 28th, March, 2011
- 12.Invited talk on the topic “Service Marketing – An overview” at Sri Vijayvidyalaya College of Arts and Science, Dharmapuri on 1/3/2012.
- 13.Special lecture on “ Profitability, Cash flow and Balance Sheet” in Entrepreneurial Development Programme organized by Entrepreneurship Cell, PRIMS, Periyar University, Salem on 19/4/2012.
- 14.Special Lecture in a Orientation programme for College Teachers organized by Sri Vijayvidyalaya College of Arts and Science, Dharmapuri on 7/6/2012.
- 15.Chaired a technical session in a National Conference on “Emerging Trends in Business Opportunities” organized by Vivekananda

6. Invited Talk on the topic “Customer Based Brand Equity – A
20/02/2013.
16. Delivered a Special Address on “Consumer Awareness” in a NSS
Special Camp organized by Periyar University College of Arts and
Science, Mettur on 01/03/2013.
17. Chaired a technical session in a National Conference on
“Contemporary Issues in Commerce and Management” organized
by Bharathiar Arts and Science College for Women, Attur on
06/03/2013.
18. Chaired a technical session in a Two days Regional Level
Workshop on “Sustainable Consumption for Sustainable
Development ” organized by Department of Commerce, Periyar
University, Salem on 27th and 28th March 2103.
19. Acted as Resource Person in a National Workshop on
“International Financial Reporting Standards (IFRS) – Indian
Current Scenario” organized by Department of Commerce, Periyar
University, Salem, held on 25th and 26th, July, 2013.
20. Acted as Coordinator in a International Symposium on
“Contemporary Issues In Commerce” organized by Department of
Commerce, Periyar University, Salem, held on 23rd, August, 2013.
21. Acted as Chair Person in a International Conference on Business
Innovation “Steering Excellence of Business Research Knowledge
” organized by International Journal of Research and Business
innovation (IJRBI), Dharmapuri, held on 21st, December, 2013.
22. Delivered a Valedictory address in the National Seminar on
“Economic Empowerment of Rural India Through Banks”
organized by K.S.R College of Arts and Science, Tiruchengode on
20/04/2013
23. Delivered a Special Address on “Consumer Awareness and
Consumer Rights” in Servarays College of Arts and Science,
Valavandhi, Yercaud on 9/01/2014.

- College of Arts and Science for Women, Tiruchengode on
24. Acted as Chair Person in a International Conference on
“International Conference on Recent Trends in Commerce and
Management ” organized by Department of Commerce, Jairam
Arts and Science ,Salem , held on 5th February 2014

 25. Acted as Chair Person in a International Conference on
“Sustainable Development Through Marketing ” organized by
Department of MBA, Srinivasan College of Arts and Science , held
on 7th, Februray, 2014.

 26. Delivered a Special Address on “Entrepreneurial Development
Programme for Young Entreprenerus” in Sri Ganesh College,
Salem on 8th February 2014.