

BIO-DATA

PERIYAR UNIVERSITY, SALEM – 636 011

- 1. Name** : Prof. A. JAYAKUMAR, Ph.D.,
- 2. Date of Birth** : 17th April 1957
- 3. Post Held at Present** : Professor
- 4. Address**
- 4.1. Official** : Professor of Commerce and
Former Controller of Examinations
Department of Commerce
Periyar University, Salem-636011.
- 4.2. Residential** : No: 4 Professor's quarters, Periyar
University Salem-636011.

5. Qualification

| S.No | Degree | Title |
|------|-----------|---|
| 5.1 | Ph. D., | Credit Rating in India (A Study on Instruments in Certain Selected Financial, Banking and Non- Banking Finance Companies) University of Madras May 2003 |
| 5.2 | M. Phil., | An Analysis of Marketing Aspects of Aavin Milk University of Madras November 1986, First Class |
| 5.3 | M.Com., | Madras University, May 1979, First Class |
| 5.4 | M.B.A., | Tamil Nadu Open University June 2011 |

6. Experience (Annexure – I)

| | | | | |
|------------|--|------------------|----------------|---|
| 6.1 | Research Guidance of Ph.D., | 30 years | | |
| 6.2 | Research Guidance of M.Phil., | 30 years | | |
| 6.3 | Number of Scholar | Guided | Guiding | |
| | 6.3.1 | M.Phil., | 60 | 4 |
| | 6.3.2 | Ph.D., | 10 | 8 |
| | | Submitted | 6 | |
| 6.4 | Post Graduate Teaching Experience | 33years | | |
| 6.5 | Total Teaching Experience | 33 years | | |

7. Publications

7.1. Six Books

- 7.1.1. Banking theory law and practice
- 7.1.2. Banking and Financial System
- 7.1.3. Business Organization and Management
- 7.1.4. Income Tax Law and Practice
- 7.1.5. Income Tax
- 7.1.6. Intellectual Property Rights - Demystified

7.2. Books in Progress

- 7.2.1. Indirect Taxes
- 7.2.2. Business Process out Sourcing in India
- 7.2.3. Business Organization and Management

7.3. Administrative Experience

Served as Controller of Examinations, Periyar University, Salem-11

8. Seminar/Conferences/Workshop

Attended/ Conducted: (Annexure – II)

Article published (Annexure – III)

9. Projects

- 9.1. Major Project on going funded by UGC for Financial Assistance, “A Study on Impact of VAT Implementation in India”, Rs. 3.85 Lakhs. (Annexure – IV)**
- 9.2. Project Proposed – A Socio Economic Study on Tribal Welfare – A Case Study of Kolli Hills, Namakkal District. (Annexure – V)**

10. Areas of Specialization

- 10.1. Finance**
- 10.2. Organizational Behaviour**

11. Others

11.1. Examinations

- 11.1.1. Served as question paper setter for Bharathiar and Bharathidasan Universities.**
- 11.1.2. Served as Additional Chief Superintendent in Madras University.**
- 11.1.3. Served as member of syllabus review committee.**
- 11.1.4. Served as member of passing Board of Examiners.**
- 11.1.5. Served as Chief Examiner in Madras University.**
- 11.1.6. Served as Additional Controller of Examinations i/c, Periyar University, Salem – 11.**
- 11.1.7. Served as Member of Board of Studies in Commerce (PG) Periyar University, Salem – 11.**
- 11.1.8. Served as Controller of Examination, Periyar University, Salem – 11.**

11.2. IT Skills

- 11.2.1. Expertise in MS-Word, MS-Excel, Ms-Power Point, Internet, MS-Access.**
- 11.2.2. Expertise in Advanced Excel Applications.**
- 11.2.3. Expertise in Accounting Package – Tally Graduate.**

Annexure – I
Teaching and Research Experience

Annexure – I
Teaching and Research Experience
Teaching

| S.No. | INSTITUTIONS | YEARS | DEGREE | SPECIALIZATION |
|-------|---|---------|------------------|--|
| 1. | Salem Sowdeswari College, Salem | 1 | B.Com / M.Com | 1. Income Tax 2. Cost Accounting 3. Company Law |
| 2. | D.G.Vaishnav College, Chennai | 23 | B.Com / M.Com | 1. Income Tax 2. Cost Accounting 3. Company Law 4. Banking 5. Research Methodology |
| 3. | D.G.Vaishnav College, Chennai | 15 | M. Phil | 1. Research Methodology |
| 4. | Bharathidasan University Trichy (Correspondence) | 8 | MBA / M.Com | 1. Project Planning 2. Appraisal and Control 3. Organizational Behaviour |
| 5. | Periyar University, Salem-11. | 9 years | M.Com M.Phil | 1. Income Tax 2. Advanced Management Concepts 3. Financial Management |

Annexure – II
List of Scholars

Annexure – II
List of Scholars

| S.NO | NAME | TOPIC | STATUS Viva- Date |
|-------------|--|--|--|
| 1 | K.Krishna kumar, (Part Time) | A Study on Customer Brand Equity With Reference to Fast Moving Consumer Goods in Salem District. | Awarded 08.11.2008 |
| 2 | C.Nagalakshmi, (URF) | Tax Reforms for the Twenty First Century – A Study with reference to Income Tax Assessee in Tamilnadu | Awarded 02.12.2009 |
| 3 | G.Jawahar Babu, (Part Time) | General Insurance Claim Management with Special Reference to Motor Third Party Claims in Public Sector Insurance Companies. | Awarded 27.04.2011 |
| 4 | T.J.Arun, (Part Time) | A Study on Impact of Credit Rating on Investment Decisions of Investors in Tamilnadu | Awarded 26.03.2010 |
| 5 | E.Daniel Santhosh Raj, (Part Time) | A Study on Non Performing Assets of Scheduled Commercial Banks in India with special reference to Tamilnadu. | Awarded 23.12.2010 |
| 6 | V.R. Palanivelu, (Part Time) | Customers' Opinion of the Co-Operative Banking Services with special Reference to Primary Agricultural Co-operative Banks Ltd. In Namakkal District. | Awarded 30.05.08 |
| 7 | P.M.Umarani, (JRF) | Customer Relationship Management in Private Hospital (A Special Reference of Madurai City in Tamil Nadu) | Awarded 27.07.2012 |
| 8 | A.Sathiya, (RGNF) | A Study on Customer Relationship Management Practices in Banking Sector (With Special Reference to Salem District) | Awarded 30.01.2012 |
| 9 | N.Kanimozhi, (UGC Major Project Fellow) | An Analysis of Perception of Value Added Tax(VAT) in Tamil Nadu | Awarded 24.12.2012 |

| | | | |
|-----------|--|---|-----------------------|
| 10 | Su.Sabanayagam, (Part Time) | A Study on Value Added Tax(VAT) in Salem District | Submitted |
| 11 | P.Jayarani, (Part Time) | Labour Welfare | Awarded 05.07.2013 |
| 12 | R. Elavarasan (ICSSR) | An Analysis of impact of Direct Tax Code on Salaried assesses in Tamilnadu. | Pursuing |
| 13 | R. Brindashree (Part Time) | Women Entrepreneurship | Pursuing |
| 14 | K.Geetha, (JRF) | Marketing Strategy for four wheeler industries – with special reference to perception of customers in Tamil Nadu. | Pursuing |
| 15 | G. Anbalagan (ICSSR) | Innovative Banking Sector | Pursuing |
| 16 | K. Kalaiselvi (RGNF) | Quality of Work Life | Pursuing |
| 17 | L. Kannan (ICSSR) | Foreign Direct Investment | Pursuing |
| 18 | K.Sumathi | Technical Analysis With Reference to Banking Sector | Pursuing |
| 19 | P.Palaniyammal | Tribal Welfare | Pursuing |
| 20 | Ramya | Socio Networking | Pursuing |

Other University Ph.D., Scholars

| S.No | Name | Broad Area | Status |
|------|-----------------|----------------------------|-----------|
| 1 | E.Padma | Banking | Submitted |
| 2 | A.Kayalvizhi | Banking | Submitted |
| 3 | Sri.Ranganayaki | Quality of Work Life | Completed |
| 4 | N. Amudha | Women Empowerment | Completed |
| 5 | Umamaheswari | Dalit SHGs and Empowerment | Completed |

Annexure – III
Contribution to Teaching Research

Annexure –III

Contribution to Teaching Research

- Teaching Tally as Supportive Paper for other Department Students.
- Teaching Computer Applications in Business for P.G. Students.
- Creating Awareness among Research Scholars-Utilization of SPSS Package for Research Analyses.

| S.No. | Institutions | Programme | Period / Year of Study | Experience Developed |
|-------|--------------|---------------------|---------------------------|--|
| 1. | NIIT | Leda Swift India | 6 Months November 2000 | ✓ MS-Word ✓ MS-Excel ✓ MS-Power Point ✓ MS-Access ✓ Internet |
| 2. | NIIT | Mastering Excel | 6 Months November 2000 | Expertise in Excel Applications |
| 3. | Genesis | Tally Graduate | 6 Months January 2000 | Expertise in Accounting Package |

Annexure – IV
UGC Major Project

Annexure –V
Faculty Improvement Programmed

Annexure –V
Faculty Improvement Programmed

| S. No. | Institutions | Period | Year | Topic |
|---------------|---------------------------------------|---------------|-------------|--------------------------------------|
| 1. | Academic Staff College, Coimbatore | 21 days | 1993 | Indian Capital Markets |
| 2. | Academic Staff College, Coimbatore | 21 days | 1994 | Recent Development in Accounting |
| 3. | Academic Staff College, Chennai | 21 days | 2003 | Current Issues in Business |
| 4. | University of Madras | 15days | 1990 | Computer Applications in Commerce |
| 5. | ICFAI, Chennai | 3days | 2004 | SPSS Package |

Annexure

PUBLICATIONS

- I. RESEARCH PAPERS**
- II. POPULAR ARTICLES**
- III. ABSTRACTS OF SEMINARS/SYMPOSIUM**
- IV. SUMMARY OF BOOKS WRITTEN**
- V. AWARDS**

ANNEXURE –VI
Important Publications

ANNEXURE - VI

Important Publications

1. Indian Commerce Bulletin Vol. X No.1 January 2006 issue Article entitled “ Factoring Services- An Analysis of Can Bank Factors Ltd” ISSN 0972-6187
2. Raj Journal of Commerce Issue No.2 January 2006 Article entitled “ Indian Co-operative Movement: Issues and Challenges”
3. Raj Journal of Commerce Issue No.2 January 2006 Article entitled “ E-CRM”
4. Southern Economist ISSN 0038-4046 vol.45 (4), June 15th 2006 Article entitled “ Knowledge Management and E- Commerce: A View”
5. Economic Challenger Vol.08 Issue:32 , July- September 2006 Article entitled “Customer Relationship Management as an effective strategy for the success of E-business”
6. Review Projector(India) Vol:9 No:3 July- September 2006 Article entitled “ Direct Tax Reforms: Need of the Hour”
7. Research Digest Vol No:1 Issue .No:3 Jan- March 2007, Article entitled “ BPO Blues : The Indian Experience”
8. Southern Economist ISSN 0038-4046 vol.45 (18), Jan 15th 2007 Article entitled “Tax Reforms: Need of the Hour”
9. Management Trends Vol:4 Issue : 1 March 2007 Article entitled “Towards Brand Relationship Management”
10. Indian Economic Panorama Vol : 17 No:2 Article entitled “IT and Women”
11. Economic Challenger ISSN 0975-1351 Vol.08 Issue:32 , July- September 2007 Article entitled “Recent Advances in Mutual Funds: An Over View of Online Mutual Funds”

12. Market logy Vol:1 no:3 Jan- March 2007, Article entitled “ CRM in Hospitals: A Case Study of Sri Gokulam Hospital (p) Ltd , Salem ,Tamilnadu”
13. Management Principles, Policies, Processes & Practices in the XXI Century” Prentice Hall of India paper titled “Problems and Prospects of Implementing VAT in India”.
14. Management Trends Vol. 4, No.1, March 2007 article entitled “Towards Brand Relationship Management”.
15. Indian Economic Panorama Vol.18, No.4A, Dec-2008 article entitled “Financial Inclusion in Banks”.
16. Facts for You Vol.30, no.2, nov.2009 article published “core banking system get tech survey”.
17. Financial inclusion and strategies of banks, Indian Economic Panorama Dec.2008, Vol.18, 4A, P.No.43 to 45.
18. Financial inclusion, India Economic Panorama Dec.2008, Vol.18, 4A, P.No.43 to 45.
19. Impact of VAT in Tamil Nadu, Southern Economist, Jan.1, 2009, ISSN 0038-4046 Vol.47, No.17, P.No.56 to 58.
20. Global Meltdown, Mangalmay Journal of management and Technology, Vol.3, P.No.2, July-Dec.2009.
21. E-Banking services: A Study, southern economist, ISSN 0038-4046 Aug.15, 2009, Vol.48, P.No.21 to 22.
22. Core banking system-get tech savvy, Banking Finance, November 2009, “FACTS FOR YOU” P.NO.29 to 33.

23. Audit and inspection of VAT, the Management Accountant, Vol.44, No.11, November.2009, P.No.866 to 868.
24. Financial Performance of Thambi Modern Spinning Mills Limited-A Case Study, Raj Journal of Commerce, Dec.2009, Issue.7,P.No.23 to 26.
25. E-Banking Challenges and Opportunities, the Changing Era of E-Banking, Mangalam Publications, P.No. 7 to 108.
26. Customer Relationship Management (CRM): Customer Retention, India Economic Panorama, Vol.20, No.2, July.2010, P.No.28 to 30.
27. Tax Reforms under Federal systems of government, Economic Challenger, Number 13, Issue: 49, October-December 2010, P.No.41 to 45, ISSN 0975-1351.
28. Financial Performance in co-operative Banking “Cooperative Perspective”, July-September 2010, Pane 59 to 69.
29. Social welfare in Stop Child Labour: Programme Interventions, May 2011, ISSN 0037-8038, Vol.58 No.2.
30. Customer Relationship Management in Banking Sector, Dec-2010, Journal of Banking & Information Technology, Research Development Association Jaipur Dec-2010.
31. Factors influencing customer satisfaction towards TATA SKY DTH Service provider in Salem District, An International Multidisciplinary Research Journal RIPPLES (ISSN-0973-6352), Sep. 2010 – Feb. 2011, Vol. 5, Issue 1, P.No. 27-33 & 46.
32. Indian Economic Panorama VOL.20 No.3A January 2012 article entitled “CSR- A Key ingredient for corporate sustainability.
33. International Journal of Research in Commerce, Economics & Management Vol N0-2 (2012) Issue No: 3 (MARCH) ISSN NO-2231-4245 article entitled “Direct Tax Code-An Overview”

34. Indian Economic Panorama Vol.22. No.1 April “The growing Need for contract Farming in India”
35. Dr.A.Jayakumar, World Journal of Social Science, A Study on impact of Value Added Tax(VAT) Implementation in India,Volume-2, No-5, August 2012 Special Issue ISSN: 1838-3785.
36. KKIMRC IJRHRM article Titled on A Study on Quality of Work Life for promotion of Employees in Salem Steel Plant, Vol-1, No-2 Dec-Feb 2011-2012,ISSN:2277-1190
37. Kaamadhenu Arts and Science College, sathyamangalam, article titled on Evaluating Customer Satisfaction as an Aspect of Quality Managements, ISBN: P.260-262.
38. Indian Journal of Applied Research article titled on Consumer Behavior and Marketing Actions, Vol.1 Issues: 10 ISSN-2249-555X, P.No.17-19 July 2012.
39. Leadership Management Published on Indian Journal of Applied Research vol.1 Issue:11, ISSN-2249-555X,P.No.70-72 Aug-2012
40. FDI –Retail Market an Overview, Vol-12 ISBN: 13-978-81-910508-5-1 Aug-2012, Science Congress Periyar University
41. Quality of Work life Employees, Vol-12 ISBN: 13-978-81-910508-5-12012, Aug-2012, Science Congress Periyar University
42. Indian Journal of Applied Research Published in JKK Natta Raja College of Arts & Science.ISBN:978-93-80406-893.
43. QWL of Employees Published in Tamil Science Congress, ISBN 13-978-81-910508-5-1.
44. Indian Economic Panorama Vol.22. No.1 , Oct-2012, “Quality of Work Life, Work Life Balance and Career Growth Opportunities”
45. Dr.A.Jayakumar, G.Anbalagan, Indian Journal of Scholarly Research, A Study on Financial Performance of Rural Area Marketing Vol.1 Oct 2012 Issue.

46. Dr.A.Jayakumar, K.Geetha, Fact For You, Wood Apple: Uses And Benefits, Vol. 32, No.11, ISSN 0970-2652.
47. Dr.A.Jayakumar, L.Kannan Zenith international Journal of Multidisciplinary Research, Electronic Banking Services For Banking Sectors,vol.2 Issue-9, September 2012, ISSN 2231-5780.
48. QWL and Empowerment Published on The Economic Challenger, No-14 Issues-56 IssN-0975-1351, P.No.61-65 Ajemr, July Sep2012.
49. Quality of Work Life –An Overview published in IJRC Vol.1 Issue-10 oct-2012.
50. Dr.A.Jayakumar, K.Sumathi, L.Kannan JKK.NATTRAJA College of Arts & Science, “Technical Analysis of Stock market in India.
51. Dr.A.Jayakumar,K.Sumathi G.Anbalagan JKK.NATTRAJA College of Arts & Science, A Study On Self-Help Groups In Rural Development In India.
52. A Registered & Refereed International Research Journal , ISSN-0973-6387 article titled on “Consumer Satisfaction of Samsung Mobile Users-an Empirical Study. Research Digest.
53. Journal of Research, Extension And Development, ISSN-2319-1899 article titled on “Customer Service Management In public Sector Banks’. Vol1, No.2, October2012.
54. International Journal of Research In Commerce, IT & Management, ISSN-2231-5756 Article titled on Reach of Internet Banking, Vol.No.2 (2012) Issue No.11 (November).
55. International Journal of Research In Computer Application & Management, ISSN-2231-1009, article titled on Customer Service Management In Selected Public Sector Banks in Rural Village In Salem, Vol.No.2(2012), Issue No.11(November).
56. Dr.A.Jayakumar, G.Anbalagan L.Kannan, JKK.NATTRAJA College of Arts & Science, Retail Banking-An Overview.

57. The International Multidisciplinary Research Journal Ripples, Vol.6, march-19 & Aug-19 issue-1, ISSN-09736352 article titled on “A study on Awareness of Event Management with Special Reference to Salem District.”
58. Retail Landscape In India An Analysis, Published on SSIJMAR Vol.1,No3 Sep-Oct(ISSN 22785973)
59. Indian Research Journal article titled on A Study on Innovations and Challenges In Banking Industries In India.Vol.1 Issue-12,December 2012, ISSN 2277 3622
60. “Emerging Dimensions in Management”, held at Karpagam University on February 1, 2013.
61. “Effective Risk Management of Event Risk Management for Event Organizers”, held at Karpagam University on February 1, 2013.
62. Indian Economic Panorama, Vol 22 No3A January 2013 article titled on “Financial Inclusion as a Corporate Social Responsibility-A Way for Rural Development.
63. The Contemporary Issues In Business, article titled on A Study on E-Commerce innovative banking and New Challenges in Banks with Rural Villages in Salem District, Tamil Nadu, India, ISBN: 978-81-920249-9-8.Chitkara University, Punjab, India.
64. A Registered & Referred International Research Journal Research Digest article titled on A Study on Customer Relationship Management with Special Reference to AVR Swarna Mahal Jewellery in Salem, ISSN0973-6387 Vol-7, Issue-4.
65. International Research Journal of Business and Management – (IRJBM) article titled on Technical Analysis of Share Price Movement With Special Reference To Public Sector Bank, ISSN: 2322-083X.
66. Journal of Research, Extension and Development A Peer Reviewed Journal article titled on Knowledge Management in India and Overseas, ISSN: 2319-1899

67. International Journal of Research & Business Innovation (IJRBI) article titled on Small Medium Enterprise. Volume-1
68. A Registered & Referred International Research Journal Research Digest article titled on A Study on FDI in Aviation Sector, ISSN0973-6387.
69. A Registered & Referred International Research Journal Research Digest article titled on Technical Analysis of Share Price Movement with Special Reference Banking Sector, ISSN0973-6387.
70. International Journal of Research & Business Innovation (IRBI), article titled on A Study on Banking in 21st Century; Challenge of Smart Cards In the Banking Industry and Different Innovative Banking Services Reference to Tamilnadu, India” held on December 21th 2013.
71. International Journal of Research & Business Innovation (IRBI), article titled on A Study on Evaluation of Stress Management For Higher Secondary Students In Salem District-Tamil Nadu
72. International Review of Research in Emerging Markets and the Global Economy, Economic Implications of Tax Reforms, ISSN: 2311-3197(Online), Volume : 1, No.1 January -2014.
73. International Review of Research in Emerging Markets and the Global Economy, Impact of Foreign Direct Investment, Imports and Exports, ISSN: 2311-3197(Online), Volume : 1, No.1 January -2014
74. International Journal of Advance Research in Computer Science and Management Studies, and the title on Technical analysis of Union Bank With Special Reference to NSE, ISSN (Online) : 2321-7782, Impact Factor: 1.125, Date 02/02/2014.
75. Indian Corporate Sector Challenges and Opportunities (ICSCO), paper entitled on A Study on Innovative Banking Services In Rural Villages, Karpagam University, Coimbatore on February 28th 2014.

76. Indian Corporate Sector Challenges and Opportunities (ICSCO), paper entitled on Analysis of Foreign Direct Investment & Foreign Portfolio Investment, Karpagam University, Coimbatore on February 28th 2014.
77. Indian Economic panorama A Quarterly Journal Agriculture, Industry, Trade and Commerce, article titled on Sustainable Development For Small and Medium Enterprises
78. International Journal of Management and Social Science Research Review Paper titled on “A Study on Tourism Development of Kalrayan Hills”, ISSN 2349-6738, September 2014.
79. Proceeding of the National Conference on Emerging Challenges & opportunities of the Indian Business in Global Scenario, Paper Titled on “Impact of Rural Marketing in India” , ISBN: 978-93-82570-40-0,11th September 2014.
80. A Registered & Referred International Research Journal Research Digest article titled on “A Analysis of FDI and Real Estate Sector”

Annexure –VII
Seminar Organized

Annexure –VII

Seminar Organized

1. Organized \ a national seminar on “Banking in the New Millennium” Organized by Department of commerce D.G.Vaishnav College, Arumbakkam, and Chennai-106.
2. Organized symposium on “Labour Welfare” Organized Department of Commerce D.G.Vaishnav College, Arumbakkam, and Chennai-106.
3. Organized a workshop on “Entrepreneurial Development” Organized Department of Commerce D.G.Vaishnav College, Arumbakkam, and Chennai-106.
4. Organized a seminar on “Issues & Challenges in Financial Sector” on 2nd February 2005 as a Seminar Director Organized by the Department of Commerce, Periyar University Salem-11.
5. Organized a National Seminar on “Indian co-operative movement at cross Roads” held on 19th and 20th august 2005 as a seminar Director organized by the department of commerce, Periyar University, salem-636 011.
6. Organized a National Seminar on “Emerging Trends in customer Relationship management” held on 7th and 8th of September 2006 as a Seminar Director organized by the Department of Commerce, Periyar University, and salem-636011.
7. Organized a workshop on “Geo-IPR 2006 Familiarization of Intellectual Property rights” on October 5-6, 2006.
8. Organized a National Seminar on “Recent Trends in Accounting” as a Seminar Director organized by the Department of Commerce, Periyar University, and Salem along with Indian Accounting Association.

9. Organized Workshop on “application on SPSS in Social Sciences Research” held on 27th and 28th of July 2007 as a seminar convener organized by the Department of Commerce, Periyar University.
10. Arranged Introduction Programme for the Students held on 3rd August 2007 in Department of commerce, Periyar University, Salem-11.
11. Organized faculty Development Programme on “Soft Skills Training for Commerce Faculty (SSTC-2007)” held on 24th and 25th of August 2007 as a Seminar Convener organized by the Department of Commerce, Periyar University, Salem-11.
12. Organized an Invited Talk on corporate Governance on 20-9-2007.
13. Organized a VAT Awareness Campaign in November 2007 Addressed by Mr.A.Jayaseelan, member VAT Monitoring Committee Tamil Nadu.
14. Organized a Seminar on Impact of “Globalizations on Higher Education” on February 7th 2008, Addressed by Vice Chancellors of Periyar University, Anna University Chennai and Tamil University, Thanjavur.
15. Organized one day workshop on “Dynamics of Decision Analysis” on 31.03.2008.

Annexure – VIII
List of Seminars/Conferences Attended

Annexure –VIII

List of Seminars/Conferences Attended

1. Participated in a XLIX All India Commerce Conference at Jaipur in 13-16 October, 1995 and presented a paper titled “An Overview of Asian Capital Markets, Trends, Issues and Perspectives in Indian Capital Market”.
2. Participated in National Seminar on Banking Development in 2000 A.D. organized by National College, Trichy on 5th and 6th 1996 and presented a paper titled “Credit Rating in Banking Sector”.
3. Participated in a Conference on Indian Accounting Association Salem Branch organized by Periyar University, Salem on 17th April 1998 and presented a paper titled “An Overview of Financial Aspects of Leasing”.
4. Participated a Third International Conference of RDA at Jaipur on 11th – 13th September 1998 and presented a paper titled “Global Tax Order – A Reality”.
5. Participated a Seminar on “Rating Services” organized by Allagapa University, Karaikudi on 21st March 1998 and presented a paper titled “Rating the Rating Agencies”.
6. Participated a conference organized by Indian Accounting Association, Goa and presented a paper titled “Tax Reforms for the 21st Century”.
7. Participated in a UGC sponsored National Seminar on “Education Services – Impact of WTO’s GATS on Education Sector”, Organized by PG & Research Department of Commerce, Jamal Mohammed College, Trichy held on 8th, 9th and 10th November 2005 and presented a paper titled “Impact of GATS in Health Services”
8. Participated in an 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”.
9. National Seminar on “Changing Scenario of Consumerism” organized by the Department of Commerce, Bharathidasan University, Tricy on 11th and 12th of

February 2006, presented a paper titled “Consumer Behaviour Among Students of Higher Education in Salem Town.”

10. National Seminar on “Changing Scenario of Consumerism” organized by the Department of Commerce, Bharathidasan University, Tricity on 11th and 12th of February 2006, presented a paper titled “Customer Relationship Management in Hospitals – A Case Study of Sri Gokulam Hospital (P) Ltd, Salem”
11. Participated in a National Seminar on “The Impact of New Economic Policy on the Indian Economy” organized by the Department of Economics, Periyar University, Salem on 6th and 7th February 2006 and presented a paper titled “Environmental Implications of New Economic Policy”.
12. Participated in a National Seminar on “Integrated Global Business Management – The Indian Experience” organized by Periyar Institute of Management Studies, Salem on 24th and 25th February 2006 and presented a paper titled “Information Technology and Electronic Commerce”.
13. National Seminar on “Borderless Education in Management” organized by the School of Business at Thanthai Hans Roever College, Perambalur – 621 212, Tamilnadu on 17th and 18th February 2006, presented a paper titled “Management of Investment Company & Mutual Fund”.
14. National Level Seminar on “Customer Relationship Management” organized by the Department of Commerce, The American College, Madurai – 2 on 1st March 2006, presented a paper titled “CRM – A New Dimension of Marketing”.
15. The two days UGC Sponsored State Level Seminar on “Emerging Trends in Insurance Sector in India” organized by the Department of Commerce, Mannar Thirumalai Naicker College, Madurai – 4 on 2nd and 3rd March 2006, presented a paper on “Insurance Sector – Emerging Distribution Channels”.
16. National Seminar on Women Entrepreneurship organized by the Department of Commerce, Vivekanandha College of Arts & Science for Women on 25th February 2006, presented a paper titled “The Power of Women and Their Achievements”.
17. Participated in a National Seminar at Jodhpur during November 1-3, 2004, “Emerging Trends in Higher Education”.

18. National Seminar on “Emerging Trends in Customer Relationship Management”, organized by the Department of Commerce, Periyar University, Salem on 7-8 September 2006, presented a paper titled “CRM in Hospitals with Reference to Sri Gokulam Hospitals (P) Ltd. Salem”.
19. National Seminar on “Emerging Trends in Customer Relationship Management”, organized by the Department of Commerce, Periyar University, Salem on 7-8 September 2006, presented a paper titled “CRM: An orientation to knowledge Management”.
20. National Seminar on “Emerging Trends in Customer Relationship Management”, organized by the Department of Commerce, Periyar University, Salem on 7-8 September 2006, presented a paper titled “Customer Relationship Management in Manufacture: An Overview”.
21. National Seminar on “Emerging Trends in Customer Relationship Management”, organized by the Department of Commerce, Periyar University, Salem on 7-8 September 2006, presented a paper titled “Customer Relationship Management in Educational Service – A Study”.
22. National Seminar on “Emerging Trends in Customer Relationship Management”, organized by the Department of Commerce, Periyar University, Salem on 7-8 September 2006, presented a paper titled “CRM in Education”.
23. International Conference on “Global Business and Policy Modeling (GBPM 2006)”, organized by the Adaikalamatha Institute of Management, Thanjavur on 21-22 September 2006, presented a paper titled “Customer Relationship Management in Hospital – Case Study (Madurai Meenakshi Mission Hospital – Madurai)”.
24. International Conference on “Global Business and Policy Modeling (GBPM 2006)”, organized by the Adaikalamatha Institute of Management, Thanjavur on 21-22 September 2006, presented a paper titled “Customer Knowledge Management”.
25. International Conference on “Global Business and Policy Modeling (GBPM 2006)”, organized by the Adaikalamatha Institute of Management, Thanjavur on 21-22 September 2006, presented a paper titled “Towards Brand Relationship Management”.
26. UGC National Level Seminar organized by the Post – Graduate and Research Department of Commerce, Vellalar College for Women, Erode on 11th September 2006, presented a paper titled “Emerging Trends and Challenges of Marketing”.

27. UGC sponsored two days state level seminar on “Women Work force in India” Organized by PG and Research Department of Commerce, M.S.S Wakf Board College, Madurai – 20 on 20th and 21st September 2006, Presented Paper entitled “The Problems of Women Child Labour in India”.
28. UGC Sponsored National Seminar organized by the PG & Research Department of Commerce, Urumu Dhanalakshmi College, Trichy on 28th and 29th September 2006, presented a paper titled “Eradication of Poverty Through Innovative Employment Schemes”.
29. Presented a research paper titled “ Intellectual Property Rights: An Over View” in the workshop on “GEO-IPR 2006 Familiarization of Intellectual Property Rights” organized by Department of Geology and Department of Commerce, Periyar university, Salem-11 held on Oct 5th and 6th 2006.
30. UGC and Federation of South India Producers Association , Chennai sponsored National Seminar on “ Small and Medium Enterprises Under Globalisation opportunities and Challenges” organised by Department of Rural Industries and Management , Gandhigram Rural University, Gandhigram, Tamilnadu on 16& 17 October 2006, Presented the Research Paper Entitled “ Impact of Globalisation on Small scale Industries in India”
31. Participated in the National Seminar on “Share Knowledge: Share Development” Organised by All India Federation Of University and College Teachers’ Organisations (AIFUCTO) held on December 1-3, 2006
32. Presented Paper Entitled “ Agricultural Farm Accounting” in the National Conference Organised by Indian Accounting Association , Delhi Chapter in Association With Department of Commerce And Shri Ram College of Commerce University of Delhi on 22-23 December 2006.
33. Presented the Research Paper Entitled “ Indian Rural Market , Opportunities, Problems, Strategies with Reference to Consumer Goods” and “Knowledge Management ” in the National Seminar on “ Strategic Management : Opportunities and Challenges in Post LPG Era” organized by PRIMS, Periyar University, Salem-11 held on 15th and 16th Feb 2007
34. Presented the Research Paper entitled “ A study on Impact on Entrepreneurship Development Programmes” in the National Conference on “ Emerging Trends in

- Entrepreneurship in Indian Scenario” organized by Commerce Wing D.D.E , Annamalai University , Annamalai Nagar Chidambaram, on 6th April 2007.
35. Participated in a National Seminar on “Recent Trends in Accounting” organized by the Department of Commerce, Periyar University, and Salem along with Indian Accounting Association.
 36. Participated in the Work shop on “Application of SPSS in Social Sciences Research” held on 27th and 28th of July2007 organized by the Department of Commerce, Periyar University.
 37. Participated in the Faculty Development Programme on “Soft Skills Training for Commerce Faculty (SSTC-2007)” held on 24th and 25th of August 2007 organized by the Department of Commerce, Periyar University Salem-11.
 38. Participated in a UGC sponsored national seminar on “Ethics and Human Values” Organized by Department of Corporate Secretaryship, Dhanraj Baid Jain College, Chennai – 6000097 on 6th October 2007.
 39. Participated and presented a research paper entitled “credit rating and its effect” in one day national conference organized by commerce wing D.D.E, Annamalai university, Chidambaram- 608 002 held on 12th October 2007.
 40. Participated and Presented a Research Report entitled “A Study on Effectiveness of Poverty Reduction Programmes in India: A Case Study of Some Centrally Schemes” in UGC Sponsored National Seminar on “Rural Community Problems and Challenges” Organized by Department of Sociology, University of Madras, Chennai – 600 005 held on 5th and 6th March 2008.
 41. Participated and presented in a National Seminar on “E-Banking Through IT”, Global Financial Meltdown-Causes, Impact and Remedies, Held on February 25-26, 2009
 42. Participated the One Day National Seminar (“Global Trends in Corporate Governance and Accounting”) Organized by Kristu Jayanti college in association with the Institute of Company Secretaries of India on 28th April 2010.
 43. Participated the Two days national conference on “Globalization challenges and opportunities” A Re-look into HR, Banking & Finanancial Issues organized by PG Department of Commerce, CA & Management Studies by Sri Vida Mender Arts & Science College on 06th and 07th Jan 2011.
 44. Participated the Two days National Conference on “Global Innovative Practices in Business” organized by Sere Mahayana Guru College held on 17th February 2011.

45. Participated the one days national Seminar on “Microfinance for women in India-an Overview” organized by Department of commerce, Periyar University, Salem - 636011.
46. Participated the Two days National Conference on “Hr Issues In Micro, Small and Medium Enterprises” (MSMEs) organized by Department Of management Studies, Periyar University, salem-11.
47. Participated the Two days National Conference on “Marketing Innovation in Recent Changes” organized by K.M.Arts & Science College, Gudiyatham.
48. Participated the Two days National Conference on “Competency Mapping” organized by C.N.College, Erode-638004.
49. Participated the Two days National Seminar on “ Share Price Movement in India banking Companies” organized by Management Studies (PRIMS) Periyar University, Salem-636 011.
50. Participated the two days international conference on Corporate and Business Response to Climate Change-From Awareness to Adoption” held on 7, 8 December 2011.
51. Two days National Seminar on “ Share Price Movement in India banking Companies” organized by Management Studies (PRIMS) Periyar University, Salem-636 011, held on Feb. 23rd and 24th , 2012.
52. Participated the Two days National Seminar on “Quality of Work Life of Industrial Employee” organized by Management Studies (PRIMS) Periyar University, Salem- 636 011, held on Feb. 23rd and 24th , 2012.
53. Presented a paper titled “CSR in India- A Vision for Future” at **ROGE** Pune 1st and 2nd February.
54. Participated the Two days National Conference on consumer Protection (NCCP- 2012), “ Evaluating Consumer Satisfaction as an Aspect of Quality Management” Held on 22nd Feb. 2012
55. Participated and Presented The One Day International Conference on Competency Building Strategic in Business and Technology for Sustainable development “ Quality of Work life Balance and Career Growth Opportunities” held on 24th Feb. 2012.
56. Participated and presented the National Conference on managing global changes and challenges, “Techniques for Improving Quality of Work life in HRM”, held on 14th march 2012.

57. Participated and presented the National Conference on Currency (FOREX) Derivatives, “Indian Currency in Asian Foreign Exchange Market through Tranquility and Turbulency held during 16th & 17th March 2012 at Pondicherry University, India.”
58. Three days UGC Sponsored State Level workshop on “Research Methodology for Social Science” held on March 21-23, 2012 organized by Periyar University.
59. Participated and presented the National Conference on Dr.A.Jayakumar, K.Sumathi, L.Kannan JKK.NATTRAJA College of Arts & Science, “Technical Analysis of Stock market in India, held on 31st august 2012.
60. Participated and presented the National Conference on Dr.A.Jayakumar,K.Sumathi G.Anbalagan JKK.NATTRAJA College of Arts & Science, A Study On Self-Help Groups In Rural Development In India, held on 31st august 2012.
61. Participated and presented the National Conference organized by JKK.NATTRAJA College of Arts & Science, “Green Supply Chain Management Marketing” held on 31st august 2012.
62. Participated and presented the National Conference on Dr.A.Jayakumar, G.Anbalagan L.Kannan, JKK.NATTRAJA College of Arts & Science, Retail Banking-An Overview, held on 31st august 2012.
63. Participated and presented the National Conference on Emerging Trends in Advertising Padmavani Arts & Science College for Women for the titled on “Evaluation of Advertising Effectiveness Using Agent Based Modeling Simulation” held on 12.10.2012.
64. Participated and presented the International Seminar on Financial Markets: Issues and Challenges, held at Bharathidasan university on January 5-6, 2013 and presented a paper entitled “ Technical analysis of Banking Companies in India”
65. Participated and presented the National seminar on Consumer Awareness in Rural India during 23rd & 24th January 2013.Presented a paper on the topic “Impact of VAT among Consumer of Computer and its Accessories”.
66. Participated and presented the National Seminar on “ Ugc Sponsored National Seminar on Recent Trends in Auditing” he has presenting a paper on International Financial Reporting Standards in India-A Snapshot, held on January 30th & 31st 2013 Organized by Thiruvalluvar Governemnt Arts College.
67. Participated and presented the National Conference on “Emerging Dimensions in Management”, held at Karpagam University on February 1, 2013.
68. Participated and presented the National Seminar on “Management Challenges for 21st Century “held on 7th February 2013 at Sengunthar institute of Management studies,

Tiruchengode, has contributed presented a paper on Financial Inclusion & Corporate Social Responsibility A key for rural Development a part of the proceeding of the seminar.

69. Participated and presented the National Conference on “Corporate Finance- Structural Changes & Emerging Paradigms” has presenting titled on Risk of Banking Management In India with special Reference to Tamilnadu, held on 8th February 2013 Organized by Dr.N.G.P. Arts and Science College .
70. Participated and presented the National Conference on “Corporate Finance- Structural Changes & Emerging Paradigms” has presenting titled on India Banking Services Risks & Inefficiency in India, held on 8th February 2013 organized by Dr.N.G.P Arts and science college.
71. Participated and presented the National Conference on Prospect of FDI in Promoting Retail Trade in India, has presented a paper titled FDI in Indian Telecommunication Industry held on February 15th 2013
72. Participated and presented the International Conference on Competency Building Strategies in Business and Technology for sustainable Development organized by Sri Ganesh school of Business management has presented on “Journey of Corporate Social Responsibility in Insurance Sector” held on February 22nd2013.
73. Participated and presented the National Level seminar on Emerging Challenges and Opportunities with Globalization, has presented a paper titled on “ The Role of HRM in Corporate Social Responsibility”, held on February 23rd, 2013 Organized by PGP College of Arts and Science, Namakkal.
74. Participated and presented the International Conference on Contemporary Issues in Business (ICCB-2013), has presented a “A Study on E-Commerce Innovations Banking and New Challenges in Banks With Rural Villages in Salem District, Tamil Nadu, India” organized by Chitkara University, Punjab, India held on 16th March-2013.
75. Two Days Regional Level Workshop on Sustainable Consumption For Sustainable Development Organized by Department of Commerce, Periyar University, Salem-636011
76. One day International Symposium titled Contemporary Issues In Commerce organized by the Department of Commerce, Periyar University Salem, held on 23rd August, 2013

77. Participated and presented the International conference on Recent Trend in Commerce and Business Management, has presented a paper titled on “ Small Business in India - Overview”, held on July 26th , 2013 Organized by AVS College of Arts and Science,
78. Participated and presented the International Conference on Business Innovation, has presented a paper titled Evaluation of Stress Management of Higher Secondary Students with special Reference to Salem held on December 21th 2013
79. Participated and presented the International Conference on Business Innovation, has presented a paper titled A Study on Banking in 21st Century; Challenge of Smart Cards In the Banking Industry and Different Innovative Banking Services Reference to Tamilnadu, India” held on December 21th 2013
80. Participated and Presented the First International Conference on Global Business, Economics, held on January 4th to 5th 2013
81. Participated and Presented the National Conference on Impact of Retail marketing On Indian Economy Organized by Pg & Research Department on Commerce & Business Administration, a tiled on Impact of Retail Marketing on Indian Economy held on 21.02.2014
82. Participated and Presented the National Conference on Indian Corporate Sector Challenges and Opportunities (ICSCO), paper entiled on A Study on Innovative Banking Services In Rural Villages, Karpagam University, Coimbatore on February 28th 2014.
83. Participated and Presented the National Conference on Indian Corporate Sector Challenges and Opportunities (ICSCO), paper entiled on Analysis of Foreign Direct Investment & Foreign Portfolio Investment, Karpagam University, Coimbatore on February 28th 2014.
84. Participated and Presented the National Conference on Indian Corporate Sector Challenges and Opportunities (ICSCO), paper entiled on Technical Analysis of Union Bank With Special Reference to NSE, Karpagam University, Coimbatore on February 28th 2014.

85. Participated and Presented the National Conference on Indian Corporate Sector Challenges and Opportunities (ICSCO), paper entitled on Banking Innovations & Challenges in Rural Villages in Salem District, Karpagam University, Coimbatore on February 28th 2014.

86. Participated and presented the National Conference on Indian Corporate Sector Challenges and Opportunities Organized by the Department of Commerce,

87. Presented the International Conference held on Foreign Direct Investment held on May 31st 2014.

88. Participated and Presented the International Conference on GB 14 Chennai Conference Second International Conference on Global Business, Economics, Finance, and social Sciences, has a presented a paper titled An Analysis of Impact of Tax Reforms Among Salaried Assesses of Major Corporations In Tamil Nadu- An Empirical Study, held on 11-13 July 2014.

89. Participated and Presented the International Conference on GB 14 Chennai Conference Second International Conference on Global Business, Economics, Finance, and social Sciences, has a presented a paper titled An Analysis on Consumer Perception Towards Corporate Social Responsibility Practices in Salem City, held on 11-13 July 2014.

90. Participated and Presented the International Conference on GB 14 Chennai Conference Second International Conference on Global Business, Economics, Finance, and social Sciences, has a presented a paper titled Banking in 21st Century Challenges of Innovative Banking Technology of the Banking Industry – Modern Approach, held on 11-13 July 2014.

91. Participated and Presented the International Conference on GB 14 Chennai Conference Second International Conference on Global Business, Economics, Finance, and social Sciences, has a presented a paper titled Quality of Work Life of Agents in life Insurance Corporation of India – A Study at Salem Division in Tamil Nadu, held on 11-13 July 2014.

92.

Annexure-IX

List of Seminars Chaired and Invited Talks

Annexure – IX

List of Seminars Chaired and Invited Talks

1. Organized and Chaired a Session in National Seminar on “Issues and Challenges in Financial Sector” organized by the department of commerce, Periyar University, Salem on February 2005 and presented a paper titled “financial services an overview”
2. Presented a Guest Lecture on “Implementation of VAT in India- Its Problems and Prospects” at Sengunthar Institute of Management Studies, Tiruchengode on 3rd March 2005.
3. Participated and chaired a session in National Seminar on “Emerging Trends in Financial Services” organized by the Department of Commerce, Bharathiar University, Coimbatore on 29th and 30th March 2005 and presented a paper titled “Rating of Mutual Funds – A Study on CPR Methodology”.
4. Participated in an International Conference on “Management Principles, Policies, Processes & Practices in the XXI Century” organized by Jansons School of Business, Coimbatore – 641 659 on 20th and 21st May 2005 and presented a paper titled “Problems and Prospects of Implementing VAT in India”.
5. Presented a guest lecture on “Financial Management” at Jairam Arts and Science College, Salem – 8 on 22nd June 2005.
6. Organized a National Seminar on “Indian Co-operative Movement at Cross Roads” organized by the Department of Commerce, Periyar University, Salem – 636 011 held on 19th and 20th August 2005, and presented a paper titled “Indian Co-operative Movements – Issues and Challenges”.
7. Chairperson in UGC sponsored 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. Presented an Invited talk on “Income tax in India” at AVS College, Salem, and November 2005.
9. Presented a Guest Lecture on “VAT – Issues and Challenges” at Sengunthar College of Engineering, Tiruchengode, December 2005.

10. Chief Guest at Govt. Arts college, Namakkal, Annual fest 2005.
11. Organized a Seminar on “Issues & Challenges in Financial Sector” organized by the Department of Commerce, Periyar University, and Salem on 2nd February 2005 and presented a paper titled “Financial Services an Overview”.
12. Participated and Chaired a session in National Level Seminar on “Recent Trends (Challenges & Changes) in Commerce” organized by the Under Graduate Department of Commerce, Sri Kaliswari College, Sivakasi – 626 130 on 3rd February 2006 and presented a paper titled “Impact of Globalization in Indian Industries”.
13. acted as chairman in a National Seminar on “integrated global business management – the Indian experience” organized by Periyar Institute of Management Studies, Salem on 24th and 25th February 2006 and presented a paper titled “Information Technology and Electronic Commerce”
14. Chairperson in UGC sponsored 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”
15. Participated as a Chief Guest in “Inter Collegiate Competition on Commerce & Management Studies” organized by Sri Ganesh College of Arts & Science, Salem on 1st March 2006.
16. Presented an Invited Talk on “Working of Stock Exchanges in India” at Selvam College of Arts and Science, Namakkal on 4th February 2006.
17. Presented a Guest Lecture on “Financial Management” at Jairam Arts & Science College, Salem – 8 on 22nd June 2005.
18. Presented a Guest Lecture on “Implementation of VAT in India – Its Problems and Prospects” at Sengunthar Institute of Management Studies, Tiruchengode on 3rd March 2005.
19. Presented a Guest Lecture at Sengunthar College of Engineering, Tiruchengode during December 2005.
20. Chief Guest at Govt. Arts College, Namakkal, Annual Fest 2005.
21. Chief Guest for Valedictory Session at Selvamm Arts & Science College, Namakkal on 1st May 2006.

22. Resource Person in the Workshop and Chaired a Session on “Quality Assurance and Marketing Strategy of Food Products” held on 22nd August 2006.
23. Resource Person in the National Conference on “Marketing of Financial Services” organized by Vivekananda College of Arts & Science for Women, Tiruchengode held on 30th August 2006.
24. Chief Guest for the National Seminar on “Paradigm Shift in Management” organized by the Department of Business Management, ACME Association, Tirupur held on 29th September 2006, presented a paper titled “Value Added Tax”.
25. Chief Guest at Sri Sakthi Kailaash College for Women, Salem a talk titled “Yours Successfully” on 17th August 2006.
26. Chief Guest at A.V.S. College of Arts & Science, Salem a talk titled “Direct Tax Reforms” on 24th August 2006.
27. Inaugurated the Commerce Association at Trinity College for Women, Namakkal on 31st August 2006.
28. Delivered a special lecture on “ VAT- Emerging Trends in India” at PR Engineering College , Karur during November 2006
29. Resource person in the Refresher course organised by the Academic Staff College , Bharathiar University, Coimbatore-641 046 and delivered a lecture on “ VAT Implementation in India” on November 2006
30. Resource person and Panelist in Geo-IPR 2006
31. Acted as Rapporteur in the National Conference on “Infrastructure creation and Utilization” organized by Department of Commerce, Sri Vasavi College, Erode held on 20th January 2007.
32. Chairperson for the seminar on “ Academic Audit” At Devanga Arts college At Aruppukkottai during Feb-2007
33. Delivered the Key- Note Address in the State level Workshop on “VAT- Emerging opportunities for Budding Graduates” organised by Department of Commerce, Arulmigu Palaniandavar Arts College for Women(Autonomous), Palani-615 held on March 13 2007.
34. Chaired a session in National Seminar on “Recent Trends in Financial Sector Reforms and Information Technology” organized by the Department of Commerce, Bharathiar university, Coimbatore – 641 046 held on 13.03.2007 and 14.03.2007 .

35. Presented a Guest Lecture on “Implementation of VAT in India” at Sri Sakthi Kailaash College for Women on July 5th 2007.
36. Presented a Guest Lecture on “Implementation of “VAT in Tamilnadu:” at AVS College Salem on July 12th 2007.
37. Delivered special address in one day workshop on “entrepreneurial development” for the Periyar University affiliated college students, organized by the department of commerce, Trinity College for Women, Namakkal- 637702 on 5th January 2008.
38. Chief Guest, National Youth Day, University of Madras on 10.01.2008 for Enrolling life Members for YRC.
39. Invited talk on Corporate Social Responsibility in a National Seminar on “Service Sector Spectrum in the New Millennium” Organized by Department of Economics, Periyar University, Salem on 13th and 14th March 2008.
40. Invited talk on international conference, Annamalai University, on 15th December 2008.
41. Panelist for the Budget analysis conducted by Department of Economics, Periyar University, Salem- 636 011 and Presented Analysis on Impact of Budget on Higher Education on 13th and 14th March 2008.
42. Chair person for the Seminar on “Environment Challenges for the Twenty first Century” organized by Department of Economics, Periyar University, and Salem delivered a talk on “Global Warming” on 28th and 29th March 2008.
43. Chief Guest in a Seminar on “Global Marketing” organized by Department of Commerce Adi Parasakthi College of Arts and Science, Kalavai, Thiruvalluvar University on 19th March 2008.
44. Chair Person for the Seminar on “Kannadhasan Literacy Works” and Delivered a Special Address on “Kannadasan Padalgalil Samudhaya Nokku” Organized by Department of Tamil 20th March 2008.
45. Chaired a Session the One Day National Seminar (“Impact of World Economic Slowdown on Labour Market in India”) Conducted by Selvam Arts and Science College, Namakkal on 11th October 2009.
46. Chaired a session on 28th December 2009, Human Resources Management

47. Delivered valedictory address and distributed certify in international conference on “Survival and growth strategies in changing business scenario” Annamalai University, Directorate of Distance Education on 28th & 29th, 2009.
48. Participated & Presented international conference on ”Survival and growth strategies in changing business scenario” Annamalai University, Directorate of Distance Education on 28th & 29th,2009.
49. Chief Guest for the Session Cenneys Institute of Hotel Management (“Traditional Cuisines of South India” (Chettinadu and Tribal Cuisine) on 30th January 2010.
50. Chief Guest for the One Day International Seminar Organized by Vivekananda College of arts and science for Women, Department of Commerce (CA) and Management Studies on 11th February 2010.
51. Felicitation Two-Days National Seminar Conducted by Department of Food Science, Periyar University on 24th and 25th February,2010.
52. Presidential for the Endowment Lectures – 2010 Conducted by Department of Economics, Periyar University on March 5, 2010.
53. Chief Guest for the College Annual Day Function Conducted by Government Women’s College, Salem on 5th March 2010.
54. Special Lecture on New Perspectives in the Methods of Teaching English Conducted by Department of English, Periyar University on 30th March 2010.
55. Attended Alumni Association conducted by Periyar Institute of Management Studies, Periyar University for Keynote Address on 9th April 2010.
56. Organized Periyar University 9th Convocation on 16th April 2010.
57. Chaired a Session the One Day National Seminar (Ethics in Business and Corporate Governance) “Corporate Governance” Organized by Directorate of Distance Education, Department of Commerce, and Annamalai University on 15th December 2010.
58. Participated and Presented in International Seminar on “Goods and Service Tax – A need of the Hour” organized by the All India Accounting Association of Commerce, Tiruvendrum, Kerala on 13th and 14th November 2010.
59. Conducted Workshop Competency Building at CN College Erode during 25th March 2011 the workshop was sponsored by UGC .
60. Delivered Inaquarral address at Sri Sakthi Kailash College for Women on 27th August,2011 in the Seminar title “Foreign Direct Investment Issues and Challenges”.

61. Delivered a valedictory address in International Conference at Mahindra Engineering College, Salem 30th oct-2011.
62. Delivered a special address in workshop conducted by Department of Economics “Research Methods for Social Sciences” on 18th November 2011.
63. Delivered a special address in workshop conducted by Department of Sociology & Periyar Institute of Administrative Studies Periyar University for Social Sciences: Gateway to the Governance 3rd & 4th December 2011.
64. Chaired a Session the One Day National Seminar (Chief Guest) “Financial Services” Organized by Kailash Women’s College Department Of Commerce, on 5th Jan 2012.
65. Chaired a Session the One Day National Seminar (Chief Guest) “Income tax “Organized by King College of Arts & Science For Women
66. Resource person for the Refresher Course conducted by Bharathiar University entitled “Writing a research proposal “on 17th Feb. 2012.
67. Chaired a Session the One Day National “Corporate Social Responsibility” Seminar Sri Krishnaswamy College For Women on 24th Feb 2012.
68. Chaired a session the one national seminar “Income Tax” Vijay Vidiyalai College on 27th Feb 2012.
69. Chaired a session the one National Seminar, “Foreign Direct Investment” SNR College held on 9th March 2012.
70. Chaired a session the one National seminar, “Women Empowerment and Leadership” held On 28th March 2012.
71. Chaired a session the one National seminar organized by JKK.NATTRAJA College of Arts & Science August 30th.
72. Chaired a session the one National seminar organized by Park’s College (Autonomous) Tirupur “Recent Trends in Commerce” held on 08/09/2012.
73. Delivered a Special Address in National Conference
74. Delivered a special address in workshop conducted by Department of Economics “ICSSR Sponsored Training Course on Research Methodology in Social Sciences for Ph.D Research Scholar (SC/ST category) held on 25th February to 6th March 2013”.
75. Chaired a session the one National seminar organized by Bharathiyar Arts and Science College, Thalaivasal, Deviyakurichi the titled on Contemporary Issues in Commerce and Management, held on 6th March 2013.
76. Delivered a special address in Annamalai University Political Science & Public Administration Wing – DDE, Indian Council of Social Science Research (ICSSR),

New Delhi, Sponsored National Seminar on Emerging Trends and Issues in Human Rights held on 1st and 2nd March.

77. Resource person for the International Financial Reporting Standards (IFRS) Indian Current Scenario, organized by Department of Commerce, Periyar University, Salem-636 011.
78. Deliver Special address in Soft Skill Training Dharmapuri held on 17/07/2013
79. Participate for the member of panel discussion of Two Days National Conference Rajagiri centre for business studies, Kochi held on 30/08/2013 to 31/08/2013
80. Delivered a special address in International Conference o Business Innovation “ Steering Excellence of Business Research Knowledge” held on December 21st 2013
81. Chaired a session the First International Conference on Global Business, Economics, held on January 4th to 5th 2013
82. Chaired a session the UGC Sponsored National Conference on D.B.Jain College, held on January 4th 2013
83. Participated and Presented the National Conference on First International Conference on Global Business, Economics, held on January 4th to 5th 2013
84. Deliver Key Note Address at Kannur Kerala held on 17.01.2014 titled on Innovative Banking Practices
85. Delivered a Special lecture NIFT Tiruppur held on 31.01.14
86. Resource person in the ICSSR Sponsored Capacity Building Programme for Social Science Faculty 20th January to 2nd February 2014 held at Department of Economics, Periyar University. Salem-636011.
87. Delivered a Presidential Address in Padmavani Arts & Science College for Women titled on Impact of Retail Marketing In Indian Economy held on 21st February 2014
88. Delivered a Special Lecture on Research Methods organized by Vidiya Mandra Arts and science College, held 27/02/14
89. Chaired session the National Conference on Indian Corporate Sector Challenges and Opportunities held on 28th February 2014 organized by Karpagam University, Coimbatore.
90. Chaired session the National Level Seminar on Emerging Issues of Workers In Modern India held on 15th March 2014 organized by Periyar Unviersity College of Arts & Science (Constituent College) Pappireddipatti (TK), Dharmapuri..
91. Delivered a Special Lecture on Competency Mapping and Career Mapping organized by Sri Sarada College for Women’s, held 26/03/14

92. Delivered a Special Address organized by Thiruvalluvar Government Arts and Science College, held 27/03/14
93. Resource person in the One day Symposium on Initiatives Towards Quality Sustenance Organized by IQAC and Vellalar College for Women (Autonomous) Erode, held on 05th March 2014.
94. Chaired session the International Conference, Hyatt Regency, Teynampet, Chennai, held on 17.7.14.
95. Delivered a Special Lecture on Budget Analysis 2014 Organized by Selvam Arts & Science College Namakkal, held on 25.7.14

ANNEXURE – X

Foreign Visits

- 1. Srilanka**
- 2. London**
- 3. Dhaka**

ANNEXURE – X

International Conferences

1. Presented a paper titled “A Study on Customer Relationship Management Practices in Banking Sector-with Special Reference to Salem District, Tamil Nadu, and India organized by the faculty of commerce and management studies University of Kelaniya Sri Lanka on 20th October 2011.
2. Presented a paper titled “Customer Relationship Management in Private Hospitals-(with special reference to Madurai City, Tamil Nadu, India) at International Trade and Academic Research Conference (ITARC) London- UK on 07-8th November 2011.
3. Presented a paper titled “A Study on Impact of Value Added Tax (VAT) Implementation In India “at 5th Asian Business Research Conference 23 & 24 Organized by World Business Institute Australia.

Chair session

1. Chair and presented a paper on two days International Seminar on “A Study on Impact of Value Added Tax (Vat) Implementation In India “at 5th Asian Business Research Conference 23 & 24 Organized by World Business Institute Australia.

ANNEXURE – XI

Awards

ANNEXURE – XI

Awards

| S.No | Details of Awards | Regional / National / International | Name of the Agency/ Body instituted the Awards | Year of Award |
|------|---------------------------|-------------------------------------|--|--------------------------------|
| 1. | Rashtriya Gaurav Award | International | Indian International Friendship Society | 29 th August, 2012 |
| 2. | Glory of India Gold Medal | International | International Institution of Success Awareness | 29 th August, 2012 |
| 3. | Shiksha Rattan Puraskar | International | Indian International Friendship Society | 30 th October, 2012 |
| 4. | Best Citizen of India | International | International Publishing House | 2012 |

ANNEXURE – XI
Other Relevant Information

ANNEXURE –XI

Other Relevant Information

- ✚ Data Base Systems Introduced Along with Examination Application.
- ✚ Single Booklet form Answer Books were introduced in the year Mar-2010.
- ✚ Dummy Numbering Machine where Introduced for easy Processing of student results
- ✚ Results Declaration and Examinations Schedule on Time.
- ✚ Conducted Academic Audit at Sacred Heart College, Tirupathur.
- ✚ Member, Board of Studies (P.G).
 - Periyar University, Salem-11.
 - Thiruvallur University, Vellore.
 - Gopi Arts and Science College for Women (Autonomous), Gobichettipalayam.
- ✚ Academic Council Member, Government Art College for Men, Salem-7.
- ✚ University Representative for Conducting Examinations at Andaman Nicobar Island's during December 27, 2006 to January 30, 2007.
- ✚ Inspection Committee Member for University of Madras and Periyar University, Salem-11.
- ✚ Served as Additional Chief Superintendent in University of Madras.
- ✚ Served as Chief Examiner in University of Madras.
- ✚ Served as a Member of Syllabus review Committee and Passing Board of Examiners.
- ✚ Life Member Indians Red Crosses Society.

- ✚ **Served as Controller of Examinations, Periyar University, Salem.**
- ✚ **Served as Reader and Head, Periyar University, Salem.**
- ✚ **34 Years of Teaching U.G/P.G. Programmes.**
- ✚ **30 Years of Research Experience.**
- ✚ **Served as Additional Controller of Examinations.**
- ✚ **Authored Books in Finance, Taxation and Management.**
- ✚ **Participated in National and International Seminars.**
- ✚ **Presented Invited Talks in Several Institutions and Universities.**
- ✚ **Member, Board of Studies.**
 - **P.G. Board of Studies, Periyar University, Salem-636 011.**
 - **P.G. Board of Studies, Thiruvalluvar University, Vellore.**
 - **P.G. Board of Studies, Gobi Arts and Science College, Gobi.**
- ✚ **Served as NSS Programme Officer, D.G.Vaishnav College, Chennai.**
- ✚ **Conducted Academic Audit.**
- ✚ **Organized Seminars and Conferences.**
- ✚ **Tally Graduate, Genesis, Chennai.**
- ✚ **Participated in Faculty Development Programmes.**
- ✚ **Completed Certificate Courses From NIIT.**
- ✚ **UGC Major Project-A Study on VAT Implementation in India.**
- ✚ **Foreign Countries visited Srilanka, London and Dhaka.**