

BIO-DATA



Dr.K.Prabhakar Rajkumar

M.Com., MBA(Gen)., MBA(Fin)., M.Phil., Ph.D

Assistant Professor,
Department of Commerce,
Periyar University,
Salem 11

Personal Details

Age	: 44
Date of Birth	: 06.08.1970
Address for Communication	: Department of Commerce, Periyar University, Salem – 11.
Hand Phone	: 94443 87016
Email Id	: kudalkprk6@yahoo.co.in

Academic Details

Educational Qualification

S.No	Degree	Subject	Year of passing	Name of the university
1	M.Com	Commerce	1994	University of Madras
2	M.B.A	General	2006	Alagappa University
3	M.B.A	Finance	2011	Tamil Nadu Open University
4	M.Phil	Commerce	1996	University of Madras
5	Ph.D	Commerce	2005	Alagappa University
6	SLET	Commerce	2000	Bharathidasan University

Specialization

1. Finance
2. Security analysis and portfolio management
3. Banking
4. Accounting

Teaching Experience

PG Classes (in years)	17
UG Classes (in years)	8

Institution	Position	Duration		Years of service
		From	To	
Vels College, Chennai.	Lecturer	18.6.1997	19.5.1998	11 Months
DG Vaishnav College, Chennai.	Lecturer	11.6.1998	25.11.2004	6 Yrs 5 Months 14 days
Periyar University, Salem.	Assistant Professor	26.11.2004	Till date	10 Yrs (As on 25.11.2014)
Total year of service				17 Yrs 4 Months 15 Days

Research Experience

: 15 Years

PG Dissertations/Ph.D. thesis guided (Annexure - I)

- (i) No. of PG (M.Com) Projects guided : 50
- (ii) No. of M.Phil Dissertations guided : 31
- (iii) No. of Ph.D. Thesis guided : 5
- (iv) No. of Ph.d Thesis guiding : 6

Publication details (Annexure - II)

S.No	Nature	Published	
1	Journals	National	58
		International	14
	Total	72	
2	Conferences/Presentations (proceedings)	National	-
		International	1
3	Books	2	
4	Book Chapters	4	

**Workshop/Training Programmes/Summer/ Winter Schools / Conferences Attended:
(Annexure – III)**

	National	International
Paper Presented	52	9
Participated	10	-
Total	62	9

Guest Lecture and Invited Talks (Annexure – IV)

S.No	Activities	Numbers
1	Invited / Guest Lectures and acted as Resource Person	19
2	Acted as Chair Persons	5
3	Acted as Executive Member	2
4	Acted as Coordinator and Judge	3
5	Acted as Rapporteur	3

Workshop/Training Programmes/Summer/ Winter Schools / Conferences Organized:

S.No	Nature of the programme	Title	Date	Funded by
1	Workshop	Dynamics of Decision Analysis	31.3.2008	University
2	Workshop	Role of Environment the Decision making process of the Corporate Sector	31.3.2009	University
3	National Seminar	Women Empowerment through Microfinance	28.1.2011	University
4	Two days National Symposium	Trading in Security and Commodity markets as an Attractive and Safe Investment Portfolio	30 & 31 st Aug 2013	Forward Markets Commission (FMC) Mumbai
5	Special Lecture Programme	How to do effective research work	07.4.2014	Self
6	Special Lecture Programme	Research dimensions in International Market	16.12.2014	Self

Department Activities

S.No	Post held	Function	Duration
1	Acted as Soft Skill Development officer	Motivator	2011-2012
2	Staff in charge of Tour and Industrial Visit	Organizer	2009 to 2014
3	Staff in charge of Time Table preparation and Department Library.	Planner	2009 to 2014
4	Staff in charge of Students Discipline	Maker	2009 to 2014
5	Staff in charge of conduct of Semester Examination, Internal Assessment and Entrance Test	Observer	2009 to 2014
6	Camp Officer (Examination Duty) (2 months each time)	Supervisor (3 times)	07.03.2013 30.05.2013 12.08.2013
7	Acted as External Chief Superintendent (15 days)	Evaluator	From 1.12.2012

Extension Activities

S.No	Post held	Duration
1	YRC Programme Officer	2011 to till date
2	Organized Blood Donation Programme	26.3.2012
3	Organized Blood Donation Programme	15.02.2013
4	Organized Special Lecture Programme (Value Based Education)	10.10.2012

Membership of Societies

Organization	Year of Induction	Grade of membership
Association of Economists of Tamil Nadu	11.09.2006	Life Time
Indian Accounting Association	21.07.2010	Life Time

Training Courses attended

S.No	Programme	Duration	Organised by
1	Refresher	20.11.2007 to 10.12.2007 (21 Days)	UGC Academic Staff College, Bharathiar University
2	Orientation	4.9.2012 to 1.10.2012 (27 days)	UGC Academic Staff College, Madras University
3	Refresher	23.7.2014 to 12.8.2014 (21 Days)	UGC Academic Staff College, Madras University

Sponsored or Consultancy Projects

S.No	Title of the Project	Amount Rs.	Funding Agency	Period	
1	The Impact of NABARD Refinance on Socio-Economic Development of Self Help Groups in Tamil Nadu	6,04,200	UGC	3 Years 2006-2009	Completed

Awards Received

S.No	Name of the Award	Name of the Donor
1	The Best Citizens of India 2013	International Publishing House

Annexure – I

DETAILS OF M.COM PROJECTS

S.No	Name of the students	Reg no	Title of the project	Year of completion
1	M.Sekar	05PHA1004	A study on the Financial Performance of Public, Private and Foreign Banks	Dec 2006
2	A.Madhan Kumar	05MCC1003	A study on Customer Satisfaction towards Motor Bikes with special reference to Erode Town.	Apr 2007
3	D.Murugesan	05MCC1005	A study on Absenteeism among Workers in Salem Steel Plant, Salem.	Apr 2007
4	R.Prakash	05MCO1009	A study on Cost Control Performance of Salem Steel Plant, Salem.	Apr 2007
5	M.Mohan	05MCC1004	A study on Capital Structure and Dividend policy of Sago Serve Salem.	Apr 2007
6	S.K.Kamrudeen	05MCC1002	A study on Customer Preference towards Lion Dates in Salem city.	Apr 2007
7	R.Premalatha	06MCC1014	A study on Recent trends in Securities Market in India.	Mar 2008
8	A.Venkattammal	06MCO1016	A study on Consumer Perception towards Maruti Car.	Mar 2008
9	C.Ramya	06MCC1010	A comparative study of Customer Satisfaction on Services Provided by SBI & ICICI.	Mar 2008
10	S.Prabhakaran	06MCO1007	A study on Working Capital Management of Sambandam Spinning Mills Ltd, Salem.	Mar 2008
11	N.Usha	06MCO1015	A study on the Investment Pattern of Salaried Employees with special reference to Salem city.	Mar 2008
12	S.Malathi	07MCO1008	A study on Financial Performance of Thambbi Modern Spinning Mills Ltd, Salem.	May 2009

13	K.Ranjani	07MCO1012	A study on Consumer Satisfaction towards Horlicks in Salem town.	May 2009
14	B.Ismail	07MCC1001	A study on Investment Pattern in various schemes of Birla Sun life Insurance company in Salem city.	May 2009
15	K.Maharaja	07MCC1002	A study on Passenger Satisfaction with Private bus services providers in Salem city.	May 2009
16	N.Sudhakar	07MCC1004	A study on Absenteeism among Burn Standard Co. Ltd Salem.	May 2009
17	N.Sakila	07MCO1014	A study on Employees Job Satisfaction in Burn Standard Co. Ltd, Salem.	May 2009
18	S.Renuka	07MCO1013	A study on Consumer Preference in use of Shampoo in Salem town.	May 2009
19	R.Karpagadevi	08MCC1008	Usage of Cosmetics product in India – An analysis.	Apr 2010
20	A. Janani	08MC01011	An Exploratory study of Six Sigma Design and Methodology of Indian Context.	Apr 2010
21	T.Jayamani	08MC01012	Marine product export in India- At a glance.	Apr 2010
22	A. Divya	08MC01009	An analysis of Financial Stability with reference to Indian Financial System.	Apr 2010
23	N.Kowsalya	08MC01013	A study on User Satisfaction of Honda Active with special reference to Salem district.	Apr 2010
24	Lilian Mutheun thuli	08MCO1014	A study on Sensex Movement in India.	Apr 2010
25	P.Sujatha	08MCC1011	A study on Attractiveness of Advertising in Salem city.	Apr 2010
26	A.Radhika	09MCC1010	Experimental study on Bond Price Behavior.	Apr 2011
27	M.Prabhu	09MCC1002	A study on Brand Preference towards Packaged Drinking Water with special reference to Salem district.	Apr 2011
28	S.Mythili	09MCC1009	A study on Financial Performance of India Cements Ltd.	Apr 2011

29	S. Raj ganesh	09MCO1011	Customer Satisfaction on service provided by Sri Saravana Bhavan hotel in Salem town.	Apr 2011
30	G.Venkatesan	09MCO1012	A study on Receivable Management in SAIL Ltd in Salem.	Apr 2011
31	S.Chezhiyan	09MCO1002	A study on Consumer behavior of Online Shopping.	Apr 2011
32	S.Gopi	09MCO1004	A study of Prospectus of Tourism in Tamil Nadu.	Apr 2011
33	M.Dhanapal	10MCO1003	A study on Financial Performance in Salem Steel Plant.	Apr 2012
34	A.Vidhya	10MCC1015	A study on Nifty Movement in India.	Apr 2012
35	M.Suresh	10MCO1018	A study on Financial Statement Analysis of Sambandam Spinning Mills Ltd, Salem.	Apr 2012
36	R.Mahalakshmi	10MCC1006	A study on Sensex Movement in India.	Apr 2012
37	J.Naganarmadha	10MCC1008	A study on the Role of Share Brokers on Investor's Investment Decision.	Apr 2012
38	K.Reeta	10MCO1014	A study on Investor's preference and Investment pattern in Gold Fund.	Apr 2012
39	S.Sumathi	10MCC1017	A study on Customer Satisfaction towards Narasus coffee in Salem city.	Apr 2012
40	V.Jaganathan	P11COM1007	SBI Vehicle loan: Procedure and Practice (A study with special reference to Salem city)	May 2013
41	S.Susithra	P11COM2012	Business loan performance of SBI (with special reference to Salem city).	May 2013
42	S.Poorani	P11COM1014	SBI Housing Finance: Trends and overview (A study with special reference to Salem city)	May 2013
43	P.Eswari	P11COM2005	Educational loan: Procedure and Practice of SBI (A study with special reference to Salem city)	May 2013
44	M.Suresh	P11COM2011	SBI Agricultural Finance: Trends and overview (A study with special reference to Salem city)	May 2013

45	N.Sudha Rani	P11COM1021	SBI Personal loan: Procedure and utilization (with special reference to Salem city)	May 2013
46	K. Tamil selvan	P12COM1034	Financial Administration of Very Small Business (With reference to Salem town)	May 2014
47	S.Priya	P12COM1020	A study on Mobile phone users perception local Vs. China made (With special reference to Omalur taluk)	May 2014
48	M.Govindharaji	P12COM1009	The Present status of Hawkers in Salem town	May 2014
49	R.Deepa	P12COM1006	A study on Pros and Cons of Street Vendors (With special reference to Omalur taluk)	May 2014
50	P.Sadhana	P12COM1023	Formation of Poultry Farm: Cost and Benefit Analysis (A study with special reference to Omalur taluk)	May 2014

DETAILS OF M.Phil – DISSERTATION

S.No	Name	Reg no	Title of the project	Year
1	S.Suresh	05CAD1019	Stress Management among Bank Employees in Salem city.	Oct 2006
2	S.Gayathri	05CAD1013	A study on Behavior and Attitude of Newspaper readers in Salem city.	Oct 2006
3	T.Sekar	06DCCB1032	A study on Customer preference towards 7up soft drink in Salem city.	Nov 2007
4	R.Kalyani	06CAD1005	A study on Customers' satisfaction on Modern Banking with special reference to ATM in Salem city	Aug 2007
5	R.Yuvarani	06CAD1012	A study on Customer satisfaction towards Sakthi Masala products in Salem city.	Aug 2007
6	R.Prakash	07CAD3010	A study on Attractiveness of Advertising in Salem city.	Aug 2008

7	V.Devika	07CAD3004	A Comparative study on the Service provide by Public and Private sector services with special reference to Salem city.	Aug 2008
8	P.Sathya	07CAD3016	A Study on Investors Attitude in Salem City.	Aug 2008
9	A.Sathiya	07CAD3015	Impact of Micro Finances through Self Help Group with special reference to Salem district.	Aug 2008
10	K.Revathi	08CAD5012	A study on popular Tamil TV media in Salem city	Nov 2009
11	T.Deepa	08CAD5003	Comparative study on Hamam and Cinthol soap with special preference in Salem district.	Nov 2009
12	S.Arul Jothi	08CAD5001	A study on Housing Loan utilization and its trends in Salem city.	Jan 2010
13	S.Priya	09CAD7014	Attractiveness of Television Advertisement among the School Children with special reference to Salem city.	Dec 2010
14	K.Maharaja	09CAD7004	Awareness' and purchasing pattern of Medicines from Medical Pharmacy in Salem city.	Dec 2010
15	V.Arthi	09CAD7007	Consumer satisfaction of Samsung air conditional in Salem city.	Dec 2010
16	S.Renuka	09CAD7015	Comparative study of Fair & lovely and Fair ever fairness cream with special reference to users expectation and preference in Salem city.	Jan 2011
17	S.Kavitha	10MPC0111	A study on Investor's preference and investment pattern in Equity and Debt Schemes of Mutual Fund.	July 2011
18	P.Kannan	10MPCO109	Factors Influencing Impulse Buying of Personal Care Products (with special reference to Salem city)	July 2011
19	P.Palaniyammal	10MPC0113	A study on Performance of Credit Rating Agencies in India.	July 2011

20	A.Amirthalingam	M11COM101	A study on Foreign Direct Investment in retail market an opinion survey with special reference to Salem city.	Aug 2012
21	A.Muthusamy	M11COM113	A study on Chartered Accountant's Awareness' towards benefits and key challenges of convergence from Indian GAAP TO IFRS.	July 2012
22	G.Dheepa	M11COM106	Problem and prospects in Emu farms a study with special reference to Omalur talk.	Aug 2012
23	P.Jothi lakshmi	M11COM110	A study on Customer's Enthusiasm and Earnings performance of Beauty Parlors in Salem city.	Aug 2012
24	K.Dhanasekaran	M12COM102	Risk and Return in Socially Responsible Investment Companies	Aug 2013
25	M.Mala	M12COM108	A study on the Investment Pattern of Salaried Employees with special reference to Dharmapuri district	Aug 2013
26	K.Punitha	M12COM114	A study on Equity and Debt based SBI Mutual Funds Association	Aug 2013
27	K.M.Saranya	M12COM119	An opinion survey on Foreign Direct Investment in Agriculture Sector (a study with special reference to Salem district)	Aug 2013
28	M.Jayammal	M13COM109	A study on Evaluation of Ethnocentric behaviour of Tamil newspaper readers in Salem town (Daily Thanthi Vs The Hindu Tamil version)	Sep 2014
29	P.Sasikumar	M13COM120	A study on Currency future trading in India – INR Vs USD, GBP, JPY (With special reference to NSE)	Sep 2014
30	D.Subalakshmi	M13COM122	Analysis of Market Efficiency in Sectoral Indices with special reference to BSE	Sep 2014
31	G.Vimalkannan	M13COM129	A study on Interrelation between Gold price movements and US Dollar against Indian rupee	Sep 2014

DETAILS OF Ph.D – PRODUCED

S.No	NAME	TITLE	Year of Completed
1	S.Kala	A study on the Impact of Corporate Announcements on Security Prices and Individual Investor's Investment Behavioral Pattern	May 2012
2	D.Murugesan	Employment Generation and Well-Being of Men Self Help Groups in Salem District	July 2012
3	M.Suguna	SHGs – A Panacea for the Socio – Economic Development of Tran genders in Tamil Nadu	May 2013
4	D.Bhuvana	Marketing of Women Self Help Groups Products – SWOT analysis (with special reference to Chennai district)	May 2013
5	R.Leelavathy	MSMEs in Tamil Nadu: Contemporary Developments, Administrative Problems and key factors for their success (with special reference to Coimbatore)	Jan 2014

DETAILS OF Ph.D – ONGOING

S.No	NAME	TITLE	Current position
1	S.Sivaraman	An assessment of Net Asset Value and behavioural finance's perspective of mutual funds investors in TamilNadu.	Synopsis Submitted
2	P.Mohandass	Evaluation of Gold price trend and investigation of purchasing sequential patterns of ornamental gold buyers in TamilNadu.	Thesis Submitted
3	P.Geetha	Salient Service Quality and usage pattern of SBI ATM's in Salem town.	Thesis Submitted
4	E.Jothi	Personnel orientation on luxury goods purchase value	Pursuing
5	N.Padmapriya	Human Resource Management	Registered
6	M.Priya	Advertising	Registered

Annexure – II

Research Articles Published in National Level Journals

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
1	Banking finance – Kolkata, Vol.XVII, No.12, Dec.2004, Page No:21	Role of NABARD in Tamil Nadu	ISSN:0971-4498	Dr.K.Prabhakar Rajkumar
2	The Journal of Banking Information Technology and Management – Jaipur(Vol. 3, No.1, January –June 2006, Page No.72	Refinancing Practices of NABARD for Minor Irrigation Scheme in Tamil Nadu during the period from 1996-97 to 2001-02	ISSN:0972-902X	Dr.K.Prabhakar Rajkumar
3	Cooperative Perspective –Pune (Vol.40, No.4, Jan-March 2006, Page No.67)	Appreciation for NABARD’s District rural Industries Project	-	Dr.K.Prabhakar Rajkumar
4	The Kashi Journal of Commerce, Department of Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi.(Vol. III, No.1, March 2006, Page No 67	Inflow and Outflow analysis: NABARD	ISSN:0973-3310	Dr.K.Prabhakar Rajkumar
5	Peninsular Economist, Journal of the Association of Economists of Tamil Nadu (Vol.XVIII, No.1, 2005-06, Page No:20)	Recent Achievements of Cooperative institutions in Tamil Nadu	-	1.Dr.K.Prabhakar Rajkumar 2.Dr.Sumathy 3.S.Suresh
6	Management Researcher –Institute of Management Development & Research (Vol.XIII, No.1, July-Sept 2006,Page 46)	Emerging Trends of NABARD refinance for Poultry farming in TN	-	Dr.K.Prabhakar Rajkumar

7	Southern Economist, Bangalore, (Vol.45, No.6, July 15, 2006, Page No:13)	Emerging Trends of NABARD refinance for Dairy farming scheme: A case study	ISSN:0038-4046	Dr.K.Prabhakar Rajkumar
8	Journal of The Indian Institute of Public Opinion –New Delhi. (Vol XLVII, No:12, July 2006, Page-22)	Emerging Trend of NABARD refinance for farm mechanization scheme in Tamil Nadu	RNI No.14272/59 Regd.No.DL (ND)- 11/6046/ 2006-07-08	Dr.K.Prabhakar Rajkumar
9	Kisan World, Chennai (Vol.33, No.08, Aug2006 P.13)	Land Development with Assistance from NABARD	ISSN:0971-9229	Dr.K.Prabhakar Rajkumar
10	Banking finance – Kolkata (Vol. XIX, No:9, Sept.2006, P:7)	Refinancing support of NABARD to Self Help Groups in Tamil Nadu	ISSN:0971-4498	Dr.K.Prabhakar Rajkumar
11	Indian Agrovet & Biotech, Bangalore. (Vol.1, No.16, Sep.2006, Page No:6)	NABARD's Rural Credit flow an analysis report	-	Dr.K.Prabhakar Rajkumar
12	Kurukshetra Ministry of Rural Development, Vol 54, No.11,P.17,Sep 2006.	Dedicated Service of NABARD to the Nation	A Journal on Rural Development	Dr.K.Prabhakar Rajkumar
13	Indian Cooperative Review –New Delhi.(Vol.44, No.2, Oct.2006, P.No.110)	Emerging Trend of NABARD refinance for SGSY for Tamil Nadu.	Regd.No. 10662/63	Dr.K.Prabhakar Rajkumar
14	ISDA- Journal, Institute for the study of Department Areas, Thiruvananthapuram (Vol.16, No.4, Oct.- Dec 2006, Page- 382)	NABARD's financial Assistance to fisheries in Tamil Nadu	ISSN:0971-2550	Dr.K.Prabhakar Rajkumar
15	On line journal – Banker College (www.bankercollege.com /article .htm) date: Nov 11,2006	Outstanding of Bank's Services	-	1.Dr.K.Prabhakar Rajkumar 2. Dr.Sumathy
16	Management and Accounting Research, The Institute of Chartered Accountants of India (Vol.10 No 2 Oct-Dec 2006, P.63)	An Evaluation of Refinancing Performance of NABARD on Land Development Scheme in Tamil Nadu	-	Dr.K.Prabhakar Rajkumar

17	Journal of Small Enterprises Department, Management & Extension (Sedme) Ministry of SSI, Govt. of India, Hyderabad-45, (Vol.33, No.4, Dec-2006, Page-57)	Role of NABARD Vis-a-Vis Development of Rural Non-Farm Sector in Tamil Nadu	ISSN:0970-8464	Dr.K.Prabhakar Rajkumar
18	The Economic Challenger –Ajmar (Vol.33, No:09, Oct-Dec. 2006, Page:66)	Tremendous Growth of SHGs –Bank linkages in India.	Referred Journal	Dr.K.Prabhakar Rajkumar
19	The ICFAI Journal of Agricultural Economics –Hydrabad. (Vol.IV, No.1 Jan-2007, Page No:43)	Plantation and Horticulture scheme in Tamil Nadu: Refinancing Practices of NABARD	-	Dr.K.Prabhakar Rajkumar
20	Tamil Nadu Journal of Cooperation, Chennai (Vol.7, No.3, Jan.2007, Page No 12)	Development of Storage and Market yards in Tamil Nadu through NABARD Financial Assistance	-	Dr.K.Prabhakar Rajkumar
21	Kisan World, Chennai (Vol.34, No.1, Jan.2007, Page No 17)	Consultancy Services of NABARD	ISSN:0971-9229	Dr.K.Prabhakar Rajkumar
22	Marketology – Institute of Marketing and Management – New Delhi (Vol.1, No.3, Jan-Mar 2007, Page No:13)	An Empirical Study on the Cell Phone Services and Consumer Preference and Satisfaction in Salem City	ISSN:0973-7901	Dr.K.Prabhakar Rajkumar
23	Vinimaya – National Institute of Bank Management, Pune (Vol.XXVII, No.4, Jan-Mar2007, P.57)	NABARD’s Contribution to Capital Assets Formation in Farm Sector	ISSN:0970-8456	Dr.K.Prabhakar Rajkumar
24	Business Economics, New Delhi, (Number: 1NS, February 15, 2007, Page No.23)	A Fact Sheet of Rural Progress	A leading Magazine	Dr.K.Prabhakar Rajkumar
25	Management Trends, Dept .of Business Management, Rajkot. (Vol.4, No.1, March 2007, Page No:58)	Retail Banking Scene in India –A Holistic approach	-	1.Dr.K.Prabhakar Rajkumar 2. Dr.Sumathy

26	Journal of Small Enterprises Development Management and Extension (Sedme) Ministry of SSI, GoI, Hyd-5. (Vol.34, No.1 March 2007, P.79)	Have Indian Women Achieved Empowerment? A Review	ISSN:0970-8464	Dr.K.Prabhakar Rajkumar
27	Agriculture and Industry Survey – (Vol.XVII, No.III, March 2007, P.34.	Interview – District Rural Industries Project	India’s Leading Business Magazine for Agriculture	Dr.K.Prabhakar Rajkumar
28	The Asian Economic Review – Journal of The Indian Institute of Economics, Hyderabad, (Vol.49, April 2007, No.1 Page No 149)	NABARD Assistant for Pig, Sheep and Goat farming – use efficiency in Tamil Nadu	Regd.No. 3315/58	Dr.K.Prabhakar Rajkumar
29	The Journal of Accounting and Finance, (Vol. 21, No.2, April-September 2007, P.66	Earnings performance of private sector bank during 2005-06	ISSN:0970-9029	Dr.K.Prabhakar Rajkumar
30	Southern Economist, Bangalore, (Vol.46, No.4, June 15, 2007, Page No.33)	Financing Performance of RRBs : An overview	ISSN:0038-4046	Dr.K.Prabhakar Rajkumar
31	Indian Economic Panorama – New Delhi, (Vol.17, No.2, July 2007 P.38)	The Success of Farmers’ Credit Card (Kisan Credit Card) Scheme in India	-	Dr.K.Prabhakar Rajkumar
32	Southern Economist (Vol.46, No.10,Sept 15, 2007,Page No13)	Empowerment of Rural Women Through NABARD and Promotional Activities	ISSN:0038-4046	Dr.K.Prabhakar Rajkumar
33	Indian Economic Panorama (Vol.17, No.3, Oct 2007,P.13)	Successful Sales strategies for New Millennium	-	Dr.K.Prabhakar Rajkumar
34	The Economic Challenger (No.10, Issue 37, Oct-Dec 2007, Page No.64)	VAT: Revenue impact and usages in Tamil Nadu	Referred Journal	Dr.K.Prabhakar Rajkumar
35	Kisan World, (Vol. 34, No: 12, Dec.2007,P53)	Stress Management among Bank Employees in Sale City	ISSN:0971-9229	Dr.K.Prabhakar Rajkumar

36	Indian Economic Panorama (Vol.17, No:3A, Dec.2007, Page No.54)	The NPAs and Recovery Performance of Co-operative Banks-An Analysis.	-	Dr.K.Prabhakar Rajkumar
37	USHUS journal of Management (Vol.6, N0.2 July- Dec 2007,Page No.18)	Administration of Micro Finance by National Bank	-	Dr.K.Prabhakar Rajkumar
38	Indian Economic Panorama Vol.17, No:4,Jan.2008, P.29)	The Importance of Farmers' Club in India.	-	Dr.K.Prabhakar Rajkumar
39	Poultry line (Vol.8 ,issue 1, Jan.2008, P.23)	Business Performance appraisal of NABARD-2006	-	Dr.K.Prabhakar Rajkumar
40	The Economic Challenger (Issue.38, No:10, Jan-Mar 2008,Page No.62)	Global Economy-An overview	Referred Journal	Dr.K.Prabhakar Rajkumar
41	Research Digest (Vol 2,Issue No 3, Jan-Mar 2008, P.9)	Role of NABARD financial Assistance on Bio-Gas Plant Scheme in Tamil Nadu	ISSN:0973-6387	Dr.K.Prabhakar Rajkumar
42	Management Researcher Vol.XIV No.3 January-March 2008,Page No.35	NABARD Refinance Assistance for Rural Entrepreneurship Development Programme(REDP)-use Efficiency in Tamil Nadu	-	Dr.K.Prabhakar Rajkumar
43	Southern Economist (Vol. 46, No: 19, Feb 1,2008; Page No: 23)	Impact of NABARD Strategic interventions.	ISSN:0038-4046	Dr.K.Prabhakar Rajkumar
44	The Indian Journal of Commerce(vol.61, No.2, April-June 2008, Page No.41)	Refinancing Performance of NABARD on Pig, Sheep and Goat Farming scheme in Tamil Nadu.	-	Dr.K.Prabhakar Rajkumar
45	Indian Economic Panorama (Vol.18, No:1,Apl 2008,P.16)	New Paradigms in CRM	-	Dr.K.Prabhakar Rajkumar
46	Research Digest (Vol 2,Issue -4&Vol-3, Issue-1 April- Sep 2008, Page No.34)	Suicide-A Predictable and Preventable Man-Made Tragedy.	ISSN:0973-6387	Dr.K.Prabhakar Rajkumar
47	Indian Economic Panorama (Vol.18, No:2, July.2008,P.6)	Data Centers in Banks: Efficient Usages and Applications	-	Dr.K.Prabhakar Rajkumar

48	Mangalmay Journal of Management & Technology(vol.2,No2,Jul-Dec2008)P.60)	Customers' Trust in Services of SBI	ISSN: 0973-7251	Dr.K.Prabhakar Rajkumar
49	Mangalmay Journal of Management & Technology(vol.3,No1,Jan-Jun 2009)Page No.46)	Recent Performance of Mid & Small-Cap Stocks.	ISSN: 0973-7251	Dr.K.Prabhakar Rajkumar
50	Southern Economist (Vol. 47, No: 21, March 1,2009; P: 43)	Indian and International Accounting Standards: A study	ISSN:0038-4046	Dr.K.Prabhakar Rajkumar
51	Economic Challenger (Number-12, Issue-46,January-March, 2010, P.14)	Review of Financial Performance of the Indian INC Highlights of Q1 & Q2- 2009	ISSN: 0975-1351	Dr.K.Prabhakar Rajkumar
52	Apeejay Journal of Management & Technology (Volume 5, Number 2, July 2010, P.147)	Factor Influencing Consumers' Perception of Gold Purchase in Four Major Districts of Tamil Nadu.	ISSN: 0974-3294	Dr.K.Prabhakar Rajkumar
53	On line journal – Articles base (http://www.articlebase.com/print/2994759 Date: Dec 8, 2010	Need for Social and Cultural Environment in Advertisement with reference to Erotic Advertisements in Tamil Nadu	Online Publication	Dr.K.Prabhakar Rajkumar
54	Wisdom Voyage- Journal of Management Experts (Volume 1, Issue 1, March 2011)	Economic Meltdown, the time for strengthening SMEs through Liberal and Timely Bank Advances	ISSN No: 0975-9794	Dr.K.Prabhakar Rajkumar
55	Vidyasagar University Journal of Commerce (Volume 16, March 2011)	A Study of Passengers' Satisfaction Provided by Bus Operators in Tamil Nadu	ISSN No:0973-5917	Dr.K.Prabhakar Rajkumar
56	Economic Challenger (Number- 13, Issue – 51, April – June 2011)	Financial Inclusion: Concepts and Initiatives	ISSN 0975 – 1351	Dr.K.Prabhakar Rajkumar
57	Indian Economic Panorama (April 2012, Vol.22 No.1, Apr 2012)	Financial Inclusion Initiatives: Role of FIF and FITF	-	Dr.K.Prabhakar Rajkumar
58	Indian Economic Panorama (Vol.23. No.3A, Jan – 2014)	Role of MSMEs- India Vs. China	-	1.Dr.K.Prabhakar Rajkumar 2.R.Leelavathy

Research Articles Published in International Level Journals

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
1	Journal of Development Research and Social Action, Global Research Publications (Vol.2, January-June 2006, No.1, Page No.129).	Refinancing Practices of NABARD for SC/ST Action Plans in Tamil Nadu.	An International Journal	Dr.K.Prabhakar Rajkumar
2	Third Concept, New Delhi, (Vol.20, No:235, Sept.2006, Page No: 46)	Emerging Trends in SME Sector	ISSN:0970-7247 (An International Journal of Ideas)	1.Dr.K.Prabhakar Rajkumar 2. Dr.Sumathy
3	International Journal of Tropical Agriculture – Serials Publications, Delhi (Vol.25, Nos.1-2, January-June 2007 Page No.169)	Emerging Trend of NABARD Refinance for Forestry Scheme in Tamil Nadu	ISSN:0254-8755	Dr.K.Prabhakar Rajkumar
4	An International Research Journal of Higher Education RIPPLES.(Vol-2, Issue-1, Sep.2007- Feb.2008)	Scope and Development of Sericulture in Tamil Nadu with special reference to Financial Support from NABARD	ISSN:0973-6352	Dr.K.Prabhakar Rajkumar
5	South Asian Journal of Socio-Political Studies (vol.9, No.1, July- Dec 2008, Page 74)	Attractiveness of CA Profession and its Growth in India	ISSN: 0972-4613 (An International Journal since 2000)	Dr.K.Prabhakar Rajkumar
6	Ripples (March.2008- Feb.2009)	The Good and Bad of Tamil Nadu- An opinion survey.	ISSN: 0973-6352 (An International Multidisciplinary Research Journal)	Dr.K.Prabhakar Rajkumar
7	International Review of Research in Emerging Markets and the Global Economy, online international monthly journal Vol.1. no 1 August 2013,	Significance of Self Help Groups in Tamil Nadu	ISSN: XXXX-XXXX (An Online International Monthly Journal)	1.Dr.K.Prabhakar Rajkumar 2. Dr. Leelavathy

8	International Journal of Social Science & Interdisciplinary Research, Vol 3(4), pp.81-108 (April 2014)	The impact of sex appeal in advertisements in Indian Society	Impact factor: 0.407	Dr.K.Prabhakar Rajkumar
9	International Journal of Scientific Research, Vol 03, Issue 04, April 2014,	Role of SBI ATMs in Salem City	Impact Factor: 1.8651	1.Dr.K.Prabhakar Rajkumar 2. Geetha
10	International Journal of Finance research Review, Volume 2, Issue 9, September 2014.	The Linkage Between IT Sector Index Value and Stock Price Movements during 2013-2014	ISSN:2321-0354 Online:2347-1654 Impact Factor:0.604	1.Dr.K.Prabhakar Rajkumar 2. Subalakshmi
11	Asia Pacific Journal of Research, Vol: 1 Issue XVII, Sept 2014	Gold price Trend and Investigation of Purchasing Patterns of Ornamental Gold Buyers in Tamil Nadu	A Peer Reviewed International Journal ISSN: 2320-5504, E-ISSN-2347-4793.	1.Dr.K.Prabhakar Rajkumar 2.S.Mohandass
13	International Journal of Marketing Research Review, Volume 2, Issue 9, September 2014.	Evaluation of Ethnocentric Behavior of Tamil News Papers Readers in Salem Town (Thanthi Vs.Hindu)	ISSN:2321-0346 Online:2347-1670 Impact Factor:0.612	1.Dr.K.Prabhakar Rajkumar 2. M.Jayammal
14	International Journal of Empirical Finance, Vol.3, No.2, 2014, pp 90-96	A Study on Currency Trading in India INR Vs USD		1.Dr.K.Prabhakar Rajkumar 2. P.Sasikumar

Details of Conference Proceedings

S.No	Details of the proceedings	Title of the Article	Status of the proceedings	Author(s)
1	Emerging Research Paradigms in Social Sciences Bharathiar University, Department of Commerce – 2013	Factors Influencing Impulse Buying of Personal Care Products	(ISBN 978-93-82951-33-9)	Dr.K.Prabhakar Rajkumar

Details of contribution in Book chapters

S.No	Title of the book	Name of the chapter	Remarks of books	Author(s)
1	Prentice-Hall of India(P)Ltd –New Delhi 110 001(CRM-Modern Trends and Perspectives, Page No.165-172) 2008	e-CRM update	ISBN 978-81-203-3326-0	1.Dr.K.Prabhakar Rajkumar 2. S.Gayathri
2	Panchayati Raj System-Kanishka Publishers, New Delhi 2008	NABARD Refinance Assistance for Rural Entrepreneurship Development Programme(REDP): Use Efficiency in Tamil Nadu	ISBN 978-81-8457-055-7	Dr.K.Prabhakar Rajkumar
3	Financial Management of Panchayat Raj System-Kanishka Publishers, New Delhi 2008	Financial Performance of Rural Development Banks: An Analysis.	ISBN 978-81-8457-054-0	Dr.K.Prabhakar Rajkumar
4	Mainstreaming Indian Business and Economy (Editorial Volume, Books Way, Kolkata) 2010	Popularity of Used Cars Business in Tamil Nadu: A study	ISBN: 978-93-80145-62-4	Dr.K.Prabhakar Rajkumar

Author of the Books

S.No	Title of the Book	Author (s)	Publisher	Year of Publish	Remarks	Nature
1	Agricultural Finance in India-The Role of NABARD (Pages: 232)	Dr.K.Prabhakar Rajkumar	New Century Publications, New Delhi-India	2008	ISBN: 978-81-7708-180-0	Reference Book
2	Fundamental Principles and Techniques of Financial Accounting (Page: 358)	Dr.K.Prabhakar Rajkumar	Ane Books Pvt.Ltd, New Delhi- India	2012	ISBN: 978-93-8116-251-4	Text Book

Annexure – III**Details of Paper presented at National Level**

S.No	Nature of the programme	Title	Date	Organizing Agency
1	National Seminar	Art of Salesmanship in the New Millennium	1 st & 2 nd Feb 2004	Department of commerce, The American college, Madurai – 625 002.
2	National Symposium	Role of NABARD in Tamil Nadu	5 th & 6 th Feb 2004	Department of Management studies VIT, Vellore & Faculty of Rural Management, University of Sydney, Australia
3	National Seminar	New Paradigms in CRM	20 th & 21 st Feb 2004	Management Wing of directorate of Distance Education, Annamalai University.
4	National Seminar	Practical Strategies to Mutual Funds in India	7 th & 8 th Mar 2004	Department of Commerce, Bharathidasan University, Tiruchirappalli- 620 024.
5	Seminar	Impact of NABARD on the Rural Economy of Tamil Nadu.	2 nd Feb 2005	Department of Commerce, Periyar University, Salem-11.
6	National Conference	Future Perspectives of Disinvestment in India	29 th & 30 th Mar 2005	Department of Commerce, Bharathiar University, Coimbatore – 641 046.
7	National Seminar	Co-Operative Credit in Tamil Nadu – An Overview	19 th & 20 th Aug 2005	Department of Commerce, Periyar University, Salem-11.
8	National Conference	VAT in Tamil Nadu	2 nd & 3 rd Sep 2005	Post – Graduate and Research Department of Commerce, Erode Arts College, Erode – 638 009.
9	National Seminar	Tourism Services in India	8 th , 9 th and 10 th Nov 2005	PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020.
10	Conference	Recent Achievements of Co-Operative Institutions in Tamil Nadu	28 th & 29 th Jan 2006	Association of Economists of Tamil Nadu, Ranipettai Engineering College.
11	National Workshop	GEO – IPR 2006	5 th & 6 th Oct 2006	Department of Geology and Department of Commerce, Periyar University, Salem – 11.
12	National Seminar	Impact of Deceptive Advertisement Features on Consumer Behaviour	11 th & 12 th Feb 2006	Department of Commerce, Bharathidasan University, Tiruchirappalli – 620 024.

13	National Seminar	HR Skills for the 21 st Century	21 st & 22 nd Feb 2006	Bangalore University teachers' Council of Commerce and Management and Faculty of Commerce and Management, Bangalore University, Bangalore.
14	National Seminar	Women Empowerment	25 th Feb 2006	Department of Commerce, Vivekanandha College of Arts & Science for Women, Tiruchengode – 637 205.
15	National Seminar	Impact of Globalization on Human Development in India	24 th & 25 th Feb 2006	Periyar Institute of Management Studies, Periyar University, Salem – 11.
16	National Seminar	Panchayats in Action: Emerging forms and issues	5 th & 7 th Apr 2006	Annamalai University, Tamil Nadu, India.
17	National Seminar	Indo- Latin American Business opportunities & the Issues	1 st May 2006	Selvam Arts and Science College, Namakkal and Indo Latin American Chamber of Commerce & Industry, Chennai.
18	National Conference	Marketing of Financial Services	30 th Aug 2006	Department of Commerce, Vivekanandha College of Arts & Science for women Namakkal (Dt)
19	National Seminar	e-CRM	7 th & 8 th Sep 2006	Department of Commerce, Periyar University, Salem -11.
20	National Seminar	Customer Relationship Management related to Banking Sector	7 th & 8 th Sep 2006	Department of Commerce, Periyar University, Salem -11.
21	National Seminar	NABARD Services in the Country	14 th & 15 th Dec 2006	Department of Economics, Periyar University, Salem -11.
22	National Seminar	Institutional Credit and Its Growth	14 th & 15 th Dec 2006	Department of Economics, Periyar University, Salem -11.
23	National Seminar	Supply Chain Management	15 th & 16 th 2007	Periyar Institute of management Studies, Periyar University, Salem – 11.
24	State Level Seminar	Customer Service in Banks	16 th & 17 th Mar 2007	Department of Management, Gopi Arts & Science College, Gopichettipalayam – 638 453.
25	National Seminar	B.P.O in Service Sector	17 th & 18 th Dec 2007	PG & Research Department of Commerce, DG Vaishnav College, Chennai 600 016.
26	National Seminar	CRM – In Insurance Sector	28 th & 29 th Feb 2008	Periyar Institute of management Studies, Periyar University, Salem – 11.

27	National Seminar	Total Quality Management in Service Sector	28 th & 29 th Feb 2008	Periyar Institute of management Studies, Periyar University, Salem – 11.
28	International Conference	Institutional Framework on small Scale Industries	14 th & 15 th Mar 2008	St Joseph's college of Arts & Science, Cuddalore – 607 001.
29	National Seminar	Effective Customer Relationship Management in India	28 th & 29 th Aug 2008	Department of Commerce, providence college for women, Springfield, Coonoor- 643 104.
30	National Seminar	Service Sector in Global Business	29 th Aug 2008	Department of Commerce (CA) and International Business, Nehru Arts & Science College, Coimbatore- 641 105.
31	National Seminar	Global Financial Meltdown Causes, Impact and Remedies	25 th & 26 th Feb 2009	Department of Commerce, Periyar University, Salem – 11.
32	National Seminar	Impact of the Current Financial and Economic Crisis on Global FDI Flows	25 th & 26 th Feb 2009	Department of Commerce, Periyar University, Salem – 11.
33	National Seminar	Mobile Banking- A New Revolution in Customer care in Banking Sector	18 th & 19 th Mar 2010	Department of Commerce, Periyar University, Salem – 11.
34	National Seminar	Trade and Commerce in Tamil Literature	12 th & 13 th Mar 2010	Department of Commerce, Bharathiar University, Coimbatore and Peroor Dhavathiry Santhalings Adigalar Arts and Science Tamil College.
35	National Seminar	Mobile Banking – A New Revolution in Agriculture Thought Banking Sector	18 th & 19 th Mar 2010	Department of Commerce, Periyar University, Salem – 11.
36	National Seminar	Mobile Banking – A New Revolution in Banking Sector	18 th & 19 th Mar 2010	Department of Commerce, Periyar University, Salem- 11.
37	National Seminar	Growth of Service Sector	30 th Dec 2010	Department of Commerce, navarasam Arts and Science College for Women, Erode Dt.
38	National Seminar	Microfinance and women Empowerment Through Self Help Groups in India	28 th Jan 2011	Department of Commerce, Periyar University, Salem – 11.
39	National Seminar	The Impact of NABARD Refinance on Socio-Economic Development of SHG in Tamil Nadu	28 th Jan 2011	Department of Commerce, Periyar University, Salem – 11.
40	National Seminar	Marketing Strategy of Self Help Groups	28 th Jan 2011	Department of Commerce, Periyar University, Salem – 11.

41	National Seminar	Leadership Styles and Their Impact	28 th March 2011	Department of Commerce, Periyar University, Salem – 11.
42	Seminar	Women Entrepreneurship in Developing Countries	4 th Mar 2011	Department of Women Studies, Bharathiar University, Coimbatore – 641 046.
43	National Conference	The Role of Media in Consumer Protection	22 nd Feb 2012	Kaamadhenu Arts and Science College, Sathyamanagalm, Erode Dt.
44	National Seminar	Consumer Protection in India	22 nd & 23 rd July 2011	School of Commerce, Bharathiar University, Coimbatore
45	National Seminar	Rural Marketing	23 rd & 24 th Feb 2012	Periyar Institute of Management Studies, Periyar University, Salem – 11.
46	National Workshop	Methodological Metrics in Business research	23 rd & 27 th Apr 2012	Department of International Business and Commerce, Alagappa University, Karaikudi – 630 004.
47	National Conference	Need for Social and Cultural Values in Advertisements	12 th Oct 2012	Padmavani Arts & Science College for Women, Salem – 636 011.
48	National Seminar	Global Dimensions of Human Resource Management	23 rd Feb 2013	Department of Commerce, PGP College of Arts and Science, Namakkal – 637 207.
49	National Conference	Impact of Retail Marketing in India	21 st Feb 2014	Padmavani Arts & Science College for Women, Salem – 636 011.
50	National Conference	Indian Banking Sector Challenges and Opportunities	28 th Feb 2014	Department of Commerce and Management, Karpagam University, Coimbatore – 641 021
51	National Seminar	Corporate Social Responsibility in Environmental Issues in India	10 th March 2014	Department of Economics, Periyar University, Salem -11.
52	National Conference	My Way is Different – Mantra of Brand	20 th March 2014	Hajee Karutha Rowther Howdia College, Uthamapalayam, Theni Dt – 625 533.

Details of Paper presented at International Level

S.No	Nature of the programme	Title	Date	Organizing Agency
1	International Conference	The Impact of Erotic Advertisement in Tamil Nadu	29 th & 30 th Sep 2005	Adaikalamatha Institute of Management, Adaikalamatha College, Thanjavur – 613 403.
2	International Conference	Value Based Education	21 st , 22 nd and 23 rd Feb 2006	Cardamom Planters' association college, Theni Dt.
3	International Conference	World Trade Organization (WTO)	14 th & 15 th Mar 2008	St Joseph's college of Arts & Science, Cuddalore – 607 001.
4	International Seminar	Global Challenges for Multi – National Corporates	17 th Oct 2008	Department of Management Studies, Nandha Engineering College, Erode – 638 052
5	International Seminar	Business Ethics & Corporate Governance and Corporate Governance in the Indian Scenario	13 th & 14 th Nov 2010	Department of Commerce, University of Kerala and Indian Accounting Association, Kerala Branch.
6	International Conference	Impact of Globalization on Financial Management	10 th & 11 th Feb 2011	Periyar Institute of Management Studies, Periyar University, Salem – 11.
7	International Conference	Women Empowerment Through Self Help Groups in India	24 th Feb 2012	Sri Ganesh School of Business Management, Salem – 636 111.
8	International Meet	Factors Influencing Impulse Buying of Personal Care Products	24 th Aug 2013	School of Commerce, Bharathiar University, Coimbatore – 641 046.
9	International Conference	Stress Management	15 th Feb 2014	Department of Commerce, PGP College of Arts and Science, Namakkal – 637 207.

Participation details at National Level

S.No	Nature of the programme	Title	Date	Organizing Agency
1	local	Stress management	17 th Mar 1995	Loyola college, Madras – 600 034.
2	State level UGC Sponsored Seminar	Banking In (On) The New Millennium	16 th Mar 2001	Post-graduate & research department of commerce, DG Vaishnav college, Chennai – 600 106.
3	Workshop	Marketing of Banking Services in LPG – Era	28 th Dec 2005	Department of Bank Management, PGP college of Arts and Science, Namakkal – 637 207.
4	Workshop	Entrepreneurship Awareness Programme	21 st &22 nd Oct 2005	Periyar Institute of Management Studies, Periyar University, Salem -11.
5	National Conference	Recent Advances in Accounting	28 th & 29 th Mar 2007	Department of Commerce & Salem Chapter of Indian Accounting Association, Periyar University, Salem – 11.
6	Workshop	Application of SPSS in Social Sciences Research	27 th & 28 th Jul 2007	Department of Commerce, Periyar University, Salem – 11.
7	Faculty Development Programme	Soft skills Training for Commerce Faculty (SSTC- 2007)	24 th & 25 th 2007	Department of Commerce, Periyar University, Salem – 11.
8	Workshop	Role of Environment in the Decision Taking Process of the Corporate Sector	31 st Mar 2009	Department of Commerce, Periyar University, Salem – 11.
9	One day workshop	one day sensitization programme on STD, HIV and AIDS for college teachers	23 rd Dec 2002	D.G. Vaishnav college campus, Arumbakkam, Chennai
10	One day workshop	Dynamics of decision analysis	31 st Mar 2008	Department of Commerce, Periyar University, Salem – 11.

Annexure – IV**Invited Talks**

S.No	Nature of the programme	Title	Date	Organizing Agency
1	Guest lecture programme	Recent developments in commerce education	6.7.2011	Padmavani Arts & Science College for Women, Salem-636 011.
2	Guest lecture programme	Value based education in commerce & business administration	9.9.2011	Paavendhar College of Arts & Science, Manivilundhan-636 121,Salem.
3	Guest lecture programme	Corporate accounting	31.1.2012	Sri VijayaVidyalaya College of Arts & Science, Dharmapuri - 636 701.
4	Guest lecture programme	Corporate accounting	27.2.2012	Sri VijayaVidyalaya College of Arts & Science, Dharmapuri - 636 701.
5	Guest lecture programme	Recent job opportunities in the commerce & management curriculum	22.6.2012	Padmavani Arts & Science College for Women, Salem-636 011.
6	Guest lecture programme	Accounting for B.com students	28.8.2012	Sri VijayaVidyalaya College of Arts & Science, Dharmapuri - 636 701.
7	National conference	Emerging trends in advertisings	12.10.2012	Padmavani Arts & Science College for Women, Salem-636 011.
8	Workshop programme	Soft skill development programme	14.3.2013	Vivekanandha College for Women, Tiruchengode, Namakkal Dt.
9	Guest lecture programme	Impact of professional course in current scenario	8.8.2013	Sree Amman Arts & Science College, Erode-638 102.
10	Guest lecture programme	Members of entrepreneurial development cell	7.1.2014 (10am)	Sri VijayaVidyalaya College of Arts & Science, Dharmapuri - 636 701.

11	Guest lecture programme	Accounting for M.com students	7.1.2014 (2pm)	Sri VijayaVidyalaya College of Arts & Science, Dharmapuri - 636 701.
12	Guest lecture programme	Recent trends in marketing	21.3.2014	HajeeKaruthaRowther Howdia College, Uthamapalayam – 625 533, Theni Dt.

Resource Person

S.No	Nature of the programme	Title	Date	Organizing Agency
1	Training programme for BSNL employees	Behavioural and attitudinal changes	26.12.2004 to 9.12.2005	Department of commerce, Periyar University, Salem -11.
2	Training programme	Meditation and effective communication	26.12.2004 to 9.12.2005	Department of commerce, Periyar University, Salem -11.
3	Entrepreneur Development programme	‘EDP for SC unemployed youth’	20,22,23 rd Feb & 9,15 th Mar 2012	Entrepreneurship Development Institute, Chennai & Periyar Institute of Management Studies – PRIMS, Periyar University, Salem -11.
4	Development programme	Entrepreneurship development programme	18.4.2012 to 20.4.2012	EDI Hyderabad & Periyar Institute of Management Studies – PRIMS, Periyar University, Salem -11.
5	National workshop	International financial reporting standards (IFRS) – 29ndian current scenario.	25&26 th Jul 2013	Department of commerce, Periyar University, Salem -11.
6	National level symposium	Trading in security and commodity market as an attractive and state investment portfolio	30&31 st Aug 2013	Department of commerce, Periyar University, Salem -11.
7	National level conference	Recent trends in marketing	20 & 21 st Mar 2014	HajeeKaruthaRowther Howdia College, Uthamapalayam – 625 533, Theni Dt.

Chair Person

S.No	Nature of the programme	Title	Date	Organizing Agency
1	International conference	Globalisation- Impact, Challenges and Opportunities	14&15 th Mar 2008	St Joseph College of Arts & Science Cuddalore -607 001.
2	One day National conference	Emerging Trends in Advertising	12.10.2012	Padmavani Arts & Science College for Women, Salem.
3	Regional level workshop	Sustainable consumption for sustainable development	27&28 th Mar 2013	Department of commerce, Periyar University, Salem -11.
4	International conference	Business Innovation 2013	21.12.2013	International Journal of Research & Business Innovation (IJRBI) Tamil Nadu, India.
5	International conference	Impact of Globalisation on Indian Financial system	30 th Aug 2014	Department of Commerce Vivekananda College, Tiruvedakam West, Madurai – 625 234.

Executive Member

S.No	Nature of the programme	Title	Date	Organizing Agency
1	International conference	Corporate and business response to climate change – from awareness to adoption (Transcending the boundaries)	7,8&9 th Dec 2011	Department of commerce, Periyar University, Salem -11.
2	State level workshop	Research methodology for social sciences	21&23 rd Mar 2012	Department of commerce, Periyar University, Salem.

Co-Ordinator

S.No	Nature of the programme	Title	Date	Organizing Agency
1	Training programme	Behavioral and attitudinal changes	26.12.2004 to 9.1.2005	Department of commerce, Periyar University, Salem -11.
2	International symposium	Contemporary issues in commerce	23.8.2013	Department of commerce, Periyar University, Salem -11.

Judge

S.No	Nature of the programme	Title	Date	Organizing Agency
1	Women's day celebrations	Essay writing	18.2.2013	Periyar University, Salem -11
2.	Human Rights Day Celebrations	Speech Competition	10.12.2014	Periyar University, Salem -11

Rapporteur

S.No	Nature of the programme	Title	Date	Organising agency
1	Seminar & conference	Issues and challenges in financial sectors	2.2.2005	Department of commerce, Periyar University, Salem -11.
2	Seminar & conference	Indian co-operative movement at cross roads	19&20 th Aug 2005	Department of commerce, Periyar University, Salem -11.
3	Seminar & conference	Emerging trends in customer relationship management	7&8 th Sep 2006	Department of commerce, Periyar University, Salem -11.

Editorial Board Member

	Name of Journal
1.	International Journal of Contemporary Commerce