

Profile

of



**Dr. A. Vinayagamoorthy, Ph.D.,**  
Professor of Commerce  
Department of Commerce  
Periyar University  
Salem-636 011

## BIO-DATA

- 1. Name** : **Dr. A. Vinayagamoorthy, Ph.D.,**
- 2. Date of Birth** : 31<sup>st</sup> March 1959 Age 55 years
- 3. Post held at present** : **Professor of Commerce**
- 4.. Address**
- 4.1 Official : **Professor of Commerce**  
Department of Commerce  
Periyar University  
Salem-636 011. Tamil Nadu
- 4.2 Residential : 2/B2 Fr. Guezou,s Road,  
S. Kodiyur,  
**Jolarpettai-635 851. Tamil Nadu**  
Phone: 04179-243420 & 241070  
Mobile: 094432 03766
- 5. Qualification**
- 5.1 Ph.D.**
- Title of Thesis : “Purchase Decision and Consumer Behaviour”(A Study with reference to selected durable goods at Vellore District)
- University : University of Madras
- Date of Award : February 2004
- 5.2 M.Phil.**
- Title of Dissertation : “A Study on Primary Agriculture Co-operative Society” at Tirupattur Taluk
- University : University of Madras
- Date of Award : May 1992
- 5.3. M.Ed. -University** : University of Madras, Sep. 1991  
Second Class
- 5.4 SLST - University** : University of Madras, Sep. 1990
- 5.5 M.Com - University** : University of Madras, May 1987
- 5.6 MBA - University** : University of Madras, June 2011

# TEACHING EXPERIENCES

6.1 Postgraduate teaching	:	19 years 10 Days	
6.2 Undergraduate teaching	:	18 years 09 months 25 Days	
6.3 Total Teaching Experience	:	27 years 10 Days (Annexure – I)	
6.4. Research	:	16 Years (Annexure – 1I)	
6.5 Research Guidance for Ph.D.	:	9 years	
M.Phil.	:	15 years	
6.6 Number of Scholars	:	Guided	Guiding
6.3.1 Ph.D.		14	10
6.3.2 M.Phil.		80(Regular)18	5
		(62 Distance Education)	4

## TEACHING EXPERIENCE

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

# LIST OF BOOKS PUBLISHED

<b>Sl. No.</b>	<b>Name of the Books</b>	<b>Publishers</b>	<b>ISBN No.</b>	<b>Year</b>
<b>1.</b>	<b>Purchase Decision and Consumer Behaviour –</b>	Serials Publications, New Delhi – 110 002, 2005 . pp 242. (The above book reviewed by I. Satya Sundaram)	ISBN:81-86771-36-0	<b>2005</b>
<b>2.</b>	<b>Commerce and Information Technology</b>	Serials Publications, New Delhi – 110 002, 2007 . pp 259.	ISBN: 81-8387-072-4	<b>2007</b>
<b>3.</b>	<b>Business Law</b>	June – 2008 Vaishali Publications, Tamil Nadu, pp 258	ISBN: 978-81-907483-8-4	<b>2008</b>
<b>4.</b>	<b>Practical Auditing</b>	Vaishali Publications, Tamil Nadu, April, 2011 . pp 200.	ISBN: 978-81-908084-0-8	<b>2011</b>
<b>5.</b>	<b>Business Research Methods</b>	Vaishali Publications, Tamil Nadu, December, 2011. pp 405.	ISBN: 978-81-907483-9-1	<b>2011</b>
<b>6.</b>	<b>Edited Volume Insurance Market</b>	Manglam Publications, New Delhi pp 370 Year 2014	ISBN: 978-93-82983-19-4	<b>2014</b>
<b>7.</b>	<b>Edited Volume IFRS</b>	Anuradha Prakashan – New Delhi – pp 462 year - 2014	ISBN 978-93-82339-67-0	<b>2014</b>
<b>8.</b>	<b>Corporate Legal Framework</b>	Vaishali Publications, Tamil Nadu		<b>2014</b>

# AREAS OF SPECIALIZATION

- Marketing and Consumer Behaviour
- Finance and Accounting
- Insurance and Banking
- Taxation
- Human Resource Management
- Research Methodology

**RESEARCH PAPERS PUBLISHED IN JOURNALS– 219 (TWO HUNDRED AND NINETEEN)**  
**(National and International)**

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

		Analysis	India				
19.	Author	Women Empowerment Through SHG's – A Case Study in north Tamil Nadu	Review Projector India	Volume 9 No. 2 April-June pp 44-50	2006	National	-
20.	Author	Move with the World – Changes Imminent in Commerce Curriculum	Economic Affairs	Vol. 51 Qr.2, April – June, pp 95-100	2006	National	-
21.	Author	Accounting for Globalization and its Impact on Corporate Reporting	The Management Accountant	Vol.5, No.7, July pp 106-107	2006	National	-
22.	Author	Commerce Education – Changes Imminent	EDUTRACKS	Vol.6, No.1 September pp 17-19	2006	National	-
23.	Author	“Indian Insurance – Modern Marketing Approach	Southern Economist	Vol.45, No.12, October 15, pp 17-19	2006	National	-
24.	Author	Information Technology and Electronic Commerce	Indian Economic panorama	Vol. 16 no.3 October, pp 21.25	2006	National	-
25.	Author	Knowing ABCD of Call Centers in India	Economic Challenger	Issue 32, No.08, July-September pp 55-61	2006	National	-
26.	Author	Life Insurance in the Global Era	Journal of AIMA Organizational Management	Vol. XXII No.2, July – September, pp 22-24	2006	National	-
27.	Author	Book reviewed on Principles of Insurance and Risk Management	Dr. S.L. Gupta, Review Projector India	Volume 9 No. 3 July-September pp1-2	2006	National	-
28.	Author	BPO in Customer Relationship Management	Review Projector India	Volume 9 No. 3 July-September pp 32-38	2006	National	-
29.	Author	The Power of Women and their Achievements in Women Entrepreneurship	The State of Indian Economy, Serials Publications, New Delhi	Vol. II pp 186-195	2006	National	-
30.	Author	Child labor in India	Kisan World	vol. 33, No.12, December pp 22-24	2006	National	-
31.	Author	Elements of Financial Management	Review Projector India	Volume 9 No.4 October-December pp1-2	2006	National	-
32.	Author	Child Labour in India – Causes, Governmental Policies and the	Review Projector India	Volume 9 No.4 October-December pp55-62	2006	National	-



		Role of Education					
33.	Author	Indian Insurance: Modern Marketing approach	www.flyhighonline.com.,	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101.	2006	National	-
34.	Author	BPO in Customer Relationship Management	Indian Economic Panorama	Vol. 16 No.4 pp31-33	2006	National	-
35.	Author	Indian Insurance: Modern Marketing Approach	Marketology, New Delhi	Vol. 1, No. 2, Oct. – Dec., pp. 23-28	2006	National	-
36.	Author	Competency Mapping	USHUS, Journal of Business Management, Christ College, Bangalore	Vol. 5, No. 2&3, July-Dec.,	2006	National	-
37.	Author	Accounting for Globalization and its Impact on Corporate Reporting	www.flyhighonline.com., MICRO Fly High Technologies	Micro House, Syndicate Tower Road, UDUPI 576 101	2006	National	-
38.	Author	Environmental Pollution	Economic Affairs, Kolkatha	Vol. 51, Qr. 4, Oct.-Dec., pp. 199-205	2006	National	-
39.	Author	Indian Insurance : Modern Marketing Approach	The Kashi Journal of Commerce, Varanasi	Vol. II, No4, December, , pp 61-68	2006	National	-
40.	Author	Globalization and Co-operative Sector in India	Tamil Nadu Journal of Co-operation	Vol. 7, No. 3, January, , pp 25-29	2007	National	-
41.	Author	An Empirical Study on Shampoo Consumption	Indian Journal of Marketing	vol. XXXVII No.1 January, pp 36-38	2007	National	-
42.	Author	Competency Mapping	HRD News Letter	vol. 22, Issue 10, January, pp 14-15	2007	National	-
43.	Author	Medicinal and Therapeutic Values of Ginger	Kisan World	Vol. 34, No. 02, February, pp 31-32	2007	National	-
44.	Author	Child Labour in India	Sedme, Hyderabad	Volume 32, No.8, December, pp. 25-35	2007	National	-
45.	Author	Call Centre	Indian Economic Panorama, New Delhi	Vol. 17, NO.1, April, pp. 40-44.	2007	National	-
46.	Author	Multi-Disciplinary nature of Ecology and Environment	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com</a> ,	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
47.	Author	Globalization and Recent Trends in Banking	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com</a> .	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-

48.	Author	Globalization and Co-operative Sector in India	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com</a> .	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
49.	Author	Self Help Groups – A Case Study	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com</a> .	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
50.	Author	Child Labour in India: Causes, Governmental Policies and the role of Education	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com</a> .	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
51.	Author	Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu	Journal of Social Welfare, New Delhi	Vol. 54, No.1, April,	2007	National	-
52.	Author	Impact of Intellectual Property Rights on Developing Countries	The Economic Challenger, Ajmer	Issue -35, No. 9, April-June	2007	National	-
53.	Author	Impact of Intellectual Property Rights on Developing Countries	Review Projector India, Coimbatore	Vol. 10, No.1, Jan.-March	2007	National	-
54.	Author	Diverse Workforce – The INTHING	Economic affairs, Kolkatha	Vol. 52, No.1, Jan-March	2007	National	-
55.	Author	Emerging Trends in Corporate governance Practices	NICM Bulletin, Gujarat	vol. IV, No. 5, May	2007	National	-
56.	Author	Study on Educational Loan with reference to Coimbatore	Southern Economist, Bangalore	Vol. 46, No.2, Many 15	2007	National	-
57.	Author	Accounting for Globalization and its Impact on Corporate Reporting	The Accounting World, The icfai University Press, Hyderabad	Special Issue, June	2007	National	-
58.	Author	Globalization and Agricultural Sector in India	Kisan World	Vol. 34, No.6, June	2007	National	-
59.	Author	A Study on Educational Loan with reference to	<a href="http://www.indianmba.com">www.indianmba.com</a>	FC 583, June 1 <sup>st</sup>	2007	National	-

		Coimbatore District					
60.	Author	Globalization and Co-operative Sector in India	<a href="http://www.indianmba.com">www.indianmba.com</a> ,	FC 585, June 1 <sup>st</sup>	2007	National	-
61.	Author	Women Empowerment Through Co-operative Societies	<a href="http://www.indianmba.com">www.indianmba.com</a> ,	FC 585, June 1 <sup>st</sup>	2007	National	-
62.	Author	Private Insurance is not a boon but not bane	<a href="http://www.flyhighonline.com">www.flyhighonline.com</a>	-	2007	National	-
63.	Author	Space Research Spectrum of Marketing Issue	Advertising Express	June, pp. 20-22	2007	National	-
64.	Author	Globalization and Co-operative Sector in India	Vaikunth Mehta National Institute of Co-operative Management	Vol. 41, pp 21-25.	2007	National	-
65.	Author	A cursory look to Insurance Business in India	The Economic Challenger	No.9, Issue - 36, July-Sep. pp59-62.	2007	National	-
66.	Author	Call Centre	Review Projector (India)	Vol. 10, No.2 April-June, pp. 31-39	2007	National	-
67.	Author	Ground Water Level Lowered - Vellore District in the Clutches of Drought	Sedme	Vol. 34, No.7, July pp.	2007	National	-
68.	Author	Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu	Sedme, Hyderabad	Vol. No. June pp. 1-10	2007	National	-
69.	Author	Call Centre	Raj Journal of Commerce, Rajus College, Rajapalayam	Issue 4, August, pp 23-28.	2007	National	-
70.	Author	Women Empowerment Through Co-operative Societies	NICM Bulletin, Gujarat	Vol. IV, No. 8, August, PP. 3-4	2007	National	-
71.	Author	Tourism Development in Yelagiri Hills	PR Communication Age	Vol. X, No.5, August, pp 15-18	2007	National	-
72.	Author	Business Process Outsourcing	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com</a> ,	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
73.	Author	Gats and Its Impact on Banking Services in India	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower	2007	National	-

			<a href="http://www.flyhighonline.com">e.com.</a>	Road, UDUPI 576 101			
74.	Author	Globalization and Recent Banking in India	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com.</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
75.	Author	Consumers View on Petrol Prices	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com.</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
76.	Author	Marketing of Leather Products	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com.</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
77.	Author	Purchase Decision and Consumer Behaviour	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com.</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
78.	Author	Life Insurance in the Global Era	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com.</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
79.	Author	Performance of Industrial Co-operatives	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com.</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
80.	Author	Plight of Landless Poor in Tamil Nadu	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com.</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
81.	Author	Role of Youth in Forestry	Published web site <a href="http://www.flyhighonline.com">www.flyhighonline.com.</a>	MICRO Fly High Technologies, Micro House, Syndicate Tower Road, UDUPI 576 101	2007	National	-
82.	Author	Knowledge of Globalization and Recent Trends in Banking	Mangalmay Journal of Management & Technology	Vol. 1, Number 2, Jan June, pp. 79-86.	2007	National	-
83.	Author	Private Insurance is not a boon but a Bane	Review Projector India	Vol. 10, No.3 July-Sep., pp. 45-47	2007	National	-
84.	Author	Globalization and Recent Trends in Banking	The Management Accountant	ICWA, Vol.6, No.10, Oct., pp. 148-152.	2007	National	-
85.	Author	An Empirical Study on Primary Agricultural Credit co-operative Society-Thirupattur Block in Vellore District	Co-operative Perspective, Pune	Vol. 42 No. 1&2, April-Sep., pp.25-30	2007	National	-
86.	Author	Women Empowerment through Self Help Groups: A Case	Indian Journal of Marketing	Volume XXXVII, No.11, Nov., pp.33-38.	2007	National	-

		Study in the North Tamil Nadu					
87.	Author	Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu	National Institute of Co-operative Management (Gujarat)	November, pp 24-28	2007	National	-
88.	Author	Impact of Enforcement of IPR on Developing Countries	New India Publishing Agency, Pitam Pura, New Delhi – 110 088	Dec., pp 105-112.	2007	National	-
89.	Author	Women Empowerment through Self Help Groups: A Case Study in the North Tamil Nadu	Organizational Management, Kerala,	Vol. xxiii, No.3, Oct.-Dec. pp. 18	2007	National	-
90.	Author	The Power of Women and their Achievements in Women Entrepreneurship	National Institute of Co-operative Management	Vol. IV, No.12, Dec. pp10-14	2007	National	-
91.	Author	Globalization and Agriculture Sector in India	Review Projector India	Vol. 10, No.4 Oct.-Dec. pp. 31-33.	2007	National	-
92.	Author	Book reviewed on Advertising and Personal Selling	Review Projector India	Vol. 10, No.4 Oct.-Dec. pp. 3-4	2007	National	-
93.	Author	Book reviewed on Advertising and Personal Selling	Review Projector India	Vol. 10, No.4 Oct.-Dec. pp. 5-6	2007	National	-
94.	Author	Book reviewed on Management of Financial Institutions in India	Review Projector India	Vol. 10, No.4 Oct.-Dec. pp. 10-11.	2007	National	-
95.	Author	Consumer Leisure time Pursuits	Mangalmay Journal of Management & Technology	Vol.1, No.3, July-Dec. pp. 44-60.	2007	National	-
96.	Author	Emerging Trends in Corporate Governance practices	Indian Economic Panorama, New Delhi,	Jan., Vol. 17, No.4, pp 7-10.	2008	National	-
97.	Author	Cosmetic Tourism	Economic Challenger, Ajmer,	Vol. No. X, Issue 38, Jan. – March pp56-59	2008	National	-
98.	Author	An Empirical Study on Shampoo Consumption	National Institute of Co-operative Management, Gujarat	Vol.V, No.1 January, pp 17-20	2008	National	-
99.	Author	Customer Relationship	Kisan World	Vol. 35, No. 02, Feb., p.39.	2008	National	-

		Management					
100.	Author	Competency Mapping-Catch Word in Corporate	The Management Accountant	Vol. 43 No.1, Jan. pp18-26	2008	National	-
101.	Author	Information Technology and Electronic Banking, Banking Finance	PR communication Age, Kolkata	Vol. X, No.1, Janpp10-16.	2008	National	-
102.	Author	Globalization & Recent Trends in Banking	Banking Finance, Kolkata	Vol. XXI, No.2, February, pp 9-14	2008	National	-
103.	Author	Impact of Intellectual Property rights on Developing Countries	Indian Economic Panorama New Delhi.	Vol. 18, No.1, April	2008	National	-
104.	Author	Book reviewed on Development Management Under Globalization	Review Projector (India), Coimbatore	Vol. 11, No.1, Jan-Mar - pp 5-7.	2008	National	-
105.	Author	Methodology of teaching Commerce and Management	Review Projector (India), Coimbatore	Vol. 11, No.1, Jan-Mar - pp 39-48.	2008	National	-
106.	Author	Customer Relationship Management	Review Projector (India), Coimbatore,	Vol. 11, No.1, Jan-Mar pp 56-57.	2008	National	-
107.	Author	BPO in CRM-Customer relationship Management	Edited by Dr. S. Shanmugasundaram Prentice Hall of India Private Limited, New Delhi -110 001,	pp. 255-261.	2008	National	-
108.	Author	Indian Educational Services in the Global Era	EDUTRACKS	Vol.7, No.11, July pp.25-26	2008	National	-
109.	Author	Understanding the ABCD of Environmental Pollution	The Economic Challenger	Issue No. 10, July-Sep., pp 70-73.	2008	National	-
110.	Author	"Consumer Leisure time Pursuits",	PR Communication Age, Vol. XI, No. 4, July, 2008, pp 5-14			National	-
111.	Author	Accounting for Globalization and its Impact on Corporate Reporting	Banking	Vol. XXI, No.7, July, pp. 11-13	2008	National	-
112.	Author	Performance of Industrial Co-operatives in TN-Recent Trends-Indian Co-operatives	The Icfai University Press,	pp. 76-82.	2008	National	-

113.	Author	Accounting for Globalization and its Impact on Corporate Reporting	The Icfai University Press,	Sep., pp. 189-195	2008	National	-
114.	Author	Book Reviewed on Advanced Financial Accounting	Review Projector India	Vol. 11, No.3, July-Sep, pp 1-4	2008	National	-
115.	Author	Book Reviewed on Disaster Management and Rehabilitation	Review Projector	India Vol. 11, No.3, July- Sep, pp 8-9	2008	National	-
116.	Author	Competency Mapping – A Corporate Catchword	Sedme	Viol. 35, NO.2 June, 13-28	2008	National	-
117.	Author	Environmental Pollution	Review Projector India	Vol. 11, No.3, July-Sep, pp 55-60.	2008	National	-
118.	Author	Consumer Leisure Time Pursuits	Raj Journal of commerce	Issue 6 December, pp 13-22	2008	National	-
119.	Author	Globalization and Co-operative Sector in India,	Indian Consumer Co- operator	Vol. 37 No. 3 July Sep. pp2-4	2008	National	-
120.	Author	Book Reviewed on Principles of Insurance and Risk Management	Review Projector India	Vol. 11 No.4 Oct. Dec., pp. 4-6	2008	National	-
121.	Author	Book Reviewed on Basic Financial Management	Review Projector India	Vol. 11 No.4 Oct. Dec., pp. 7-9	2008	National	-
122.	Author	Indian Insurance: Modern Marketing Approach	Review Projector India	Vol. 11 No.4 Oct. Dec., pp. 51-52	2008	National	-
123.	Author	Book Reviewed on Disaster Management	Review Projector India	Supplementary Vol. 11 No.4 Oct. Dec., pp. 1-4.	2008	National	-
124.	Author	Competency Mapping – A Corporate Catchword	Sedme,	Vol. 35, No.2 June, 13-28.	2008	National	-
125.	Author	Globalization and Co-operative Sector in India	Review Projector India	Supplementary Vol. 11 No.4 Oct. Dec., pp. 42-43.	2008	National	-
126.	Author	Emerging Trends in Corporate Governance Practices	Review Projector India	Supplementary Vol. 11 No.4 Oct. Dec., pp. 49-55.	2008	National	-
127.	Author	Information Technology towards Agricultural	NICM Bulletin	Vol. VI No.1, Jan-March	2009	National	-



		Developments					
128.	Author	Role of Capital Market in Small Economics	A Case of Three Nations in Central Asia, Noida	Vol.3, No.1, Jan.-June- , pp 68- 77.	2009	National	-
129.	Author	Accounting for Globalization and Its Impact on Corporate Reporting, Accounting and Its Applications	icfai University Press, Hyderabad,	pp22-28.	2009	National	ISBN-978-81-314-2464-3
130.	Author	Indian Insurance-Modern Marketing Approach	Indian Insurance Sector 21 <sup>st</sup> Century-An Outlook	July, , pp. 62-74	2009	National	-
131.	Author	Human Resources Accounting-A Comprehensive Analysis	The Accounting World	Nov., The icfai University Press, Target Costing PP.21-26.	2009	National	-
132.	Author	Indian Insurance – Modern Marketing Approach	Journal of Commerce and Information technology	Vol-9, No.1, Jan-June pp26-pp32	2009	National	Issn:0972-9550
133.	Author	Child Abuse	Indian Journal of Human Rights and Justice	Serials Publications, Vol.5 Jan-Dec. Pp-69-77	2009	National	-
134.	Author	Child Abuse	Indian Journal of Human Rights and Justice	Serials Publications, Vol.5 Jan-Dec. Pp-69-77	2009	National	-
135.	Author	Emerging Dimensions in Human Resource Accounting	The Accounting World	Jan., The icfai University Press, Creating Accounting pp.12-15.	2010	National	-
136.	Author	Emerging Trends in Corporate Governance Practices - The Accounting World	icfai	March, IUP Publications.	2010	National	-
137.	Author	International Trade (Fruits and Vegetables)	Kisan World, Chennai	May, Vol. 37 No.5 pp 36-37.	2010	National	-
138.	Author	Role of Capital Market in Small Economics – The case of Three Nations in Central Asia	Kolkata, Banking Finance	Vol. XXIII, No.5 May. pp5-11	2010	National	-
139.	Author	Human Resource Accounting – A Comprehensive Analysis	NICM Bulletin, Gujarat	Vol. VII, No.2, April – June, pp 31-36.	2010	National	-



140.	Author	Globalization and Structural Changes in the Indian Insurance Sector	Journal of Commerce and Management Thought	Volume II April-June, Number 2 pp 282 to 290	2010	National	-
141.	Author	Uses of Debit card	Banking Finance Kolkata,	VolXXIV No.10 October, pp 24-29.	2010	National	-
142.	Author	"IFRS- An Overview", A Research Book on Global Business Environment and its impact on Management Education	Himalaya Publishing House	pp628-631. PDF Format in Website.	2010	National	-
143.	Author	Human Resource Accounting – A perspective	Journal of Commerce and Information Technology	Vol.10, NO.2 July-Dec., pp 25-30	2010	National	ISSN 0972-9550
144.	Author	Role of Reach of Internet Banking in India	Banking Finance	Vol. XXIV, No.12 December, ISSN NO: 0971-4498, pp. 5-9	2011	National	-
145.	Author	Human Resources Accounting, (NICM Bulletin)	The Journal of management and co-operation	Vol.VIII, July-sep., no.3 Gujarat, India)	2011	National	-
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150.	Author	An Analysis of Growth of Credit Card Industry	Indian Journal of Applied Research, New Delhi	-	2012	National	ISSN: 2249-555
151.	Author	Impact of E-Accounting on Task Performance and Adoption	International Research	Vol. 3 Issue 2 (Feb.)	2012	International	ISSN 2229-4848

152.	Author	An Analysis of Postal Investment and Small Savings	Banking Finance	Vol XXV No. 02, Feb. - pp18-24	2012	National	ISSN-0971-4498
153.	Author	Factor Influencing Impulse Buying of Personal Care Products in Salem City	Indian Journal of Applied Research	Vol.1, Issue 6, March, pp 18-21	2012	National	ISSN-2249-555X
154.	Author	Customer Relationship Management in Banking Sector, Facts of Business Excellence and Computational Intelligence	Vysya Institute of Management Studies, Salem	5-8-March 9 <sup>th</sup> pp 253-257	2012	National	ISBN-978-81-822849
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156.	Author	Marketing Strategies and Financial Viability of SHGs, Facts of Business Excellence and Computational Intelligence	Vysya Institute of Management Studies, Salem	5-8-March 9 <sup>th</sup> pp 286-292	2012	National	ISBN-978-81-822849
157.	Author	Purchase Decision and Consumer Behaviour, Facts of Business Excellence and Computational Intelligence	Vysya Institute of Management Studies, Salem	5-8-March 9 <sup>th</sup> pp 286-292	2012	National	ISBN-978-81-822849
158.	Author	Consumer Behaviour Towards Selected durable Products, Consumer Protection	Kamadhenu Arts and Science College, Sathiyamanalam.	-	2012	National	ISBN: 978-93-80539-11-9
159.	Author	Consumer Satisfaction of Packet Milk, Consumer Protection	Kamadhenu Arts and Science College, Sathiyamanalam.	-	2012	National	ISBN: 978-93-80539-11-9
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161.	Author	An Insight into CSR in India, Economic Development Through Corporate Social Responsibility	Sri Krishnasami College for Women, Chennai	Feb., pp 349-351	2012	National	ISBN-9789381195116
162.	Author	Implication CSR in Insurance sector	Sri Krishnasami College for Women, Chennai	Feb., pp 349-351	2012	National	ISBN-9789381195116
163.	Author	A Growth of Rural Postal Life insurance in India ( A study with special reference to Dharamapuri District	Journal of Applied research	Ahmedabad, Gujarat, pp. 27-28	2012	National	ISSN-2249-555X
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174.	Author	Benefits of online Banking in India provided by Bankers to the customers	Indian Journal of Applied Research	Vol.1, Issue 8 Aug. pp7-9	2012	National	ISSN: 2250-1991
175.	Author	Mutual Fund and Hedge fund - A valuable study	Indian Journal of Applied Research	Vol.1, Issue 8 Aug pp7-9	2012	National	ISSN: 2250-1991
176.	Author	Financial Performance of Selected Check Post Revenue in Tamil Nadu State Transport	Southern Economist	Vol.51 Number 7 Aug.1 pp35-36.	2012	National	ISSN:0038-4046
177.	Author	Impact of International Financial Reporting Standards(IFRS) in Corporate Sector- An Analysis	Implementation of IFRS an Impact on Corporate Sector in India	pp230-242	2012	National	ISBN: 978-81-89972-85-1
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179.	Author	Impact of International Financial Reporting Standards (IFRS) in Corporate Sector- An Analysis	ZENITH International Journal of Multidisciplinary Research	Vol.2, Issue 10, Oct., pp221-223.	2012	International	ISSN: 2231-5780
180.	Author	A Study on Micro Insurance in India	Cotemporary Commerce Review	Vol.1, No.1, September, 2012, pp56-63	2012	National	ISSN:2319-3638

181.	Author	Insurance Sector in India - A Conceptual Study	Articles on Management <a href="http://www.mbainfoline.com/">http://www.mbainfoline.com/</a>	Article No.88.	2012	National	-
182.	Author	Impact of India and Asia Global Financial Crisis	Articles on Management <a href="http://www.mbainfoline.com/">http://www.mbainfoline.com/</a>	Article No.88.	2012	National	-
183.	Author	Foreign Direct Investment in Indian Retail Sector - An Analysis	Articles on Management <a href="http://www.mbainfoline.com/">http://www.mbainfoline.com/</a>	Article No.88.	2012	National	-
184.	Author	An Analytical Study on E- Banking in India	Articles on Management <a href="http://www.mbainfoline.com/">http://www.mbainfoline.com/</a>	Article No.88.	2012	National	-
185.		Emerging trends in Banking	Articles on Management <a href="http://www.mbainfoline.com/">http://www.mbainfoline.com/</a>	Article No.88.	2012	National	-
186.	Author	A Study on Corporate Social Responsibility in India	Changing Scenario of Corporate Management	Pp 220-225.	2012	National	ISBN:978-93-80406-89-3
187.	Author	CSR in Insurance Industry	Changing Scenario of Corporate Management	Pp 220-225.	2012	National	ISBN:978-93-80406-89-3
188.	Author	Customer's Perception and Credit Card Holders(A Study with Special Reference to Salem District)	Journal of Financial Services and Management	Vol-II, Issue-4 Oct-Dec. pp21-40.	2012	National	ISSN:0976-1632
189.	Author	Impact of Information Technology in Accounting and Business	Impact of IT Application in Accounting and Finance	pp120-137	2012	National	ISBN:978-93-81563-20-5,
190.	Author	A Comparative on Study Service Quality Perception of Public General Insurance and Private General Insurance Companies in Salem	ACUMEN - Marian Journal of Commerce and Management	Vol 5(2) December (pp 132 - 145).	2012	National	-

		City					
191.	Author	Brand Preference and Rural Consumer in Salem District(T.N)	International Journal of Commerce and Business Management	Vol.5, Issue.2, Oct.	2012	International	ISSN:0974-2646,
192.	Author	Impact of Information Technology in Finance and Accounting	Impact of IT Application in Accounting and Finance	pp106-119.	2012	National	ISBN:978-93-81563-20-5
193.	Author	Importance of Food Products in Small Scale Industries	Journal of Applied Research,	Vol.3, Issue 3, March, pp 44-45.	2013	National	ISSN:2249-555X,
194.	Author	Key role media in consumer protection towards personal loan in India	Kongu College, Coimbatore	pp21-24.	2013	National	ISBN: 978-93-80800-233
195.	Author	Role of Dairy Products processing Industries in promoting economic growth in India	Indian Economic Panorama	Vol. 23, No.1, April, pp28-30.	2013	National	-
196.	Author	The Plight of Telecommunication in India	Indian Journal of Applied Research	Vol.3, Issue 6, June, pp 71-72.	2013	National	ISSN: 2249-555X
197.	Author	A Study on Plight of Mobile Internet User in India	Indian Journal of Scholarly Research	Vol.2, Issue.7, July pp3-4	2013	National	-
198.	Author	Impact of FDI in Non-life Insurance Sector	Impact Foreign Direct Investment in India	pp230-242.	2013	National	ISBN:978-81-89972-85-1
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200.	Author	A Study on Impact of E-Accounting	Indian Journal of Accounting	Vol. XLV (1) Dec.2013,Pp 93-101	2013	National	ISSN-0972-1479
201.	Author	Performance of Public and Private General Insurance Companies in India	Journal of Development Research	-	2014	National	ISSN:2229-7561,
202.	Author	Performance of Mahatma Gandhi National Rural Employment Guarantee Act: An Overview	Dept. of Economics, Aditarnar College of Arts and science, Thinchendure-628 216.	-	2014	National	ISBN:978-93-8050-942-6
203.	Author	Apple- Health Fruit	Kisan world	vol.41, No.3, March, pp, 20-24	2014	National	ISSN:0971-9229

204.	Author	Policyholders' Awareness towards General Insurance Policy-Comparative Analysis	Journal of Development Research	Vol.7, Issue-1, March-Sept., 2014, pp73-85.	2014	National	ISSN: 2229-7561
205.	Author	A study on Influence of Advertisement in Consumer Brand Preference (Special reference to soft drinks market in Hosur District)	Journal of Business and Administration Research Review	-	2014	National	ISSN: 2348-0653
206.	Author	IFRS and Indian Current Scenario	International Journal of Scientific Research and Education	Vol. 2 Issue 5 May.	2014	National	ISSN No. 2321-7545
207.	Author	Opportunities and Challenges in Adopting IFRS in India	Journal of Business and Administration Research Review	-	2014	National	ISSN: 2348-0653.
208.	Author	Rural Retailers and Retail Marketing (A Study with Special Reference to Select Products in Omalur Taluk at Salem District)	International Journal of World Research	Vol I, Issue VIII,	2014	International	ISSN: 2347-937X
209.	Author	Problems and Prospects of Rural Retail Marketing in India	Asia Pacific Journal of Research	Vol: I, Issue: XVI,	2014	International	ISSN: 2320-5504, E-ISSN-2347-4793
210.	Author	Marketing Innovation of Retailing in Rural India	Department of Commerce, Vysya College	-	2014	National	ISBN: 978-93-82570-40-0
211.	Author	Stress Management Among Self Financing College Women Teachers (A Study with Special Reference to Select Self - Financing Arts & Science Colleges in Salem City)	Department of Commerce, Vysya College	-	2014	National	ISBN: 978-93-82570-40-0
212.	Author	Policyholder's Attitude towards Life Insurance(A Study with Special Reference to Life	Department of Commerce, Vysya College	-	2014	National	ISBN: 978-93-82570-40-0



		Insurance Corporation of India in Mettur Taluck)					
213.	Author	Impact of Information Technology on Global Business	Department of Commerce, Vysya College	-	2014	National	ISBN: 978-93-82570-40-0
214.	Author	Growth Analysis of Mangoes in India	International Journal of Business and Administration Research Review	Vol.1. Issue 5	2014	International	ISSN 2348-0653
215.	Author	An Empirical Study on Stress Management among Private College Women Teachers in Salem city	International Journal of Business Innovation	Sun Arts and Science, Tiruvannamalai	2014	International	ISSN:232-231-5613
216.	Author	Impact of FDI in Indian Retail Sector	International Journal of Business Innovation	Sun Arts and Science, Tiruvannamalai	2014	International	ISSN:232-231-5613
217.	Author	Consumer Behavior and Online Shopping	International Journal of Business Innovation	Sun Arts and Science, Tiruvannamalai	2014	International	ISSN:232-231-5613
218.	Author	A Study on Life Insurance Policyholder's Attitude with Special Reference to LIC of India in Mettur Dam	International Journal of Business Innovation	Sun Arts and Science, Tiruvannamalai	2014	International	ISSN:232-231-5613
219.	Author	Foreign Direct Investment and Retailing in India- Opportunities and Challenges	International Journal of Business Innovation	Sun Arts and Science, Tiruvannamalai	2014	International	ISSN:232-231-5613



## List of Research Papers Presented in the International Conference/Seminar/Workshop

Sl. No.	Author /Co Author	Type of Seminar/ Conference	Title of the Paper	Oral/Poster/ Participation Only	Year	Sponsors/Organizers With venue	Proceedings Publishers ISBN if any
1.	Author	International	Purchase Decision and Consumer Behaviour	Poster Presentaion	2005	Adaikalamatha College, Thanjavur on 29 & 30 <sup>th</sup> September, 2005	-
2.	Author	International	Life Insurance in the New Millemilum	Poster Presentaion	2005	Adaikalamatha College, Thanjavur on 29 & 30 <sup>th</sup> September, 2005	-
3.	Author	International	Economic & Envir. Impact on WTO	Poster Presentaion	2005	Adaikalamatha College, Thanjavur on 29 & 30 <sup>th</sup> September, 2005	-
4.	Author	International	Information Technology towards Agr. Development	Poster Presentaion	2006	Vimala College, Kerala on 13 <sup>th</sup> January, 2006	-
5.	Author	International	Implementation of VAT in India	Poster Presentaion	2006	Adaikalamatha Institute of Management, Thanjavur – 613 403 on 21-22 September	-
6.	Author	International	BPO in Customer Relationship Management	Poster Presentaion	2006	Adaikalamatha Institute of Management, Thanjavur – 613 403 on 21-22 September	-
7.	Author	International	CRM in Hospitality Industry	Poster Presentaion	2006	Adaikalamatha Institute of Management, Thanjavur – 613 403 on 21-22 September	-
8.	Author	International	Japanese Style of Management VS American Style of Management	Poster Presentaion	2006	Adaikalamatha Institute of Management, Thanjavur – 613 403 on 21-22 September	-
9.	Author	International	“Customer Relationship Management”,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008.	-
10.	Author	International	“Environmental Pollution”,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008	-
11.	Author	International	“Women Empowerment through Self Help	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> &	-

			Group – A Case Study in the Tamil Nadu ”,			15 <sup>th</sup> March, 2008	
12.	Author	International	The power of Women and their achievements in Women Entrepreneurship ”,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008.	-
13.	Author	International	“Performance of Industrial Co-operatives in Tamil Nadu – Recent Trends ”,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008.	-
14.	Author	International	“BPO in CRM ”,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008.	-
15.	Author	International	“Customer Leisure time Pursuits ” ,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008	-
16.	Author	International	“Globalization and the Recent Trends in Banking ”,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008	-
17.	Author	International	“Private Insurance is not a Boon but a Bane ”,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008	-
18.	Author	International	“Indian Insurance: Modern Marketing Approach ”,	Poster presentation	2008	Joseph’s College of Arts and Science, Cuddalore on 14 <sup>th</sup> & 15 <sup>th</sup> March, 2008	-
19.	Author	International	“Commodity Derivatives Market in Indian”,	Poster presentation	2009	Bharathidasan Unilversity, Triuchirapalli on 10 and 11 <sup>th</sup> Jan. 2009	-
20.	Author	International	“Human Resource Accounting – A Comprehensive Analysis”.	Poster presentation	2009	Indian Accounting Association(Gwalior Branch) in association with Institute of Commerce and Mangement, Jiwaji University, Gwalior on Nov14-15, 2009	-
21.	Author	International	Tactical Trading in the Commodity Markets,	Poster presentation	2010	Bharathidasan University, Trichy, on 9 <sup>th</sup> and 10 <sup>th</sup> Jan. 2010.	-

22.	Author	International	Tactical Trading in the Commodity Markets: Growth of Credit Card Industry in India	Poster presentation	2010	Bharathidasan University, Trichy, on 9 <sup>th</sup> and 10 <sup>th</sup> Jan. 2010.	-
23.	Author	International	Tactical Trading in the Commodity Markets: Globalisation and the Recent Trends in Banking,	Poster presentation	2010	Bharathidasan University, Trichy, on 9 <sup>th</sup> and 10 <sup>th</sup> Jan. 2010.	-
24.	Author	International	Tactical Trading in the Commodity Markets: Indian Insurance : Modern Marketing Approach,	Poster presentation	2010	Bharathidasan University, Trichy, on 9 <sup>th</sup> and 10 <sup>th</sup> Jan. 2010.	-
25.	Author	International	Tactical Trading in the Commodity Markets: Life Insurance in the Global Era,	Poster Presentation	2010	Bharathidasan University, Trichy, on 9 <sup>th</sup> and 10 <sup>th</sup> Jan. 2010.	-
26.	Author	International	Tactical Trading in the Commodity Markets: Emerging Trends in Corporate Governance Practices,	Poster presentation	2010	Bharathidasan University, Trichy, on 9 <sup>th</sup> and 10 <sup>th</sup> Jan. 2010.	-
27.	Author	International	Tactical Trading in the Commodity Markets: Recent Trends in Indian and Global Capital Markets,	Poster presentation	2010	Bharathidasan University, Trichy, on 9 <sup>th</sup> and 10 <sup>th</sup> Jan. 2010.	-
28.	Author	Resource person International	Entrepreneurial Development,	Poster presentation	2010	KMG College, Gudiyattam on 26 <sup>th</sup> Feb. 2010.	-
29.	Author	International	“Global Marketing Strategies and Practices”,	Poster presentation	2010	Nehru Institute of Management Studies, Coimbatore on October, 8 <sup>th</sup> and 9 <sup>th</sup> , 2010.	-
30.	Author	International	“Accounting Education and Research”,	Poster presentation	2010	XXXIII All India Accounting Kerala University, Kerala	-

						on 13 <sup>th</sup> and 14 <sup>th</sup> , 2010.	
31.	Author	International	“Business Ethics”,	Poster presentation	2010	XXXIII All India Accounting Conference, Kerala on November 13 <sup>th</sup> and 14 <sup>th</sup> 2010.	-
32.	Author	International	“Implementation of IFRS – An Overview”, XXXIII All India Accounting Conference,	Poster presentation	2010	XXXIII All India Accounting Conference, Kerala on November 13 <sup>th</sup> and 14 <sup>th</sup> 2010.	-
33.	Author	International	“Emerging Trends in Corporate Governance Practices”	Poster presentation	2010	XXXIII All India Accounting Conference, Kerala on November 13 <sup>th</sup> and 14 <sup>th</sup> 2010.	-
34.	Author	International	“Emerging Capital Markets: Issues and Challenges,	Poster presentation	2011	Bharathidasan University, Department of Commerce, Trichy on 8 <sup>th</sup> and 9 <sup>th</sup> 2011.	-
35.	Author	International	Impact of Information Technology in Banking Sector”	Poster presentation	2011	Department of Commerce, Manonmaiam Sundaranar University, Tirunelveli-12 on Jan.21-22, 2011.	-
36.	Author	International	Banking Technology Towards Financial Inclusive and financing Literacy”	Poster presentation	2011	Department of Commerce, Manonmaiam Sundaranar University, Tirunelveli-12 on Jan.21-22, 2011.	-
37.	Author	International	“Impact of Globalization on Financial Services Sectors,	Poster presentation	2011	PRIMS, Periyar University, Salem on February, 10 <sup>th</sup> and 11 <sup>th</sup> , 2011.	-
38.	Author	International	“Impact of IFRS inn India	Poster presentation	2011	PRIMS, Periyar University, Salem on February, 10 <sup>th</sup> and 11 <sup>th</sup> , 2011.	-
39.	Author	International	IFRS- overview” An	Poster presentation	2011	Business and Information at University of Kelaniya, Sri Lanka on 20 <sup>th</sup> October 2011.	-
40.	Author	International	“ Reach of	Poster	2011	Bangladesh 22, 23	-

			Internet Banking in India”,	presentation		December, 2011.	
41.	Author	International	“Eco-tourism- A Study with reference to Yalagiri Hills,	Poster presentation	2011	Department of Commerce, Periyar University, Salem, on 7,8,9 <sup>th</sup> December, 2011.	-
42.	Author	International	“New Challenges in Carbon Credit Accounting: An over view,	Poster presentation	2011	Jaipur, Rajasthan, December 17-18, 2011.	-
43.	Author	International	“E- Accounting: Tasks, Performance and Adoption”,	Poster presentation	2011	Jaipur, Rajasthan, December 17-18, 2011	-
44.	Author	International	“Financial Performance of Postal Life Insurance”,	Poster presentation	2012	Academy of Business & Retail Management, 1&2 , Feb. 2012, Pune	-
45.	Author	International	Labour Personality Development in Industries	Poster presentation	2013	Sri Ganesh School of Business Management, Salem on 22 <sup>nd</sup> Feb. 2013	-
46.	Author	International	An Empirical Study on Service Quality of Domestic LPG	Poster presentation	2013	AVS College of Arts and Science College, Salem on 26 <sup>th</sup> July, 2013	-
47.	Author	International	A study on Plight of Mobile Internet users in India	Poster presentation	2013	AVS College of Arts and Science College, Salem on 26 <sup>th</sup> July, 2013	-
48.	Author	International	SWOT Analysis: Commerce Education in India	Poster presentation	2014	All India Commerce conference at Bangalore University, on Dec5 to 7, 2014	-
49.	Author	International	Impact of (IFRS) in Indian Corporate Sector	Poster presentation	2014	All India Accounting Conference at Visakhapatnam Branch, on Jan.11&12, 2014	-
50.	Author	International	Strategic Analysis on Performance Appraisal	Poster presentation	2014	PGP College of Arts and Science, Namakkal, on Feb.15 <sup>th</sup> , 2014	-
51.	Author	International	An Analytical Study on Personal Loan in Banks and Non-Banking Financial Companies	Poster presentation	2014	International Conference on Development Prospects of Indian Economy (ICDPIE-14), Organised by Society of Technical and Management Professionals (STMP) New Delhi	-

52.	Author	International	An Empirical Study on Stress Management among Private College Women Teachers in Salem city	Poster presentation	2014	International Journal of Business Innovation, ISSN:232-231-5613, Sun Arts and Science, Tiruvannamalai.	-
53.	Author	International	Impact of FDI in Indian Retail Sector	Poster presentation	2014	International Journal of Business Innovation, ISSN:232	-
54.	Author	International	Consumer Behavior and Online Shopping (A Study with Special Reference to Salem City)	Poster presentation	2014	International Journal of Business Innovation, ISSN:232	-
55.	Author	International	A Study on Life Insurance Policyholder's Attitude with Special Reference to LIC of India in Mettur Dam	Poster presentation	2014	International Journal of Business Innovation, ISSN:232	-
56.	Author	International	Foreign Direct Investment and Retailing in India- Opportunities and Challenges	Poster presentation	2014	International Journal of Business Innovation, ISSN:232	-

## List of Research Paper Presented in the National Conference/Seminar/Workshop

Sl. No.	Author /Co Author	Type of Seminar/Conference	Title of the Paper	Oral/Poster/Participation Only	Year	Sponsors/Organizers With venue	Proceedings Publishers ISBN if any
1.	Author	National	Economic Recession (Tamil Nadu & Pondicherry)	Poster Presentaion	1994	Sri Vasavai College, Erode on 12, 13 <sup>th</sup> November, 1994	-
2.	Author	National	Consumer Awareness	Poster Presentaion	1998	Islamiah College, Vaniyambadi on March 1 & 2 <sup>nd</sup> , 1998	-
3.	Author	National	Consumer Awareness	Poster Presentaion	1998	Mazharul – Uloom College, Ambur on March 15 <sup>th</sup> , 1998	-
4.	Author	National	New Dimensions in Management Accounting	Poster Presentaion	1998	Madras University PG Extension Centre, Salem on April 17 <sup>th</sup> , 1998	-
5.	Author	National	Economic Recession in Automobile Industry	Poster Presentaion	1998	Karpagam Arts and Science College, Coimbatore on October 26 <sup>th</sup> , 1998	-
6.	Author	National	Infrastructural Development in Tamil Nadu	Poster Presentaion	1999	Madras University PG Extension Centre, Vellore on March 17 <sup>th</sup> , 1999	-
7.	Author	National	Total Quality Management – Issues and Process	Poster Presentaion	1999	Mazharul Uloom College, Ambur on 21 & 22 <sup>nd</sup> August, 1999	-
8.	Author	National	Restructuring of Commerce Curriculum	Poster Presentaion	2004	Muthayammal College of Arts and Science, Rasipuram on September 24 & 25 <sup>th</sup> September, 2004	-
9.	Author	National	Prospects of Cyber Banking and Electronic Currency in India	Poster presentation	2005	Sacred Heart College, Tirupatttur on August 5 & 6 <sup>th</sup> , 2005	-
10.	Author	National	Indian Co-operative Movement at Cross roads	Poster presentation	2005	Periyar University, Salem on 19 & 20 <sup>th</sup> August, 2005	-
11.	Author	National	Introduction of VAT in India	Poster presentation	2005	Erode Arts College, Erode on 2 & 3 September, 2005	-

12.	Author	National	Life Insurance in Rural India	Poster presentation	2005	Karpagam College of Engineering, Coimbatore on 2 <sup>nd</sup> September 2005	-
13.	Author	National	“Imminent Changes in Commerce Curriculum	Poster presentation	2005	VVV College for Women, Virudhunagar on 29 & 30 <sup>th</sup> July 2005	-
14.	Author	National	The power Women in Entrepreneurial Development	Poster presentation	2005	SDVB Vaishnav College, Chennai on 13 & 14 <sup>th</sup> September 2005.	-
15.	Author	National	Life Insurance in Rural India	Poster presentation	2005	St. Joseph’s College, 10 & 11 <sup>th</sup> September 2005	-
16.	Author	National	Purchase Decision and Consumer Behaviour	Poster presentation	2005	PSG College, Coimbatore 23 & 24 <sup>th</sup> September 2005	-
17.	Author	National	Life Insurance towards Rural India	Poster presentation	2005	Hidusthan College, Coimbatore on 30 <sup>th</sup> September, 2005	-
18.	Author	National	Impact of Globalization in Life Insurance Sector	Poster presentation	2005	Hidusthan College, Coimbatore on 30 <sup>th</sup> September, 2005	-
19.	Author	National	Globalisaton and Recent trends in Banking	Poster presentation	2005	Anna Adarsh College for Women, Chennai on 1 <sup>st</sup> October, 2005	-
20.	Author	National	An Innovative Strategy in Marketing Life Insurance	Poster presentation	2005	VLB Janakiammal college, Coimbatore on 7 <sup>th</sup> October, 2005	-
21.	Author	National	Impact of Transfer Pricing towards Taxation	Poster presentation	2005	Sree Ramu College of Arts College on 7 <sup>th</sup> October, 2005	-
22.	Author	National	Gats and its Impact on Banking Services in India	Poster presentation	2005	Jamal Mohamed College, Tiruchi on 8,9,10 <sup>th</sup> November, 2005	-
23.	Author	National	Indian Insurance – An Overview	Poster presentation	2005	Jamal Mohamed College, Tiruchy n 8,9,10 <sup>th</sup> November, 2005	-



24.	Author	National	Impact of LPG on the Life Insurance Sector	Poster presentation	2005	Jamal Mohamed College, Tiruchi on 8,9,10 <sup>th</sup> November, 2005	-
25.	Author	National	Information Technology and E-Commerce	Poster Presentation	2005	S.D. College, Muzaffarnagar (UP) on November 26 & 27 <sup>th</sup> SS, 2005	-
26.	Author	National	Indian Insurance – An Overview	Poster presentation	2005	Annamalai University on 15 <sup>th</sup> November, 2005	-
27.	Author	National	Brand Strategy	Poster presentation	2006	PSG College, Coimbatore on 12 <sup>th</sup> January, 2006	-
28.	Author	National	Performance of Industrial Co-operatives	Poster presentation	2006	Ranipet on 28 <sup>th</sup> January, 2006	-
29.	Author	National	Women Empowerment'	Poster presentation	2006	Ranipet on 28 <sup>th</sup> January, 2006	-
30.	Author	National	Biological alternatives – Pesticides Management	Poster presentation	2006	Bharathiar University, Coimbatore on January, 5 <sup>th</sup> 2006	-
31.	Author	National	NEP & Co-operatives	Poster presentation	2006	Periyar University, Salem on January, 5 <sup>th</sup> 2006	-
32.	Author	National	Knowledge Management and Intellectual Property Rights	Poster presentation	2006	Tiruppur Kumaran College for Women on 13 <sup>th</sup> Feb. 2006	-
33.	Author	National	Industrial Co-operatives	Poster presentation	2006	Periyar University, Salem on January, 5 <sup>th</sup> 2006	-
34.	Author	National	Women Empowerment	Poster presentation	2006	Vivekandha College, Tiruchengode on 24 <sup>th</sup> Februry, 2006	-
35.	Author	National	Women Entrepreneur	Poster presentation	2006	Vivekandha College, Tiruchengode on 24 <sup>th</sup> Februry, 2006	-
36.	Author	National	Information Technology Towards Agricultural Devolvement	Poster presentation	2006	Periyar University, Salem on 25 <sup>th</sup> Februry, 2006	-
37.	Author	National	Information Technology and E-Commerce	Poster presentation	2006	Periyar University, Salem on 25 <sup>th</sup> Februry, 2006	-

38.	Author	National	Emerging Dimensions in SHGs in India	Poster presentation	2006	Poondi, AVVM Sri Pushpam College on 17 <sup>th</sup> March, 2006	-
39.	Author	National	Indian Companies and Social Responsibility	Poster presentation	2006	Kadir Mohideen College, Adirampattinam, Thanjavur on 19-20 <sup>th</sup> August 2006	-
40.	Author	National	Indian Agricultural Sector – Issues and Challenges	Poster presentation	2006	Kadir Mohideen College, Adirampattinam, Thanjavur on 19-20 <sup>th</sup> August 2006	-
41.	Author	National	Market Analysis – Strategies to Enter Global market	Poster presentation	2006	Khair Mohideen College, Adirampattinam, Thanjavur on 19-20 <sup>th</sup> August 2006	-
42.	Author	National	Marketing of Financial Services	Poster presentation	2006	Vivekanandha college of Arts and Science, Thiruchengode – 637 205 on 30 <sup>th</sup> August 2006	-
43.	Author	National	CRM in Hospitality Industry	Poster presentation	2006	Vivekanandha college of Arts and Science, Thiruchengode – 637 205 on 30 <sup>th</sup> August 2006	-
44.	Author	National	Customer relationships Go Digital	Poster presentation	2006	Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006	-
45.	Author	National	Women Empowerment	Poster presentation	2006	Sri Vasavi College, Erode – 638 316 on 29-30 September 2006	-
46.	Author	National	CRM in Hospitality Industry	Poster presentation	2006	Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006	-
47.	Author	National	Impact of Technological Changes in Banking Sector	Poster presentation	2006	Dr. NGP Arts and Science College, Coimbatore – 641 035 on 30 <sup>th</sup> September 2006	-
48.	Author	National	Insurance Sector in India	Poster presentation	2006	Dr. NGP Arts and Science College, Coimbatore – 641 035 on 30 <sup>th</sup> September 2006	-
49.	Author	National	Life Insurance in	Poster	2006	Ururu Dhanalakshmi	-

			Rural India	presentation		College, Thiruchirappalli – 620 019 on 28 –29 September 2006	
50.	Author	National	Women Empowerment Through SHG- A Case Study in North Tamil Nadu	Poster presentation	2006	Urumu Dhanalakshmi College, Thiruchirappalli – 620 019 on 28 –29 September 2006	-
51.	Author	National	GEO-IPR 2006	Poster presentation	2006	Department of Geology, Periyar University, Salem 636 011 on October 5-6 <sup>th</sup> 2006	-
52.	Author	National	BPO in CRM	Poster presentation	2006	VLB Janakiamal College of Engineering & Technology, Coimbatore – 641 042 on 6 <sup>th</sup> October 2006	-
53.	Author	National	Accounting for Globalization and its Impact on Corporate Reporting	Poster presentation	2006	VLB Janakiamal College of Engineering & Technology, Coimbatore – 641 042 on 6 <sup>th</sup> October 2006	-
54.	Author	National	Customer Relationship Management	Poster presentation	2006	KKC Institute of Post Graduate Studies, Puttur, Venkateswara University, Andhara on 5 <sup>th</sup> November 2006	-
55.	Author	National	Indian Insurance: Modern Marketing Approach	Poster presentation	2006	Gandhigram Rural University, Gandhigram 624 302 Dindigul on 22-11- 2006	-
56.	Author	National	Life Insurance in the Global Era	Poster presentation	2006	at Gandhigram Rural University, Gandhigram 624 302 Dindigul on 22-11- 2006	-
57.	Author	National	IT towards Agricultural Development	Poster presentation	2006	Department of Economics, Periyar University, Salem on 14-15 <sup>th</sup> December, 2006	-
58.	Author	National	Globalization and Co- operative Sector in India	Poster presentation	2006	Department of Economics, Periyar University, Salem on 14-15 <sup>th</sup> December 2006	-
59.	Author	National	Indian Agricultural:A SWOT Analysis	Poster presentation	2006	Department of Economics, Periyar University, Salem on 14-15 <sup>th</sup> December, 2006	-

60.	Author	National	Droutht Early Warning Systems for Sustainable Agricultural Research in India	Poster presentation	2006	Department of Economics, Periyar University, Salem on 14-15 <sup>th</sup> December 2006	-
61.	Author	National	Monetary Integration in South Asia – Exploring the Possibilities	Poster presentation	2006	Sacred Heart college, Tirupattur on 1-2 December 2006	-
62.	Author	National	Political Consideration on the Possibilities of single Currency	Poster presentation	2006	Sacred Heart College, Tirupattur on 1-2 December 2006	-
63.	Author	National	Prospects of Developing Trade in south Asia	Poster presentation	2006	Sacred Heart College, Tirupattur on 1-2 December 2006	-
64.	Author	National	“Move with the world – Changes Imminent in Commerce Education	Poster presentation	2007	Periyar University,	-
65.	Author	National	“Improving Quality of Higher Education”	Poster presentation	2007	Khadir Mohideen College, Adirampattinam, Salem on 3 <sup>rd</sup> and 4 <sup>th</sup> March, 2007.	-
66.	Author	National	“Effectiveness of HRM Plan on Success”, a	Poster presentation	2007	PRIMS, Periyar University, Salem 636 011 on Feb. 15 <sup>th</sup> and 16 <sup>th</sup> , 2007.	-
67.	Author	National	“Effectiveness of HRM Plan on success with reference to Manufacturing Industries,	Poster presentation	2007	PRIMS, Periyar University, Salem 636 011 on Feb. 15 <sup>th</sup> and 16 <sup>th</sup> , 2007.	-
68.	Author	National	“Women Entrepreneurship Development”,	Poster presentation	2007	PRIMS, Periyar University, Salem 636 011 on Feb. 15 <sup>th</sup> and 16 <sup>th</sup> , 2007.	-
69.	Author	National	“Impact of Knowledge Management in the Globalized Arena”,	Poster presentation	2007	PRIMS, Periyar University, Salem 636 011 on Feb. 15 <sup>th</sup> and 16 <sup>th</sup> , 2007.	-
70.	Author	National	“Marketing in the Digital Age E-Marketing”,	Poster presentation	2007	PRIMS, Periyar University, Salem 636 011 on Feb. 15 <sup>th</sup> and 16 <sup>th</sup> , 2007.	-
71.	Author	National	“ECRM” in Retail Financial Services	Poster presentation	2007	Gobi Arts and Science College, Gobichettipalayam on 16 <sup>th</sup> and 17 <sup>th</sup> March, 2007.	-
72.	Author	National	“Recent Advances in	Poster	2007	Department of	--

			Accounting”	presentation		Commerce, Periyar University, Salem on 28 <sup>th</sup> and 29 <sup>th</sup> March, 2007.	
73.	Author	National	“ Stock Markets in 2006: Flatterting to Deceive”	Poster presentation	2007	Department of Commerce, Bharathdasan University, Tiruchirappalli on 7 <sup>th</sup> and 8 <sup>th</sup> April, 2007.	-
74.	Author	National	“Women Empowerment through Micro Finance”	Poster presentation	2007	Commerce Wing, DDE, Annamalai University, Annamalai Nagar-608 002 on 7 <sup>th</sup> and 8 <sup>th</sup> Many,2007.	-
75.	Author	National	“Marketing in the Digital Age E-Marketing”,	Poster presentation	2007	PRIMS, Periyar University, Salem 636 011 on Feb. 15 <sup>th</sup> and 16 <sup>th</sup> , 2007.	-
76.	Author	National workshop	Application of SPSS in social Sciences Research”,	Poster presentation	2007	Periyar University, Department of Commerce, Salem on 27-28 <sup>th</sup> July, 2007.	-
77.	Author	National workshop	“Soft Skills Training for Commerce Faculty”.	Poster presentation	2007	(SSTC-2007) held on August, 24-25 <sup>th</sup> August, 2007	-
78.	Author	National	“Concept and Framework of Medical Tourism in India”,	Poster presentation	2007	Department of Commerce, Sacred Heart College, Tirupattur on August, 29-30 <sup>th</sup> , 2007.	-
79.	Author	National	“Medical Tourism andEmerging Industry in India”,	Poster presentation	2007	Department of Commerce, Sacred Heart College, Tirupattur on August, 29-30 <sup>th</sup> , 2007.	-
80.	Author	National	“Economy of Medical Tourism in India”,	Poster presentation	2007	Department of Commerce, Sacred Heart College, Tirupattur on August, 29-30 <sup>th</sup> , 2007.	-
81.	Author	National	“Medical Tourism in India-Problem and Prospectus”, 2007.	Poster presentation	2007	Department of Commerce, Sacred Heart College, Tirupattur on August, 29-30 <sup>th</sup>	-
82.	Author	National	“Insurance Sector in India”,	Poster presentation	2007	Department of Commerce, VLB Janakiammal College	-

						of Eng. & Tec. Coimbatore on October, 6 <sup>th</sup> , 2007.	
83.	Author	National	“Insurance Sector in India”,	Poster presentation	2007	Department of Commerce, DDE, Annamalai University, Annamalinagar, on October 12 <sup>th</sup> , 2007.	-
84.	Author	National	“BPO in Customer Relationship Management”,	Poster presentation	2008	Department of Management (PRIMS), Periyar University, Salem on 28 <sup>th</sup> & 29 <sup>th</sup> February, 2008.	-
85.	Author	National	“Customer Relationship Management in Retail banking”	Poster presentation	2006	Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.	-
86.	Author	National	“BPO in CRM” <sup>t</sup> Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.	Poster presentation	2006	at Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.	-
87.	Author	National	“E-CRM”	Poster presentation	2006	Department of Commerce, Periyar University, Salem – 636 011 on 7-8 September 2006.	-
88.	Author	National	“Customer Relationship Management”,	Poster presentation	2008	Department of Management (PRIMS), Periyar University, Salem on 28 <sup>th</sup> & 29 <sup>th</sup> February, 2008.	-
89.	Author	National	“Globalization and the Recent Trends in Banking”,	Poster presentation	2008	Department of Management (PRIMS), Periyar University, Salem on 28 <sup>th</sup> & 29 <sup>th</sup> February, 2008.	-
90.	Author	National	“Indian Insurance: Modern Marketing Approach”,	Poster presentation	2008	Department of Management (PRIMS), Periyar University, Salem on 28 <sup>th</sup> & 29 <sup>th</sup> February, 2008.	-
91.	Author	National	“Private Insurance is not a Boon but a Bane”,	Poster presentation		Department of Management (PRIMS), Periyar University, Salem on 28 <sup>th</sup> & 29 <sup>th</sup>	-

						February, 2008.	
92.	Author	National	The Power of Women and their Achievements in Women Entrepreneurship”,	Poster presentation	2008	Department of Management (PRIMS), Periyar University, Salem on 28 <sup>th</sup> & 29 <sup>th</sup> February, 2008.	-
93.	Author	National	Crisis Management- Challenges and Opportunities in Global Scenario”	Poster presentation	2009	Periyar University, Salem, Feb. 25 and 26 <sup>th</sup> 2009	-
94.	Author	National	The Global Economic Crisis – An Analysis”	Poster presentation	2009	Periyar University, Salem, Feb.25 and 26 <sup>th</sup> 2009	-
95.	Author	National	Business Environment	Poster presentation	2009	Periyar University, Salem on 31 <sup>st</sup> March 2009	-
96.	Author	National	Global Business Environment: challenges and Opportunities”	Poster presentation	2009	PRIMS, Periyar University, Salem on 28 <sup>th</sup> and 29 <sup>th</sup> Jan. 2009.	-
97.	Author	National	Marketing Communication (Promotional Mix)	Poster presentation	2009	PRIMS, Prayer University, Salem on 28 <sup>th</sup> and 29 <sup>th</sup> Jan. 2009	-
98.	Author	National	Impact of Financial Crisis in Banking Sector,	Poster presentation	2009	Kongu Arts and Science College, Erode on 25 <sup>th</sup> Feb. 2009.	-
99.	Author	National	Change Management in Library and Information Services,	Poster presentation	2009	Gobi Arts and Science College, Gobichettipalayam, Erode, 20 <sup>th</sup> Sep. 2009.	-
100.	Author	National	Impact of World Economic Slowdown on Labour Market in India,	Poster presentation	2009	Selvem Arts and Science College, Nammakkal on 11 <sup>th</sup> Oct. 2009.	-
101.	Author	National	Global Financial Crisis: Impact on India and Asia,	Poster presentation	2009	Bharathidasan University, Trichy, on 12 <sup>th</sup> and 13 <sup>th</sup> Sep. 2009.	-
102.	Author	National	Global Financial Crisis: Financial Crisis and the Role of RBI,	Poster presentation	2009	Bharathidasan University, Trichy, on 12 <sup>th</sup> and 13 <sup>th</sup> Sep.	-



						2009.	
103.	Author	National	Impact of Crisis on the India Financial System-Insurance Sector,.	Poster presentation	2009	Bharathidasan University, Trichy, on 12 <sup>th</sup> and 13 <sup>th</sup> Sep. 2009	-
104.	Author	National workshop	Role of Environment in the Decision Taking Process of the Corporate Sector,	Poster presentation	2010	Department of Commerce, Periyar University, Salem – 31 <sup>st</sup> March, 2010.	-
105.	Author	National	Internet Banking,	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	-
106.	Author	National	E- Banking and Money Banking,	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	-
107.	Author	National	Recent Trends in Banking Technology,	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	-
108.	Author	National	Retail Banking,	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	-
109.	Author	National	Globalization and Recent Trends in Banking,	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	-
110.	Author	National	Internet Banking Innovation,	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	-
111.	Author	National	E- Banking,	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	-
112.	Author	National	Development of Information	Poster presentation	2010	Department of Commerce, Periyar	-



			Technology in Banking Sector,			University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	
113.	Author	National	E- Banking, Money and Banking and Customer Satisfaction in Tamilnadu,	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010	-
114.	Author	National	Banking Innovation and Customer Enrichment	Poster presentation	2010	Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.	-
115.	Author	National	“India – An Emerging Power Issues and Challenges”,	Poster presentation	2010	Navarasam Arts and Science College, Erode on December 30 <sup>th</sup> 2010.	-
116.	Author	National	“India and Global Financial Crisis – Recession to Resurgence”,	Poster presentation	2011	Nirmala College, Kerala , on 6 <sup>th</sup> and 7 <sup>th</sup> January, 2011.	-
117.	Author	National	National Conference on “Globalization Challenges and Opportunities,	Poster presentation	2011	Sri Vidya Mandir Arts and Science College, Uthangarai, Krishnagiri District on 6 <sup>th</sup> and 7 <sup>t</sup> , 2011.	-
118.	Author	National	National Seminar on “Global Financial Crisis”, Impact on Baking and Insurance Sectors of India, St.	Poster presentation	2011	Albert’s College, Kochi on 20 <sup>th</sup> and 21 <sup>st</sup> January, 2011.	-
119.	Author	National	National Seminar on “ Mobile Banking – An Emerging Trends”,	Poster presentation	2011	Annamalai University, 19 <sup>th</sup> December, 2011.	-
120.	Author	National	National Seminar on “Insurance in India”, “Financial Markets:	Poster presentation	2012	Issues and challeges (FIM IC2012) Thiruchirapalli, on 7-8 <sup>th</sup> January, 2012.	-
121.	Author	National	National Seminar on “Labour welfare Measures in Burn Standard Company Limited in Salem” ,	Poster presentation	2012	Vivekanda college for women Thrichengode, on 14-2-2012.	-
122.	Author	National	“Gold web Securities Investment plan”,	Poster presentation	2012	Karpagam University, Feb.3. 2012	-

123.	Author	National	Consumer view on petrol prices in India”,	Poster presentation	2012	Vivekanda college for women Thrichengode, on 14-2-2012.	-
124.	Author	National	“Purchase Decision and Consumer Behaviour”,	Poster presentation	2012	Kaamadhenu Arts and Science college, Sathyamangalam, on 22 <sup>nd</sup> Feb. 2012.	-
125.	Author	National	“A study on Brand loyalty towards health care Products in Salem City”,	Poster presentation	2012	PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012	-
126.	Author	National	Internet Banking In India”,	Poster presentation	2012	PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012	-
127.	Author	National	“Rural Women Entreprenerurs in India”,	Poster presentation	2012	PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012	-
128.	Author	National	“Labour welfare measures in burn Standard Company Limited in Salem”,	Poster presentation	2012	PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012	-
129.	Author	National	“Debit card holder’s Attitude towards SBI in Salem City”,	Poster presentation	2012	PRIMS, Periyar Universtiy, Salem on Feb.23-24, 2012	-
130.	Author	National	“Customer Relationship Management in Banking Sector”, Facts of Business Excellence and Computational Intelligence,	Poster presentation	2012	Vysysa Institute of Management Studies, Salem, March 9 <sup>th</sup> 2012	-
131.	Author	National	“BPO in Customer Relationship Management”, Facts of Business Excellence and Computational Intelligence,	Poster presentation	2012	Vysysa Institute of Management Studies, Salem March 9 <sup>th</sup> 2012.	-
132.	Author	National	“Marketing Strategies and Financial Viability of SHGs”, Facts of	Poster presentation	2012	Vysysa Institute of Management Studies, Salem –	-

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

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

			towards Insurance	Life	presentation		August 2014	
158.	Author	National	Impact of Information Technology on Global Business		Poster presentation	2014	Vysya College, on 11 <sup>th</sup> August 2014	

## List of Ph.D. Scholars Awarded

Sl.No.	Name of the Ph.D research Supervisor	Name of Ph.D students registered under the supervisor	FT/PT	Date of Registration	Registration Ref.no & Name of the Research Topic	Year of Completions /Awarded
1.	Dr.A.Vinayagamoorthy	T.Thirupathi	P.T	13.06.2006	PU/R/B5/004383/2006 A Study on Awareness, Attitude and Satisfaction with Investment Patterns & Tax Planning of individual Tax Payer in Vellore District.	2010 Awarded
2.	Dr.A.Vinayagamoorthy	D.Maria AntonyRaj	P.T	22.06.2006	PU/R/B5/007477/2006 Consumer Attitude and Purchase Decision	2010 Awarded
3.	Dr.A.Vinayagamoorthy	G.Sasikumar	P.T	05.06.2006	PU/R/B5/003866/2006 A Study on Consumer Behaviour & Purchase Decision Towards selected Durable products in Thiruvannamalai District	2011 Awarded
4.	Dr.A.Vinayagamoorthy	V.Aravamudhan	P.T	05.06.2006	PU/R/B5/006727/2006 An Analysis of Financial Performance of Cement Industry in Tamil Nadu.	2010 Awarded
5.	Dr.A.Vinayagamoorthy	L.Sankari	P.T	12.06.2006	PU/R/B5/006376/2006 Service Quality of Banks in Salem District	2010 Awarded
6.	Dr.A.Vinayagamoorthy	S.Suja	P.T	12.06.2006	PU/R/B5/006376/2006 Women Empowerment through Self help Group	2011 Awarded
7.	Dr.A.Vinayagamoorthy	C.Madhesh	P.T	12.02.2007	PU/R/B5/001933/2007 Perception usage & Awareness of credit cards among Bank customer- A Study in Salem District	2011 Awarded

8.	Dr.A.Vinayagamorthy	V.Vijayalakshmi	P.T	11.02.2008	PU/R/B5/015543/2007 Marketing	2012 Awarded
9.	Dr.A.Vinayagamorthy	C.Vijayarani	P.T	24.12.2008	PU/COE/C10/Ph.D/2009 Marketing	2012 Awarded
10	Dr.A.Vinayagamorthy	M.Venkatesan	P.T	22.04.2009	PU/R/R4/03360/2009 Marketing	2012 Awarded
11	Dr.A.Vinayagamorthy	K.Senthilkumar	F.T	27.05.2010	PU/R/R4/3210/2010 Marketing	2012 Awarded
12	Dr.A.Vinayagamorthy	K.Senthil Raj	P.T	10.06.2010	PU/RD4/B5/Ph.D/2010 Marketing	2014 Awarded
13	Dr.A.Vinayagamorthy	C. Sankar	F.T	17.11.2011	PU/COE/RD4/Ph.D./05553/2012 – Banking and Insurance	2014 Awarded

## List of Ph.D. Guidance

<b>Sl. No.</b>	<b>Name of the Scholars</b>	<b>Year of Admission</b>	<b>Pursuing</b>	<b>FT/PT</b>
1.	P. Naveen Jothi	09.09.2011	Pursuing	PT
2.	M. Sangeetha	18.11.2011	Pursuing	FT
3.	P. Kannan	04.07.2012	Pursuing	FT
4.	N. Sakila	21.12.2012	Pursuing	FT
5.	S. Vijaya Kumari	10.06.2013	Pursuing	FT
6.	M. Ganesan	12.06.2013	Pursuing	FT
7.	D. Kamatchi	12.09.2014	Pursuing	FT
8.	A.Renuka	11.2014	Pursuing	FT



### **Foreign Visit**

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

### **Documentary Produced**

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

### **Executive Member**

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

### **Expert Member**

Restructuring of Commerce Curriculumam – Kerala University-2014

### **Technical Qualification**

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

## Awards

Sl.No.	Name of the Award	Agency	Year of Award
1.	Best Citizens of India Award	International Publishing House, New Delhi	2009
2.	Best Citizens of India Award	International Publishing House, New Delhi	2012
3.	Best Citizens of India Award	International Publishing House, New Delhi	2013
4.	Best Professor in Marketing Management	from 3 <sup>rd</sup> Asia's Best B-School Awards, Singapore	19-07-14
5.	Kalvi Sevakar Virudhu-2012	Chennai Cultural Academy, Rotary Club of Salem West	22-07-12
6.	Bharat Jothi Award	India International Friendship Society-New Delhi.	29-08-12
7.	Glory of India gold medal	International Institute of success Awareness	29-08-12
8.	Best Professor in Financial Management	3 <sup>rd</sup> Asia's Best B-School Awards, Dubai	25-09-12
9.	Shiksha Rattan Purakar	India International Friendship Society-New Delhi.	30-10-12
10.	Best Teacher in Marketing Management	3 <sup>rd</sup> Asia's Best B-School Awards, Mumbai on	24-11-12
11.	Indira Gandhi Excellence Award	India International Friendship Society-New Delhi	09-02-13
12.	Rashthriya Gaurav Award	India International Friendship Society-New Delhi	09-02-13
13.	Second Best Participating Branch Award	National Accounting Talent Search 2011-12, Indian Accounting Association Certificate	2011-12
14.	Mahatma Gandhi Ekta Samman	India International Friendship Society-New Delhi	02-08-13
15.	National Citizenship Gold Medal Award	Global Economic Progress and Research Association, New Delhi.	01-05-14

## **Membership in Professional Bodies**

University of Madras	Academic Council Member – 5 Years (1997-2001)
Other Bodies	<ol style="list-style-type: none"><li>1. Indian Accounting Association</li><li>2. Indian Commerce Association</li><li>3. Indian Academic Researchers Association</li><li>4. Indian Economists Association</li><li>5. Tamil Nadu Anti Corruption Movement</li><li>6. Tamil Nadu Consumer Movement</li><li>7. TamilNadu Co-operative Movement</li><li>8. International Institute of Success Awareness</li><li>9. Global Economic Progress and Research Association</li><li>10. Salem Productivity Council</li><li>11. All India Rail and Bus Users Welfare Association</li><li>12. SELP- Indian Academic Research Association</li></ol>

## Question Paper Setter

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

## Book Review (Purchase Decision and Consumer Behaviour)

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

## Editorial Board Member –Life Member

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

## Administrative Experience

Sl.No.	Institution
1.	Member of Appointment of Staff and College Administration for Affiliation from University – Marudhar Kesari Jain College , Vaniyambadi from 1995 to 2001
2.	Member of appointment of Staff in Periyar University College of Arts and Science College, Mettur Dam – from 2006 to 2008

## Research papers Reviewed

Sl.No.	Tittle
1.	Indian Journal of Development Research and social Action (An International Journal) Special Issue on Environment, Global Research Publications, New Delhi (India) Vol. 1, No. 2 July - December, 2005 pp.285
2.	Indian Journal of Development Research and social Action (An International Journal) Special Issue on Environment, Global Research Publications, New Delhi (Indian Vol. 2, Issue I January-June, 2005 pp.176
3.	The Economic Challenger, Ajmer, Issue 35, No.9, April – June 2007.
4.	The Economic Challenger, Ajmer, Issue 35, No.10, July – Sept. 2007.
5.	Editorial Board Manager, International Journal for Contemporary Commerce, ISSN 2319-4995.
6.	Edited Volume- Corporate and Business response to Climate Change, ISBN-978-81-9080-823-1.
7.	Journal of Development Research, Mumbai, Vol.6, Issue-2 Sept. March-2014.
8.	Manage DCMS Journal of Management, University of Calicut, Vol.7 & 8, No1-4, Jan.-Dec. 2012-13.
9.	International Journal of Research & Business Innovation, Dharmapuri, Vol. 1 Issue No. 4, Dec. 2013.

### University Nominee

Sl.No.	Nominee
1.	Board of Studies for Commerce, Sacred Hearts College (Autonomous), Tirupattur – Thiruvallur University, Vellore (During 2007 – 09).
2.	Board of Studies for Commerce, Vivakanda College (Autonomous), Thiruchengode – Periyar University, Salem
3.	Board of Studies for Commerce, Saradha College for Women (Autonomous) Salem.

### Board of Studies

Sl.No.	Name of the board
1.	Member - P.G. and M.Phil. Board of Studies Commerce, Bharathiar University, Coimbatore - (2005-2006)
2.	Member - P.G. and M.Phil. Board of Studies Commerce, Periyar University, Salem- (2008-2012)
3.	Member – MBA Board of Studies Commerce, Periyar University, Salem- (2008-2009)
4.	Chairman – P.G. Board of Studies, Department of Commerce, Periyar University, Salem- (2008-2009)
5.	Member – P.G board of studs Department of Commerce, Periyar University, Salem.
6.	Expect Member (Other State) Department of Commerce, kerala University, kerala

## Resource Person in Seminar

Sl.No.	Title of Seminar
1.	Acted as a resource person in the Personality Development and Career Guidance Inter-Collegiate Training Program' conducted by Mazharul Uloom College, Ambur on 28 <sup>th</sup> and 29 <sup>th</sup> January, 2005.
2.	Acted as a resource person in the National Level Seminar on 'Information Technology' conducted by PRIMS, Periyar University, Salem on 25 <sup>th</sup> February, 2006.
3.	Organized and attended Workshop on Business Environment at Periyar University, Salem on 31 <sup>st</sup> March 2009.
4.	Organizing Secretary in National Seminar on Banking Innovation and Customer Enrichment Department of Commerce, Periyar University, Salem on 18 <sup>th</sup> and 19 <sup>th</sup> March, 2010.
5.	Acted as Resource Person in National Level Workshop on "SPSS and Plagiarism in Research" conducted by Sacred Heart College, Tirupattur on December, 27 <sup>th</sup> to 29, 2012.
6.	Acted as Resource Person on Business Research Methods, Vysya College of Arts and Science, Salem on 05/01/2013.
7.	Acted as Resource Person with ICSI Career Awareness Programme, Padmavani arts and Science College on 5/03/2013
8.	Acted as Resource Person on Research Methodology, Vysya Colleges of arts and Science, Salem on 30/08/2013.
9.	Acted as Resource Person on Contemporary issues in Commerce, 23 <sup>rd</sup> August, 2013.
10.	Acted as Resource Person on Trading in Security and Commodity markets on 30 <sup>th</sup> and 31 <sup>st</sup> August, 2013.
11.	Acted as Resource Person on ICCSR Sponsored Capacity Building Programme on Research Methodology-Paper Clinic on 13 Sept. 2013.
12.	Acted as Resource Person on Method of Data Collection, Vivekadandha of arts and Science college, Salem on 7/10/2013.
13.	Acted as Resource Person on Research methodology Vysays College arts and science

14.	Acted as Resource Person on Research Methodology, Balamurgan arts and science.
15.	Acted as Resource Person on seminar Knowledge Institute of Management on 7-11-2013.
16.	Acted as Resource Person on N.M.S.M Govt. College-Kalpetta –Kerala- Contemporary Issues of Research Methodology in Social Science – 25/11/2013.
17.	Acted as Resource Person on Sacred Heart College (Autonomous)-Tirupattur- Emerging Challenges in Finance and Accounting – 10 <sup>th</sup> &11 <sup>th</sup> December, 2013.
18.	Acted as Resource Person on International Journal of Research and Business Innovation (IJRBI), Tamilnadu, India- 21 <sup>st</sup> December, 2013.
19.	Acted as Resource Person on Capacity Building Programme for Social Science Faculty, Department of Economics, Periyar University, Salem-11-26 <sup>th</sup> Jan.2014.
20.	PG Board of Studies, Department of Commerce, University of Kerala from 29 <sup>th</sup> to 31 <sup>st</sup> Jan.2014.
21.	Acted as <b>Expert Member</b> on Workshop on M.Com curriculum Restructuring-
22.	Act as Resource Person on “Personality Development”, Department of Commerce, ERK College of Arts and Science, Dharmapuri, 13/02/14.
23.	Act as Resource Person on “Emerging Challenges in HR”, Department of Commerce, PGP College of Arts and Science, Namakkal, 15/02/14.
24.	Act as Resource Person on “Impact of Retail Marketing on Indian Economy”, Padamavani College of Arts and Science, Omluar, 21/02/2014
25.	Act as Resource Person on “Growth of Indian Economy” Periyar University Arts and Science College, Mettur Dam, 28/02/2014.
26.	Act as Resource Person on “Business Research Method- Modern Approaches” Shanmuga Industries Arts and Science College, Tiruvannamalai, on 10/03/2014
27.	Act as Resource Person on “ International Conference Emerging trends in HR Practices”, PGP College of Arts and Science, Namakkal-637 207.
28.	Act as Resource Person on “National Conference on Growth of Indian Economy” Periyar University College of Arts and science, Mettur Dam.
29.	Act as Resource Person two sessions “ Emerging Trends in Global Business” Acharya Nagarjuna University, Nagarjuna Nagar- A.P on 29 <sup>th</sup> and 30 <sup>th</sup> 3March,



	2014.
30.	Act as Resource Person on ICAI – Ca Awareness Programme at Vivekanandha College for Woman on 10/07/2014.
31.	Debate on Union Budget 2014-15 at Mahendra Engineering College on 18/07/2014.
32.	Act as Resource Person on CA Awareness Programme at Vysya College on 28/07/2014.
33.	Act as Resource Person on CA Awareness Programme at Vivekanandha College for Women, on 13/08/2014.
34.	Act as Resource Person on CA Awareness Programme at Balamurugan College of Arts and Science, Mecheri on 27/08/2014.
35.	Act as Resource Person on Recent Trends in Commerce Education at Mahendra Arts and Science College, on 6 <sup>th</sup> Oct 2014.
36.	Act as Resource Person on Business Innovation at Sun Arts and Science College, Tiruvannamalai on 06 & 07 <sup>th</sup> Oct 2014.
37.	Act as Resource Person on Recent Trends in Commerce Education at Vivekanandha Arts and Science on 11 <sup>th</sup> Oct 2014

### **Extension Activities**

<b>Sl.No.</b>	<b>Title</b>
1.	Conduct of Indian Accounting Talent Test for 250 Students- 2010
2.	Conduct of Indian Accounting Talent Test for 550 Students – 2011
3.	Conduct of Indian Accounting Talent Test for 250 Students – 2012
4.	Conduct of Indian Accounting Talent Test for 510 Students – 2013-14

### Collaborative activities

<b>Sl.No.</b>	<b>workshop</b>
1.	Organizing workshop - The Institute Chartered Accountant of India
2.	Organizing workshop - The Institute of Company Secretaries of India
3.	Investor Awareness Programme – by BSE/Resource Person Mr.Ram Kumar/ on 4-02-2013.
4.	ICSI Career Awareness Programme by “Institute of Company Secretaries of India, Chennai” on 05/03/2013 in Seminar Hall, Department of Commerce, Periyar University, Salem –Resource Person Dr.V.Balaji, Ph.D. Assistant Education Officer, ICSI New Delhi.

### Coordinator

<b>Sl.No.</b>	<b>Research forum</b>
1.	Research Forum- Department of Commerce, Periyar University, Salem-11.

### External Guideship for Ph.D

<b>Sl.No</b>	
1.	Dravidan University- Andhra Pradesh
2.	Bharathir University- Coimbatore
3.	Shri Jagdishprasad Jhabarmal Tibrewala University- Mumbai

### Invited Lectures – National Level

<b>Sl.No.</b>	<b>College and School</b>	<b>Topic</b>
1.	PGP College, Namakkal Dist.	Recent Development in Commerce curriculum
2.	Harur Muthi College, Harur	Recent Development in Commerce curriculum
3.	Balamurugan Arts and Science College, Mecherry	Recent Development in Commerce curriculum
4.	Padmavani Arts and Science college, Omular	Recent Development in Commerce curriculum
5.	St.Joseph's College for Women, Hour	Recent Development in Commerce curriculum
7.	Sree Vijaya Vidyalaya College, Dharampuri	Recent Development in Commerce curriculum
8.	Kaveri Education College, Mecherry	Recent- Changes in Education Curriculum
9.	Varuvam Vadivelan Education College, Dharmapuri	Recent- Changes in Education Curriculum
11.	Varuvam Vadivelan Engineering College, Dharmapuri	Importance of Business Communication Skill
12.	Secred Heart College, Tirupattur	Indian Insurance: Modern Marketing Approach
13.	KMG College, Gudiyattam	Entrepreneurship Development
14.	Mazahrul Uloom College, Amber	Importance of Business Communication Skill
15.	Vaitheswara Hr.Sec. School, Mettur Dam	Importance of Commerce Education
16.	Malco Hr. Sec. School, Mettur Dam	Importance of Commerce Education
17.	Infanct Jesus High School, Jolarpettai	Importance of Commerce Education
18.	Vysya College, Salem-636 103	Research Methodology
10.	Vinayaga Mission Deemed University, Arayanur	Importance of Business Communication Skill

### Invited Lectures – International Level

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

### Invited Talk in NSS Programme

Sl.No.	College and School	Topic
1.	Harur Muth College, Harur	Importance of NSS and Consumer Awareness Programme
2.	Mazahrul Uloom College, Ambur	Importance of NSS and Consumer Awareness Programme
3.	Secred Heart College, Tirupattur	Importance of NSS and Consumer Awareness Programme
4.	KMG College, Gudiyattam	Importance of NSS and Consumer Awareness Programme
5.	Govt. Hr. Sec. School, Jolarpettai	Importance of NSS and Consumer Awareness Programme
6.	Govt. Hr. Sec. School, Ponneri	Importance of NSS and Consumer Awareness Programme
7.	Govt. Hr. Sec. School, Ponneri	Importance of NSS and Consumer Awareness Programme on 28 <sup>th</sup> Sep 2014.

### Professional Development Activities- Membership of Associations

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

## Membership

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

## NSS Particulars

Sl.No.	College	Nature of Activities
1.	Sacred Heart College, Tirupattur	NSS- National Level Camp attended for Three years during my B.Com., Studies NSS activities for 240 hours
2.	Periyar University College of Arts and Science College, Mettur Dam	Conducted Three NSS camp at different villages during my services as principal i/c at Mettur Dam

## NCC Particulars

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

### Seminar/ Workshops Organized in Periyar University

Sl.No.	Title	Date
1.	Banking Innovation and Customer Enrichment	18-19 March, 2010
2.	The Role Environment in the Decision Taking Process of the Corporate Sector	31 <sup>st</sup> March,2009
3.	Global Financial Meltdown- Causes, impact and Remedies	25-26 Feb, 2009
4.	International Financial Reporting Standards (IFRS)-Indian Current Scenario	25 <sup>th</sup> -26 <sup>th</sup> July, 2013
5.		

#### ICSSR Sponsored Programme:

Sl.No.	Title
1.	Two weeks Capacity Building Programme on Research Methodology for Social Science Faculty- 02 to16 sep,2013

#### Awareness Programme Conducted

Sl.No.	Title
1.	Conducted Chain Programme on CA Career Guidance on 01/11/2012
2.	Conducted Investor Awareness Programme 2012 on 19/11/2012

### Project Undergoing

Sl.No	Title of the Project	Funding Agency	Amount
1.	Project title: “ <b>International Financial Reporting Standards –Current Scenario (Problems and Prospects)</b> ”	<i>UGC, New Delhi</i>	<i>Rs.7,98,800 /-</i>
2.	<i>Project titled: “<b>Micro Insurance: An Effective Strategy to Reduce Poverty (A Study with Special Reference to Salem District)</b></i>	<i>Council of Social Science Research (ICSSR), Govt., of India</i>	<i>Rs. 7,00,000/-</i>

### Awareness Programmer Conducted

Sl.No.	Title
1.	Chain programme on CA Career Guidance by “ <i>Institute of Chartered Accountants of India, Salem Branch</i> ” on 01/11/2012 in Seminar Hall, Department of Commerce, Periyar University, Salem.
2.	Investors Awareness programme by “ <i>Institute of Chartered Accountants of India, Salem Branch</i> ” on 19/11/2012 in Seminar Hall, Department of Commerce, Periyar University, Salem.

3.	Investors Awareness programme by “ <i>Bombay Stock Exchange</i> ”, on 04/02/2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
4.	ICSI Awareness Programme by “ <i>Institute of Company Secretaries of India, Chennai</i> ” on 05/03/2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
5.	Consumer Clubs will be organized by “ <i>Consumer Welfare Department</i> ” during April , 2013.

### Research Forum

Sl.No.	Title
1.	Organized “ <i>UGC Sponsored State Level Workshop on Research Methodology for Social Sciences</i> ” on March 21 <sup>st</sup> , 22 <sup>nd</sup> and 23 <sup>rd</sup> , 2013.
2.	Special Lecture Programme on “ <i>Research Methodology</i> ” by Dr. P. Chellasamy, Assistant Professor, Department of Commerce, Bharathiar University, Coimbatore on 27.11.2012 in Seminar Hall, Department of Commerce, Periyar University, Salem.
3.	Special Lecture Programme on “ <i>Research Methodology</i> ” by Dr. M. Rajasekar, Professor, Department of Commerce, Management and Information Sciences, Sri Venkateswara University, Tirupati on 18.01.2013 in Seminar Hall, Department of Commerce, Periyar University, Salem.
4	Special Lecture Programme on “ <i>Research Methodology</i> ” by Dr. S. Jayana, Dean, Faculty of Commerce and Management, Vijayanagara Sri Krishnadevaraya University on 18.01.2013 in Seminar Hall, Department of



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

## **Memorandum of Understanding Entered**

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

## **Memorandum of Understanding to be entered**

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

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

### ***Future Plan***

<b>Sl.No.</b>	<b>Publication of book</b>
1.	Publication of book on 'Management Information System' by the end of December, 2015
2.	Publication of book on 'Principles of Accountancy' by the end of December, 2015
3.	Publication of book on 'Corporate Accounting' by the end of December, 2015
4.	Publication of book on 'International Business' by the end of December, 2015
5.	Publication of book on 'Banking and Insurance' by the end of December, 2015
6.	Publication of book on 'Micro Insurance' by the end of December, 2014
7.	Publication of Research Articles in National and International Journals
8.	Preparation of Research Papers, presentation and participation in various National and International Level Seminars, Conferences and Workshops
9.	Organizing National and International Seminars in recent topics in Commerce Subjects
10.	Organizing Personal Development Programme for the benefit the student community
11.	Organizing Seminars in developing Communication Skill for the benefit of the student community
12.	To bring recent changes in Commerce Curriculum development



**Dr. A. VINAYAGAMOORTHY, Ph.D.,**

Qualification	M.Com., M.Phil., M.Ed., MBA., PGDCA., Ph.D.,
Position	Professor of Commerce
Date of Birth and Age	31-03-1959 & 55 years
Teaching Experience	27 years and 02 Months
Research Experience	17 years
Field of Specialization	Marketing, Finance, Accounting, Taxation. Insurance and Banking
Number of Write up's /Books Published	219 Research Articles/ 8books
Three Important Publications:	
Globalization and Recent Trends in Banking –The Management Accounting –ICWA-Vol.6-Oct.2007	
Accounting for Globalization - icfai University – Sep. 2009 –ISBN -978-81-314-2464-3 pp.22-28	
Indian Insurance –Modern Marketing Approach – Sep. 2009 – ISBN- 978-81-7835-782-9 pp.62-74	
Research Guidance : M.Phil.: 22+68 Ph.D.: 13+10	
Awards Received :15 /Extension Activities :5	
Number of Conferences/Seminars etc Organized: 6 Presented Papers 214	
Awards/Rewards/any other recognition - Produced Gold Medalists UG Level 7 & PG Level 2	
Special Lecture: 25 / ICAI Awariness Programme : 10	
Books Reviewed – Four Books  Academic Council Member University of Madras – From 1995 to 2001  Ph.D. Produced –14 – Periyar University	<ul style="list-style-type: none"> <li>+ Financial Management-VK Saxena &amp; CD Vashist</li> <li>+ Methodology for Real Estate Market Analysis – Dr. Arul Raj</li> <li>+ Principles of Insurance and Risk Management, Dr. S.L. Gupta,</li> <li>+ Financial Management, Dr. S. N. Maheswari</li> </ul>
University Nominee	Sacred Hearts College, (Autonomous) Thiruvallur University, Vellore Vivekandha College, (Autonomous) Tiruchaugode Periyar University; Saradha college, Salem PG Board of Studies & Commerce and MBA– Periyar University;
Served as Editorial Board Member	Five Journals
Membership in Professional Societies	Life Member- Indian Accounting Association, Indian Commerce Association, Indian Academic Researcher Association TN Anti Corruption Movement TN Consumer Movement

Foreign Visits	University of Kelaniya, Sri Lanka World Business Institute, Bangladesh
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