

## PROFILE

**Dr. M. THANIKAIVEL.** M.Com, M.Phil, Ph.D., MBA, PGDCA.,

Assistant Professor  
PG and Research Department of Commerce  
Chikkanna Government Arts College  
Tiruppur – 641 602

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- **Achiever of DISTINGUISHED TEACHER AWARD, COMMERCE from Global trust, NGO, Bangaluru, on 07<sup>th</sup> September 2019**
- **Education Excellence Award, Teacher Transforming India 2022**

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### ACADEMIC QUALIFICATION:

S.No.	Exam Passed	Specialization (Major)	Month & Year of Passing	Institution Studied	Name of the University / Board	% of Marks & Class obtained
1	<b>B. Com</b>	COMMERCE	APRIL 1993	Gobi Arts college, Gobichettipalayam	Bharathiar University	50.3% II
2	<b>M.Com</b>	COMMERCE	MAY 1995	Gobi Arts college, Gobichettipalayam	Bharathiar University	63.1% I
3	<b>M.Phil</b>	COMMERCE	APRIL 2004	Bharathiar University, Coimbatore	Bharathiar University, Coimbatore	59% II
4	<b>MBA</b>	MANAGEMENT	DEC 2006	Alagappa University	Alagappa University Karaikudi	59% II
5	<b>Ph.D</b>	COMMERCE	APRIL 2010	Kongu Arts & Science College, Erode	Bharathiar University, Coimbatore	I

**Additional Qualification:**

S.No.	Name of the Exam	SLET/NET	Month & Year of Passing	% of Marks & Class obtained
1	Eligibility for lectureship Commerce	SLET	MARCH, 1997	Pass

**Computer proficiency:**

S.No.	Exam Passed	Specialization (Major)	Month & Year of Passing	Institution Studied	Name of the University / Board	% of Marks & Class obtained
1	PGDCA	COMPUTER APPLICATION	DEC 2001	Bharathiar University, Coimbatore	Bharathiar University, Coimbatore	61%

**2. Previous Experience (Furnish in ascending order)**

S.No	Name of the Institution/Company	Designation	Service		Total Service	
			From	To	Years	Months
1	Salem Sowdeswari College,Salem	Lecturer	18/9/95	24/4/1998	2	07
2	Kongu Arts and Science College,Erode	Lecturer	19/6/98	30/6/2000	2	-
3	Gobi Arts college, Gobichettipalayam , Thiruchengode.	Assistant Professor	7/7/2000	8/4/2010	9	08
4	Vivekanandha College of Arts & Sciences for Women	Professor and head	14/6/2010	15/07/2015	5	01
5	Government Arts College (Men), Krishnagiri	Assistant Professor	29/07/2015	04/03/2021	5	07
6	Government Arts College for Men (Autonomous) Nandanam	Assistant Professor	05/03/2021	31/01/2026	4	11
7	Chikkanna Government Arts College, Tiruppur	Assistant Professor	01/02/2026	Till date	0	2
<b>Grand Total</b>					<b>30</b>	<b>10</b>

### 3. Book Published

S.No	Title	Author	Publisher	ISBN
1	Merchant Banking	Dr.M.Thanikaivel	Lap Lambert Academic Publishing , Germany	978-613-9-99573-8
2	Financial Services	Dr.M.Thanikaivel	Charulatha Publications	978-93-5577-802-4

### 4. Projects undertaken

S.No	Minor / Major	Title	Funding agency	Period	Amount
1	Minor	Role of Parents' in their children's higher education: A study in Krishnagiri district	Malcolm& Elizabeth Adiseshiah Trust, Chennai	Dec 2020 to Dec 2021	Rs. 1, 00,000
2	Workshop	Three day workshop on research methodology and data analysis for social sciences	ICSSR, SRC	28.11.2022 to 30.11.2022	Rs. 60,000

Acted as a Reviewer in ABDC

<https://abcdindex.com/reviewer/dr-m-thanikaivel-000-513-961>

Published an article in book chapter Taylor and Francis titled navigating the shift to Education

5.0: Collaboration and Creativity in the year 2026

### 5. Articles Published Details:-

S.NO	Title of Article	JOURNAL	Year/Month
1	SENSEX: A simplified representation of reality	The management accountant	June 2007
2	Behaviour of banking and finance companies' share prices in India: test of random walk model	International journal of multidisciplinary management studies	Sep 2012 Impact factor 3.567
3	Behaviour of automobile companies' share prices in India: test of random walk model	International journal of management research and review	June 2012 Impact factor 2.25

4	A study on customer relation Management with special reference to Maha Electronics private Limited, Bangalore	Zeinth International Journal of Business Economics and Management Research	14-May 2014 Impact factor 3.567
5	Determinants of Indian Stock Market	VEI Journal of social Science	Vol. 1, No.1, Dec 2014
6	The Impact of Mobile phone usage in the society	VEI Journal of social Science	ISSN 2394-1316, Vol 2, Issue 04 August 2015
7	A study on consumer behavior towards online shopping with preference to Tiruchengode Taluk	VEI Journal of social Science	ISSN 2394-1316, Vol 2, Issue 04 August 2015
8	A Study on College Girls Students attitude towards their Career	VEI Journal of Social Science	ISSN 2394-1316, Vol 2, Issue 04 August 2015
9	Adjustment Problems Among School Going Adolescent Students	EPRA International Journal of Multidisciplinary Research (IJMR)	ISSN: 2455-3662-Online Edition, Impact Factor SJIF 2015: 3.395
10	Educational Choice in relation to academic stress, achievement and motivation and self concept	International Journal of Multidisciplinary Research and development	ISSN 2349-5979 Vol 3; issue 2; Mar 2016 IMPACT FACTOR 5.72
11	A study on loneliness among aged people in Erode District	International Journal of Management and Social Development	ISSN 2348-1919 , Volume 3, NO.2. IMPACT 0.745 May 2016.
12	A study of HRM Practices and Organizational Culture In Selected Private Sector Organizations - Innovation & Management	VEI ,International Journal of Social Science	2394-1316 Volume 03, No.3. April 2016
13	Economic Empowerment of Women in India	International Journal of Technical Research & Science	Vol-3; issue-5 PP-251-253, 2018
14	Herbal Medicines And Healthcare – A Review	UGC CARE LIST Journal of Management Research and Analysis (JMRA)	e-ISSN 2394- 2770/ISSN2394-2762/Special Issue No.1-Vol.2/ Jan-Mar. 2019, PP-108-112.
15	A comparative study of service quality of life insurance companies and other private insurance companies with reference to Chennai district	STAR Research Journal	ISSN: 2321-676X, Volume 7, Issue 4(2), Page: 5 – 10; April, 2019
16	An Overview on Indian Healthcare Industry	International Journal of Technical Research & Science	Vol-4; Issue-1, PP- 25-26, 2019
17	Success story on Indian Tourism	International conference proceedings: Bangladesh – India policy Landscape, Dhaka International University, Dhaka	7-8.03.2020

18	A Study On Women Entrepreneurship – Motivational, Encouraging and Financial Supports In MSME in Chennai	Efflatounia	Volume: 5 Issue 2; ISSN: 1110-8703 Pages: 1420 – 1431
19	Academic engagement of college teachers during pandemic COVID-19	Turkish Journal of Physiotherapy and Rehabilitation	ISSN 2651-4451   e-ISSN 2651-446X, Vol. 32; Issue 3, Page: 26723-26741
20	Parental involvement in academic achievement: Importance, Barriers and Benefits	Star international Journal,	ISSN: 2321-676X; Vol.9, Issue 10(1), October 2019.
21	A review of the relationship between parental involvement and school students' academic achievement	SHODHA-PRABHA	ISSN 0974-8946, Vol.46, Issue 04, No.4, 2021
22	Parental involvement in academic achievement: Importance, Barriers and Benefits	Journal of the Asiatic of Mumbai	ISSN: 0972-0766; Vol. XCIV; No. 6, 2021
23	An empirical study on awareness about the green marketing Among the Indian consumer perspective	Business, Management and Economics Engineering	ISSN: 2669-2481 / eISSN: 2669-249X: 2023 Volume 21 Issue 01, PP. 916-927.
24	A study on buying behaviour on mobile phones among college Students with reference to chennai city	Business, Management and Economics Engineering	ISSN: 2669-2481 / eISSN: 2669-249X: 2023 Volume 21 Issue 01, PP. 884.898.
25	The impact of different stores attributes on consumer retail Choice behaviour for food and grocery retailing in the Indian Context	GRADIVA REVIEW JOURNAL	UGC CARE- ISSN NO: 0363-8057; VOLUME 9 ISSUE 1 2023; pp-445-469
26	A study on buying behaviour on mobile phones among college students with reference to Chennai City	Business, Management and economics engineering	Scopus; ISSN: 2669-2481; 2023 Volume 21; Issue 01; pp- 884-898
27	An empirical study on awareness about the green marketing among the Indian Consumer perspective	Business, Management and economics engineering	Scopus; ISSN: 2669-2481; 2023 Volume 21; Issue 01; pp-916-927
28	A study on consumer preferences and perception towards green marketing	Shodhak : A Journal of Historical Research (UGC CARE Journal)	ISSN : 0302-9832 Volume: 53, Issue: 03, No: 02, September - December : 2023
29	Factors affecting mobile phone change and choice behavior among college student	Shodha Prabha (UGC CARE Journal)	Vol. 48, Book No.07: 2023 ISSN: 0974-8946
30	Economic empowerment of women In india	International Journal of Technical Research & Science	ISSN No.: 2454- 2024 (online) Volume 3 Issue VII, August 2018,pp.251-255
28	Role of customer relationship management in customer satisfaction in non-banking financial companies in	South India Journal of Social Sciences (UGC CARE Journal)	ISSN: 0972 – 8945; Vol. XXI, No.16, July – December: 2023, pp-112-120

	Kanyakumari district of Tamil Nadu: a path analysis		
29	A systemic review of literature: customer relationship Management in non-banking financial institutions	IPE Journal of Management UGC CARE LIST	ISSN 2249-9040 Volume 14, No 8, January-June 2024
30	Contemporary tourism as alivelihood intervention of tour Operators: a study among the selected family based tour Operators from Chennai	IPE Journal of Management	ISSN 2249-9040 Volume 14, No 08, July-December 2024
31	Marketing Problems and Constraints Faced by Banana Cultivators Concerning Erode District, Tamil Nadu	Journal of Integrated Marketing Communications and Digital Marketing	Vol. 5, Issue 1 (January – June, 2024) pp: (16-23)

### 7. Paper as a Part of ISBN Book

S.No.	Title of the paper	Title of the book	Publisher	Year of Publication	Page No
1	The evolution of stock market in India	Research in management research	Leser park publishing house, Coimbatore	2011	241
2	A study on emotional intelligence and effectiveness of advertising	Emerging trends in adverting	Shanlax publication Madurai	2012	41
3	Recent trends of public and private sector	Emerging Paradigms in Management research	Shanlax Publication	Feb 2014	232
4	A Comparative Study on Behaviour of various sectors in Indian Stock Market	Impact of Global crisis on Indian Scenario	Mithila Publications, Erode ISBN 978-93-80506-09-8	14-Aug 2014	351
5	Marketing Research of affecting customers satisfaction in retail banking	E-Services issues and challenges	Shanalax Publication, Madurai ISBN:978-81-93331-5-1	2016	231
6	Customer relationship management in financial services sector- a review	Proceedings for the Multi-Disciplinary International	R.B.GOTHI JAIN COLLEGE FOR WOMEN.	ISBN: 978-93-91977-04-7	263

		Conference on Artificial Intelligence in E-Commerce	Redhills, Chennai-52		
7	CSR practices: Public and private sector banks in India	Advances in interdisciplinary research and innovation	Weser Books	ISBN: 978-3-96492-466-7	22
8	Electronic shopping: A paradigm shift	Current advances in multidisciplinary research	Rubicon Publication	ISBN: 978-1-913482-16-9	139
9	Employees' Experience In Digital Transformation	Emerging Paradigms in Multidisciplinary Research	Weser Books	ISBN: 978-3-96492-467-4	186
10.	A Conceptual Study on Effect of Blended Learning Strategies on Academic Performance of Women College Students	Emerging Trends in Business Management	BONFRING Publication, Coimbatore	978-93-92537-22-6	84
11	"Employees' Experience in Digital Transformation"	"Emerging Paradigms in Multidisciplinary Research"	Weser Books,	ISBN No. 978-3-96492-467-4, April 2023	66

### 8. Paper Presentation / participation in Webinar / seminar / conferences

S.No	Topic of conference	Organizer	Date
1	The impact of globalization on service sector and capital market	Gobi arts & science college, Gobi	13.02.2004
2	Emerging issues in human resources accounting	Gobi arts & science college, Gobi	26 – 27.03. 2004
3	Environment production and sustainable development	Gobi arts & science college, Gobi	5 – 8.06.2004
4	Environmental issues and natural resources management	Navarasam arts & science college, for women, Erode	9 <sup>th</sup> – 10 <sup>th</sup> oct, 2004
5	Indian financial market under reforms	Gobi arts & science college, Gobi	10-11, 09, 2004
6	Global business strategies	Vellalar college for women, Erode	26-27,12. 2004
7	Post accreditation initiatives on quality sustenance and quality enhancement	SNR sons college, Coimbatore	04-05.02.2005
8	Emerging trends in human right violations	Kongunadu Art & Science College, Coimbatore	15-16. 03.2006

9	Role of students in quality improvement in higher education	Gobi Arts & Science College, Gobi	30.12.2006
10	Issues and challenges in higher education	Maharaja arts & science college, Coimbatore	2-3.02. 2007
11	Emerging trends in marketing	Maharaja arts & science college, Coimbatore	7.03.2008
12	Changing scenario of banking sector	Vivekanandha institute of information and management studies	19.09.2008
13	Corporate governance – global issues and challenges	Kongunadu arts and science college (autonomous), Coimbatore	12-24.07.2010
14	E-commerce application in banking industry	Vivekanandha institute of information and management studies	29 sep, 2010
15	Global challenges of emerging india_A management perspective	Vivekanandha institute of information and management studies	14 <sup>th</sup> - 15 <sup>th</sup> Feb, 2011
16	Managing disaster in globalized Era	Vivekanandha institute of information and management studies	27 <sup>th</sup> June to 9 <sup>th</sup> July 2011
17	International Conference on Marketing Research in the emerging Global Scenario	Sri Venkateshwara College of Arts and Science, Thanjavur	24.09.2011
18	Emerging trends in advertising	Dr.R.K.Shanmugam college of arts and science, Kallakurichi	12.02.2012
19	Challenges of small scale business under FDI concept	Vivekanandha institute of information and management studies	14-15.03.2013
20	Building management model for sustainable growth_challenges opportunities	Vivekanandha college of arts & science for women	12–13.04. 2013
21	Impact on global crisis on Indian business scenario	Vivekanandha college of arts & sciences for Women	04 <sup>th</sup> January 2014
22	National Conference on prospects of banking industry in India	Kongunadu Arts and science college, Coimbatore	24 <sup>th</sup> April 2014
23	Innovation Practices in the contemporary Business Scenario	Vivekanandha college of arts & sciences for Women	26.02.2015
24	Banking strategy in rural area	Siri PSG Arts And Science College For Women	06.02.2016
25	Two Day international conference on technology and innovation management	Vivekanandha college of arts & sciences for Women	3 <sup>rd</sup> & 4 <sup>th</sup> Mar 2016

26	International symposium on Contemporary issues on modern research	Nandha Arts and Science College, Erode	07-09-2016
27	One day international symposium on business challenges under globalisation	Bharathidasan college of arts and science, Erode	07-09.2016
28	National symposium on career development and career guidance	Vivekanandha college of arts & sciences for Women	28.12.2016
29	5 <sup>th</sup> international conference on recent advances in e-business; challenges and opportunities	Vivekanandha college of arts & sciences for Women	02-03.02.2017
30	Two days national conference on crisis in agriculture of Tamil Nadu	Government Arts College for Men, Krishnagiri	14-15.03.2017
31	The National conference on Digital India: Prospects and Challenges	Vivekanandha college of arts & sciences for Women	9-10.08.2017
32	International seminar on innovative marketing strategies for business growth	Morappur Kongu College of Arts and Science, Dharmapuri	14.09.2017
33	National Conference on India's Foreign Policy with Neighbouring Countries	Vivekanandha college of arts & sciences for Women	24 <sup>th</sup> & 25 <sup>th</sup> Jan, 2018
34	International conference on information and communication technology for business turnaround: Sustainability, growth and innovation	Vivekanandha college of arts & sciences for Women	1-2.02.2018
35	Opportunities and Chellanges in Commerce and Management Studies	P.M.P. Arts and Science College, Dharmapuri	21.02.2018
36	Managing HR in modern business world: Issues, Challenges and opportunities	KSR College of Arts and Science for Women, Tiruchengode	24.08.2018
37	National level seminar on recent trends in women entrepreneurship in India	Sivagamiammal college of arts and science for women, Krishnagiri	30.08.2018
38	International Seminar on Recent trends in marketing technology	Morappur Kongu College of Arts and Science, Dharmapuri	19.09.2018
39	7 <sup>th</sup> International conference on Healthcare technology and management	Vivekanandha college of arts & sciences for Women	4-5.02.2019
40	9 <sup>th</sup> World EDU Submit, 2019	MTC Global, Bangalore	07.09.2019
41	National Seminar on Protection of Women from Domestic violence & Sexual Harassment	Women's Study Unit, Christ Nagar College, Maranalloor	11-11-2020

42	One day National webinar on “NAAC Revised Assessment Methodologies and Quality Enhancement Strategies	Internal Quality Assurance Cell, Vivekanandha College of Arts and Sciences for Women, Tiruchengode	05-12-2020
43	International Human rights day-Preventing and combating human trafficking during pandemic	Ministry of information and broadcasting, Field outreach, Coimbatore	10-12-2020
44	Virtual International Faculty Development Program (i-FDP) on Entrepreneurship Education: Experience from Africa	Navjivan Center for Development, Gujarat	28-01-2021
45	One day National Webinar on Intellectual Property Rights	IQAC, Deshbhakata Sambhajirao Garad Mahavidyalaya, Mohol	18-02-2021
46	Research Teaching Nexus in Higher Education	Siva Sivani Institute of Management, Secunderabad	25-02-2021
47	Two days international conference on Marching towards Prosperity: Rebuilding Business Ecosystem	Vivekanandha College of Arts and Sciences for Women, Tiruchengode in association with Dhaka University, Bangladesh and MTC Global, Bangalore	05-03-2021 - 06-03-2021
48	Digital Marketing: Trends to look in 2021	Nehru Arts and Science College, Coimbatore & College of Business and Economics, Bule Hora University, Ethiopia	23-04-2021
49	National Webinar on “Union Budget - 2021: Analysis and Way forward	Department of Commerce & IQAC, Badruka College of Commerce & Arts, Hyderabad	20-03-2021
50	Webinar on E-Value Chain- A Bridge Between the Consumers and Marketers	Post Graduate Department of Commerce, M. V. Muthiah Government Arts College for Women, Dindigul	26-05-2021
51	Three Days National Level Webinar on “Research Methodology”	Department of Financial Planning, Dr.MG, R Educational Institution, Chennai	04-06-2021 - 06-06-2021
52	Professional Development Course on Introduction to Security Market	Training and Placement Cell, Periyar EVR College, Trichy	21.06.2021
53	Two days Free webinar on Accounting Using Tally Prime	ESN publications	25-06-2021 - 2-06-2021
54	Virtual Webinar on “Mentoring session on angel investment/VC funding opportunity for early stage entrepreneurs”	Department of Botany, Vivekanandha College of Arts and Sciences for	15-09-2021

		Women(Autonomous). Tiruchengode	
55	National webinar on “Strategy for managing personal finance ”	Department of S&H (Management Studies), Lendi Institute of Engineering & Technology, Vizianagaram-535005	16-09-2021
56	One Day Workshop on “Bloom’s taxonomy based question paper design for outcome based education”	IQAC, Ayya Nadar Janaki Ammal College, Sivakasi	27-09-2021
57	MHRD’s Innovation Cell sponsored webinar on "Impact Lecture Series - Session I"	MHRD’s Innovation Cell, AICTE, New Delhi and Saradha Gangadharan College, Puduchery	28-09-2021
58	Webinar on strategy for managing personal finance	North-Eastern Hill University, and AMFI	27.10.2021
59	IP Awareness/Training program	Intellectual Property Office,, Government of India	27.03.2023
60	Annual Symposium “ New Perspectives on Research and Innovation”	Government Arts collge for Men (Autonomous) Nandanam	02.03.2023
61	Webinar on Business Model CANVAS	St. Mother Theresa Engineering college, Thoothukudi	10.04.2023

## 9. Workshops attended

S.No	Topic of conference	Organizer	Date
1	Computer application training programme	Vidyasagar college of arts & science, Udumalpet	7-13.1.2002
2	Project in commerce and computer applications – hopes and challenges	Gobi arts & science college, Gobi	07.02.2003
3	Quality initiatives in research, consultancy and extension in HELs	Sri Ramakrishna college of arts & science for women, Coimbatore	08.02.2003
4	Applications of statistics in research the field of commerce	Erode Arts College, Erode	26 -27.9. 2003
5	Environmental issues & management	Eco-ashram, Rishikesh	02.04.2004
6	Applications of techniques in functions areas of research in commerce	Accademic staff college, bharathiar university, Coimbatore	26.03.2005
7	Human resource development workshop	Cherraan’s arts & science college, kangayam	01- 08,08.2005
8	Project evaluation & applications of statistics tools on stock market analysis	Gandhigram rural institute- deemed university, Gandhigram	28.02.2006
9	Applied statistics	Gobi arts & science college, Gobi	20-

			21.03.2006
10	Data analysis for business decisions using SPSS	Gobi Arts & Science College, Gobi	21-23.09,2006
11	Business research methods	Kongu arts & science college, Erode	24.12.2011 – 2.01.2012
12	Research Methodology	Vivekanandha college of arts & sciences for Women	5-7 .10.2013
13	Investor awareness programme	Vivekanandha college of arts & sciences for Women	08.02.2014
14	One day Workshop on Statistical tools	Vivekanandha college of arts & sciences for Women	24.02.2014
15	One day Financial Education Workshop	Vivekanandha college of arts & sciences for Women	13.03.2014
16	Two day national workshop on Intellectual property rights: Patents, Copy rights and trade mark	Vivekanandha college of arts & sciences for Women	2-27.03.2018
17	SiX day southern regional workshop on research methodology	Government arts college for men, Krishnagiri	21-28.01.2019
18	One day state level workshop on Global ranking Universities: Present Scenario	Madurai Kamaraj University, Madurai	22.03.2019
19	A two day national workshop on Disaster vulnerability and preparedness with special reference to women, children and elders	Vivekanandha college of arts & sciences for Women	11-12.03.2019
20	Three day national workshop on Research methodology and data analysis for social science students	Vivekanandha college of arts & sciences for Women	11-13.12.2019
21	One day Workshop on Income tax Return filing	The Oxford College of Business Management	08-01-2021
22	National level research methodology Workshop on Art of writing research papers in Scopus Journals	Commerce Association, Kaamadhenu Arts And Science College, Sathyamangalam	10-04-2021
23	A three-day Faculty Development Program on Citation Styles and Reference Lists	Department of Data Sciences, Siva Sivani Institute of Management, Secunderabad	21-06-2021 - 23-06-2021
24	One day virtual Research methodology Workshop on Structural Equation modeling using AMOS	Guru's Academy of Commerce, Erode	27-06-2021
25	Five day national level seminar "Hallway Biz 23"	Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai	20.01.2023 to 25.01.2023
26	Publish papers in Scopus and ABDC indexed journal	MTC global leadership institute, Bangalore	24.06.2023 – 25.06.2023

27	One day national E-Seminar on IPR-2023	Sant Ramdas Arts, Commerce and science college, Jaina	28.07.2023
28	Selection of appropriate statistical tools for data analysis	MTC global leadership institute, Bangalore	08.08.2023 – 09.08.2023
29	One Week Faculty Development Programme on “From Research to Publication”	Adhiyaman Arts and Science College for Women Salem – 11.	04.09.2023- 11.09.2023
30	Faculty Development Programme workshop on Use of Generative Artificial intelligence in Academics, Teaching, Research & Publication	Global Skill University Unit of CK International Business Solutions Pvt Ltd	10.09.2023
31	Seven Days National Level Faculty Development Programme on “Emerging Trends & challenges in commerce & management education”	Hindusthan College of Arts & Science (Autonomous), Coimbatore-641 028	19.09.2023 – 26.09.2023
32	National Level Online Faculty Development Program	Saveetha College of Liberal Arts and Sciences, Thandalam	19.10.2023
33	International training program on AMOS and CFA	Special minds, Trust, Chennai	20.10.2023 - 22.10.2023

#### 10. Orientation/Refresher Course/FDP Attended

S.No	Title	Organized	Period
1	Computer application training programme	Vidyasagar college of arts and science, Udumalpet	7.1.2002- 13.1.2002
2	UGC sponsored orientation programme	Sri Venkateshwara University, Tirupathi, AP	09.10.2017 – 04.11.2017
3	Refresher course	University of Madras, Chennai	16.08.2019 - 29.08.2019
4	Two weeks capacity building programme for faculty of social science Standardised research methods for data analysis	Commerce Department, Bharathiar University, Coimbatore	1.11..2019 - 14.11.2019
5	Ten days online skill development programme on “Social Media Digital Marketing”	Department of Higher education (RUSA) and School of commerce, Bharathiar Unersity, Coimbatore	02-09-2020 – 12-09-2020

6	Seven Days National Level Faculty Development Program on "Application of Tools & Techniques in Research Methodology & Accelerate to Publish Article in Scopus and Web of Science	Department of B.com Professional Accounting and Accounting & Finance, Hindusthan College of Arts & Science, Coimbatore	17-12-2020 - 24-12-2020
7	Two week interdisciplinary refresher Course / Faculty development programme for Advance research methodology: Tools and techniques	Teaching Learning Centre, Ramanujan College, University of Delhi	30.01.2021 - 14-02.2021
8	International Virtual Conference on E-Commerce and Covid-19: The Innovations, Challenges, Solutions and Opportunities	Department of Commerce, Rathinam College of Arts and Science, Coimbatore in association with iNurture Education Solutions Pvt Ltd and Malaysia University of Science and Technology, Malaysia	22-03-2021 - 26-03-2021
9	One week faculty development programme on Teaching Pedagogies for Virtual Classrooms	PG and Research Department of Commerce, Vivekanandha College of Arts and Sciences for Women, Tiruchengode	25-05-2021 - 31-05-2021
10	Two weeks refresher course on Teaching, Learning and Research Pedagogy for Excellence in Education	Sai Ram Institute of Management Studies, Chennai	31-05-2021 - 14-06-2021
11	National Level 7 Days Faculty Development Programme on Nurturing the Next Generation Educators	Department of Commerce, PPG College of Arts and Science, Coimbatore	12-06-2021 - 18-06-2021
12	Five days National Webinar on Agricultural Marketing and Agri Business Innovation Reforms and digitalization Strategies	ICCSR, and PG department of Commerce, Kaamedhenu Arts and Science College, Sathyamangalam	14-06-2021 - 18-06-2021
13	Five days FDP on Convergence of Technology, Business Education and Entrepreneurship for Sustainable Development	Commerce Department and IQAC, Dr. Gopalraju Govt. First Grade College, Anekal	22.06.2021 - 26.06.2021
14	UGC Sponsored Refresher Course in Commerce and Management	HRDC, Goa University, Goa	17-08-2021 - 30-08-2021
15	Three Day Online Faculty Development Programme on "SCHOLARLY WRITINGS"	PG and Research Department of Commerce in association with the IQAC, Ayya Nadar Janaki Ammal College, Sivakasi	23-09-2021 - 25-09-2021

16	Three Day National Level Virtual Faculty Development Programme on “RESEARCH METHODOLOGY”	AYYA NADAR JANAKI AMMAL COLLEGE, Sivakasi	22-12-2021 to 24-12-2021
17	Virtual National Level Faculty Development Program on “Industry 5.0 - Opportunities & Challenges”	Rajalakshmi Engineering College, Chennai	11.03.2022 to 16.03.2022
18	One- week virtual workshop on “Preparation of Research Grants Proposal in Social Studies	Dhanraj Baid Jain College, Chennai	12/12/2022 to 17/12/2022.
19	9 days FDP on design and development of Industry led curriculum in technical era	AMET university and Association of Indian Universities	14.12.2022 to 22.12.2022
20	Five days FDP on the “Overview of Capital Market”	VEDANTA COLLEGE in association with Bombay Stock Exchange Brokers Forum	02-01-2023 to 06-01-2023
21	One week short term faculty development program on “ETHICS IN ACADEMIC RESEARCH WRITING”	HUMAN RESOURCE DEVELOPMENT CENTRE (HRDC) & AMET BUSINESS SCHOOL	30.01.23 to 04.02.2023
22	FDP on Fundamentals of Internal Audit	TSDC, Tamil Nadu Government and University of Madras	06.02.2023 to 10.02.2023
23	Five Days National Level Virtual FDP on “RESEARCH METHODOLOGY”	SRI KANYAKA PARAMESWARI ARTS & SCIENCE COLLEGE FOR WOMEN	13.02.2023 to 17.02.2023
24	Five day national level virtual FDP on skill reengineering in business management	Andhra Loyola Institute of Engineering and technology, Kakinada	23-27 May 2023
25	Online International Professional Development Programme on “Research Methodology”	Patrician college of arts and science, Chennai	06.06.2023 to 13.06.2023
26	Online FDP on publish papers in Scopus and ABDC indexed journal: Tools and techniques	MTC Global Leadership Institute, Bangalore	24.06.2023 and 25.06.2023

### 11. RP in Seminar / Workshops / Conference

S.No	Title of the seminar	Organized by	Date
1	Application of SPSS-workshop	Sasurie college of engineering	04.05.2007
2	Changing scenario banking sector	Maharaja arts & science college,	19.09.2008

		Coimbatore	
3	Corporate governance – global issues and challenges	Kongunadu arts and science college (autonomous), Coimbatore	12 <sup>th</sup> – 24 <sup>th</sup> july, 2010
4	e-commerce application in banking industry	Kongunadu arts and science college (autonomous), Coimbatore	29 sep, 2010
5	Process costing	Sri vasavi college erode	23.07.2011
6	Challenges of small scale business under FDI concepts	Dr.R.K.shnmugam college of arts and science, kallakurichi	14 <sup>th</sup> & 15 <sup>th</sup> March, 2013
7	ICSSR Sponsored Seminar on “NPA in Indian Banking Industry”	P.K.R Arts & Sciences College for Women, Gobichettipalayam.	22.08.2014
8	Data analysis and interpretation in social science research	PKR arts and science college for women, gobichetipalayam	23-2-2015
9	One day national seminar on Emerging opportunities & Chellanges in the Service Sector	Annai Vailankanni Arts & Science College, Thanjavur	29.01.2016
10	One Day National Conference on Social Implications of E-Business in India	PMC tech er. Perumal Manimekalai College of Engineering	18.03.2016
11	Topic – Research Design	Periyar University Dharmapuri	28.03.2016
12	Two day National Level Conference on “Crisis in Agriculture of Tamil Nadu”	Government Arts College for Men, Krishnagiri	14 <sup>th</sup> 15 <sup>th</sup> March 2017
13	Goods and Service Tax is a business change or challenge	Jai Shree Venkatesha College of Arts & Science, Dharmapuri	24.01.2018
14	Opportunities and Chellanges in Commerce and Management Studies	P.M.P. Arts and Science College, Dharmapuri	21.02.2018
15	ICSSR sponsored workshop on data analysis	Vivekanandha College of Arts and Sciences for women, Tiruchengode	11 & 12.12.2019
16	Data analysis for social science students	Vivekanandha College of Arts and Sciences for women, Tiruchengode	13.12.2019
17	Research methodology	GONZAGA College of arts and science for women, Krishnagiri	24.01.2020
18	Teaching, Learning and research in higher education: A COVID 19 response	PKR Arts College for Women, Gobi	07.05.2020
	Webinar on Colourful Thoughts Make Life Beautiful	Vivekanandha College of Arts and Sciences for women, Tiruchengode	22-05-2020
19	Webinar on identification of research problem and formulation of hypothesis	Holy Cross College, Tiruchirappalli	23.05.2020
20	Workshop on Bivariate Analysis	National Institute of Fashion Technology, Tirupur	04-06-2020
21	Impact of Post pandemic on Indian Industry: An Overview on HR	Periyar University, Extension Centre, Dharmapuri	12-06-2020

22	Webinar on Role of Financial Analyst	Kamban College of Arts and Science for Women, Tiruvannamali	24-06-2021
23	Orientation to the first year UG and PG commerce students	Government Arts and science College, Komarapalayam	05-10-2021
24	International conference on climate change and sustainability: Education, environment, energy and Economy	Dhaka International University, Dhaka, Bangladesh	12.11.2022 to 13.11.2022
25	International conference on G20 moving towards sustainable and inclusive growth	Vivekanandha College of Arts and sciences for women, Tiruchengode	05.04.2023 to 06.04.2023
26	One day international Conference on Financial Inclusion in Digital Era: Challenges and opportunities	Sankara College of Science & Commerce, Coimbatore	11.09.2023

### 12. Seminar / Workshops / National / International Conference Organised

S.No	Name of the Seminar / Workshop	Conducted by	Duration
1.	Building management model for sustainable growth-challenges and opportunities	Vivekanandha college of arts & Sciences for women	12 <sup>th</sup> – 13 <sup>th</sup> , April 2013
2.	Faculty Development Programme	Vivekanandha college of arts & sciences for Women	23.08.2014
3.	Faculty Development Programme	Vivekanandha college of arts & sciences for Women	09.08.2014
4	Teracotta Jewel Making	Vivekanandha college of arts & sciences for Women	26 & 27
5	Statistical tool for social Science	Vivekanandha college of arts & sciences for Women	4-6, Sep 2014
6	Two day workshop on research methodology	Vivekanandha college of arts & Sciences for women	12 and 13 <sup>th</sup> sep, 2014
7.	6 day workshop on research methodology	Vivekanandha college of arts & Sciences for women	11-16, feb 2015
8	ICSSR sponsored 3 day workshop on research methodology and data analysis for social sciences	Government Arts College for Men (Autonomous), Nandanam, Chennai	28.11.2022 to 30.11.22

### 13. Memberships in Professional Bodies:

S.No.	Chairman/member	Committee/ authority	Year(form-to)
1	Member	Board of studies of <b>B.Com CA</b> , Gobi arts and Science College, Gobi	2003-2005
2	Chairman	Board of studies of <b>B.Com., B.Com CA., BBA., BBA CA., M.Com., M.Com CA and</b>	2010 to 2015

		<b>MBA</b> , Vivekanandha college of arts & sciences for Women, Tiruchengode	
3	Member	<b>Governing council.</b> Vivekanandha College of Arts and Sciences for women (Autonomous)	2014- 2015
4	Member	Board of studies of <b>B.Com and B. Com CA</b> , Gobi arts and Science College, Gobi	2015, 2016
5	Member	Board of studies of <b>B.Com., B.Com CA., B.Com (Accounting and Finance), B.Com (Banking and Insurance)</b> Vivekanandha college of arts & sciences for Women, Tiruchengode	Since 2015
6	Member	BoS, B.Com CA, Gobi Arts and Science college, Gobi	2017, 2018
7	Subject expert	BoS, B.Com (Banking and Insurance), M.Com, Vellalar College for Woomen, Erode	Since 2018
8	Member	MTC Global, Bangaluru	July, 2019
9	Member	Syllabus framing committee	
10	Member	IQAC, Government Arts College for Men (Autonomous), Nandanam – 600 097	2021-2022
11	Member	BoS for B.Com, Dr.Ambedkar Government Arts College, Chennai	14.09.2023

#### 14. Other Academic contributions

Acted as External Examiner for Ph.D viva-voce Examination

S.No	Date	Name of the Candidate	Institution
1	14/06/13	A.Sivakumar	Gobi Arts& Science College,Gobichettipalayam
2	24/07/14	K.M.Deepa	Gobi Arts& Science College,Gobichettipalayam
3	31/07/14	K.M.Thavamani	Gobi Arts& Science College,Gobichettipalayam
4	21/08/14	C.Selvakumar	Kongu Arts& Science College,Erode
5	26/07/14	D.Muthamizh Vendar Murugavel	P.K.R Arts & Science College for Women
6	19/12/14	P.Vellingiri	Kongu Arts& Science College,Erode
7	30/12/14	K.Thamilselvi	Gobi Arts& Science College,Gobichettipalayam
8	23/06/15	M.Nagaraj	Gobi Arts& Science College, Gobichettipalayam

9	2015	Ramkumar	Government arts college, Coimbatore
10	26/02/2019	Manimegalai	Gobi Arts& Science College, Gobichettipalayam
11	25.09.2023	Vanitha.M	Hindusthan Arts and Science College, Coimbatore

### 15. Editorial board in reputed Journals

S.No	Name of Journal	Role	ISBN
1	International Journal of Social Science	Member - Editorial board	ISSN: 2394-1316
2	The Hand book of EMERGING TRENDS IN BUSINESS MANAGEMENT	Chief Editor	February 2022; ISBN: 978-93-92537-22-6 BONFRING Publication, Coimbatore.

### 16. Member in Ph.D Doctoral Committee

S.No	Ph.D Scholar	Supervisor	University
1	Prabu	Dr. B.Rajasekar	Periyar University, Salem
2	N. Nancy Fernandez	Dr. M.Sudhar	Bharathiar University, Coimbatore
3	S.Bharathi	Dr.P.Mohanasundaram	Periyar University, Salem
4	V. Chitra	Dr.K.Priya	Periyar University, Salem
5	Saranya	Dr.K.Priya	Periyar University, Salem

### 17. Appointed as commission member for affiliation of courses

S.No	College	course	Date	Remark
1	Sakthikailash women's college, Dharmapuri	B.Com and B.Com (B&I)	12.07.2018	Provisional affiliation
2	Sakthikailash women's college, Dharmapuri	B.Com, B.Com (B&I) and M.Com	14.08.2019	Provisional affiliation

### PERSONAL INFORMATION

Date of Birth : 27<sup>th</sup> JULY 1971 Age: 47

Father's Name : Mr.K.P.Mouleeswaren

Marital Status :Married

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### **PROFILE**

Nationality : Indian  
Community & Caste : BC Hindu & Kongu Vellalar  
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