

# CURRICULUM VITAE

**Dr. P.Archanaa, Assistant Professor and Head, UG Department of Commerce CA,  
Nallamuthu Gounder Mahalingam College, Pollachi – 642 001.**

## PERSONAL DETAILS

Father's Name : K.Ponnusamy  
Mother's Name : P.Amaravathi  
Date of Birth : 09-10-1983  
Gender : Female  
Marital Status : Married  
Community : BC, KonguVellalar  
Religion : Hindu  
Nationality : Indian  
Educational Qualification : M.Com., M.Phil., PGDCA., Ph.D, M.A (Hindi)  
Languages Known : Tamil , Hindi & English  
No. of M.Phil Guided : 1  
No. of Ph. D Guided : 1(Ongoing)

## ACADEMIC & TECHNICAL QUALIFICATION

S.No	Exams Passed	Institution of Study	Month & Year of Passing	Class Obtained
1	X Std	B.V.M. Hr. Sec. School, Pollachi	Apr. 1999	First
2	DCP	Nachimuthu Polytechnic, Pollachi	Apr. 2002	First with Honors
3	B.Com	Annamalai University	May 2004	Second
4	M.Com	Annamalai University	May 2006	Second
5	M.Phil.,	N.G.M. College, Pollachi	July 2010	First
6	PGDCA	Bharathiar University	May 2010	First
7	Ph.D	N.G.M. College, Pollachi	August 2018	Commended
8.	B.A(Hindi)	Dakshina Bharath Hindi Prachar Sabha, Chennai	August 2013	Second
9.	M.A(Hindi)	Pondicherry University, Puducherry	January 2021	First

## TECHNICAL SKILLS

Operating System : Windows  
Package : MS-Office and Tally  
Database : Oracle  
Language : C++ and Java  
Area of Interest : Marketing Management

Teaching Experience

<b>Institution</b>	<b>From</b>	<b>To</b>
Nallamuthu Gounder Mahalingam College, Pollachi	22.06.2011	Till Date

Total Experience : U.G – 13 Years PG – 12 Years

Projects Guided : M.Phil – 1 & 19 (M.Com CA)

## CONFERENCES / SEMINARS / SYMPOSIUMS PARTICIPATED

<b>Level</b>	<b>Seminar / Conference</b>
International	15
National	50
State	14
<b>TOTAL</b>	<b>79</b>

<b>WORKSHOPS PARTICIPATED</b>	:	21
<b>FACULTY DEVELOPMENT PROGRAMME</b>	:	35
<b>NO. OF PAPERS PRESENTED</b>	:	47
<b>SYMPOSIUM ATTENDED</b>	:	3
<b>FACULTY REFRESHER PROGRAM</b>	:	2 (SWAYAM ARPIT and IOT )
<b>ONLINE COURSES:</b>		
<b>NPTEL</b>	:	2
<b>Organized by other Colleges</b>	:	2
Malaviya Mission Teacher Training Centre	:	2
<b>PUBLICATIONS :</b>		
<b>BOOK PUBLICATION</b>	:	4
<b>RESEARCH PAPERS IN JOURNALS</b>	:	12
<b>PROCEEDINGS / CHAPTERS</b>	:	27
<b>MINOR PROJECT GRANTED</b>	:	1 (Rs.3,50,000 - ICSSR)
<b>AWARDS RECEIVED</b>	:	4

**A. SEMINARS / WEBINARS/ CONFERENCES/SYMPOSIUMS - PARTICIPATED**

**AT INTERNATIONAL LEVEL**

<b>Sl. No.</b>	<b>Title</b>	<b>Department and College</b>	<b>Date</b>
1	A Climate Change: Causes and Impact on Demonetization - an international symposium	PG & Research Department of Commerce & Commerce with Computer Applications, Navarasam Arts & Science College for Women, Arachalur	12.09.2017
2	“Winning the Business war – A passport to success”, an	Department of Business Administration with Computer Applications, Commerce	14.12.2018

	international seminar	with Computer Applications, Commerce with e-Commerce & Commerce, Sri GVG Visalakshi College for Women, Udumalpet	
3	One Day International Seminar on "Business Strategies for Sustainable Growth - A Global Perspective"	Sri GVG Visalakshi College for Women	09.03.2020
4	Webinar "Relearning the ABCDs of the Business Impacts"	PG & Research Department of Commerce, Nallamuthu Gounder Mahalingam College	04.06.2020
5	"Research Paper Publications in Indexed Journals"	PG & Research Department of Commerce, Arulmigu Palaniandavar Arts College for Women, Palani	13.06.2020
6	NAAC Accreditation on : A New Framework	MamaSaheb Mohol College, Pune	19.06.2020
7	Post Lockdown of Covid – 19: An analytical Discussion	Panchmura Mahavidyalaya, Bankura	06 & 07.07.2020
8	Global and Regional Migration Governance During Covid 19 Pandemic	E-Seminar - Global Research Forum on Diaspora and Trans nationalism	07.07.2020
9	Role of Indian Financial Institution towards re-establishment of Business Entities – Post Covid 19	IQAC, Department of Commerce & Management, Navarasam Arts and Science College for Women, Arachalur, Erode	31.07.2020
10	A Comprehensive insight into external debt and its impact on economic development	Institute for policy research in economics, management and social development, Berhampur, Odisha	08.08.2021
11	Make in India: Redefined in a Digital Era for Sustainable Development : Paper title: Rehabilitation of Small Scale Industries through Skill India	GRD Academy of Management, Coimbatore	27.10.2021
12	Emerging Trends in Science and Technology (ETIST – 2021): Customer's predilection towards various online services and its security	Nallamuthu Gounder Mahalingam College, Pollachi	27.10.2021

13	Digital Business Era – Opportunities and Challenges: Paper title - Transformation of People to Digital Banking after Covid 19, with special reference to Pollachi taluk	School of Commerce, VET Institute of Arts and Science (Co-education) College, Thindal, Erode	20.4.2022 to 21.04.2022
14	NAAC sponsored International Conference on “Designing New Pedagogies in Higher Education: A Driving Force to Achieve Sustainable Development Goals”	Internal Quality Assurance Cell, PSGR Krishnammal College for Women, Coimbatore	27.01.2023 and 28.01.2023
15	International Symposium on “Volatility in Global Markets”	School of Commerce, VET Institute of Arts and Science, Erode	23.08.2023
	International Conference on Artificial Intelligence in Banking and Insurance	Department of Commerce with Banking and Insurance, Sri Ramakrishna College of Arts and Science, Coimbatore	25.08.2023
16	Virtual International Conference on “entrepreneurship and Sustainable Development 2024”	Research Department of Commerce, Arulmigu Palaniandavar Arts College for Women, Palani	18.09.2024
17	International Conference on “Innovation for a sustainable future embracing the path to a digital green deal”	Sri Ramakrishna College of Arts and Science, Coimbatore	13.12.2024
18	International Conference on “India – Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21 <sup>st</sup> Century”	Sri Ramakrishna College of Arts and Science, Coimbatore	20.08.2025

#### AT NATIONAL LEVEL

Sl. No.	Title	Department and College	Date
1	Participated in the National Seminar on “Empowering the	Human Excellence Department, Nallamuthu Gounder Mahalingam	29.01.2016

	Youth to Enrich Mankind”	College, Pollachi	
2	Participated in the Two-Day National level Conference on “Changing Paradigms in Indian Business”	School of Commerce and Management, NGM College, Pollachi	24 and 25.03. 2017
3	Participated in National Level Seminar on Swami Vivekananda’s thoughts on “Empower the Youth to Enrich the Nation”	Department of Tamil, NGM College, Pollachi	28.07. 2017
4	Participated in One day National Conference on “Impact of Demonetization (2016) on Indian Economy”	Department of Economics, NGM College, Pollachi	28.07. 2017
5	Participated in One Day National Level Symposium on “E-Business and E- Commerce – Its Emerging Trends”	Department of Commerce (E-Commerce), NGM College, Pollachi	23.08.2017
6	Participated in Naseeb 19 , a one day national seminar	Department of Hindi, Nallamuthu Gounder Mahalingam College, Pollachi	25.01.2019
7	Participated in UGC Sponsored National conference on “Quadruple Business Dimensions in Bottom Line Reporting”	PG Department of Commerce, The Madura College, Madurai	06.09.2019
8	Four Days Webinar: “An Effective Research Paper Writing Skills”	Bhagwan Mahavir University, Surat	13 to 16.04.2020
9	Webinar on “Sangam Sahithya”	Department of Hindi Providence college for women	12.05.2020
10	Webinar on “Future of Higher education”	Shri Vaishnav College of Commerce, Indore	14.05.2020
11	Webinar on “Outcome based education – a drive through”	Department of computer science and information technology, Srinivasan college of arts and science, Perambalur	15.05.2020

12	Webinar on “Knowledge gained through the challenging exercise of NAAC: Success story”	St. Joseph’s College (Autonomous), Trichi	15.05.2020
13	Webinar on “Fundamentals of Data analysis for research”	Department of Commerce, Navarasam Arts and Science College for Women, Arachalur, Erode	30.05.2020
14	Webinar on “Taxation of Income from House Property and Other Sources”	Department of Commerce, Soka Ikeda College of Arts and Science for women	04.06.2020
15	E-Learning video creation and online assessment tools (edpuzzle, wooclap, socrative)	PG & Research Department of Commerce, Arulmigu Palaniandavar Arts College for Women, Palani	16.06.2020
16	NAAC Accreditation Process for Autonomous Colleges	Rathinam College of Arts & Science	21.06.2020
17	Deal Stress Feel Fresh	Sri Amaraavathi College of Arts and Science, Karur	09.07.2020
18	Cyber Crime	NAAC Department Pune District Education Association’s & MamaSaheb Mohol College, Pune	11.07.2020
19	Steps to Entrepreneurship	Department of Computer Science(SF), Nallamuthu GounderMahalingam College	25.07.2020
20	Bharat Beyond 2020	Team Bharat and Vidyasagar College of Education, West Bengal	28.07.2020
21	Impact of Covid – 19 On Education Economy – Challenges & Opportunities	Department of Commerce & Management, Gupta College, Bangalore	29.07.2020
22	NDLI User Awareness Webinar	Department of Library Einstein College of Arts & Science & NDLI, MHRD, GOI, IIT Kharagpur	29.07.2020
23	Perseverance is the Magic Key to Success	GTN Arts College, Dindugul	31.07.2020
24	Creative thinking & Problem solving – The Need of Today	Department of B.Sc., (ID & D), Gupta College	01.08.2020
25	Five Dys Functions of a Team	Department of Commerce, MES College of Arts, Commerce & Science	01.08.2020

26	Business opportunities in solid waste Management	Entrepreneurship Development Cell, Sakthi Institute of Information and Management Studies	01.08.2020
27	Self Analysis During Pandemic	Department of Commerce & Management, Gupta College	03.08.2020
28	National Education Policy (NEP) – 2020	National Webinar - Higher Education Cell of Kaamadhenu Arts and Science College	09.08.2020
29	Road Less Travelled	Nehru Institute of Management Studies, Coimbatore	10.08.2020
30	National Educational Policy : 2020 Way Forward	Department of Economics & Library & Information Center, KLE Society's, G.I. Bagewadi College, Nipani	13.08.2020 & 14.08.2020
31	Landslide and Sea Erosion with Special reference to Tamil Nadu and Kerala	Youth Red Cross & IQAC , Sree Ayyappa College for Women along with Disaster management and Rehabilitation Trust	13.08.2020
32	Freedom from Slavery to Tobacco	Ican Care and Rehabilitation Pvt., Ltd., NSS – Erode Arts and Science College, (Autonomous), Erode.	16.08.2020
33	Webinar on, “Role of Media and Social- Media during Covid-19, Pandemic: Ek Bharat Shreshtha Bharat: Gender based violence during – pandemic	Ministry of Information and Broadcasting Field outreach Bureau, Government of India, Coimbatore	21.08.2020
34	Machine Learning	Department of Computer Science , Madonna Arts & Science College for Women, Madurai	21.08.2020
35	Online assessments, Learning Management System and Accreditation Data Management System	Vivekanandha Educational Institutions for Women, Master Soft ERP Solutions Pvt., Ltd., Nagpur	22.08.2020
36	Finance for Non-Finance Managers	Department of Commerce (Gen & CS) Chennai National Arts and Science College	29.08.2020
37	Moodle using Gnomio – Hands on Training	School of Commerce, Department of Commerce CA, Sree Saraswathi ThyagarajaCollege	28.11.2020

38	Financial Empowerment : A key to financial well being	Maharaja Ganga Singh University, Bikaner	04.05.2021
39	Reading in Digital Era	Learning Resource Center, DYPIMS in association with NDLI Club and Rotary Club of Amarnath North	16.10.2021
40	National Webinar on Introduction to IPR and Patent Filing Procedures	UG Department of Computer Applications & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi	22.10. 2021.
41	NAAC Sponsored Two Day National Seminar on “Defining, Designing and Developing Learning Outcomes – based Curriculum Framework in Arts and Science Colleges”	Internal Quality Assurance Cell (IQAC), KG College of Arts and Science, Coimbatore	18.11.2021 and 19.11.2021
42	Two Day Virtual National Seminar on Atmanirbhar Bharat : Need of the hour for reviving as Self-Reliant India amid the Pandemic Covid	College of Management, SRM Institute of Science and Technology, Kattankalathur	19.09.2022 – 20.09.2022
43	One day National seminar sponsored by ICSSR on “Implementation of ICT Skills for the students for their employment in skill based jobs”	Department of Commerce [E-Commerce], Nallamuthu Gounder Mahalingam College, Pollachi	19.10.2022
44	IP Awareness/Training program	Intellectual Property Office, India	04.01.2023
45	“Awareness towards Startups”, in national seminar on “India means Business – Reform Perform and Transform”	Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore	05.01.2023
46	“Economic Development through Coir Industries”, in national seminar on “India means Business – Reform Perform and Transform”	Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore	05.01.2023
47	“Blended Learning Tools”, in ICSSR sponsored two – day National level seminar on “Blended Mode of Teaching and Learning for Teachers Community”	Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi	30.01.2023 & 31.01.2023

48	Women Empowerment - One Day National Seminar on “Women Empowerment through Financial Inclusion”	Department of B.Com (E.Com), Nallamuthu Gounder Mahalingam College	03.02.2023
49	Impact of Digital Learning in Education”, in ICSSR sponsored two – day National seminar on “Impact of digital learning in education sector – A Pandemic perspective”	Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	08.02.2023 and 09.02.2023
50	Azadi Ka Amrit Mahotsav Skill India - One Day National Seminar on “Co-Creation Model of Learning, Teaching & Curriculum – Staff & Students as Partners Towards National Educational Policy - 2022”	Department of B.Com BPS, Nallamuthu Gounder Mahalingam College	03.03.2023
51	Women Employment, entrepreneurship opportunities and threats in India - One Day National Seminar on “Women’s Employment, Entrepreneurship and Empowerment”	Department of B.Com (E.Com), Nallamuthu Gounder Mahalingam College	15.03.2023
52	National Education Policy(2020): A much needed Intervention of India - Two Day National Seminar on “National Education Policy : 2020 Challenges and Opportunities for Higher Educational Institution”	Department of B.Com, Nallamuthu Gounder Mahalingam College	16.03.2023 & 17.03.2023
53	ICSSR sponsored One day national seminar on “Vision for vishwa guru india: Initiatives for Global Leadership by 2047”	Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	21.07.2023
54	AI analysis of 50 Indian Universities NAAC SSR Report – Criteria 1	Association of Indian Management Schools	10.11.2023
55	One Day National Seminar on "Unsung Freedom Fighters of Kongu Region" Sponsored by ICSSR, New Delhi	Department of History, Nallamuthu Gounder Mahalingam College, Pollachi	15.12.2023
56	“Digital India : Bridging the Divide or Widening the Gap? An In-Depth Analysis” in	Department of E.Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	19.07. 2024

	ICSSR Sponsored National Level seminar on “Empowering India through Digital Transformation – A Sustainable Approach		
57	One Day National Seminar on, "Yoga for health, happiness & Harmony", sponsored by Indian Council of Philosophical Research, New Delhi	Youth Red Cross and PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore	19.07.2024
58	National Level Webinar on Network Administration	Enlighten Academy	28.07.2024
59	One Day National Seminar on, "Green Entrepreneurship Research for Startups under the Sustainable Development Goals (SDGs) - An initiative of Sankalp Scheme of Ministry of Skill Development & Entrepreneurship", sponsored by ICSSR, New Delhi	PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore	06.09.2024
60	National webinar on Cyber Literacy	Rev Jacob Memorial College, Ambilikkai	14.12.2024
61	National Seminar on “Innovation and Digitalization of the Insurance Industry in India: A New Era”	School of Commerce, Rathinam College of Arts & Science, Coimbatore & Insurance Institute of India, Mumbai	23.12.2024
62	ICSSR – SRC sponsored one day national seminar on “Vision viksit Bharat 2047: Education 4.0 Enhancing India’s Workforce for the AI-Powered Future”	Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi	24.01.2025
63	Agritech Growth Through Green Venture Capital in India” in the one day SRC-ICSSR sponsored National level seminar entitled ” An Overview Towards The Role Of Venture Capital”	Rathinam College of Arts and Science, Coimbatore	29.01.2025.
64	Wearable Technology and its impact on Health Insurance	Revolutionizing Indian Insurance: The Power of Innovation and Digitalization, published by Forschung Chennai – 600 127	February, 2025
65	“ Enhancing Women’s financial	Sponsored by Indian Council of Social Research (ICSSR),	03.02.2025

	literacy and inclusion” in one day national seminar on “Nurturing Narisakthi: Women as leaders in Viksit Bharat@2047”	New Delhi organized by Department of MBA, Sri Ramakrishna College of Arts and Science Coimbatore	
66	ICSSR Sponsored One day National Seminar on, “ Artificial Intelligence in Logistics and Supply chain management ethical implications in automation, transparency and sustainability”	PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi	07.03.2025
67	“Ethics in public life: lessons from Gita” in One day national level seminar on Bhagavad Gita and Indian Ethics Preaching of Great Philosopher adi sankara	PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science (Autonomous) - Coimbatore	11.07.2025

#### AT STATE LEVEL

Sl. No.	Title	Department and College	Date
1	UGC sponsored State Level symposium on “changing phases of accounting and audit reporting”	Post Graduate and Research Department of Commerce, Sri G.V.G Visalakshi College for Women	20.01.2016
2	Participated in State Level Symposium “2k17 on overseas trade”	PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College	03.01.2017
3	State Level Symposium on “Entrepreneurship in 4G Era”	Department of Commerce (Finance), Nallamuthu Gounder Mahalingam College	16.03.2017
4	One-day symposium on “Life career and dreams”	PG and Research Department of commerce, Nallamuthu Gounder Mahalingam College	27.07.2018
5	Webinar on “IoT: An innovative frontline	IQAC, Nallamuthu Gounder Mahalingam College	07.04.2020

	technology shield during pandemics”		
6	Webinar on “Healthy lifestyle practices”	Kumaraguru institutions and NGM Collge, Pollachi	16.05.2020
7	Webinar on “Manitharkalum mattra uyirinangalum”	PG & Research Department of Commerce, Nallamuthu Gounder Mahalingam College	02.06.2020
8	Writing that matters – The Inevitable documentation in Commerce, Economics and Business Administration	PG & Research Department of Commerce, Nallamuthu Gounder Mahalingam College	09.06.2020
9	Webinar FDP on Appraisal of Learning Outcomes in OBE	Office of Controller of Examinations, Nallamuthu Gounder Mahalingam College	22.06.2020
10	System Procedures for NAAC Assessment	IQAC, Nallamuthu Gounder Mahalingam College	26.06.2020
11	E-Content Development for Online Meeting	IQAC - Nallamuthu Gounder Mahalingam College	06.07.2020
12	Intellectual property rights	Virtual technical workshop, Tamilnadu State council for science and technology and Sathyabama institute of science and technology(SIST)	26.04.2021 – 27.04.2021
13	How to buy and sell shares in stock exchanges	Department of commerce and IQAC Nallamuthu Gounder Mahalingam College, Pollachi	26.10.2021
14	Webinar on “Parametric and Non Parametric test in Research Methodology	Kamalam College of Arts and Science and Edupass Academy	28.11.2024

## **B. FACULTY DEVELOPMENT PROGRAMME ATTENDED**

<b>Sl. No.</b>	<b>International / National / State Level</b>	<b>Title</b>	<b>Department and College</b>	<b>Date</b>
----------------	---	--------------	-------------------------------	-------------

1	State	Participated in the Faculty Improvement Programme on “High Impact Teaching”,	Department of Academy for Professional Development, N.G.M. College, Pollachi	11 & 12.06.2012
2	State	Participated in the One day Faculty Development Programme on “Multi-Dimensional Scaling”,	Institute of Management, SNMV CAS , Coimbatore	21.11. 2014.
3	State	Participated in the National level Faculty Development Programme on “Quality Enhancement in Higher Education”	Internal Quality Assurance Cell, Sree Ramu College of Arts and Science, Pollachi	26.09. 2015
4	International	Faculty development programme on “Develop the ability to write research proposal”	Adarsh group of institutions, AIMIT	24.04.2020
5	National	Decode NTA NET	PG & Research Department of Business Administration, Annai Vailankanni Arts & Science College	11.07.2020
6	National	Research Methodology	Department of Management Sciences, Balaji Institute of Technology & Science	17.07.2020
7	National	Redefining Education through Gamification – Teaching Learning Tools for digital era	Department of B.Com(AM & FS), PSGR Krishnammal College for Women	27.07.2020
8	National	Online Teaching tools and development of E-Content	Department of Management studies, Sri Sivani College of Engineering	13.08.2020 & 14.08.2020
9	National	Development of Quality Improvement	Department of Science and Humanities, Nehru Institute of	19.07.2021 to

		Process – Optimizing faculty success	Engineering and Technology, Coimbatore	23.07.2021
10	State	Funding agencies for Project Proposals	PG and Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	20.07.2021
11	National	Recent Advances in Business Studies 2020	Karpagam Academy of Higher Education	07.08.2021 – 13.08.2021
12	International	Experimental Teaching – Corporate Cognizance	Department of Commerce with Business Process Services, Sri Ramakrishna College of arts and science, Coimbatore in association with Tata Consultancy Services	09.08.2021 to 13.08.2021
13	State	What makes a good teacher?	Faculty Development Programme Cell, The Madura College(Autonomous), Madurai	23.09.2021
14	International	Next Generation Teachers	Department of Business Administration and IQAC , Nallamuthu Gounder Mahalingam College, Pollachi	24.09.2021 to 04.10.2021
15	National	Securities Market: Lecture & Hands on Training	Department of Commerce(Foreign Trade), PSG College of Arts and Science in association with PSG Center for Academic Research and Excellence, Coimbatore	25.10.2021 to 30.10.2021
16	National	NAAC Awareness and Revised Accreditation Process	Mother Theresa College of Engineering and Technology	31.01.2022
17	National	One week Faculty Development Programme on “Effective Teaching Learning Paradigms through Pedagogical	Department of Mathematics, Sathyabama Institute of Science and Technology, Chennai	7.02.2022 to 12.02.2022

		Innovations”		
18	Local	"Public Financial Management - PFMS" : A Practical Approach	PG & Research Department of Commerce and Department of Commerce (SF), Nallamuthu Gounder Mahalingam College, Pollachi	25.03.2022
19	National	National Level Virtual Faculty Development Programme on “FUNDED RESEARCH PROJECT PROPOSAL PREPARATION AND SUBMISSION PROTOCOL”	Centre for Research and Development, CMS College of Science and Commerce, Coimbatore	31.03.2022
20	National	A Seven Day Faculty Development Program on Enhancing Quality by unearthing innovative practices - Equip 2022	IQAC of Mannar Thirumalai Naicker College, Madurai & A.P.C Mahalaxmi College for Women, Thoothukudi	18.04.2022 to 24.04.2022
21	National	ICSSR Sponsored “Capacity Building Programme”	The Institute of Public Enterprise, Hyderabad	25.04.2022 to 07.05.2022
22	National	Seven days virtual FDP on “Best Practices for Next Gen Teachers”	SRM institute of Science and Technology, Chennai	30.05.2022 to 07.06.2022
23	National	IP Awareness/Training program under National Intellectual Property Awareness Mission	Intellectual Property Office and MoE's Innovation Cell, India	29.06.2022
24	National	One day National Level FDP on “Green Audit & Energy Audit in HEI’s”	IOT Academy, Coimbatore	17.10.2022

25	National	2 days National Level FDP on “IPR Entrepreneurship and Start-ups”	IOT Academy	27.10.2022 – 28.10.2022
26	National	9 days Faculty Development Programme on “Design and Development of Industry LED Curriculum in Technological Era	Association of Indian Universities and AMET University	14.12.2022 – 26.12.2022
27	National	7 Days National Level (virtual) FDP on “Inclusive Procedures and Processes for NAAC Assessment and Accreditation”	Niti Ayog, ACT Academy in association with “Academic & Research Conglomerate” and “Academic & Research Activity Group”.	24.04.2023 to 30.04.2023
28	National	Five days Virtual Faculty Development Program on “Recent Trends in Business Research”	SRM Institute of Science and Technology College of Science and Humanities, Department of Commerce, Kattankulathur, Chennai	24.4.2023 to 28.4.2023
29	National	7 Days National Level FDP on “Quality Teaching in HEI’s”	IOT Academy	24.04.2023 – 28.04.2023
	National	7 Days National Level FDP on “Quality Education for Nation Building”	Internal Quality Assurance Cell of Sakthi Institute of Information and Management Studies (SIIMS), Pollachi	31.07.2023 – 08.08.2023
30	National	5 Days National Level FDP on “Research Methodology and Tools”	IOT Academy	16.08.2023 – 22.08.2023

31	National	7 days Faculty Development Programme on “Tally ERP 9 with GST”	Department of Commerce and Department of Finance, Nallamuthu Gounder Mahalingam College, Pollachi	16.10.2023 – 26.10.2023
32	National	2 days National Level FDP on “Leadership Skills and Team Building Strategies for Teachers”	IOT Academy	15.12.2023 – 16.12.2023
33	National	Five Days National Level FDP on " The Art of Research"	IOT Academy	08.01.2024 - 12.01.2024
34	National	Ten days national level <b>Faculty Refresher Program</b> on “Quality Teaching and learning in HEI’s	IOT academy	20.5.2024 – 31.5.2024
35		Faculty Development Programme on, “Yoga for emotional stability”	Department of Human Excellence, Nallamuthu Gounder Mahalingam, Pollachi	15.07.2024 – 24.07.2024
36		Faculty Development Programme on, “Yoga for emotional stability”	Department of Human Excellence, Nallamuthu Gounder Mahalingam, Pollachi	04.11.2024 – 08.11.2024
37	National	“Advancing Academic Excellence : Faculty Development and Capacity Building Program : Enhancing Research Skills through Efficient AI Tools”	Internal Quality Assurance Cell and Research Cell, Patrician College of Arts and Science, Chennai	02.12.2024 – 06.12.2024

### **C. WORKSHOPS ATTENDED**

Sl. No.	Title	Department and College	Date
1	Identification of research problem and application of statistical tools in social science research”, International workshop	Department of Economics, NGM College, Pollachi	27.01.2010

2	“Writing a Research Article” - one day workshop	PG Dept. of Commerce CA, NGM College	11.09.2015
3	“SPSS – Applications in Biostatistics” one day workshop	PG and Research Department of Botany, NGM College, Pollachi	4.10.2016
4	Workshop on “E-Banking – The digital ways”	Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi and EmpoVer HR Solutions Pvt. Ltd., Bengaluru	29.01.2019
5	Three-day International workshop on “E-content Development for MOOCs among the faculty members”	Digital Education cell, Alagappa university, Karaikudi (Sponsored under RUSA2.0 scheme)	10,12 and 13.09.2019
6	One day national level workshop on “Scientific research and data analytics”	PG and Research Department of commerce, Nallamuthu Gounder Mahalingam college	12.10.2019
7	IQAC workshop on Data Capture for AQAR	IQAC, Nallamuthu Gounder Mahalingam College, Pollachi	12, 13.03.2020
8	Two Days Online workshop on “ Basics of research, writing research papers, academic research report writing, tools for research”	Research Cell, Sankara College of Science and Commerce	09.4.2020 – 10.4.2020
9	Online Workshops on “Intellectual property rights”	IPPO Pandit Deenadayal Petroleum University	10.4.2020 – 11.4.2020
10	Three-day national level online workshop on “Tally for beginners”	PG Department of Commerce CA, Nallamuthu Gounder Mahalingam College, Pollachi and AXN Infotech	07.05.2020 – 09.05.2020
11	National The importance of ICT and its tools	Department of English and IQAC, Saradha Gangadharan College	23.07.2020
12	National : Income Tax Assessments –	Department of Commerce Taxation	23.07.2020 –

	Returns and Refund	Club, Sivananda Sarma Memorial R.V. College	24.07.2020
13	IND – AS(Indian Accounting Standard)	School of Commerce, KPR College of Arts Science and Research, Coimbatore	21.01.2021
14	Research Methodology	Department of Master of Business Administration (M.B.A), Sree Vidyanikethan Institute of Management, Tirupati	01.02.2021 – 06.02.2021
15	Two Days Online National Workshop on Data Analysis using AMOS & E-VIEWS	Sponsored by ICSSR-SRC, Hyderabad and organized by Alagappa Institute of Management, Alagappa University	07.10.2021 and 08.10.2021.
16	National Level Two Days Virtual Workshop on “INTELLECTUAL PROPERTY RIGHTS (IPR)”	Centre for Research and Development, CMS College of Science and Commerce, Coimbatore	04.04.2022 and 05.04.2022
17	One day online workshop on Implementation of OBE in commerce education	Department of Commerce (Business Analytics), G.Venkataswamy Naidu School, Coimbatore	27.08.2022
18	Workshop on Virtual Labs	Amirta Viswa Vidyapeetham, Amritapuri through Hindusthan College of Arts and Science	27.02.2023
19	ICSSR sponsored workshop of “Digital India Scheme – PMJDY, APY, PMSYM” on the title “Implication of digital financial inclusion supporting rural women economic empowerment in western Tamilnadu”	UG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi	20.02.2024
20	One Day State Level Workshop on “Advanced LaTeX Techniques”	Department of Mathematics, Kaamadhenu Arts and Science College, Sathyamangalam	28.02.2024
21	Three Days workshop on “Data	RCHUB Educational Academy,	29.08.2024 –

	Analytics – surveys and research”	managed by RCHUB International Foundation for Research and Education, Chennai, Tamil Nadu, India	31.08.2024
	National level online workshop on Funding Opportunities for minor and major research projects in ICSSR	Thanthai Periyar Government Arts and Science College, Tiruchirappalli	02.11.2024

## **D. PAPER PRESENTATIONS**

<b>Sl. No .</b>	<b>International/ National/ State Level</b>	<b>Title</b>	<b>Department and College</b>	<b>Date</b>
1	National	Problems in Khadi and Village Industries	Sree Saraswathi Thiayaraja College, Thippampatti	17.10.2008
2	National	“Strategies for managing inflation and role of RBI and other financial Institution”, at Two-day National Level Seminar	Sree Saraswathi Thiayaraja College, Thippampatti	30 and 31.01.2009
3	National	“Micro Credit”, at State Level Students’ Seminar	Department of Commerce, Karpagam University, Coimbatore	25.02.2009
4	National	“Mutual Funds in India”, at State Level Seminar	Rathinam College of Arts & Science,	6.03.2009
5	National	“Financial Crisis on Industrial Sector”, at UGC sponsored National Seminar conducted	Department of Economics, Nallamuthu Gounder Mahalingam College, Pollachi	25 and 26 .08. 2009.
6	National	“Global Financial crisis on Agriculture”, at National Level conference	Maharaja Arts & Science College, Coimbatore	25.09. 2009
7	National	“Women as Innovative Entrepreneur”, at National Seminar	Department of Commerce, Fatima College, Madurai	29.01.2010
8	National	“Strategies for Empowering Women” at National level	RVS College of Arts and Science, Coimbatore	10.02.2010

		seminar		
9	National	“Basics of Insurance”, at One day National Seminar	Department of Commerce, Sree Saraswathi Thyagaraja College, Pollachi	23.02. 2010
10	National	“Challenges of Global Business” National Level Seminar on “Emerging Dimensions of Globalization in the Indian Economy”	Department of Commerce With Computer Applications, KSG College of Arts and Science, Coimbatore	30.09.2011
11	National	“Inflation Role of RBI” in the National Level Seminar	Department of Commerce and Management, Vidyasagar College of Arts and Science, Udumalpet	27.02.2012
12	International	“Employee Engagement”, at International conference on HRM in the Era of Global Mobility	Dept. of Commerce (UG), Kongunadu Arts & Science College, Coimbatore	18.07.2012
13	National	“Women Entrepreneurs” in one day national seminar on Technopreneurship	Dept. of Business Administration, Nehru Arts and Science College, Coimbatore	08.08.2012
14	National	Participated in one day national seminar on “Banking habits in rural area”	PG Dept. of Commerce with IT and Dept. of Commerce with PA at Dr.N.G.P. Arts and Science College, Coimbatore and published in ISBN Edited book	18.12.2014
15	National	“Social Media Marketing”, at National Level Conference	Institute of management, SNMV CAS	09.01.2015
16	International	“Foreign Exchange Market” international seminar on Emerging trends in global and Indian financial markets	PG and Research department of Commerce at Hindusthan College of Arts and Science, Coimbatore	6.02. 2015
17	International	“Women’s Role in Savings & Investment habit”, The two day International Seminar in on Emerging Trends in Personal Financial Management	Commerce Department, Sree Saraswathi Thyagaraja College, Pollachi	26.02.2016 & 27.02.2016

18	National	“Social Responsibility accounting” in National Conference on “Role of Finance Professionals in Cost Management, Tax Planning, Corporate Governance and Organizational Growth”,	Faculty of Commerce, Sree Saraswathi Thyagaraja College, Pollachi	24.01.2018
19	National	“Challenges in cashless economy” in national level seminar on “Cash to cashless economy”	Department of commerce with computer application, AJK College of Arts and Science, Coimbatore	31.01.2018
20	National	“New Payment Technology” in National Conference on “Disruptions in Banking Sector in the Current Scenario”	Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College(Autonomous), Coimbatore	28.02.2018
21	International	“Impact of Cyber Crime & Security Management in Digital Transactions – Issues and Challenges”, an international conference	Department of Commerce PA, Sankara College of Science and Commerce, Saravanampatty, Coimbatore,	05.10.2018
22	International	“Present scenario in Marketing” in International Conference on “Emerging Trends and Challenges in Modern Business Management”	Research and Development Cell, Kaamadhenu Arts and Science College, Sathyamangalam	26.02.2020
23	International	Make in India: Redefined in a Digital Era for Sustainable Development : Paper title: Rehabilitation of Small Scale Industries through Skill India	GRD Academy of Management, Coimbatore	27.10.2021
24	International	Emerging Trends in Science and Technology (ETIST – 2021): Customer’s predilection towards various online services and its security	Nallamuthu Gounder Mahalingam College, Pollachi Pg.No.: 35 -38	27.10.2021
25	International	Digital Business Era – Opportunities and Challenges: Paper title - Transformation of People to Digital Banking after Covid 19, with special reference	School of Commerce, VET Institute of Arts and Science (Co-education) College, Thindal, Erode	20.4.2022 to 21.04.2022

		to Pollachi taluk		
26	International	“Expectations of Working parents towards childcare through IOT Automation” in the international conference on Research, Innovation and Entrepreneurship for sustainable economic development	Patrician College of Arts and Science & Kongu Arts and Science College, Erode	07.09.2022
27	National	“Banking Before ICT Vs Banking with ICT” in one day national seminar in “Implementation of ICT Skills for the students for their employment in skill based jobs”	sponsored by ICSSR, organized by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi	19.10.2022
28	National	Positive changes in the education system of India	NAAC Sponsored National seminar organized by Nallamuthu Gounder Mahalingam College, Pollachi	03.11.2022 & 04.11.2022
29	National	An insight into the indian education towards National Education Policy 2022	NAAC Sponsored National seminar organized by Nallamuthu Gounder Mahalingam College, Pollachi	03.11.2022 & 04.11.2022
30	National	“Awareness towards Startups”, in national seminar on “India means Business – Reform Perform and Transform”	Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore	05.01.2023
31	National	“Economic Development through Coir Industries”, in national seminar on “India means Business – Reform Perform and Transform”	Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore	05.01.2023
32	National	“Blended Learning Tools”, in ICSSR sponsored two – day National level seminar on “Blended Mode of Teaching and Learning for Teachers Community”	Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi	30.01.2023 & 31.01.2023
33	National	Women Empowerment - One Day National Seminar on “Women Empowerment through Financial Inclusion”	Department of B.Com (E.Com), Nallamuthu Gounder Mahalingam College	03.02.2023
34	National	Impact of Digital Learning in	Department of Commerce,	08.02.2023

		Education”, in ICSSR sponsored two – day National seminar on “Impact of digital learning in education sector – A Pandemic perspective”	Nallamuthu Gounder Mahalingam College, Pollachi	and 09.02.2023
35	National	Azadi Ka Amrit Mahotsav Skill India - One Day National Seminar on “Co-Creation Model of Learning, Teaching & Curriculum – Staff & Students as Partners Towards National Educational Policy - 2022”	Department of B.Com BPS, Nallamuthu Gounder Mahalingam College	03.03.2023
36	National	Women Employment, entrepreneurship opportunities and threats in India - One Day National Seminar on “Women’s Employment, Entrepreneurship and Empowerment”	Department of B.Com (E.Com), Nallamuthu Gounder Mahalingam College	15.03.2023
37	National	National Education Policy(2020): A much needed Intervention of India - Two Day National Seminar on “National Education Policy : 2020 Challenges and Opportunities for Higher Educational Institution”	Department of B.Com, Nallamuthu Gounder Mahalingam College	16.03.2023 & 17.03.2023
38	National	ICSSR sponsored One day national seminar on “Vision for vishwa guru india: Initiatives for Global Leadership by 2047”	Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	21.07.2023
39	International	International Conference on Artificial Intelligence in Banking and Insurance, “ Artificial Intelligence in Life and non Life Insurance”	Department of Commerce with Banking and Insurance, Sri Ramakrishna College of Arts and Science, Coimbatore	25.08.2023
40	National	G20 and Marketing (Presentation Only) - Two Day International Conference on “G20 and Indian Management Practices”	Sakthi Institute of Information and Management Studies	07.12.2023 & 08.12.2023
41	National	Scope for Cross and Multi-Disciplinary Studies - ICSSR sponsored National Conference on “National Education Policy 2020: Challenges and Opportunities for Higher Education Institutions in	Department of Commerce with Professional Accounting & Management Studies, Dr.N.G.P. Arts and Science College,	27.12.2023

		India”	Coimbatore	
42	National	Challenges in Start-up - ICSSR sponsored one Day National Conference on Startup-Fintech Challenges and Opportunities: India’s Economic Development in 21 <sup>st</sup> Century	School of Commerce, Department of B.Com (Professional Accounting) at Sree Saraswathi Thyagaraja College, Pollachi	09.02.2024
43	National	“Digital India : Bridging the Divide or Widening the Gap? An In-Depth Analysis” in ICSSR Sponsored National Level seminar on “Empowering India through Digital Transformation – A Sustainable Approach	Department of E.Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	19.07. 2024
44	International Conference	“Tasks and Expectations for Renewable Energy Adoption” in One Day International Conference on “Innovation for A Sustainable Future - Embracing the Path to A Digital Green Deal“	ICSSR - SRC, organised by Sri Ramakrishna College of Arts & Science, Coimbatore	13.12.2024
45	National	ICSSR – SRC sponsored one day national seminar on “Vision viksit Bharat 2047: Education 4.0 Enhancing India’s Workforce for the AI-Powered Future” on “Roadmap for Scaling Education 4.0 in India”,	Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi	24.01.2025
46	National	Agritech Growth Through Green Venture Capital in India” in the one day SRC-ICSSR sponsored National level seminar entitled ” An Overview Towards The Role Of Venture Capital”	Rathinam College of Arts and Science, Coimbatore	29.01.2025.
47	National	Wearable Technology and its impact on Health Insurance	Revolutionizing Indian Insurance: The Power of Innovation and Digitalization, published by Forschung Chennai – 600 127	February, 2025
48	National	“ Enhancing Women’s financial literacy and inclusion” in one day	Sponsored by Indian Council of Social Research (ICSSR),	03.02.2025

		national seminar on “Nurturing Narisakthi: Women as leaders in Viksit Bharat@2047”	New Delhi organized by Department of MBA, Sri Ramakrishna College of Arts and Science Coimbatore	
49	National	ICSSR Sponsored One day National Seminar on, “ Artificial Intelligence in Logistics and Supply chain management ethical implications in automation, transparency and sustainability”	PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi	07.03.2025
50	National	“Ethics in public life: lessons from Gita” in One day national level seminar on Bhagavad Gita and Indian Ethics Preaching of Great Philosopher adi sankara	PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science (Autonomous) - Coimbatore	11.07.2025
51	International Conference	“Renewable energy and environmental sustainability” in Indian Council of World Affairs (ICWA), New Delhi sponsored International Conference on “India – Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21 <sup>st</sup> Century”	Sri Ramakrishna College of Arts and Science, Coimbatore	20.08.2025

## **E. ONLINE COURSES**

1. NPTEL – Outcome Based Pedagogic Principles for Effective Teaching – July – August 2017 - IIT Kharagpur
2. NPTEL – Services Marketing: A Practical Approach – Jan – Feb 2019 – IIT Kharagpur
3. SWAYAM ARPIT ONLINE COURSE – Refresher Course in Commerce – 16.2.2020 – Shri Ram College, University of Delhi
4. Two day online course on Arithmetic Ability – Department of Mathematics, Rajapalayam Rajus College, Rajapalayam – 23.04.2020 – 24.04.2020
5. Two Days online certificate programme on introduction to Cyber Security organized by Emperor Research Foundation, Kancheepuram in Association with Mayas Publication, Salem, from 04.08.2023 – 05.08.2023

6. Ten Days National Level Faculty Refresher Program on “Quality Teaching and Learning in HEI’s”, organized by IOT Academy from 20.05.2024 – 31.05.2024

7. UGC — sponsored Online short term course on "Research Methodology", UGC Malaviya Mission Teacher Training Centre, Bharathiar University from 12.12.2024 - 18.12.2024

8. UGC — sponsored Online short term programme in “Environmental Studies”, organized by UGC Malaviya Mission Teacher Training Centre, Bharathiar University from 5.08.2025 – 11.08.2025

### **F. QUIZ PARTICIPATION**

<b>Sl. No .</b>	<b>International / National / State Level</b>	<b>Title</b>	<b>Department and College</b>	<b>Date</b>
1	National	Online Comz quiz	PG and Research Department of Commerce, Idhaya College for women, Kumbakonam	18.5.2020
2	National	Collaborator Rejuvenation Programme	PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi	19.05.2020
3	National	Principles of Auditing	Palanisamy College of Arts, Perundari	02.06.2020
4	National	Online Hindi Quiz	Department of Language, Hindusthan College of Arts and Science, Coimbatore	31.07.2021

### **G. M.PHIL GUIDED**

<b>Guide</b>	<b>Candidate</b>	<b>Title</b>
<b>Dr.P.Archanaa,</b> Assistant Professor, Post Graduate Department of Commerce with Computer Applications	<b>S. Mathi Mithra</b>	“Shopping Etiquette and Gratification of Female Consumers Towards Mobile Phones”

## H. PG PROJECTS GUIDED

Sl. No.	Name of the Student	Reg. No.	Title	Date
1	Karthikeyan.A	12MO05	A Study on Customer Preference and Satisfaction of Using Laptops	15.05.2014
2	Vijay Jerin.J	12MO10	A Study on Customer satisfaction towards Online Money Transfer	15.05.2014
3	Kalaiselvi.S	12MO20	A Study on Customer Satisfaction towards online passport registration	15.05.2014
4	Venugopal.C & Buvana Devi.K	13MO12 13MO17	Customer Satisfaction on Online Electricity Bill Payment – A study with special reference to Pollachi Taluk	20.04.2015
5	Kalaivani.M & Anitha muthu.S	13MO21 13MO15	Customer Utilization and satisfaction towards Mobile Gas booking	20.04.2015
6	Siva Priya.D	14MO30	A Study on customer preference and satisfaction towards various online information sharing apps (with special reference to Pollachi Taluk)	18.04.2016
7	Sowanthariya.P	14MO32	Customer Preference towards various online services	18.04.2016
8	Arunkumar.P	15MO01	A Study on customer satisfaction of BSNL mobile network – A study with special reference to Pollachi Taluk	10.05.2017

9	Madhubala.K	15MO22	Customer Satisfaction towards online purchase with special reference to women dress and cosmetics	10.05.2017
10	Soundaryalakshmi.J	15MO33	Customer Preference towards online banking	10.05.2017
11	Brintha.V	16MO11	Customer Utilization of Online Banking (With special reference to Pollachi Taluk)	18.05.2018
12	Vijaayalakshmi.S	16MO38	A Study on awareness and satisfaction on Byju's App (with special reference to Pollachi Taluk)	18.05.2018
13	Vimala.D	16MO39	Customer Awareness towards online App advertisement in Television (with special reference to Pollachi Taluk)	18.05.2018
14	Malathi.T	17MO27	Utilization of online research articles	15.05.2019
15	Manjuladevi.T	17MO28	Utilization and satisfaction of public towards E-Service Centre	15.05.2019
16	Sini.G	18MO21	A Study on Utilization of NEFT and RTGS	22.07.2020
17	Srinithi.J	18MO22	A Study on utilization and satisfaction of play store app by the customers	22.07.2020

### **J. PUBLICATION IN JOURNAL**

Sl. No.	Title	Name of the Journal	ISSN/ISBN/ Impact Factor	Date
1	A Study on Factors influencing Level of Utilization of Public Distribution System with special reference to Pollachi taluk (A.L.Kamalavalli, P.Archanaa)	Journal of Commerce and Accounting Research, Volume 5, Issue 3, July 2016	ISSN: 2277-2146	2016
2	A Study on factors influencing the level of satisfaction of Public Distribution System (P.Archanaa, Dr.A.L.Kamalavalli)	International Journal of Social Science, Vol.3 No. 3(July 2016), pp: 163-167  Kalaa Sakthi	-	2016
3	Determinants of frequency of visit and purchase from public distribution system with special reference to Coimbatore district (P.Archanaa, Dr.A.L.Kamalavalli)	International journal of multidisciplinary research and modern education (International peer reviewed online journal)	ISSN(Online): 2454 – 6119, Impact factor: 6.725 Vol:3, Issue 1, 2017	2017
4	Customer's Preference and satisfaction towards snapdeal (M.Thilagavathi and P.Archanaa)	International journal of management and social sciences	Vol:8, No : 1.3, 2018	October 2018
5	Digital Marketing for new entrepreneurs	Emperor international journal of finance and management research	ISSN: 2395-5929, Vol:V, Special Issue: 2, Feb 2019	2019
6	Factors influencing the female consumers in buying mobile phones – with special reference to pollachi taluk (S.Mathimithra, Dr.P.Archanaa)	Our Heritage (UGC Care approved, international indexed and referred journal)	ISSN: 0474-9030, Vol: 68, Issue 1 – Jan 2020 Impact factor: 4.912	Jan 2020

			Pg. No.: 8996 – 9000	
7	Transformation of People to digital banking after covid'19 – with special reference to Pollachi Taluk (Dr.P.Archanaa & Ms.D.Soundharika)	International Journal of Food and Nutritional Sciences (IJFANS) (UGC CARE listed GROUP - I) vol. 11,S Iss 1,2022	e-ISSN 2320-7876 Pg. No.: 1538 – 1543	2022
8	Challenges of Small Scale Industries in Coimbatore District(Ms.Vijayalakshmi & Dr.P.Archanaa)	South India Journal of Social Sciences: Vol. XXI, No. 11, January – June 2023 - UGC CARE Approved, Group I Bi-Annual Journal	ISSN: 0972-8945 Pg. No.: 149 – 155	March 2023
9	Building A Successful Startups in India (A Study with the special Reference to Coimbatore District)	शोधप्रभा Shodha Prabha (UGC CARE Journal) Pg. No.,: 136 - 140	ISSN: 0974-8946 Vol. 48, तृतीयांक, Book No.07: 2023	September 2023
10	Probabilities of Employed Paternities towards childcare through IOT Automation	Indian Journal of Psychology	ISSN: 0019-5553 Book No.22 UGC CARE Approved, PEER Reviewed Journal with Impact Factor: 7.986 Pg. No.: 73-77	2024
11	Prospects and Opportunities of MSMEs in Coimbatore District	Journal of Commerce and Business Studies	ISSN: 2322-0767, Vol No.: 8, Book No. 2, UGC CARE with Impact Factor: 5.318 Pg. No.: 98 - 105	Jan-June 2025

12	Impact of Highway expansion on travellers: Dindigul to Coimbatore	International Journal of Interdisciplinary Research in Arts and Humanities	ISSN: (Online): 2456-3145 Vol No.: 10, Issue: 1, International Peer Reviewed – Refereed Journal Pg. No.: 55-57	Jan-June 2025
13	Impact of Work life balance on parenting among sanitation workers	Strad Research	ISSN: 0039-2049 VOLUME 12, ISSUE 11, 2025 Pg. 9 - 18  <a href="https://doi.org/10.5281/Zenodo.17541827">https://doi.org/10.5281/Zenodo.17541827</a>  An UGC-CARE Approved Group - 2 Journal	Nov 6, 2025

### **K. BOOK PUBLICATIONS**

S.No	Name of the Book	Publisher	ISBN	Date
1	Cardholders Awareness, Utilization and satisfaction of public distribution system in Coimbatore district	Mayas Publication Chennai	978-93-91286-54-5	October 2021
2	Research Methodology In Commerce, Business & Economics [Volume – 1]	Paradox Publications Guide House, Red Shine Publication Pvt., Ltd., India	978-81-19070-36-7	2023
3	Swami Vivekanandarum Mahakavi Bharathiyarum	New Century Book House, Chennai	ISBN: 978-81-2344-448-2	2023

4	<b>Essentials of Entrepreneurship</b>	Shanlax publications	ISBN: 978-93-6163-618-9	Jan 2025
---	---------------------------------------	----------------------	-------------------------	----------

### **L. MENTOR**

S.No	Course	Institution	Date
1	Behavior and Personal Finance	NPTEL	Jan – Apr 2023
2	Consumer Psychology	NPTEL	Jul – Dec 2023
3	Retail Management	NPTEL	Jan – Apr 2024

### **M. GUEST LECTURES - LECTURED**

S.No	Title	College	Date
1	Skills Development for entrepreneurship	Cheran Arts & Science College (Affiliated to Bharathiar University) Kangeyam	02.12.2020 Time: 3:30 – 4:30 – ZOOM Platform
2	Acted as Guest of Honour	Product Launch – PG Department of Commerce with International Business, NGM College, Pollachi	16.10.2023

### **N. EXAMINER**

S.No.	Examiner	College
1	Paper Valuation	Rathinam College of Arts and Science, Coimbatore
2	Paper valuation	Nehru College of Arts and Science, Coimbatore
3	Paper Valuation	Sree Saraswathi Thiyagaraja College, Pollachi
4	External Examiner for Practical	Sree Saraswathi Thiyagaraja College, Pollachi

	Exam	
5	Paper Valuation	Karpagam Academy for Higher Education, Coimbatore
6	External Examiner for Practical Exam	Karpagam Academy for Higher Education, Coimbatore
7	Practical / Viva – Voce	Sri Krishna Arts and Science College, Coimbatore
8	External Examiner for Practical Exam	Kongunadu College of Arts & Science , Coimbatore
9	Paper Valuation	Kongunadu College of Arts & Science , Coimbatore

### O. MEMBERSHIP

S.No.	Member	Organisation
1	Life Time Member	I2OR
2	Associate Member	ISDS Society

### P. EVENTS ORGANIZED

S.No.	Name of the Event	Venue	Date
1	Swami Vivekanandhar's death anniversary – Punniya thithi	Microsoft Teams	04.07.2020
2	Youth day – Swami Vivekanandar's Birth Anniversary	Microsoft Teams	12.01.2021
3	Swami Vivekanandhar's death anniversary – Punniya thithi	Microsoft Teams	04.07.2021
4	Student's Symposium – 2021	Vivekanandar Arangam	22.11.2021
5	Youth day – Swami Vivekanandar's Birth Anniversary	Microsoft Teams	12.01.2022

6	Awareness Rally on International day of action for rivers	NGM College to Pollachi Municipality	14.03.2022
7	Skill Development program on “Empowering the Youth through Entrepreneurship – Scope in business for young Indian entrepreneurs – 2025”	Dr.Abdul Kalam Arangam	25.05.2022
8	Swami Vivekanandhar’s death anniversary – Punniya thithi	Online (You Tube)	04.07.2022
9	Speech and Essay Writing Competitions	Class Room (A121)	06.01.2023
10	Youth day – Swami Vivekanandar’s Birth Anniversary	Vivekanandar Arangam	12.01.2023
11	International Seminar on Swami Vivekanandarum Mahakavi Bharthiyarum	Dr.Abdul Kalam Arangam	02.05.2023
12	Swami Vivekanandhar’s death anniversary – Punniya thithi	Arutchelvar Arangam	04.07.2023
13	Youth day – Swami Vivekanandar’s Birth Anniversary	Vivekanandar Arangam	12.01.2024
14	Swami Vivekanandhar’s death anniversary – Punniya thithi	Arutchelvar Arangam	04.07.2024
15	Millet Food Festival	Department of Hindi	18.07.2024

#### **Q. MAJOR/MINOR PROJECTS GRANTED**

<b>S. No.</b>	<b>Sponsoring Agency</b>	<b>Project – Title</b>	<b>Amount</b>	<b>Year</b>
1	ICSSR	Minor – Impact of Startups towards Small Scale Industries in Coimbatore	Rs.3,50,000	2022

		District		
--	--	----------	--	--

**Q. AWARDS RECEIVED**

<b>S. No.</b>	<b>Organization</b>	<b>Title of the Award</b>	<b>Date</b>
1	Noble Bond — 2025, Indo-Thai Paragon Awards	Best Young Teacher	12.4.2025
2	120R International Awards	International Eminent Teacher Award	2024-2025
3	Rotaract South Asia	Appreciation for Outstanding Dedication and invaluable contribution	2024 – 2025
4	Star International Foundation for Research and Education (SIFRE)	Best Women Faculty Award	27.7.2025