

<b>Sl.No.</b>	<b>FROM</b>	<b>TO</b>
1	01.10.2005	
2	01.10.2006	
3	01.11.2006	
4	01.02.2009	
5	14.02.2011	15.02.2011
6	01.08.2011	
7	01.12.2014	
8	01.10.2015	
9	01.01.2016	
10	01.01.2018	
11	01.01.2018	
12	01.01.2018	
13	31.01.2018	
14	01.03.2018	
15	01.02.2019	
16	01.02.2020	
17	09.06.2020	10.06.2020
18	01.02.2021	

19	31.03.2021	
20	01.08.2021	
21	01.11.2021	
22	01.11.2021	
23	01.11.2021	
24	01.05.2022	30.06.2022
25	01.07.2022	
26	01.08.2022	
27	01.07.2022	31.08.2022
28	01.09.2022	
29	01.10.2022	
30	19.10.2022	
31	01.11.2022	
32	15.03.2023	
33	16.03.2023	17.03.2023
34	01.09.2023	
35	01.11.2023	
36	01.01.2024	30.06.2024

37	01.01.2024	30.06.2024
38	01.01.2024	30.06.2024
39	01.07.2024	31.12.2024
40	19.07.2024	
41	10.09.2024	
42	03.02.2025	
43	Mar-25	
43	11.07.2025	
44	27.09.2025	
45	9.1.2026	

## **Publication and proceedings**

<b>Publication and proceedings</b>
Publication Book Chapter: Management Challenges for Tomorrow's Leadership
Publication Book Chapter: Impact of Global Financial Crisis on Indian Industries
Publication Book Chapter: The Emerging Trends in Retail Industry in India
Publication: Book Chapter: Issues and Challenges in the Banking Sector
Publication: UGC Sponsored National Seminar on Emerging Issues in Indian Economy, Bharathiar University
Publucation: Book Chapter: Social Responsibility of Business Concern- An Outlook
Publication - International Journal of Commerce, Business and Management -Double Blind, Peer Reviewed and Referred Journal
Publication - International Journal of Research in Commerce & Management - Double Blind, Peer Reviewed and Referred Journal
Publication: Book Chapter: Rebooting Strategies of Retail Industries against Global Recession
Publication: International Journal of Current Research and Modern Education, UGC Approved
Publication: International Journal of Interdisciplinary Research in Arts and Humanities, UGC Approved
Publication: International Journal of Applied and Advanced Scientific Research, UGC Approved
Publication: Book Chapter: Cost Management, Tax Planning, Corporate Governance and Organisational Growth- A Perspective of Financial Professional
Publication: Book Chapter: SNMV College
Publication: Emperor International Journal of Finance and Management Research, Peer Reviewed
Publication - Journal of Engineering, Computing and Architecture -UGC Care List
Publication: Book Chapter: Two Days International Conference on Global Economic Impact of Covid-19
Publication: Book Chapter: Growth of Digital Platforms and its Impact on Green Business Implications

Publication - PalArch's Journal of Archaeology of Egypt/Egyptology - Scopus Journal
Publication - Design Engineering - Scopus Indexed
Publication: Book Chapter: International Conference on Emerging Trends in Science and Technology
Publication: Book Chapter: Conference on Impact of Digital Learning in Educational Sector: A Pandemic Perspective
Publication: Book Chapter: International Conference on Emerging Trends in Science and Technology
Publication: International Journal of Advance and Applied Research
Publication: Book Chapter: Blended Mode of Teaching and Learning for Teachers Community
Publication: Book Chapter: Students as Partners: Reflections on a Conceptual Model of Learning, Teaching and Curriculum
Publication: International Journal of Advance and Applied Research
Publication: Book Chapter: Research Trends in Commerce & Management
Publication - International Journal of Humanities, Law and Social Sciences - Kanpur Philosophers - UGC Care list Journal
Publication: Book Chapter: ICSSR, New Delhi Sponsored One Day National Seminar on Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs , NGM College, Pollachi
Publication: Journal of Maharaja Sayajirao University of Baroda - UGC Care list Journal
Publication: Book Chapter: ICSSR Sponsored One Day National Seminar on Women's Employment, Entrepreneurship and Empowerment, NGM College, Pollachi
Publication: Book Chapter: ICSSR Sponsored Seminar on NEP 2020- Challenges and Opportunities for HEI
Publication: Book Chapter: Fusion of Knowledge: Multidisciplinary Perspectives in Research
Publication: Book Chapter: Confluence of Curiosity: Multidisciplinary Explorations in Modern Research
Publication - Humanities and Social Science Studies - UGC Care Approved

Publication - Journal of Foundational Research - UGC Care Approved
Publication - Humanities and Social Science Studies - UGC Care Approved
Publication - IPE Journal of Management - UGC Care List Journal
Publication: Book Chapter: ICPR, New Delhi Sponsored One Day National Seminar on Yoga for Health, Happiness and Harmony, Sri Ramakrishna College of Arts and Science, Coimbatore
Publication: Book Chapter: International Conference on Innovate with AI-Strategies for Business Success in the Digital Era, Sri Ramakrishna College of Arts & Science, Coimbatore
Publication: Book Chapter: NURTURING NARI SHAKTI: WOMEN AS LEADERS IN VIKSIT BHARAT@2047
Publication: Book Chapter: Vision Viksit Bharat 2047 Education 4.0, Enhancing India's Workforce for the AI-Powered Future
Publication: Book Chapter: Bhagavad Gita and Indian Ethics Preaching of Great Philosopher Adi Sankara
Publication: Book Chapter: AI- Driven Finance 2025: Unlocking Business Growth and Cost Optimization (ICAIDF'25)
Publication: Book Chapter: Indian knowledge systems: rediscovering The roots of timeless wisdom

<b>Title</b>
Management Challenges for Tomorrow's Leadership
Impact of Global Financial Crisis on Indian Industries
The Emerging Trends in Retail Industry in India
Issues and Challenges in the Banking Sector
Dimension of Industrial Sector with special reference to Food Industry
Social Responsibility of Business Concern- An Outlook
Consumers Attitude on Television Advertisement
Television Viewing Behaviour of Consumers and Television Advertisements' Impact on Consumers' Purchase Decision
Rebooting Strategies of Retail Industries against Global Recession
User Preference on Mobile Applications among College Students
Perception on Television Advertisement by Home Makers' on their Buying Behaviour
Impact of Online Advertisement on Internet Users
Identifying and Tackling of Financial Distress that Hinders the Organisation Growth & Development
Impact of Demonetisation on Electronic Fund Transfer among working group of People
Impact of Demonetisation on Cash to Cashless Economy among Job Goers
Effects of Trusts on Television Advertising Format and Program Rating
Consumers' Attitude on Television Advertising in the Internet Era
Growth of Digital Platforms and its Impact on Green Business Implications

Green Initiatives in Business - An Insight over the Pros, Cons and Notions Behind it
A Study on Employees Empowerment at Amar Seva Sangam, Ayikudi
A Primer Working Comparative Analysis on Android Operating System and I Phone Operating System in Mobile Phones- A Customer Perspective
Impact and Satisfaction on E-Learning among Rural People
Impact and Customer Satisfaction on IoT through Digital Seva Centers Services with special reference to Pollachi
Enriching the Nation through Empowering Women- Challenges and Opportunities
Blended Learning Models and Teacher's Role in Blended Learning Environment
Perspective of E-Learning through Pedagogy Enhancement with special reference to Features of E-Learning Tools and Technologies
Usage and Preference of Social Media Sites among Students-An Attitudinal Insight
Challenges in Usage of Social Media Among Students with Special Reference to Rural Community
Digitalization's Impact on Public with Special Reference to E-Governance-An Attitudinal Approach
Impact on Digital Learning and Online Examination System
User Preference and Awareness on Digital Payment Systems with Special Reference to Digital India Programme
Women Empowerment in India and its Importance - An Overview
Skills and Employability in Higher Education
The Ethics of Data Privacy in Digital Marketing: Consumer Perceptions and Industry Practices
The Role of Digital Transformation in Supply Chain Management
User's Attitude towards Metaversing E-Commerce - An Attitudinal view with special reference to Rural People

The Role of AI in Talent Acquisition: Opportunities and Challenges

Consumer's Preference on Metaversing E-Commerce with special reference to Pollachi Taluk

Artificial Intelligence in Customer Relationship Management

Artificial Intelligence in Yoga Arena - An Overview

AI Driven in Marketing and Sales Arena & Leveraging it for Business Growth

An overview on bridging education and skills for women's leadership

Future Education Work for Artificial Intelligence

Indulgencing the Moral and Ethical Dimensions of Bhagavad Gita in Human Actions – Philosophical Thoughts on Bhagavad Gita's Dharma, Karma and Yogas

Revolutionizing Banking and Finance: The Power of Digital Transformation

Discipline as a Foundational Pillar of Learning in the Ancient Indian Education System – A Deep Drive into the System