

CURRICULUM VITAE



Dr.R.RAMYA

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Makkinam Patti(Po)

Pollachi (Tk)

Coimbatore (Dist.)

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PERSONAL DETAILS

Father's Name : K.Rajamanickam

Mother's Name : R.Mallika

Date of Birth : 20.05.1989

Gender : Female

Marital Status : Married

Religion : Hindu

Nationality : Indian

Educational Qualification : M.Com, PGDCA, M.Phil, MBA, Ph.d

Designation : Assistant Professor in Commerce (CA),
N.G.M College,
Pollachi - 642 001.
Phone No. 04259 – 234868 / 234870

Languages Known : Tamil & English

ACADEMIC & TECHNICAL QUALIFICATION

Degree / Course	School / College / University	Month & Year of Passing	Class Obtained
S.S.L.C.	Tmt.Rukkumaniammal Hr.Sec. School	Apr. 2004	First with Distinction
H.S.C.	M.G.H.S. School, Pollachi	Apr. 2006	First
B.Com	Nallamuthu Gounder Mahalingam College, Pollachi	May. 2009	First
M.Com	Nallamuthu Gounder Mahalingam College, Pollachi	May, 2011	First with Distinction
P.G.D.C. A	Bharathiar University, Coimbatore	May, 2011	First
M.Phil	Bharathiar University, Coimbatore	May, 2012	First
MBA	Bharathiar University, Coimbatore	May,2013	Second
Ph.d	Bharathiar University, Coimbatore	Feb 2022	-

COMPUTER SUBJECTS KNOWN

- Packages : MS Office, Visual Basic, Tally.
- Languages : C++, HTML

AREA OF INTEREST

- Marketing
- Finance

TEACHING EXPERIENCE

Institution	Designation	From	To
N.G.M. College, Pollachi	Lecturer in Commerce (CA)	24-07-2012	Till Date
Total Experience: 13 years 5 month			

CONFERENCE AND SEMINARS PARTICIPATED AND PAPERS PRESENTED:

INTERNATIONAL LEVEL SEMINAR & CONFERENCE : 20

NATIONAL LEVEL SEMINAR & CONFERENCE	: 55
FDP	: 30
WORKSHOP	: 12
BOOKS PUBLISHED	: 3
BOOK CHAPTER	: 10
CONFERENCE PROCEEDINGS	: 10
PUBLICATION	: 22

Funding Project

- □ I Received seed money Funding Project from NGM Management entitled “Determinants and Customer Satisfaction Towards Online Food Products” around Pollachi taluk” for Rs.25,000 during the year March 2024.
- □ I Received ICSSR Sponsered National level seminar on “Women Empowerment Through Skill Developmnet” for Rs.1,00,000 during the year August 2023.
- M.COM (CA) PROJECT GUIDED IN – 20 students

PROJECTS DONE

Degree	Tile of the Report or Project	Guided By	Year
M.Com	A Study on customer preference and satisfaction of washing machine	Mr.R.Manikandan Associate Professor in Commerce, NGM College, Pollachi	2009-2011
M.PHIL	Predictors of Green Consumerism In Pollachi	Dr.P.Bruntha Associate Professor in Commerce, NGM College, Pollachi	2011-2014
Ph.D	Buying Behaviour of Eco-Friendly Products	Dr.P.Bruntha Associate Professor& Head in Commerce, NGM College, Pollachi	2017-2022

A. SEMINARS AND PAPER PRESENTATIONS

AT INTERNATIONAL LEVEL

1. Participated and presented a entitled “*Mission, vision and values*” in the International Conference on “**Corporate Social Responsibility – The Indian perspective**”, organized by the Vellalar college for women, Erode, during 18th, September, 2012.

2. Participated and presented a entitled “**Human Resource Management in India**” in International Conference on “Innovative HR Practices in corporate World”, Organized by the Department of Management, Rathinam college of arts and science, Coimbatore on 19th, August 2015.
3. Participated and presented a entitled “**Impact of Cyber & Security Management in Digital Transaction “Issues and Challenges”**” Organized by the Department of Commerce PA, Sangara college of arts & science Coimbatore on 5th October 2018.
4. Participated and presented a entitled “ A Customer satisfaction towards online electronic branded items” **Business Innovation through Technological Advancement”** , organized by the school of Commerce,Rathinam college of arts and science Coimbatore, held on 1st March 2019.
5. Participated and presented a entitled “**Business Strategies for Sustainable Growth- A Global Perspective**” Organized by Department of Business Administration with computer Application, Commerce with computer application, Commerce with E-commerce & Commerce, SRI.G.V.G Visalakshi college for women Udumalpet,held on 9th March 2020.
6. Participated in paper entitled” **Handle Covid-19 With Healthy & Effective Lifestyle**” The International E-Conference On Organized By Human Excellence, Nallamuthu Gounder Mahalingam College, Pollachi, held on 25.5.2020 to 31.5.2020.
7. Participated in the International Webinar on “**Relearning the ABCDs of the Business Impacts**” organized by the PG and Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi, on Thursday, the 4th June, 2020.
8. Participated/Presented A Paper Titled as “**A study on differentiated banks in the middle of Covid-19** “ in International Virtual Conference on “Impact of Covid- 19 on Financial Sector” organised by the Department of B.Com(AM&FS) on 12th May 2021.
9. Participated a entitled “**Social Science Research and Statistical Data Analysis using SPSS**” in the international conference on National Level Webinar organized by the RajapalayamRajus’ college rajapalayam ,Tamil Nadu,during12th july,2021.
10. Participated in entitled ”**Emotional intelligence in learning organization**” in the ICSSR sponsored two days E-conference on st.Joseph’s college of Arts and science,Cudalore, during 01.09.2022 to 02.09.2022.
11. Participated in International Level Awareness Programme on “**PC Security**” organized by Department of Computer Science, Bell Institute of Hotel Management & Catering Technology, Sivakasi on 24.11.2022

12. Dr.R.Ramya has participated International conference on “**G20 and Indian Management Practices**” organized by Sakthi Institute of Information and Management Studies (SIIMS), Pollachi , held on 7.12.2023 to 8.12.2023.
13. Dr.R.Ramya has participated International Conference on “**Artificial Intelligence in Banking & Insurance** “ organized by Department of Commerce with (B &I), Sri Ramakrishna College Arts & Science, Coimbatore , held on 25.8.2023.
14. Dr.R.Ramya has participated International conference on “**G20 and Indian Management Practices**” organized by Sakthi Institute of Information and Management Studies (SIIMS), Pollachi , held on 7.12.2023 to 8.12.2023.
15. Dr.R.Ramya has participated and presented International Conference on “**Artificial Intelligence in Banking & Insurance** “ organized by Department of Commerce with (B &I), Sri Ramakrishna College Arts & Science, Coimbatore , held on 25.8.2023.
16. Dr.R.Ramya has participated and presented International Conference on “Exploring Major Factors Affecting Virtual Team Performance” organized by Vivekanandha college, Tiruchengode on 10 & 11.5.2024.
17. Dr.R.Ramya has participated and presented International Conference on “**Artificial Intelligence for social good addressing global challenges**” organized by Department of management studies, Sri Ramakrishna college of arts and science, Coimbatore, on 10.9.2024.
18. Dr.R.Ramya has participated and presented International Conference on “**Journey of AI in Business**” organized by Department of Commerce, Kovai Kalaimahal college of arts and science, Coimbatore, on 20.9.2024.
19. Dr.R.Ramya has Presented , International Conference on “**Relations between India and Malaysia: A Strategies, economic and cultural perspective**” bilateral relations: strengthening economic, strategic, and cultural ties in the 21st century ICWA organized by Sri Ramakrishna college of arts and science, Coimbatore, 20.08.2025.
20. Dr.R.Ramya has Presented in International Conference on “**AI in Financial Planning Decision Making Finance 2025 : Unlocking Business Growth Cost Optimization**” Suguna College of Arts and Science ,Coimbatore. 11.09.2025

AT NATIONAL LEVEL

1. Participated and presented a paper entitled “*Impact of FDI on Industry*” in the National Conference on “**Impact of Globalization on Indian Economy**”, organized by the Department of Commerce, Hindustan College of Arts and Science Coimbatore on 25th January, 2012..
2. Participated and presented a research paper entitled “*Consumer perception on Service Quality*” in the National Level Conference on “**Contemporary Issues in Global Business Management (CIGBM)**” organized by the Department of Commerce and Management, Karpagam University, Coimbatore, on 3rd February, 2012.
3. Participated and presented a paper entitled “*Globalization And its Impact on Entrepreneurship* ” in the National Conference on “ **Creativity, Innovation and entrepreneurship**”, organized by the Department of Commerce, Avinashilingam University, Coimbatore during on 16th & 17th February, 2012.
4. Participated and Presented a paper entitled “*Impact of Debit Crisis*” in the National Level Seminar on “**The Impact of Euro-Debit Crisis on the Indian Economy**” organized by the Department of Commerce & Management, Vidhyasagar College of Arts and Science, Udumalpet during on 27th February, 2012.
5. Participated and presented a paper entitled “**Financial Inclusion**” in the National Seminar on “**Financial Inclusion-An Impetus to Rural Development** ” organized by the Department of Commerce Heights College for Women, Udhagamandalam during on 21st & 22nd March, 2012.
6. Participated and presented a paper entitled “*Global Branding* ” in the National Conference on “**Business Management Strategies: Issues&Challenges**” organized by the Department of Business Administration with Computer Applications,Sri Krishna Arts and Science College , Coimbatore on 14th September 2012.
7. Participated and presented a paper entitled “**Green Marketing in Indian Context**” in the National level conference on “**Green Marketing: Challenges and Opportunities**” organised by Applied Commerce, Park’s College, and Tirupur during on 8rd February 2013.
8. Participated and presented a paper entitled “**Emerging Trends in Human Resource Practices in India**” in the National level conference on“**Emerging Trends in Human Resource Practices**”, SNR SONS College, Coimbatore of on 10 April 2013.
9. Participated and presented a paper entitled “**Methodological issue in commerce Research**” in the one day National level seminar on” **Methodological issues in**

- commerce**, PG Department of Commerce and Department of International Business ,Narayana Guru college Arts and Science College , Coimbatore of on 6th January 2015.
10. Participated and presented a paper entitled “ **HR Practices And Job satisfaction of Nurses – A Comparative Study In Government And Private Hospitals**” in the National level conference on PG Department of HRM , St. Joseph’s college, Tiruchirappali of on 4th & 5th February, 2015.
 11. Participated and presented a paper entitled “**Green Banking an Approach towards sustainable finance**” in the UGC sponsored National level conference on “**Transition of Financial sector for sustainable development**” organised by the department of commerce, Avinashilingam University , Coimbatore of on 5th & 6th February, 2016.
 12. Participated and presented a paper entitled “**Outsourcing of financing**”- in the National level conference on “**Role of Financial Professional in Cost Management,Tax Planning,Corporate Governance and organizational**” Growth Sree Saraswathi Thyagaraja College, Pollachi on 24th January 2018.
 13. Participated and presented a paper entitled “**Challenges in Cashless Economy**” in the National level seminar “**Cash to Cashless Economy**” AJK College of arts and Science, Coimbatore on 31th January. 2018.
 14. Participated and presented a paper entitled “**Digital Frauds in Insurance**” in the National level seminar on “**Technological Trends Transforming Insurance Industry**” organized by Department of Actuarial management & Financial Services, PSGR Krishnammal college for women, Coimbatore on 23rd September 2019.
 15. Participated a Paper entitled ”**Every one is a born Quizzer**” in the State Level webinar organized by Post and Research Department of Commerce, Nallamuthu Gounder Mahalingam college, Pollachi, held on 14.06.2020.
 16. Participated a Paper entitled ”**Writing that Matters – the Inevitable Documentation In Commerce, Economics and Business Administration**” in the State Level webinar organized by Post and Research Department of Commerce, Nallamuthu Gounder Mahalingam college, Pollachi, held on 09.06.2020
 17. Participated a Paper entitled on “**Knowledge gained through the challenging exercise in NAAC: Success Story**” Organised by IQAC CELL, St. Joseph’s College, Trichy on 15.05.2020.
 18. Participated a Paper entitled National Webinar on, “**Healthy Lifestyle Practices**”, organised by Kumaraguru Institutions, Coimbatore and NGM College, Pollachi on 16.05.2020.

19. Participated a Paper entitled participated in One day National Webinar on “**Fundamentals of Data Analysis for Research**”, organised by PG & Research Dept. of Commerce & CA, Navarasam Arts & Science College for Women on 30.5.2020
20. Participated and presented a paper entitled ”**Determinants of Google pay**” in the virtual National conference on School of Management studies (SMS), Bannari Amman Institute of Technology, Sathyamangalam, held on 12.03.2021.
21. Participated in Webinar on “**Design Thinking For New Generation Entrepreneurs**” (Atmanirbhar Bharat through Entrepreneurship)” organised by Post Graduate and Research Department of Commerce in association with Micro Small and Medium Enterprises, Government of India on 06 August 2021. in Nallamuthu Gounder Mahalingam College Pollachi on 6th August 2021.
22. Participated a paper entitled” **Social Science Research & Statistical Data Analysis using Spss**” on National level webinar jointly organized by the Department of Commerce with Computer Application and Department of Business Administration , Rajapalayam Raju’s College , Madurai , held on 12.07.2021.
23. Participated and presented a entitled ”**Preference Of Using Information and Communication Technology among E- Entrepreneurs In digital Marketing – A study with Special Reference To Pollachi Taluk** “ Organized by SreeVidyanikethan Institute of Management, Tirupati,A.P. on 2.09.2021 to 4.09.2021.
24. Participated and entitled in the National Level Webinar on “**A Roadmap to Digital Transformation**” Organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College Pollachi on 28.09.2021.
25. Participated and entitled in the National Level Webinar on “ **Forensic Accounting**” Organised by department of commerce , Seth Ram Bahadur Singh Gujarati College, Coachin ,Kerala on 30.09.2021.
26. Participated and entitled ” **National webinar on Introduction to IPR and Patent Filling Procedures**” Organized by UG department of Computer Application & IQAC, NallamuthuGounderMahalingam College, Pollachi on 22.10.2021.
27. Participated and entitled in the one- day National level webinar on “ **Technology Based Startup’s And The Ecosystem in India** “ organized by department of Business Economics (Shift -II), The New College , Royapettah, Chennai on 25.11.2021.
28. Participated and entitled in One Day National Webinar on “**Strategy For Managing Personal Finance**”organized by Department of Commerce-Business & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi on 03.12.2021.

29. Participated and entitled in a One Day National Level Webinar on **“Financial Empowerment through Wealth Creation”** organized by Department of Business Management, Yogi Vemana University, Kadapa, YSR District, AP on 10.12.2021
30. Participated and entitled in the Webinar on **“Skill Development Programme on E-Business”** organized by the Department of Commerce (E-Commerce) and Student Guild of Service, Nallamuthu Gounder Mahalingam college, Pollachi on 17.12.2021.
31. Participated in entitled **“Financial Empowerment Through Wealth Creation”** organized by Department of Commerce, Govt First Grade College, Vijayapur, Karnataka on 09.02.2022.
32. Participated and entitled in National Conference on **“ Omni-Channel Marketing”** Organized by department of Commerce (CA), Islamiah College (Autonomous), Vaniyambadi, on 10.3.2022.
33. Participated and entitled in participated in the National Virtual Seminar on **“Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques - A Key Focus Area of NEP 2020”** organised by IQAC, Sri Ramakrishna College of Arts & Science, Coimbatore - 06 held on 21st & 22nd April 2022.
34. Participated in National Seminar on IP Awareness/Training program under **“Intellectual Property Rights”**, MSME Government of India, on 04.01.2023
35. Participated in a One Day National Level ICSSR Sponsored Conference on **“Sustainable Development through SMES” : A Pathway to Self Reliable India** ", Ngm college, Pollachi, 6th October 2023.
36. Dr.R.Ramya has participated One Day ICSSR Sponsored National Seminar on **“Vision For Vishwa Guru India: Initiatives For Global Leadership by 2047”** organised by Department of B.Com , NGM College, Pollachi, held on 21.07.2023.
37. Dr.R.Ramya has participated One Day ICSSR Sponsored National Seminar **“Sustainable Developments Through MSMEs: Pathway to Self-reliant India”** organised by Department of B.Com (SF), NGM College, Pollachi held on 6.10.2023.
38. Participated in National Level Online Seminar on **“Investor Awareness”** , PG Department of commerce ca, Ngm college, Pollachi, 11th October – 2023
39. Dr.R.Ramya has participated One Day ICSSR Sponsored National Seminar on **“Envisioning a Self-reliant Rural India for Sustainable Economic Development”** organised by Department of B.Com (IB), NGM College, Pollachi, held on 12.10.2023 to 13.10.2023.

40. Dr.R.Ramya has participated One Days ICSSR Sponsored National Seminar on “ **India 2.0: Vision for India 2047 Digital Ecosystem and Harnessing artificial Intelligence**” organized by PG Department of B.Com (IB), NGM College, Pollachi., held on 24.1.2024.
41. Dr.R.Ramya has participated One Days ICSSR Sponsored National Seminar on “**Unsung Freedom fighters of Kongu Region**” organized by PG Department of B.Com (IB), NGM College, Pollachi., held on 15.12.2024.
42. Dr.R.Ramya has participated One Days ICSSR Sponsored National seminar on “**Perspective of ICT tools in education**” by Department of B.Com (SF), NGM College, Pollachi held on 4.08.2023.
43. Dr.R.Ramya has participated Two Day ICSSR Sponsored National seminar on “**Technology enabled social schemes towards sustainable development goals**” by Department of Economics, NGM College, Pollachi held on 23.1.2024 to 24.1.2024.
44. Dr.R.Ramya has presented a paper on “Yoga For Physical Health And Wellness Life”, in ICSSR sponsored One Day National Seminar on “Yoga for health, happiness and harmony”, organized by Sri Ramakrishna College of Arts and Science, Coimbatore on 19.07.2024.
45. Dr.R.Ramya participated in the one day ICSSR sponsored national level seminar on “A Study on Consumer Satisfaction towards Digital Marketing – in Pollachi taluk” organized by Department of e-Commerce, NGM College on 19.7.2024.
46. Dr.R.Ramya participated in the one day ICSSR sponsored national level seminar on “ Advancing Sustainability: green product satisfaction, circularity,and sustainable” – organized by PG & Research Department of in International Business, Sri Ramakrishna college of arts and science, Coimbatore, on 06.9.2024.
47. Dr.R.Ramya participated in the one day ICSSR-SRC sponsored national level seminar on “ Viksit bhara@2047 pathway to a developed india – in Pollachi taluk” organized by Department of BPS, NGM College on 24.01.2025.
48. Dr.R.Ramya participated in the one day ICSSR sponsored national level seminar on “ The impact of microfinance on the advancement of women empowerment & entrepreneurs in india” organized by Department of Professional Accounting, NGM College on 31.01.2025.
49. Dr.R.Ramya participated in the one day ICSSR sponsored national level seminar on “ The impact of microfinance on the advancement of women empowerment &

- entrepreneurs in india” organized by Department of Professional Accounting, NGM College on 31.01.2025.
50. Dr.R.Ramya participated in the one day ICSSR sponsored national level seminar on “ Role of Artificial Intelligence in finance ” organized by Department of Commerce,Bharathamatha College of arts and science,Kozhinjampara,Palakkad on 07.03.2025.
 51. Dr.R.Ramya participated in the one day ICSSR sponsored national level seminar on “ Artificial intelligence in supply chain and operation management a multiple case study research ” organized by Department of International Business, NGM College on 07.03.2025.
 52. Dr.R.Ramya participated in the one day ICSSR-SRC sponsored national level seminar on “ Green Bonds Investment Strategies” – organized by PG & Research Department of in International Business, Sri Rathinam college of arts and science, Coimbatore, on 29.01.2025.
 53. Dr.R.Ramya participated in the one day ICSSR sponsored national level seminar on “ Women Leadership” – organized by Department of MBA, Sri Ramakrishna college of arts and science, Coimbatore, on 03.02.2025.
 54. Dr.R.Ramya has Presented in One day National seminar on “**Management Lessons from Indian Epics Bhagavad Gita and Indian Ethics Preaching of Great Philosopher Adi Sankara**”, organized by Sri Ramakrishna college of arts and science, Coimbatore, on 11.07.2025.
 55. Dr.R.Ramya has Presented ICSSR- National seminar on “**Environmental Implications of AI and Pathways to Sustainable Growth**” Harnessing Artificial Intelligence, Innovation, Technolgy: A pathway to economic transformation and sustainable development in India organized by Nallamuhu Gounder Mahalingam College, Pollachi.

B.FACULTY DEVELOPMENT PROGRAMME ATTENDED

1. Participated in the Faculty Improvement Programme on “**High Impact Teaching**”, organised by the Department of Academy for Professional Development, N.G.M. College, Pollachi on 6th & 17th September 2012.
2. Participated in the Faculty Improvement Programme on “**Team Building and Leadership Qualities**”, organised by the Department of Academy for Professional Development, N.G.M. College, Pollachi on 14th & 15th 2 September 013.

3. Participated in the National level Faculty Development Programme on “**Quality Enhancement in Higher Education**”, organised by Internal Quality Assurance Cell, Sree Ramu College of Arts and Science, Pollachi on 26th September 2015.
4. Participated in the one day Faculty Development Programme on “**Advanced Research Tools through SPSS**” organised by Institute of Management, SNMV CAS, Coimbatore on 20st Nov 2015.
5. Participated in the One day Faculty Development Programme on “**Tally With GST**”, organized by Department of commerce-II Park Business services, Rathinam college of arts and science Coimbatore, held on 9th February 2019.
6. Participated in the Two day Faculty Development Programme on “**Recent Trends in Higher Education in Science and Humanities to Rural Students**” organized by Nallamuthu Gounder Mahalingam college, Pollachi, held on From (12.6.2019 to 14.6.2019)
7. Participated Three days FDP “**Economic Downturn and Phenomenal Progress**” conducted by Nallamuthu Gounder Mahalingam College Department of Business Administration held on 14-05-2020 to 16-05-2020.
8. Participated Three days FDP Virtual Faculty Development Programme “Resilient Business Strategies : Preparing For A Pandemic World ” organised by Department of Commerce from May 14 , 2020 - May 16 , 2020 by Ramakrishna College, Coimbatore.
9. Participated in Online Faculty Development Program on “The Art of Teaching” organised by Yoga Department, Nallamuthu Goundar Mahalingam College held on 12.05.2020.
10. Participated In Five days International Level Faculty Development Program on “**Experimental Teaching - Corporate Cognizance**“ organised by Department of Commerce with Business Process Services in Association with Tata Consultancy Services from 09 August 2021 to 13 August 2021. Sri Ramakrishna College Of Arts and Science.
11. Participated in the Seven day Faculty Development Programme on “Next Generation Teachers” jointly organized by Department of Business Administration & IQAC, Nallamuthu Gounder Mahalingam college, Pollachi, held on From 24.09.2021 to 04.10.2021.
12. Participated in entitled in the National Level Virtual Faculty Development Programme on “**Funded Research Project Proposed Preparation and Submission Protocol**”

- “organized by Center for Research and Development, CMS College of Science and Commerce, Coimbatore on 31.3.2022.
13. Participated in the One Day National Online Faculty Development Programme on “**Essential Soft Skills For Impactful Professional Career**”, Indian Institute Of Management And Commerce, on 11.02.2022.
 14. Participated in the International one week Faculty Development Programme on “**Research methodology**”, organized by Amar Sewa Mandal Kamala Nehru Mahavidhyalaya, Nagpur, Maharashtra from 2nd may to 7th may 2022
 15. Participated in has ata Seven days National Level FDP on the “**Overview of Capital Market**” organized by the Department of Commerce , Nallamuthu Gounder Mahalingam College,Pollachi, Coimbatore, Tamilnadu in collaboration with Bombay Stock Exchange Brokers’ Forum, Mumbai, held from 22nd Aug 2022 to 30th Aug 2022.
 16. Participated in Five Days National Level Faculty Development Programme on “**Contribution of Service Sectors in Economic Growth And Industrial Development**” organised by the Department of Commerce – Business Process Services from 21.11.2022 to 25.11.2022.
 17. Participated in the Six Days State Level Faculty Development Programme on “**Digitalization in Accounting and Finance**” Jointly organized by Department of Commerce PA, KG College of Arts and Science and Department of Commerce, Pioneer College of Arts and Science, Coimbatore from 08.11.2022 – 14.11.2022.
 18. Participated in the Seven day Virtual National Level Faculty Development Program on “**Research Methodology**” organized by Department of Commerce, PPG College of Arts and Science, Coimbatore held during 12th December - 19th December, 2022.
 19. Participated in the a Seven Days National online FDP on "**Research Methodology: Analysis, Tools & Techniques**" Organized by the Internal Quality Assurance cell & PG and Research Department of Mathematics, Theivanai Ammal College for Women (Autonomous), Villupuram on 28.12.2022-03.01.2023
 20. Dr.R.Ramya has participated DST Two weeks Faculty Development Program on “**Development of Entrepreneurship and Innovation**”organised by AMET University, from 29.5.2023 to 9.6.2023.
 21. Dr.R.Ramya has participated Ten days Faculty Development Program on “**Recent Trends in Multidisciplinary Research**” organised by SRM Institute of Science and Technology, from 7.7.2023 to 18.7.2023.

22. Dr.R.Ramya has participated Seven days National level Faculty Development Program on “ **Quality Education for Nation Building**” by IQAC of SIIMS , Pollachi from 31.7.2023 to 8.8.2023.
23. Dr.R.Ramya has participated Seven days National level Faculty Development Program on “**Yoga for Healthy life**” organised by Department of Human excellence, NGM College Pollachi, from 31.7.2023 to 8.8.2023.
24. Dr.R.Ramya has participated in the seven days FDP Certificate on “**TALLY ERP 9 with GST**” organised by B.Com Department in NGM College 16/10/2023 to 26/10/2023.
25. Dr.R.Ramya has Participated in Six day online short term programme on “Indian Knowledge System organized UGC MMTC, Central University of Kerala, 18.06.2025 to 24.06.2025
26. Dr.R.Ramya has Participated in One Week Faculty Development Programme on “**Capacity Building in Higher Education: The Challenges and Opportunities**” organized by Don Bosco institute of technology 14-18 July 2025.
27. Dr.R.Ramya has Participated in One Week Professional Development Programme on “**Emerging research skills:AI Tools, Plagiarsim reduction and Ethical Publishing**” organized by SRM Institute of Science and Technology, Chennai 22-26 July 2025.
28. Dr.R.Ramya has Participated in One Week Faculty Development Programme on International Level “**Viksit Bharat @ 2047: An Outlook on Realising the Vision**” V.O.Chidambaram College ,Thoothukudi. 22.09.2025 to 26.09.2025.
29. Dr.R.Ramya has Participated in One Week Faculty Development Programme on national “**Challenges and Issues of Applying Recent Tools and Techniques and Research Pedagogy**” St.Josephs College Arts and Science, Kovur,Chennai. 13.10.2025 to 17.10.2025.
30. Dr.R.Ramya has Participated in One Week Faculty Development Programme on International Level “**Research Paper Drafting and Refinement: From Idea To Publication**” St.Josephs College Arts and Science, Kovur,Chennai. 10.11.2025 TO 14.11.2025

C. WORKSHOPS ATTENDED

1. “**Writing a Research Article**” in one day workshop, conducted by PG Dept. of Commerce CA, Nallamuthu Gounder Mahalingam College on 11th Sep 2015.

2. **“Research Methods and Data Analysis using SPSS”** two day workshop conducted by Post Graduate and research Department of Commerce Nallamuthu Gounder Mahalingam College Pollachi on 24th & 25th July 2018.
3. **“Leader and Management Skills”** one day international level workshop conducted by the Department of Business Administration, Nallamuthu Gounder Mahalingam College, held on 11th December 2018.
4. **“Scientific Research & Data Analytics”** one day national level workshop on conducted by Post Graduate and research Department of Commerce Nallamuthu Gounder Mahalingam College Pollachi on 12th October 2019.
5. Participated and entitled **“Two Days Online National Workshop On Data Analysis Using AMOS &E- VIEWS”** Sponsored by ICSSR- SRC, Hyderabad and Organised by Alagappa Institute of Management , Alagappa university held on 7th and 8th October 2021.
6. Participated in the Two Days National Virtual Work shop on **“Quantitative Data Analysis In Excel”**organized by Amity College Of Commerce& Finance (ACCFK) Amity University-Kolkata, on 25 to 26 November, 2021.
7. Participated In Paper entitled ”Data Analysis using Amos & E-Views “in two days National workshop sponsored by ICSSR-SRC, Hyderabad and organized by Alagappa University, karaikudi, held on 07.10.2021 to 8.10.2021.
8. Participated in the One -Day E-National Workshop on **“Development and Validation of Research Tool”** organized by Department of Education, MandsaurUniversity, on 15.02.2022.
9. Participated in the Online Seven-days Nations Level Experieotin Workshop on **“Research Methodology”** held from 18th to 24th April, 2022. Organised by St.Josephs College of Commerce (Autonomous), Bengaluru.
10. Participated in the One Day National Level Online Workshop **“Implementation of (Outcome Based Education) OBE in Commerce Education”** ICSSR-SRC, Hyderabad sponsored held on 27.08.2022 conducted by the Department of Commerce (Business Analytics), G.Venkataswamy Naidu College, Kovilpatti.
11. Participated in two week national level virutal workshop on advancedresearch metholody SRM institute of science and techonology from 3rd july2023-18th july 2023.
12. Dr.R.Ramya has participated in ICSSR Sponsored workshop on Digital india scheme – PMJDY,APY,PMSYM on the Implication of digital financial inclusion supporting

“Rural Women Economic Empowerment” in western taqmil nadu” organised by Department of B.Com (IB),NGM College 20.02.2024.

SYMBOSIUM

1. Participated a paper entitled **”Empower the Youth to Enrich the Nation”** in the National Level symposium organized by Swami vivekanandhar students thinkers forum, Nallamuthu Gounder Mahalingam college, Pollachi, held on 04.07.2020.
2. Participated a Paper entitled **”Relevance of Gandhian Ideology in the Present Scenario”** in the international webinar symposium organized by Department of History-Historia 20, Nallamuthu Gounder Mahalingam college, Pollachi, held on 29.04.2020.
3. Dr.R.Ramya has Participated in Two week National level virtual workshop on **“Advanced Research Methodology”** SRM institute of science and technology from 3rd july 2023-18th july 2023.
4. Dr.R.Ramya has participated International symposium on **“Volatility in Global Markets”** Organised by School of Commerce in VET Institute of Arts & Science College, held on 23.8.2023.

BOOKS PUBLISHED

1. Published in ISBN Book” Impact of Facebook on The Buying Behavior of Students” ISBN no 978-93-93737-87-8 , February 2022, Pages 107.
2. Published in ISBN Book “Buying Behaviour of Eco Friendly Products”, ISBN No 978-93-5759-827-9, Shanlax Publications, 2022.
3. Published in ISBN Book” Financial Inclusion of Street Hawkers”, ISBN No 978-93-5768-383-8, Shanlax Publications, 2022.

CONFERENCE PROCEEDINGS

4. Published in Conference Proceedings ISBN“ HR Practices And Job satisfaction of Nurses – A Comparative Study In Government And Private Hospitals” in the National level conference on PG Department of HRM , St. Joseph’s college, Trichirappali of on 4th & 5th February, 2015.
5. Published in Conference Proceedings ISSN Book “A Study on College Students Perception towards Celebrity Endorsement” Pramana Research Journal (Volume 9, Issue 4, 2019 , Impact factor 6.2).

6. Published in Conference Proceedings ISBN Book "Preference of Using Information and Communication Technology among E-Entrepreneurs in Digital Marketing" – Reimagining Marketing in the New Normal, Winger Publications, PP 73-79.
7. Published in Conference Proceedings "To Study on Customer Satisfaction and Awareness on Digitalization of Insurance Sector" ISBN and ISO Certificate Book, Volume , Year 2021, Pages 147-150
8. Published Conference Proceedings In By Department Of Commerce – Bps & Sri Ramakrishna College Of Arts Science Of Arts & Science National Level Seminar on "India Means Business – Reform Perform & Transform" Study of Students Awareness Towards Entrepreneurship Development Programmes By Government And Innovative Approaches To Promote Entrepreneurs.
9. Published in conference proceedings in ISBN Book in International Conference proceedings on "AI and Sustainable entrepreneurship in emerging markets" Artificial intelligence and its socio economic implications on employment in emerging economics ISBN: 978-81-991002-9-9524-528 organized by Sri Ramakrishna college of arts and science, Coimbatore on 8.09.2025.
10. Published in Conference Proceedings in ISBN Book Indian Knowledge Systems (Iks) in Higher Education: Challenges AND Opportunities ICSSR –SRC Sponsored One Day Conference On "Indian Knowledge Systems: Rediscovering The Roots Of Timeless Wisdom" ISBN Number: 978-93-5619-426-7 PP10-14 on 09.01.2026.

BOOK CHAPTER

1. Published in Book Chapter in ISBN Book "A Study on Empowerment of Women through Self Help Group",978-93-5780-553-7, Shanlax Publications, 2023.
2. Published in Book Chapter in ISBN Book" Role of banks in Financial Inclusion" 978-93-5811-136-1,Shanlax Publications, 2023.
3. Published in Book Chapter in ISBN Book "Teachers Role in Blended Learning Environment" 978-93-94004-061 Shanlax Publications, 2023.
4. Published in Book Chapter in ISBN Book "Women's Employment, Entrepreneurship And Empowerment" Nallamuthu Gounder Mahalingam College, Pollachi 2023 .
5. Published in Book Chapter in ISBN Book Azadi Ka Amrit Mahotsav Skill India - In "Co-Creation model of Learning, Teaching & Curriculum" – Staff & Students as partners

- towards National Educational Policy 2022” Nallamuthu Gounder Mahalingam College, Pollachi.
6. Published in Book Chapter in ISBN Book “Yoga for Health, Happiness and Harmony”, ICSSR sponsored One Day National Seminar on organized by Sri Ramakrishna College of Arts and Science, Coimbatore on 19.07.2024.
 7. Published in Book Chapter in ISBN Book “A Study on Consumer Satisfaction towards Digital Marketing – in Pollachi taluk” one day ICSSR sponsored national level seminar on organized by Department of E-Commerce, NGM College on 19.7.2024.
 8. Published in Book Chapter in ISBN Book “Management Lessons from Indian Epics” Bhagavad Gita and Indian Ethics Preaching of Great Philosopher Adi Sankara 9788198774644, pp 232-236 ,Sri Ramakrishna College of arts and science Coimbatore, on 11.07.25.
 9. Published in Book Chapter in ISBN Book Relations between India and Malaysia: A Strategies, economic and cultural perspective International Conference on India Malaysia bilateral relations: strengthening economic, strategic, and cultural tiles in the 21th century ICWA. 978-93-6126-546-448-53,Sri Ramakrishna College of arts and science Coimbatore on 20.08.25.
 10. Published in Book Chapter in ISBN Book “Ai Driven Customer Relationship Management” The Strategic Role of Multidisciplinary Academic Research And Practice ISBN: 978-81-993959-3-0 Pp138-143 Nehru Arts And Science College, Coimbatore, on 10.09.2025.

PUBLICATIONS

1. Published in ISSN Book “ **Customer Satisfaction on online Bus Ticket Booking** ” - with Special Reference to Pollachi Taluk”in Intercontinental journal of marketing research review”(Volume 3 Issue 12 December 2015, Impact factor 0.882).
2. Published in ISBN Book “**Users Satisfaction on Social Media Network**” in Journalof Commerce and Management Thought (Volume 10-1,2019,pp 73-77).
3. Published in ISSN Book “**A Study on College Students Perception towards Celebrity Endorsement**” Pramana Research Journal (Volume 9,Issue 4,2019 Impact factor 6.2).
4. Published in E-ISSNBook “**Users Satisfaction On Whatsapp Messenger**” in research review International journal of multidisciplinary,(Volume 3 Issue 10 October 2018Impact factor 4.184 Reference no:RRJ2018031071).
5. Published in ISSN Book “**A Study on College Students Perception towards Celebrity**

- Endorsement**” Pramana Research Journal (Volume 9, Issue 4, 2019, Impact factor 6.2).
6. Published in ISSN “**Customer Preference Towards Online Banking Research Explorer**” –A Blind Review & Referred Quarterly International Journal (UGC Approved March 2019 Impact factor 3.655).
 7. Published in ISSN Book “**Customer Satisfaction towards Mobile Banking**” in International Refereed and Indexed Journal for Research Publication (**Customer Satisfaction** Sr.No.62841, May 2019, Impact factor 6.76).
 8. Published in Scopus "**Harmony in family business**" International journal of recent technology and engineering (IJRTE) ISSN:2277-3838, volume-8 Issue-3, September 2019.
 9. Published in “**Customer Satisfaction on OLX**” - International And Journal Of Analytical And Experimental Model Analysis, UGC approved group II, IJAEMEA Journal Volume XII, ISSUE III, MARCH 2020, (Impact Factor no 6.3)
 10. **Published in “ Predictors of Green Consumerism in Pollachi”** –International and Journal Anvesak, UGC approved group I, Volume 51, no.1(I), Pages:108-115 January – June 2021
 11. **Published in “Users Perception towards Google Pay”**- International journal PalArch’s Journal of Archaeology of Egyptology, PJAEE Volume 18 (1), 2021.
 12. Published in “**Determinants of bank Preference**”-on “Shodh Sanchar Bulletin” UGC care listed journal volume 11, January – March 2021, PP 276-284.

13. Published in **“Perception towards ban on Plastic Bags”** – on “Shodh Sanchar Bulletin,UGC care listed journal, Volume 11,January-March 2021, PP 272-275.
14. Published in**“ Buying Behaviour of Eco Friendly Products”**- “ShodhSarita UGC care journal , Volume 8 ,January-March 2021 , Pages :267-268.
15. Published in **“Reading Habit In Digital Era”** - A Study With Specific Reference To CollegeStudents Pollachi Taluk, Tamilnadue-ISSN 2320 –7876Vol.11,S Iss 1, 2022., UGC CARE List (Group I)
16. Published in **“A Study on Factors Influencing Buying Behaviour of Eco-Friendly Products”**, UGC Care ,Journal of The Asiatic Society of Mumbai Issn: 0972-0766, Vol. XCVI, No.24, 176-189176-189 ,
17. Published an Article on **“Consumer Awareness And Satisfaction Towards Organic Products”** in International Journal of Cultural Studies and Social SciencesVol-20, Issue-1, No.38, January - June: 2024 :: ISSN: 2347-4777Double-Blind, Peer Reviewed, Refereed & Open Access, UGC CARE Listed Journal.
18. Published an Article on**“ Consumer Buying Behaviour Towards Organic Products”** in Humanities and SocialScience,Vol-13, Issue-1, No.36, January- June: 2024 :: ISSN: 2319 -829 X with IF - 7.28Double-Blind, Peer Reviewed, Multidiciplinary referred journal UGC CARE Listed Journal.
19. Published an Article on **“Recent Trends in Marketing of Organic Food Products”** in Humanities and Social Science,Vol-13, Issue-1, No.36, January - June: 2024 :: ISSN: 2319 -829 X with IF - 7.28Double-Blind, Peer Reviewed, Multidiciplinary referred journal UGC CARE Listed Journal.
20. Published an Article on **“Determinants of Consumer Preference towards Organic Food Products”** in,IPE Journal of management Vol-14 , No.7, - July- December: 2024 ISSN: 2249 -9040 X with IF - 7.138 Double-Blind, Peer Reviewed, UGC CARE Listed Journal.
21. Published an Article on **“Ai Marketing: Revolutionizing Consumer Engagement, Branding, And Business Growth”** ISSN 2319-829X Humanities and Social Science Studies, Double Blind, Peer Reviewed, UGC CARE Listed Journal, Vol. 14, Issue 2, No.2, July – December: 2025,58-61.
22. Published an Article on **“Exploring The Impact of Direct Benefit Transfer (Debt) In Tamil Nadu: A Socio-Economic Perspective Ipe”** Journal of Management , Double Blind, Peer Reviewed, UGC CARE Listed Journal, ISSN 2249-9040 Volume 15, No 2,

July-December 2025, 31-34.

I here by assure that the above furnished in formations are true to the best of my knowledge.

Place: Pollachi

Date: 20.01.2026



(Mrs. R.Ramya)