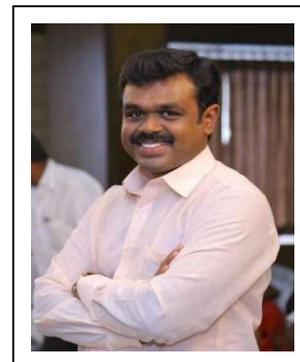


## CURRICULUM VITAE



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### **I. PERSONAL INFORMATION**

**Name** : **Dr. N. PONSABARIRAJ**

**Name of the Father** : Nagalingam.R

**Designation** : Assistant Professor  
Department of E-Commerce  
Nallamuthu Gounder Mahalingam College, Pollachi

**Nationality, Religion & Community** : Indian, Hindu & OBC

**Gender** : Male

**Date of Birth** : 10.05.1989

**Permanent Address** : 23/1, Kuppusamy Layout,  
Pollachi (Tk) - 642001  
Coimbatore (Dt),  
Tamil Nadu, India. Mobile: (+91) 98420 86949  
E-Mail: ponsabariraj@gmail.com

## II. (a) EDUCATIONAL QUALIFICATIONS (Starting from Pre-Degree)

S. No.	Degree/Diploma/ Certificate obtained	University/ Institution	Year of Passing	Specializati on	% of marks	Class and Rank of any
1.	Ph.D. (FT)	Bharathiar University, Coimbatore.	2013-2016	Finance	--	Highly Commended
2.	M.Phil. (FT)	Bharathiar University, Coimbatore.	2011-2012	Finance	68	First Class with Highly Commended
3.	PGDCA	Bharathiar University, Coimbatore.	2010-2011	--	58	Second Class
4.	M.Com.	Sree SaraswathiThyagaraja College, Pollachi.	2009-2011	Marketing	74	First Class
5.	B.Com.	Sree Saraswathi Thyagaraja College, Pollachi.	2006-2009	Finance, Accounting	65	First Class

## III. TEACHING EXPERIENCE

S. No.	Institution Name	No. of Year Experience
1	Sree Saraswathi Thyagaraja College (Autonomous), Pollachi	5Years
2	Nehru Arts and Science College (Autonomous), Coimbatore	2 Years
3	Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi	01.08.2022 till date

**(b) LIST OF FDP/PDP ATTENDED:**

1. Attended the 5 days FDP on ***“Recent Frontiers in Disease Biology: Latest Innovations and Biotechnological Solutions”*** organized by Amity University Haryana from 21.07.2025 to 25.07.2025.
2. Attended the One day National FDP on ***“Interactive and Immersive Learning with AR/VR for Next Gen Classrooms”*** organized by the Department of Artificial Intelligence and Data Science, Vivekananda Arts and Science College for Women, Veerachipalayam, Sankari, Salem District on 25.08.2025.
3. Attended the 5 day virtual International FDP on ***“Digital Pedagogy: Teaching in the Age of Technology”*** Organized by the Department of Visual Communication, S.A. College of Arts and Science, Chennai, from 25.08.2025 to 29.08.2025.
4. Attended the 9 days ***“Human Development Programme”*** Organized by the Department of Human Excellence, NGM College, Pollachi on 25.08.2025 to 02.09.2025.
5. Completed the One Week NEP 2020 Orientation & Sensitization Programme in Online Mode under Malaviya Mission Teacher Training Programme (MMTTP) of Ministry of Education, Government of India Organized by MMTC, Shri Ram College of Commerce from 08.09.2025 to 16.09.2025.
6. Attended the 7 days online PDP on ***“Evolving Paradigms in Research Design: From Positivism to Interpretivism in Business and Social Research”*** organized by SRM Faculty of Science and Humanities, Vadapalani Campus from 01.09.2025 to 08.09.2025.
7. Attended the 5 days National level Virtual FDP on ***“Empowering Education Foundation and Frontiers of Business Analytics”*** organized by Department of Business Administration, Hindusthan College of Arts & Science from 15.09.2025 to 19.09.2025.
8. Attended the 3 days Online FDP on ***“The Tantrayukti of Innovation (IKS): A strategic Framework for Industry 5.0 & the SDG’s”***, Organized by the Department of Business Administration, St. Joseph’s College (Autonomous) Tiruchirappalli from 1<sup>st</sup> October 2025 to 3<sup>rd</sup> October 2025.
9. Attended the One Week National FDP on ***“Recent Trends in Artificial Intelligence – Digital Era”*** Organized by the Department of Computer Science, Faculty of Science and

Humanities, SRM Institute of Science and Technology, Ramapuram, Chennai on 06.10.2025 to 11.10.2025.

10. Attended the 6 days FDP on **“Foundations of Data Science and its Applications”** organized by the Department of Computer Science and Engineering, guru Nanak Institute of Technology from 27-10-2025 to 01.11.2025.
11. Attended the 5 days National FDP on **“Synergy of Sustainability and technological Innovation – Viksit Bharat 2047”** Organized by the Department of Commerce, Kristu Jayanti (Deemed to be University), Bengaluru from 03.11.2025 to 07.11.2025.
12. Attended the 5 Days Virtual International FDP on **“Research Paper Drafting and Refinement: From Idea to Publication”**, Organized by the Department of Corporate Secretaryship, St. Joseph’s College of (Arts & Science), Kovur, Chennai from 10.11.2025 to 14.11.2025.
13. Attended the 5 days FDP on **“Classroom Management Challenges & State-Of-The -Art-ABL”** Organized by Department of Management Studies, St. Joseph’s College of Engineering and Technology Thanjavur from 01.12.2025 to 05.12.2025.
14. Attended the 1day FDP on **“AI-Powered Teaching Tools for Gen Z”** organized by the Department of B.Com IT, Sankara College of Science and Commerce (Autonomous) on 03.01.2026.

**(c) LIST OF PAPER PRESENTATIONS (State, National and International level)**

1. **“M-Banking”**- Department of Commerce and Commerce CA, State level Seminar on Changing Scenario of Banking Sector held on 19<sup>th</sup> September 2008, Maharaja Arts and Science College, Coimbatore.
2. **“Global Financial Crisis And Its Impact on Indian Economy”**- Department of Commerce and Commerce CA, National level Seminar on The Global Financial Crisis and Its Impact on India held on 25<sup>th</sup> September 2009, Maharaja Arts and Science College, Coimbatore.
3. **“Global Financial Crisis”**- UGC Sponsored National Seminar on, Global Financial Crisis- Its Impact on Indian Economy held at NGM College, Pollachi on 25<sup>th</sup> and 26<sup>th</sup> August 2009.
4. **“Rebooting Strategies for Global Recession”**- International Conference on Rebooting Strategies for Global Recession, 20<sup>th</sup> August, 2009. Tiruppur Kumaran College for 3Women, Tiruppur.

5. ***“Retailing in Food Processing Industry”***- National Conference on Emerging Trends in Retailing Industry held on 20<sup>th</sup> March 2010, SNR Sons College, Coimbatore.
6. ***“Global Financial Crisis”***- One day National Level Seminar on India’s Foreign Trade- Challenges and Opportunities in the Era of Post Liberalization” held at 01<sup>st</sup> April 2010, GRD School of Commerce and International Business, Dr. G.R.Damodaran College of Science, Coimbatore.
7. ***“FDI, FII and Indian-Capital Market”***- Two-day National Seminar on Issues Challenges in the Banking Financial Services and Insurance (BFSI) Sector organized by the Department of Commerce on 4<sup>th</sup> and 5<sup>th</sup> February 2011, Sree Saraswathi Thyagaraja College, Pollachi.
8. ***“Role of Technological Innovation and Opportunities Promoting Entrepreneurs in India”***- International Conference on Innovation and Entrepreneurship in a Networked World-ICIE 2012 dated 10<sup>th</sup> and 11<sup>th</sup> May, Sakthi Institute of Information and Management Studies, Pollachi.
9. ***“The Role of MSME-Promoting Employment Opportunities in India”***- Department of Commerce and International Business, International Conference on globalization is Irreversible: Need for Branding India Inc.& Making MSMEs Competitive in association with MSME Department, Commissionerate of Industries and Commerce, Government of Tamil Nadu and CODISSIA, Coimbatore held on 2<sup>nd</sup> and 3<sup>rd</sup> March 2012, Sree Saraswathi Thyagaraja College, Pollachi.
10. ***“Financial Performance of Selected Indian Pre- and Post- Merger Companies”***- UGC-SAP-DRS Sponsored National Seminar on Impact of Mergers and Acquisitions on the Financial Performance of Indian Industries, School of Economics, Bharathiar University Coimbatore on 3<sup>rd</sup> and 4<sup>th</sup> April 2012.
11. ***“Foreign Direct Investment and Environmental Issues in India”***- UGC-SAP-DRS Sponsored National Seminar on Environment and Sustainable Development-Indian Perspective Organized by School of Economics, Bharathiar University Coimbatore on 23<sup>rd</sup> and 24<sup>th</sup> February 2012.
12. ***“Global financial Crisis and Impact on IT Investors in India”***- National Level Seminar on Global Issues and Challenges in Business environment held on 1<sup>st</sup> February 2012, Department of Commerce CA, Kongunadu Arts and Science College, Coimbatore.

13. ***“Supply Chain management and Customer relationship Management on Indian retailing Business”***- International Conference on Shifting Paradigms of Business, Department of E-Commerce, VHNSN College, Virudhunagar on 23<sup>rd</sup> and 24<sup>th</sup> July 2012.
14. ***“Foreign Direct Investment (FDI) On Growth of Select Retail Companies In India”***- National Conference on “Prospects of FDI in Promoting Retail Trade in India, held on 15<sup>th</sup> February 2013.
15. ***“Determining the Risk Factor Measuring on Profitability and Liquidity Position of Select Retail Companies in India”***- International Meet- Conference held at School of Commerce, Bharathiar University Coimbatore on 22<sup>nd</sup> August, 2013.
16. ***“Performance Evaluation of Mergers and Acquisition of scheduled Commercial Banks in India”***- International Conference on Strategic Management: Emerging Economies’ Perspective Organized by the Oxford College of Business Management, HSR Layout, Bangalore on 25<sup>th</sup> October 2013.
17. ***“Determining the Risk Factor Measuring on the Profitability and Liquidity Position of Select Oil and Petroleum Companies in India”***- International Conference on “Business Intelligence and Innovations for emerging Markets”, at Chellamal Women’s College, Chennai, held on 8<sup>th</sup> March 2014.
18. Presented a paper entitled on ***“Impact of ICT Tools in Higher Education”***, ICSSR Sponsored One Day Seminar on “Perspective of ICT Tools in Education” Organized by the Department of Commerce, Nallamuthu Gounder Mahalingm College, Pollachi on 04<sup>th</sup> August 2023.
19. Presented a paper entitled on ***“Impact of NEP in Higher Education and Implementation”***, ICSSR Sponsored One Day Seminar on “Impact of New Education Policy Future Generation” Organized by the Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingm College, Pollachi on 10<sup>th</sup> August 2023.
20. Presented a paper entitled on ***“Perception about Skill Development in their Successful Business”***, ICSSR Sponsored One Day Seminar on “Rural Women Empowerment Through Skill Development” Organized by the Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingm College, Pollachi on 10<sup>th</sup> August 2023.
21. Presented a paper entitled on ***“Impact of MSMEs for promoting New Business Strategies”***, ICSSR Sponsored One Day Seminar on “Sustainable Developments Through

- MSME's: A Pathway to Self – Reliant India” Organized by the Department of Commerce, Nallamuthu Gounder Mahalingm College, Pollachi on 6<sup>th</sup> October 2023.
22. Presented a paper entitled on **“Consumer’s Awaariness Towards Online Medicine Buyer’s – With Special Reference to Coimbatore City”**, ICSSR Sponsored One Day Seminar on “Envisioning a Self – Reliant Rural India for Sustainable Economic Development” Organized by the Department of Commerce, Nallamuthu Gounder Mahalingm College, Pollachi on 12<sup>th</sup> & 13<sup>th</sup> October 2023.
23. Presented a paper entitled on **“An Empirical Study on the Level of Satisfaction towards Online Medicine Buyers”**, ICSSR Sponsored One Day Seminar on “India 2.0: Vision for India 2047 Digital ecosystem & Harnessing Artificial Intelligence” Organized by the PG Department of Commerce, Nallamuthu Gounder Mahalingm College, Pollachi on 24<sup>th</sup> January 2024.
24. Presented a paper entitled on **“The Role of Emerging Technologies in Business Evolution”**, on Two Days International Conference on “Digital Transformation and its Impact on trade, Commerce and Industry” Organized by PG & Research Department of Commerce, Nadar Saraswathi College of Arts and Science, (Autonomus), Vadaputhupatti, Theni held on 29<sup>th</sup> and 30<sup>th</sup> July, 2025.
25. Presented a paper entitled on **“Impact of Recent developments in Regulation and Consumer Protection in Insurance Sector”**, Insurance Institute of India sponsored National Seminar on “Role of Insurance in a Sustainable Societal Framework” Organized by Department of Commerce – Business Process Services, Sri Ramakrishna College of Arts and Science, Coimbatore on 26<sup>th</sup> September 2025.
26. Presented a paper entitled on **“Transforming the Banking Industry the Impact and Applications of AI”**, The Institute of Cost and Management Accountants of India sponsored One day International Conference on “AI-Driven Finance 2025: Unlocking Business Growth and Cost Optimization” (ICAIDF’25) Organized by the Department of Commerce and Business Administration & Research, Suguna College of Arts & Science, Coimbatore on 27<sup>th</sup> September, 2025.
27. Presented a paper entitled on **“Retailers Perception towards Impact of FDI on Indian Retail Market Segments”**, Institution’s Innovation Council sponsored One Day National Conference on “Navigating the Future of Commerce Through Digital Transformation, Artificial Intelligence and ESG Concerns for Sustainable Business” Organized by the

Department of Commerce, Commerce with Computer Applications and Commerce with e-Commerce jointly with GlobalFTI (Platinum ALP – ACCA), PSGR Krishnammal College for Women, Coimbatore on 29<sup>th</sup> September 2025.

28. Presented a paper entitled on ***“Circular Economy and Digital Transformation: Unlocking Sustainable Business Models in the Technology Sector”***, The Institute of Cost Accountants of India sponsored One day International Conference on “Unlocking Green Growth: Sustainability as a Catalyst for Business Innovation in the Technology-Driven Era” Organized by Department of Commerce & Business Administration, Sri Ramakrishna College of Arts & Science, Coimbatore on 16<sup>th</sup> October 2025.
29. Presented a paper entitled on ***“Exploring the Role of AI-Driven Smart Technologies in enhancing In-Store Consumer Engagement”*** on One Day International Conference on “Artificial Intelligence Revolution in Commerce and Management: Trends, Technologies and Transformations” (IC-AIRCMT-2026) Organized by Department of Commerce, Sankara College of Science & Commerce, Coimbatore on 8<sup>th</sup> January 2026.
30. Presented a paper entitled on ***“Adoption of Generative AI Tools in Marketing and Customer Engagement: A Study on Indian Businesses”*** on One Day International Conference on “Artificial Intelligence Revolution in Commerce and Management: Trends, Technologies and Transformations” (IC-AIRCMT-2026) Organized by Department of Commerce, Sankara College of Science & Commerce, Coimbatore on 8<sup>th</sup> January 2026.

#### **(d) LIST OF CONFERENCE & VARIOUS WORKSHOPS ATTENDED**

1. ***“Meta Management Mantra”***- National Level Seminar, Department of Commerce and Research, RVS College of Arts and Science held on 10<sup>th</sup> March 2007, Coimbatore.
2. ***“OMM’08”***- Quiz Programme Conducted by Omni-Maths Association of Department of Mathematics held on 13<sup>th</sup> October 2008.
3. ***“Centre for Counseling & Guidance”***- Participation as Peer Counselor during the 2008-2011 Academic Years Organized by the Centre for Counseling and Guidance, Organized by, Saraswathi Thyagaraja College, Pollachi.
4. ***“Three Day Entrepreneurship Awareness Camp (EAC)”***- Organized by Saraswathi Thyagaraja College held on 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> September 2010, Pollachi.
5. ***“EDU-NOMICS & International Brand Architecture”***- Organized by Department of MBA Rathinam College of Arts and Science held on 5<sup>th</sup> January 2011, Coimbatore.

6. ***“The Protection of Women From Domestic Violence Act, 2005”***- Organized by the Department of Women’s Studies, Bharathiar University, Coimbatore held on 20<sup>th</sup> March 2012.
7. ***“Two Day Entrepreneurship and Skill Development Programme”***- Organized by Entrepreneurship and Skill Development Centre, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore held on 27<sup>th</sup> and 28<sup>th</sup> March 2012.
8. UGC Sponsored Two Day Workshop on ***“Data Analysis in Business Research”***- Conducted by School of Commerce, Bharathiar University, Coimbatore on 19<sup>th</sup> and 20<sup>th</sup> February, 2014.
9. ***“National Library Week”*** – held at Bharathiar University, Coimbatore on 18<sup>th</sup> November, 2014.
10. Participated in Two Day National Workshop, ***“SPSS Applications in Business Research”*** Organized by School of Commerce, Bharathiar University, Coimbatore on 6<sup>th</sup> and 7<sup>th</sup> of March, 2015.
11. Participated in Three Day National Workshop on ***“Quantitative Social Research Methods”*** Organized by the Department of Economics, School of Economics, Bharathiar University, Coimbatore during 9<sup>th</sup> and 11<sup>th</sup> of March, 2015.
12. Attended one week faculty Development Programme (FDP) on ***“Research methodology and Advanced Pedagogies in Higher Education”***, Organized by the Department of Commerce, Nallamuthu Gounder Mahalingm College, Pollachi from 24<sup>th</sup> to 28<sup>th</sup> 2023.
13. Attended one week faculty Development Programme (FDP) on ***“Quality Education for Nation Building”***, Internal Quality Assurance Cell (IQAC) of Sakthi Institute of Information and Management Studies (SIIMS) from 31.07. 2023 to 08.08.2023.

**(e) LIST OF EDITED ISBN BOOK PUBLICATION**

1. ***“The Role of MSMEs-Promoting Employment opportunity in India”***- Department of Commerce and International Business, International Conference on globalization is Irreversible: Need for Branding India Inc. & Making MSMEs Competitive in association with MSME Department, Commissionerate of Industries and Commerce, Government of Tamil Nadu and CODISSIA, Coimbatore held on 2<sup>nd</sup> and 3<sup>rd</sup> March 2012, Sree Saraswathi

Thyagaraja College, Pollachi, March 2012, Published by Laser Park Publication House, Coimbatore, pp.56-59, ISBN No: 978-81-910472-9-5.

2. ***“Supply Chain management and Customer relationship Management on Indian retailing Business”***- International Conference on Shifting Paradigms of Business, Department of E-Commerce, VHNSN College, Virudhunagar on 23<sup>rd</sup> and 24<sup>th</sup> July 2012, pp. 280-281, ISBN No: 978-93-81723-05-0.
3. ***“Impact of Foreign Direct Investment (FDI) on Growth of Indian Retail Industry”***- Managerial Herald, Bi-Annual Journal of thoughts, Department of Business Administration, St. Michael College of Engg. & Tech, Kalayarkoil, Sivagangai (Dt.) on July-December 2012, Shanlax publication, Madurai, pp. 18-23, ISBN No: 938068613-7.
4. ***“A Study on Profitability Position of Select Retail Companies in India”***- Banking, Financial Services and Insurance (Trends, Opportunities, Issues and Challenges), 2013, pothi.com, Mudranik Technologies Pvt. Ltd, pp.103-112, ISBN No: 978-93-82359-59-3.
5. ***“Determining the Risk Factor Measuring on Profitability and Liquidity position of select Retail Companies in India”***- Emerging Research Paradigms in Social Sciences, 2013, Bloomsbury Publishing India Pvt. Ltd., New Delhi, pp.126-137, ISBN No: 978-93-82951-32-2.
6. ***“Performance Evaluation of Mergers and Acquisitions of Scheduled Commercial Banks in India”***- International Conference on Strategic Management: Emerging Economies Perspective Organized by the Oxford College of Business Management, HSR Layout, Bangalore on 25<sup>th</sup> October 2013, pp. 147-152, ISBN No: 978-93-5142-199-3.
7. ***“Determinants of Foreign Direct Investment (FDI) On Select Indian Retail Companies - An Econometric Analysis”***- Emerging Trends In Finance, 29<sup>th</sup> May 2014, No: 978-93-83241-24-8.

**(f) LIST OF ISSN JOURNAL PUBLICATION**

1. ***“Foreign Direct Investment (FDI) on Growth of Select Retail Companies in India”***- Kaveripakkam College Journal of Management Research, Chennai, Vol.III, Issue No. 7, Quarterly Journal, April-June 2013, pp.37-45, ISSN No: 2249-6459.
2. ***“Profitability and Trend Analysis of Select Retail Companies in India”***- Indian Journal of Finance, New Delhi, Vol. VII, Number. 12, December 2013, ISSN No: 0973-8711.

3. ***“Determining the Risk Factor Measuring on the Profitability and Liquidity Position of Select Oil and Petroleum Companies in India”*** - Business Intelligence and Innovations for Emerging Market, Vol. I, Number. 1, March 2014.
4. ***“Impact of Foreign Direct Investment (FDI) in Select Indian Retail Companies-With Respect to Equity Investment”***, Journal of Global Economy, Vol. II, Number.3, September 2015, pp.189-200 ISSN No: 0973-8711.
5. ***“Performance of Retail Context in Host Countries – A Study with Respect to Select Macro- Economic Variables”***, EPRA International of Economic and Business Review, Vol. I, Number.3, September 2015, pp.40-51 ISSN No: 0973-8711.
6. ***“Performance of Select Oil and Petroleum Companies in India -With Respect to Profitability and Liquidity Analysis”***, Finance India, The quarterly Journal of Indian Institute of Finance, Greater Noida, UP, Vol. XXXII, Number.1, March 2018, pp.139-156 ISSN No: 0970-3772.
7. ***“An Overview of Retail Industry and Determinants of FDI in Select Macro-Economic Variables in Host Countries of India and United States”***, International Journal of Research and Analytical Reviews, Vol. VI, Issue. 1, Jan-March 2019, pp.i727-i741 ISSN No: 2349-5138.
8. ***“Retailers’ Satisfaction Towards FDI Impact in Indian Economy-With Respect to Coimbatore District”***, Cikitusi Journal for Multidisciplinary Research, Vol. VI, Issue. 6, April 2019, ISSN No: 0975-6876.
9. ***“Gender Equality in the Implementation of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) Scheme in India,”*** Our Heritage for Multidisciplinary Research, Vol. 68, Issue. 2, January 2020, ISSN No: 0474-9030.
10. ***“Perception About New Education Policy (NEP) In Teaching Fraternity - With Respect to Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 1, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 56-61.
11. ***“Consumer’s Awareness, Perception And Satisfaction Towards Online Medicine Buyer’s-With Special Reference To Coimbatore City”***, Shodhak : A Journal of Historical Research, ISSN : 0302-9832, Volume: 53, Issue: 03, No: 01, September - December : 2023, Pp. 121 - 132.
12. ***“Growth And Satisfaction Level Towards Online Medicine Buyer’s - With Special Reference to Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-84

- No. 6, July – December: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 133 - 141.
13. ***“Male E-Bike users Awareness and Perception – An Empirical Analysis with Respect to Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 19, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 107-122.
  14. ***“Awareness And Perception Towards Female E-Bike Users – An Empirical Analysis with Respect to Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 18, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 142-151.
  15. ***“Impact Of FDI In Indian Economy with Macro – Economic Variables”***, Humanities and Social Science Studies, Vol. 13, Issue 2, No.3, January – June: 2024, ISSN 2319-829X, Pp. 66-71.
  16. ***“Perception Towards E-Bike Users in Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 19, January – June: 2024, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 107-124.
  17. ***“Bridging Educational Gaps: A Study on Beneficiary Perceptions of the Tamil Pudhalvan Scheme in Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 8, January-June: 2025, ISSN: 0974-0066, Pp. 70-75.
  18. ***“Exploring College Students’ Awareness about the Tamil Pudhalvan Scheme: A Coimbatore District Perspective”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 4, January-June 2025, ISSN: 0974-0066. Pp. 122-127.
  19. ***“The Role of Satisfaction in the Performance of the Pudhalvan Scheme: A Statistical Perspective”***, Madhya Bharti -Humanities and Social Sciences, Vol-14, Issue No. 1, No. 13, January-June 2025, ISSN 2319-829X, Pp. 137-142.
  20. ***“Integrating Skill training with Curriculum: A Study on NAAN Mudhalvan in Arts & Science Colleges”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 02, July-December 2025, ISSN 0974-0066, Pp. 26-31.
  21. ***“From Campus to Career: The Role of the NAAN Mudhalvan Scheme in Shaping Job-Ready Graduates in Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 2, July-December 2025, ISSN 0974-0066, Pp. 42-48.

22. ***“Empowering Young Minds: The Impact of the Tamil Pudhalvan Scheme on Academic Growth in Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 1, July-December 2025, ISSN 0974-0066, Pp, 90-95.
23. ***“The Role of Emerging Technologies in Business Evolution”***, Journal of management Science and humanities, Volume 12, Issue No 2, ISSN: 2395-0625, Pp: 287-290.

**(g) LIST OF RESEARCH BOOK PUBLISHED:**

1. ***“Performance of Retail Industry and Determinants of Foreign Direct Investment (FDI) On Select Macro- Economic Variables in Host Countries”***, Published by LAP LAMBERT Academic publishing, International Book Market Service Ltd., Mauritius. ISBN: 978-620-0-11828-8.
2. ***“Impact of Foreign Direct Investment (FDI) in Indian Retail Sectors - Retailers’ Are Satisfied?”*** Published by Kanish Publishing House, ISBN-13: "978-81-941797-0-2".

**(h) LIST OF NO OF BOOKS PUBLISHED:**

1. ***“Perception and Satisfaction towards the Tamil Pudhalvan Scheme: Its Impact on the Academic Growth of young minds in Coimbatore District”***, Published by Shanlax Press, ISBN: 978-93-344-3294-7.
2. ***“Consumer’s Awareness, Perception and Satisfaction towards Online Medicine Buyers- With Special Reference to Coimbatore City”***, Published by Shanlax Press, ISBN: 978-93-344-5800-8.
3. ***“Retailers Perception and Satisfaction towards the Impact of Foreign Direct Investment (FDI) on Indian Retail Market Segments with Reference to Host Countries: A Recent Outlook”***, Published by Shanlax Publications, ISBN: 978-93-5626-355-0.
4. ***“Future of Enterprise: Strategic Finance, Global Management, and Economic Innovation”***, Published by Shanlax Publications, ISBN: 978-93-6163-464-2.

**(i) LIST OF NO OF CHAPTERS PUBLISHED:**

1. ***“Integrating Indian Knowledge Systems with Digital Circularity: A Sustainable Model for the Technology Sector”***, chapter published by Sankara College of Science and Commerce, ISBN: 978-93-344-5330-0, Pp: 13-22.

2. *“An Empirical Study on Consumer Trust and Privacy Concerns in Voice-Activated Digital Marketing Systems”*, chapter published by Jai Shivaasni Publications, ISBN: 978-81-989640-4-5, Pp: 17-27.

3. *“Impact of Recent Developments in Regulation and Consumer Protection in the Insurance Sector”*, chapter published by Sri Ramakrishna College of Arts & Science, ISBN: 978-81-964453-7-9, Pp: 961-970.

4. *“Retailers Perception towards Impact of FDI on Indian Retail Market Segments”*, chapter published by PSGR Krishnammal College for Women, Coimbatore, ISBN: 978-81-987468-8-7, Pp: 41-58.

5. *“Financing Innovation: Venture Capital, Incubators, and Government Missions in India”*, chapter published by Sri Ramakrishna College of Arts & Science, ISBN: 978-93-94004-50-4, Pp: 522-529.

#### **(j) ACTIVE MEMBER IN VARIOUS COLLEGE COMMITTEES**

- ✓ Internal Quality Assurance Cell (IQAC)
- ✓ Examination Committee (Autonomous & University)
- ✓ Centre for Entrepreneurial Development (CED)
- ✓ Alumni Association
- ✓ EAC & CED - Camp Coordinator

#### **(j) EXPERT PANEL MEMBER**

- ✓ Doctoral Committee Expert in Government Arts and Science College, Udumalpet and PSG College of Arts and Science, Coimbatore.

#### **(k) TECHNICAL EXPERTISE**

- ✓ SPSS – For Research Package
- ✓ Office Automation and Web Designing
- ✓ Tally
- ✓ Type writing- English (Higher)

### **III. ACHIEVEMENTS**

- ✓ Best NSS Volunteer Award & Best Social Service Outstanding Performance Certified by Management of Sree Saraswathi Thyagaraja College, Pollachi. (2006-2007).
- ✓ University Research Fellowship (URF) For Ph.D Full Time (2013-2015) in School of Commerce Bharathiar University.
- ✓ Appreciated for Exemplary service as the Criterion manager during the NAAC Assessment period (2018-2023).
- ✓ Best teacher Award 2025 by Flyers Charitable Trust on Global Literacy Day 2025.

#### **IV. EXTRA CURRICULAR ACTIVITIES**

- ✓ National Service Scheme (NSS) – Special Camp Participation Certificate
- ✓ Act as an NSS Volunteer and Participated rally on National Child Labour Project of “Anti Domestic Child Labour” Organized by Covai class on 30.03.2007.
- ✓ Appreciation by Blood Donation camp on 25.10.2007, conducted by Lions Club and Pollachi Blood Bank Service.
- ✓ Participated rally on Lions Blood donation Awareness Rally, held at Coimbatore on 30<sup>th</sup> September 2007.
- ✓ Act as an NSS Volunteer and Participated rally on National Child Labour Project, Collectrate, of “Child Labour Survey” Organized by Covai class on 21.06.2008 to 22.06.2008.
- ✓ Participated in Indian Red Cross Society, Tamil Nadu Branch Sponsored a Four - Day State Level YRC Study Camp for Volunteers and Programme Officers held at Bharathiar University, Coimbatore from 12<sup>th</sup> and 15<sup>th</sup> December 2011.
- ✓ Participated in Indian Red Cross Society, Tamil Nadu Branch Sponsored a Three - Day Zonal Level “Orientation Training Programme” for YRC Volunteers held at Bharathiar University, Coimbatore from 23<sup>rd</sup> and 25<sup>th</sup> January 2012.
- ✓ Participated in Indian Red Cross Society, Tamil Nadu Branch Sponsored a Three - Day Zonal Level “Orientation Training Programme” for YRC Volunteers and Programme Officers held at Bharathiar University, Coimbatore from 12<sup>th</sup> and 14<sup>th</sup> March 2014.
- ✓ Participated in Indian Red Cross Society, Tamil Nadu Branch Sponsored in 5 – Days Inter State (National Level) “YRC Training – Cum - Study Camp” for YRC Volunteers and Programme Officers held at Bharathiar University, Coimbatore from 12.12.2014 to 16.12.2014.

## VI. BOARD MEMBER

- ✓ Syllabus designer, Board of member and Advisor of B. Com (Banking) course at Thiruvalluvar University, Vellore – 2021 onwards.

## VI. ACTED AS A RESOURCE PERSON

S.No	Date	Topic Covered	Institution
1	24.08.2020 to 26.08.2020	Introduction to SPSS & Software usages with Statistics	PSGR Krishnamal College for Women, Coimbatore
2	05.04.2021 to 06.04.2021	Introduction to SPSS	PSGR Krishnamal College for Women, Coimbatore
3	21.07.2021	Research Design and Sampling Strategy of Good Research	St.Joseph College of Arts and Science, Cuddalore
4	21.07.2021	Research Design and Sampling Strategy for Innovative Research – Practical Exposure (Ten Days Workshop)	Central University of Tamil Nadu, Thiruvarur
5	13.03.2023	Reporting the Research	PSG College of Arts and Science, Coimbatore
6	20.10.2023	Research Methodology using SPSS	KPR College of Arts Science and Research, Coimbatore
7	03.02.2024	Introduction to SPSS & Software usages with Statistics	Government Arts College, Udumalpet
8	12.09.2025	Framework of the Research Project	Dr N.G.P Arts and Science College, Coimbatore
9	29.11.2025	Data Analysis using SPSS/Excel: A Hands-On Research Methodology	Sri Ramakrishna College of Arts and Science, Coimbatore
10	23.01.2026	Research Methodology and Data Analysis Tools	KPR College of Arts Science and Research
11	31.01.2026	SPSS in Research Data Analysis	PSG College of Arts and Science
12	06.02.2026	Research made Easy: Research Methodology and Data Analysis	Arunachala College of Engineering for Women

I hereby declare that the above details are true up to my knowledge.

**Place:** Pollachi

**Date:** 10.06.2024

**Reference:**

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