

PUBLICATIONS

1. Perception and Satisfaction of Rural policyholders towards products and services offered by LIC of India in Coimbatore - International Journal of Multidisciplinary Research and Modern Education, ISSN:2454-6119, Volume3, Issue 1, 2017, pp .117-123-107, Impact Factor-6.725.
2. Rural policyholder's satisfaction towards the office services of LIC – International Journal of Applied and advanced scientific research, ISSN: 2456-3080, Volume 2, Issue 1, 2017, pp.101-107, Impact Factor-5.255.
3. Rural policyholders awareness and satisfaction on online services of LIC – International Journal of Interdisciplinary Research in Arts and Humanities, ISSN:2456-3145, Volume 2, Issue 1, 2017, pp.70-74. Impact Factor-5.255.
4. Importance of skill development for graduate students - International Journal of Research Humanities, Arts and Literature, ISSN(P): 2347-4564, ISSN(O):2321-8878, Volume-VI, Issue-10, October-2018, pp.45-49, Impact Factor:3.7985.UGC Approved Journal-40893.
5. Type of Investments – cost Management, Tax Planning, Corporate Governance and Organizational Growth - A Perspective of Finance Professional, ISBN:978-81-909884-9-0, 2018, pp.23-32.
6. A study on “Awareness and Satisfaction on Paytm Users”, Proceedings of the International Conference on Business Innovation Through Technological Advancement, ISBN 978-81-941015-0-5, March 2019, pp.101-106.
7. “Preferences and Awareness level about Baby products through online Shopping”, Wesleyan Journal of Research, An International Research Journal, Humanities, Social & Applied Sciences, Vol 13 N0 24 September2020, pp-53-59. (UGC care listed journal)
8. Paper published in UGC care list journal of International Journal of humanities, Law and Social Sciences, on ‘Factors influences towards investment decision of rural policyholders’, Published biannually by New Archaeological & Genological Society. Kanpur India, Vol. IX, Issue II No.3 : 2022, Pp.149-159.
9. Published a book chapter in ICSSR sponsored seminar on “Impact of digital learning in education sector : a pandemic perspective” entitled on ‘Education Management Syatems, organished by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. First Edition: 2023 Volume: II, ISBN: 978-93-94004-08-5, Pp:156-157
10. Published a book chapter in NAAC sponsored national level virtual seminar on “Innovation strategies and practices in teaching, learning and evaluation process for arts and science colleges towards new education policy-2022”, entitled on “Overview of national educational policy in India” organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 3rd & 4th November 2022. Volume II, ISBN No: : 978-93-94004-05-4, Pp: 138-141.

11. Published a book chapter in ICSSR sponsored seminar on “co-creation model of learning, teaching & curriculum –staff & students as partners towards national educational policy 2022”, entitled on “Role of Teachers in NEP”, organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. ISBN: 978-93-94004-17-7 Pp.46-52.
12. Published a book chapter in ICSSR sponsored national seminar on “women’s employment, entrepreneurship and empowerment” entitled on “women empowerment through education”, organised by department of B.Com(E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi held on 15.03 2023 .First Edition: 2023 ISBN: 978-93-5891-103-9 Pp:124-127
13. Published a book chapter in ICSSR sponsored seminar on “National education policy: 2020-challenges and opportunities for higher educational institution” entitled on ‘National education policy’ organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. First Edition: 2023 ISBN: 978-93-94004-20-7 Pp:11-16.
14. Published a book chapter in ICSSR sponsored seminar on “Impact Of Digital Learning In Education Sector : A Pandemic Perspective” entitled on ‘Education Management systems’ organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. First Edition 2023Volume: II ISBN: 978-93-94004-08-Pp.156-157
15. Published a book chapter in ICSSR sponsored seminar on “Implementation of ICT skills for the students for their employment in skill based jobs” entitled on ‘ICT Tools in Education, organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. on VOLUME 1, ISBN : 978-93-95482-15-8, year :2023, Pp-306-310
16. Published a book chapter in ICSSR sponsored seminar on “ Vision for Vishva Guru India: Initiatives for Global Leadership by 2047” entitled on ‘Technological reforms in Educational Growth’ organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. ISBN No. 978-93-94004-23-8. Year:2023, Pp:389-398.
17. Published a book chapter in ICSSR sponsored seminar on “Perspective of ICT tools in Education” entitled on ‘ICT tools in Teaching and Learning Process’ organised by Department of Commerce (BPS), Nallamuthu Gounder Mahalingam College, Pollachi. ISBN :978-93-94004-27-6.Year:2023,Pp.24-28.
18. Paper published in **UGC care** list in Madhya Bharti -Humanities and Social Sciences UGC Care Group I Journal on “Customer’s perception on digital coupon code based sales promotional activities” Published by Dr. Harisingh Gour University (□□□□ □□□□□) ISSN: 0974-0066 Vol-85 No. 2, January–June: 2024,Pp.50-55
19. Published a book chapter in ICSSR sponsored seminar on “yoga for Health, Happiness & Harmony” entitled on ‘Stress management for formers through Yoga’ organised by Department of Commerce, SNR College, Coimbatore. First Edition. ISBN :978-96-97043-52-4.Year:2024,Pp.643-647
20. Published a book chapter in ICSSR sponsored seminar on “*BHAGAVAD GITA AND INDIAN ETHICS PREACHING OF GREAT PHILOSOPHER ADI SANKARA*” entitled on ‘The Gita for Navigating Life Challenges’ organised by Sri Ramakrishna college of Arts and Science, Coimbatore. First Edition. ISBN : 978-81-987746-4-4.Year:2025,Pp. 361-364

21. Published a book chapter in International conference on “India -Malaysia Bilateral relations: Strengthening economic, Strategic and cultural ties In the 21 century” entitled on ‘India and Malaysia: Cultural and Educational Exchange’ organised by Sri Ramakrishna college of Arts and Science, Coimbatore. First Edition. ISBN : 978-93-6126-546-4. Year:2025,Pp. 307-313.
22. published chapter entitled on “Artificial Intelligence in Healthcare and Education”, in Innovate with AI: Strategies for Business Success in the Digital Era, sponsored by Indian Council of Social Research (ICSSR), New Delhi , organised by Sri Ramakrishna College Of Arts & Science, Avinashi Road Coimbatore-641006 Tamil Nadu, India, pg 269-271, Volume -II, ISBN NO.: 978-93-94004-64-1, September 2024.
23. published chapter entitled on “Green Bond Investment Strategies ”, in Green Finance for a Viksit Bharat, sponsored by ICSSR-SRC National seminar, New Delhi , organised by Rathinam College of Arts and Science, Rathinam Techzone, Eachanari, Coimbatore-641021, Tamil Nadu, pg 308-312, Volume -II, ISBN NO.: 978-81-984034-0-7 January 2025.
24. published a chapter entitled on “AI Tools in Banking Sector”, in Digital Transformation in Financial Services: Today and Tomorrow, organised by PG and Research Department of Commerce ,Shri Nehru Maha Vidyalaya College of Arts and Science,Coimbatore -641050, Tamil Nadu, India, Volume: II,ISBN : 978-81-985657-5-4, Edition 2025 Pg.No:209-214
25. published a chapter entitled on “Transforming Education from Rural to Artificial Intelligence”, in Vision Viksit Bharat 2047 Education 4.0, Enhancing India's Workforce for the AI- Powered Future, sponsored by Indian Council of Social Research (ICSSR), New Delhi , organised by NGM College, pg 361-363, Volume -II, ISBN NO.: 978-93-94004-64-1, March 2025.
26. published a chapter entitled “Stress Management For Farmers Through Yoga ”, in Yoga for health, Happiness & harmony, organised by PG & Research Department of International Business,Sri Ramakrishna College of Arts & Science (Autonomous),Nava India, Coimbatore, Tamil Nadu, Volume: II,ISBN 978-93-6126-676-8, Edition 2024.
27. presented and published a chapter entitled “Overview of Sustainable Agricultural Development ”, in Green Entrepreneurship Startups, organised by Coimbatore Institute of Information Technology, 3rd Floor, Kalidas Road, Ramnagar, Coimbatore – 641009, Tamil Nadu, India, Volume: II, ISBN, Edition 2024
28. published chapter entitled “Personalized Learning with Virtual Tutors”, in Vision Viksit Bharat 2047 Education 4.0, Enhancing India's Workforce for the AI- Powered Future, sponsored by Indian Council of Social Research (ICSSR), New Delhi, organised by NGM College, pg 361-363, Volume -II, ISBN NO.: 978-93-94004-64-1, March 2025.
29. published a chapter entitled on “AI on Collaboration in Supply Chain Management ”, in Artificial Intelligence in Logistics and Supply Chain Management Ethical Implications in Automation, Transparency & Sustainability, sponsored by Indian Council of Social Research (ICSSR), New Delhi ,organised by Department of Commerce with BPS, NGM College, pg 361-363, Volume: II , ISBN : 978-93-94004-44-3, First Edition 2025.
30. published chapter entitled “Overview of Sustainable Agricultural Development ”, in Green Entrepreneurship Startups, organised by Coimbatore Institute of Information Technology, 3rd

Floor, Kalidas Road, Ramnagar, Coimbatore – 641009, Tamil Nadu, India, Volume: II, ISBN, Edition 2024

31. published a chapter entitled on “Digital Safety and Security for Rural Women ”, in Vision Viksit Bharat 2047: Contribution And Initiatives Of Digital India For Empowering Rural Women, Sponsored by ICSSR One Day National Level Seminar organised by Department Of Commerce - Professional Accounting Nallamuthu Gounder Mahalingam College, Pollachi, Volume: ,ISBN: 978-93-94004-84-1, Edition :January 2025,Pg No: 247-249
32. published an article entitled Customer’s perception on digital couponcode based sales promotional activities —Humanities and Social sciences, a **UGC care** approved, group I, vol- 85 no. 2, ISSN: 0974-0066, Pp. 50-52
33. published an article entitled perception of Pradhan Mantri Fasal Bima Yojana(Pmfbby) In Humanities And Social Science Studies, **UGC care journal**, vol. 13 issue(1),no.36.pp.139-142.
34. published a paper entitled on “The Gita for Navigating Life Challenges” in an International conference on “*BHAGAVAD GITA AND INDIAN ETHICS PREACHING OF GREAT PHILOSOPHER ADI SANKARA*” organised by Sri Ramakrishna college of Arts and Science, Coimbatore on11/7/2025.
35. published a paper entitled on “India and Malaysia: Cultural and Educational Exchange” in an International conference on “India -Malaysia Bilateral relations: Strengthening economic, Strategic and cultural ties In the 21 century” organised by Sri Ramakrishna college of Arts and Science, Coimbatore on 20/8/2025.
36. Presented and published a paper entitled on “Transforming the Startup Ecosystem with AI” in an seminar on “Harnessing Artificial intelligence, innovation and Technology: A pathway to Economic Transformation and Sustainable development in India” organised by B.Com(IB),NGM College, Pollachi on 19/9/2025.
37. published a paper entitled on “AI in Risk Management and Fraud Detection” in an International Conference on “AI –Driven Finance 2025: Unlocking Business Growth and Cost Optimization” organised by B.Com(IB),NGM College, Pollachi on 27/9/2025.
38. published a paper entitled on “Ayurveda: India’s Ancient Science of Life” in an International Conference on “Indian knowledge systems: Rediscovering the roots of timeless wisdom” organised by Department of Commerce with Accounting and Finance, KG College of Arts and Science, Coimbatore on 9/1/2026