

CURRICULUM VITAE



Dr.P.Jayanthi
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PERSONAL DETAILS

Father's Name	:	M.Palanisamy
Mother's Name	:	P.Saraswathy
Date of Birth	:	22.12.1983
Gender	:	Female
Marital Status	:	Married
Community	:	BC
Religion	:	Hindu
Nationality	:	Indian
Educational Qualification	:	M.Com., M.Phil., Ph.D.,PGDCA
Designation	:	Assistant Professor PG Department of Commerce (CA), Nallamuthu Gounder Mahalingam 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.	Arokiamatha Hr.Sec.School,Pollachi	Apr. 1999	First
H.S.C	Arokiamatha Hr.Sec.School,Pollachi	Apr. 2001	First
B.Com	Nallamuthu Gounder Mahalingam College, Pollachi	Apr.2004	First with Distinction
M.Com	Nallamuthu Gounder Mahalingam College, Pollachi	May.2007	First with Distinction
P.G.D.C.A	Alagappa University, Karaikudi	May.2007	First
M.Phil	Nallamuthu Gounder Mahalingam College, Pollachi	Jan.2009	First
Ph.D	Nallamuthu Gounder Mahalingam College, Pollachi, Affiliated to Bharathiar University	August 2020	-

TECHNICAL SKILLS

Operating Systems : Windows 2010
Office Tools : Ms-Office (Word, Excel, PowerPoint & Ms-Access)
Languages Known : C, C++, VB
Packages : Tally

AREA OF INTEREST

- Marketing Management
- Research Methodology
- Cost and Management Accounting

TEACHING EXPERIENCE

Institution	Designation	From	To
Nallamuthu Gounder Mahalingam College, Pollachi	Assistant Professor in Commerce (CA)	17-06-2009	Till Date
Total Experience : U.G – 17 Years and 1 Months		PG – 15 Years	

Qualification Approval No. : 20339/A3/2020, Dated: 14/12/2020.

Guideship Approval No & Date : **M.Phil-** 4221/A2/2016 & 16/03/2016
Ph.D - 10952/1/CRE5/2022 & 07/09/2022

Employment Registration No : MDP2008F00004445

Acted as co- coordinator Equal opportunity Centre of Nallamuthu Gounder Mahalingam College from 1st June 2019 to October 2021

PROJECTS DONE

Degree	Title of the Report or Project	Year
M. Com	A Study on "Customer satisfaction towards Hero-Honda Bikes" (With special reference to Pollachi Town)	Apr. 2007
M.Phil	A Study on "Financial Performance of Selected Software Companies in India"	Jan.2009
Ph.D	Lifestyle of Women Consumers	Aug.2020

CONFERENCES / SEMINARS PARTICIPATED AND PAPERS PRESENTED

LEVEL	PARTICIPATED	PAPERS PRESENTED
International	11	24
National	67	56
State	04	02
TOTAL	82	82

WORKSHOPS PARTICIPATED : 32

PUBLICATIONS : 34

A. SEMINARS/CONFERENCE PARTICIPATED AND PAPER PRESENTATIONS

AT INTERNATIONAL LEVEL

1. Presented a paper entitled "**Team Management**" in the International Conference on "**HRM in the Era of Global Mobility**" organised by Kongunadu Arts and Science College, Coimbatore on 18th July, 2012.

2. Presented a paper entitled ***“Role of HR in Business”*** in the International Conference on ***“Innovative HR Practices in Corporate World”*** organised by Rathinam College of Arts and Science, Coimbatore on 19th August, 2015.
3. Presented a paper entitled ***“Real Estate Marketing”*** in the International Conference on ***“Emerging Trends and Innovations in Digital Marketing”*** organised by Sankara College of Science and Commerce, Coimbatore on 28th September, 2016.
4. Presented a paper entitled ***“Taxpayers Awareness and Satisfaction on E-Filing”*** in the International Conference on ***“Impact of Cyber Crime & Security Management in Digital Transactions “Issues & Challenges”*** organised by Sankara College of Science and Commerce, Coimbatore on 5th October, 2018.
5. Presented a paper entitled ***“Customers Preference and Satisfaction towards Online banner Advertising and Pop-up Ads”*** in the International Conference on ***“Business Innovation through Technological Advancement”*** organised by Ratnam College of Arts and Science, Coimbatore on 01st March 2019.
6. Participated in the One day International Seminar on ***“Business Strategies for Sustainable Growth-A Global Perspective”***, organised by Sri G.V.G Visalakshi College for Women, Udumalpet, on 9th March 2020.
7. Participated in the one day International Webinar on ***“Future of Cyber Security, Cyber Crimes, Unsocial Media and Artificial intelligence”***, organised by Bhagwan Mahavir College of Computer Application, Surat, Gujarat on 3rd June 2020.
8. Participated in the One day International Webinar on ***“Relearning the ABCDs of the Business Impacts”***, organised by PG and Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 4th June 2020.
9. Participated in the One day International Webinar on ***“Role of Information Technology in Health Services”***, organised by Post-Grduate and Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 10th June 2020.
10. Presented a Research paper titled ***“Online Apparel Buying Behaviour of College Girls”*** in International Virtual Conference on ***“Redefining Human Resource and Marketing Management Perspectives”***, organized by Faculaty Research Cell-Samshodhana, School of Commerce, JAIN (Deemed-to-be University, Bengaluru , on 8th April 2021.
11. Presented a paper titled ***“Customers Attitude towards Online Food Delivery APPs”*** in International Virtual Conference on ***“Impact of Covid-19 on Financial Sector”***, organised by the Department of B.Com(AM&FS), PSGR Krishnammal College for Women, Coimbatore on 12th May 2021.

12. Participated in the International Webinar on ***“Management of Forex”***, organised by Department of Economics, Rosary College of Commerce & Arts, Navelim, Salcete-Goa on 28th Sep 2021.
13. Participated in the International Conclave on ***“Tools and Strategies for Emerging Business”***, organised by School of Commerce, KPR College of Arts Science and Research, Coimbatore on 18th August 2021.
14. Presented a paper titled ***“Customers Satisfaction towards Online Food Apps during Covid-19”*** in Two Days Virtual International Conference on ***“Pandemic and Business Sustainability”***, organised by Faculty of Commerce at Dr.N.G.P. Arts and Science College, Coimbatore on 21st & 22nd October 2021.
15. Participated/Presented a paper titled ***“Users Perception towards Paytm”*** in A Virtual International Conference on ***“Make in India: Redefined in a Digital Era for Sustainable Development”***, organised by G R Damodaran Academy of Management, Coimbatore on 27th October 2021.
16. Participated/Presented a paper titled ***“Determinants of BHIM App”*** in one day International Conference on ***“Emerging Trends in Science and Technology (ESIST-2021)”***, organised by Department of Biological Science, Physical Science and Computational Science, Nallamuthu Gounder Mahalingam College, Pollachi on 27th October 2021.
17. Participated/Presented a Research paper titled ***“Policyholders Satisfaction towards Online Insurance Products”*** in International Level Virtual Conference on ***“Insurance 2030- The Impact of Artificial Intelligence on the Future of Insurance”***, Sponsored by the Insurance Institute of India, Mumbai, organised by Department of Commerce with Business Process Services & Retail Marketing in association with Coimbatore Insurance Institute, on 29th October 2021.
18. Participated/Presented a paper titled ***“College Student’s Preference for Online Sari”*** in International Conference on ***“Commerce, Management & Interdisciplinary Subjects (ICCMIS)”***, organised by Department of Commerce and International Business, School of Business Studies, Central University of Kerala on 28-29th October 2021.
19. Participated/Presented a paper titled ***“College Girl Student’s Preference for Online Sari”*** in International E-Conference on ***“Disruption in Business and Economy: Challenges and Opportunities to a Sustainable Future”***, organised by St.Joseph’s College of Commerce, Bengaluru on 30th November 2021.
20. Participated in the International Webinar on ***“Theories of Truth and Knowledge”***, organised by Department of Philosophy, Kishore Bharati Bhagini Nivedita college (Co-Ed), Kolkata, West Bengal on 29th Jan 2022.

21. Participated/Presented a paper titled **“Role of Educational Institutions in Fostering Entrepreneurship”** in International Conference on **“Sustainable Entrepreneurship-Rethink, Redesign & Redefine”**, organised by Faculty Research Cell- Samshodhana, School of Commerce, Jain (Deemed- to- be- University), Bengaluru on 10th October 2022.
22. Participated/Presented a paper titled **“College Students Usage and Preference for E-Payment System”** in International Conference on **“Digitalization of Global Business Environments”**, organised by Department of Commerce, Rathinam College of Arts and Science , Coimbatore on 28th October 2022.
23. Participated/Presented a paper titled **“E-Commerce”** in A Hybrid Mode Two-Day International Conference on **“Contemporary Approaches to Empower Smart Future through Digitalization”**, organised by Sakthi Institute of Information and Management Studies (SIIMS) on 24th November – 25th November 2022.
24. Participated in the International webinar on **“Plagiarism-Importance, Consequence and How to avoid”** organised by Research and Department of Mathematics, Theivanai Ammal College for Women, Villupuram, on 8th March 2023.
25. Participated in the International Virtual Seminar on **“Career Opportunities of Research and Higher Education in Foreign Universities”** organised by Department of Chemistry, MSP Mandal's Chhatrapati Shahu Arts,Commerce & Science College, Lasur Station, MS, India on 8th April 2023.
26. Participated in International Conference on **“Artificial Intelligence in Banking and Insurance”**, organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 25th Aug 2023
27. Participated/Presented a paper titled **“G20 and Supply Chain Management”** in Two day International Conference on **“G20 and Indian Management Practices”**, organised by SIIMS-Business School, Pollachi on 7th and 8th Dec 2023.
28. Participated in the International webinar on **“The Load and Route Optimisation Algorithms”** organised by AMET University in Collaboration with INTI International University, Malaysia, on 22nd April 2024.
29. Participated/Presented a paper titled **“Students Perception and Challenges towards Artificial Intelligence in Education”** in One day International Conference on **“Journey of AI in Business”**, organised by School of Commerce & Management, Kovai Kalaimagal College of Arts and Science, Coimbatore on 20th September 2024.
30. Participated/Presented a paper titled **“Digital Marketing and Sustainability”** in one day International Conference on **“Innovation for a Sustainable future – Embracing the Path**

to a Digital Green Deal- ICISF-2024”, organised by Department of B.Com-A&F, B.Com-IT, Sri Ramakrishna College of Arts and Science, Coimbatore on 13th Dec 2024.

31. Participated/Presented a paper titled **“Revolutionizing Sales and Marketing: The Power of AI-Powered Chatbots”** in one day International Conference on **“Navigating the Digital Revolution: Embracing Technology for Business Growth in Global Perspectives”**, organised by School of Commerce, PG & Research Department of Commerce, Sree Saraswathi Thyagaraja College, Pollachi on 5th March 2025
32. Participated/Presented a paper titled **“Religion and Global Strategic Partnerships”** in one day International Conference on **“India- Malaysia Bilateral Relations in the 21st Century”**, Sponsored by ICWA and organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 20th August 2025.
33. Participated/Presented a paper titled **“Infrastructure and the Digital Economy: Catalysts for Enhanced India- Malaysia Economic Relations in the 21st Century”** in one day International Conference on **“India- Malaysia Bilateral Relations in the 21st Century”**, Sponsored by ICWA and organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 20th August 2025.
34. Participated/Presented a paper titled **“Empowering Sustainable Education through Mobile Learning: Students’ Attitudes and Engagement”** in International Conference on **“Frontiers of Sustainability – Global Responsibility for Innovation and Entrepreneurship (FOS 2026- GRIE)”**, organised by Thiagarajar School of Management, Madurai on 22st January - 24th January 2026.
35. Participated/Presented a paper titled **“Driving Inclusive Growth: Women Entrepreneurs in AI and Sustainable Development”** in one day International Conference on **“Sustainable Start-Ups and Entrepreneurial Excellence-The Future Begins Here”**, organised by PG Department of Commerce, Vivekanandha Arts and Science College for Women, Sankagiri, Salem on 30th January 2026.

AT NATIONAL LEVEL

1. Participated and presented a paper entitled **“MNC’S in Indian Business Environment”** in the National Level Seminar on **“Role of MNCs in Financial Sector”** organised by C.M.S College of Science and Commerce, Coimbatore on 13th March, 2004.
2. Participated and presented a paper entitled **“Role of CEO in Enforcing Corporate Governance in Urban Co-Operative Banks in India”** in the National Level Seminar on **“Reforms in Banking and Financial Sector”** organised by Karpagam College of Arts and Science, Coimbatore on 15th Feb, 2008.

3. Participated and presented a paper entitled “***IRDA’S Current Initiatives***” in the National Conference on “***Indian Insurance Sector-Innovation, Sustainability and Social Impact***” organised by C.M.S College of Science and Commerce, Coimbatore on 23rd Feb, 2008.
4. Presented a paper entitled “***Recent Trends in Global Business***” in the National Seminar on “***Emerging Dimensions of Globalisation in the Indian Economy***” organised by KSG College of Arts and Science, Coimbatore on 30th September, 2011.
5. Presented a paper entitled “***Impact of Global Recession in banking companies***” in the National Seminar organised by Sree Ramu College Arts and Science, Pollachi on 6th January, 2012.
6. Presented a paper entitled “***Technopreneurship***” in the National Seminar organised by Nehru Arts and Science College, Coimbatore on 8th August, 2012.
7. Presented a paper entitled “***E-Banking***” in the National Conference on “***Business Management Strategies: issues & Challenges***” organised by Sri Krishna Arts and Science College, Coimbatore on 14th September, 2012.
8. Presented a paper entitled “***Demonetisation: Impact on Economy***” in the National Conference on “***Demonetisation-Effects on Indian Financial System***” organised by Sree Saraswathi Thyagaraja College, Pollachi on 15th February, 2017.
9. Participated in the National Conference on “***Impact of Globalisation on Insurance Sector***”, organised by NGM College of Arts and Science, Pollachi on 30th and 31st March, 2007.
10. Participated in the National Level Seminar on “***Investment Decision and Tax Planning***”, organised by Kongunadu College of Arts and Science, Coimbatore on 29th January, 2008.
11. Participated in the Two-Day National level Conference on “***Changing Paradigms in Indian Business***”, organised by the School of Commerce and Management, NGM College, Pollachi on 24th and 25th March 2017.
12. Presented a paper entitled “***Future Prospects of Cashless Payments in India***” in the National Level Seminar on “***Cash to Cashless Economy***” organised by AJK College of Arts and Science, Coimbatore on 31st Jan 2018.
13. Participated in the UGC Sponsored National Conference on “***Quadruple Business Dimensions in Bottom Line Reporting (Profit, People, Planet and Purpose)***”, organised by Post Graduate Department of Commerce, The Madura College, Madurai on 6th September 2019.

14. Presented a paper entitled **“Policyholder’s Satisfaction Towards Life Insurance Products(with Special Reference to Pollachi Taluk)”** in the One day National Level Seminar on **“Technologies Trends Transforming Insurance Industry”**, organised by PSGR Krishnammal College for Women and Coimbatore Insurance Institute in association with Insurance Institute of India, Mumbai on 23rd September 2019.
15. Participated in the Four days National Webinar on **“An Effective Research Paper Writing Skills”**, organised by Bhagwan Mahavir College of Commerce and Management Studies, Surat, Gujarat on 13th April to 16th 2020.
16. Participated in the one day National Webinar on **“Role of EQ in Professional Development”**, organised by Bhagwan Mahavir College of Management Studies, Surat, Gujarat on 19th April 2020.
17. Participated in the one day National Webinar on **“Virtual Reality”**, organised by Bhagwan Mahavir University, Bhagwan Mahavir College of engineering and Technology, Surat, Gujarat on 20th April 2020.
18. Participated in the Three days National Webinar on **“A Step towards Healthy Life Through Ayurveda”**, organised by RK University Ayurvedic College& Hospital, Rajkot on 5th May- 7th May 2020.
19. Participated in the One day National Webinar on **“Bridging the Gap between Internal & External Communication”**, organised by Department of English Languages, Nallamuthu Gounder Mahalingam College, Pollachi on 8th May 2020.
20. Participated in the Three days National Webinar on **“Siddhar Ilakkiyathil Unavey Marundhu”**, organised by Department of Tamil, Nallamuthu Gounder Mahalingam College, Pollachi on 13th May- 15th May 2020.
21. Participated in the National Webinar on **“Personal Effectiveness – Need of the Hour”**, organised by Sakthi Institute of Information and Management Studies (SIIMS), Pollachi on 14th May 2020
22. Participated in the one day National Webinar on **“Art of Writing Articles and Publishing in H-Indexed Journals”**, organised by Samshodhana-Faculty Research cell, School of Commerce, Jain, Bengaluru.on 7th August 2020.
23. Participated in the One day National Webinar on **“Assistive Technology in Education”**, organised by Internal Quality Assurance Cell of PVDT College of Education for Women, SNDT Women’s University, Mumbai on 17th August 2020.

24. Presented a paper titled **“Determinants of Google Pay”** in the Virtual National Conference on **“Metamorphosis of Modern Management and Research (NC 3MR 2021)”**, organised by School of Management Studies, Bannari Amman Institute of Technology, Sathyamangalam on 12th March 2021.
25. Participated in the One Day National Webinar on **“Implementation of Academic Bank of Credits”**, organised by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching(PMMMNMST) of Ministry of Education on 10th July 2021.
26. Participated in the National Level Webinar on **“Social Science Research & Statistical Data Analysis Using SPSS”**, organised by P.G Department of Commerce With Computer Application and Department of Business Administration, Rajapalayam Rajus’ College, Rajapalayam on 12th July 2021.
27. Participated in the One Day National Webinar on **“Recent Trends in Commerce & Management”**, organised by Department of Commerce & IQAC, Mudhoji College, Phalton on 23rd July 2021.
28. Participated in the One day National Webinar on **“Financial Empowerment through Wealth Creation”**, organised by Basaveshwar Commerce College, Bagalkot on 30th July 2021.
29. Participated in the Webinar on **“Design Thinking for New Generation Entrepreneurs(Atmanirbhar Bharat through Entrepreneurship)”**, organised by Post Graduate and Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi in Association with Micro Small and Medium Enterprises, Government of India on 6th Aug 2021.
30. Participated in the UGC-Sponsored Webinar on **“Climate Change”**, organised by Human Resource Development Centre, Bharathidasan University, Tiruchirappalli on 11th Aug 2021.
31. Participated in the National Webinar on **“Financial Empowerment Through Wealth Creation”**, organised by Department of Commerce, Mizoram University, Aizawl in Collaboration with Association of Mutual Funds in India(AMFI) on 8th Sep 2021.
32. Participated in the National Webinar on **“Teachers e-Kit: A Four Quadrant Approach for Development of OERs for Higher Education”**, organised by Guru Angad Dev Teaching Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching(PMMMNMST) of Ministry of Education on 9th Sep 2021.

33. Participated in the National Webinar on ***“Basics of Capital Market”***, organised by Central Depository Services (India) Limited (CDSL) and Bombay Stock Exchange (BSE) in Collaboration with Govt. Degree College Boys Anantnag, J&K on 11th Sep 2021.
34. Participated in the National Webinar on ***“Make Your Research Publication Get More Cited”***, organised by PG Department of Commerce, Vel Tech Ranga Sanku Arts College, Avadi, Chennai, Tamil Nadu, India on 16th Sep 2021.
35. Participated in the One Day National Level Virtual Seminar on ***“Questionnaire Construction”*** organised by Tolani Institute of Commerce Adipur, kachchh on 23rd Sep, 2021.
36. Participated in the Online Lecture Series-I on ***“What Makes a Good Teacher?”***organised by the Faculty Development Programme Cell, The Madura College(Autonomous), Madurai on 23rd Sep, 2021.
37. Participated in the National Seminar on ***“Empirical Issues in Economics”*** organised by Department of Economics and IQAC, Seth Anandram Jaipuria College, West Bengal on 24th Sep 2021.
38. Participated in the National Level Seminar on ***“Competition Issues in India”*** organised by PG & Research Department of Commerce, Gobi Arts and Science College, Gobichettipalayam & sponsored by Competition Commission of India, New Delhi on 25th Sep 2021.
39. Participated in the One Day National Webinar on ***“Forensic Accounting”*** organized by the Department of Commerce, Seth Ram Bahadur Singh Gujarati Collegem Mattancherry, Cochin, Kerala on 30th Sep 2021.
40. Participated in the Webinar on ***“Cyber Crimes in India: Modus Operandi, Prevention and Punishment”***, organised by Department of Commerce in association with IQAC, Ram Lal Anand College, University of Delhi on 5th Oct 2021.
41. Participated in the National Webinar on ***“Scientific Writing: Journal Selection Tool and Techniques for Research Publication”***, organised by Department of Civil Engineering, Dr.N.G.P Institute of Technology, Coimbatore in association with Indian Geotechnical Society, Coimbatore Chapter on 6th Oct 2021.
42. Participated in the Webinar on ***“Commodity Derivative Market”***, organised by the Tamilnadu Dr.Ambedkar Law University and National Commodity & Derivative Exchange Limited (NCDEX) on 10th Oct 2021.

43. Participated in the Online Webinar on ***“Intellectual Property Rights”***, organised by Department of Mathematics & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi on 13th Oct 2021.
44. Participated in the National Webinar on ***“Importance of Due Diligence in Investing”***, organised by Central Depository Services (India) Limited (CDSL) and Bombay Stock Exchange (BSE) in Collaboration with Nehru Yuva Kendra Baramula and Kathua, J&K on 16th Oct 2021.
45. Participated in the National Webinar on ***“Introduction to IPR and Patent Filling Procedures”***, organised by UG Department of Computer Applications & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi on 22nd Oct 2021.
46. Participated in the National Webinar on ***“Curriculum Enrichment Strategies”***, organised by Internal Quality Assurance Cell, Sangameshwar College, Solapur on 30th Oct 2021.
47. Participated in the National Conference on ***“Moral Values and Relevance of Swami Vivekanandas Thought in the Present World”*** Organised by, Swami Vivekananda Centre for Higher Research and Education, Alagappa University, Karaikudi on 2nd Nov 2021.
48. Participated in the National Webinar on ***“Overview of Securities Market and Career Growth”***, organised by BSE Investors Protection Fund as an Investor Awareness Initiative, Krisha Foundation and The Tamilnadu Dr.Ambedkar Law University on 11th Nov 2021.
49. Participated in the National Level Webinar on ***“Technology Based Startup’s and the Ecosystem in India”***, organised by Department of Business Economics, The New College, Royapettah, Chennai on 25th Nov 2021.
50. Participated in the National Level Webinar on ***“Intellectual Property Rights (IPR’S)- Patent & Design Process”***, organised by PG Department of Economics, The New College, Royapettah, Chennai in association with Rajiv Gandhi National Institute of Intellectual Property Management (RGNIPM), Nagpur on 26th Nov 2021.
51. Participated in the National Webinar on ***“Pollution Laws in India”***, for Commemorating National Pollution Control Day, organised by Department of Business Economics, The New College, Royapettah, Chennai on 2nd Dec 2021.
52. Participated in the National Webinar on ***“Strategy for Managing Personal Finance”***, organised by Department of Commerce-Business Process Services & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi in Collaboration with Association of Mutual Funds in India (AMFI) on 3rd Dec 2021.

53. Participated in the Webinar on ***“Innovative Techniques for Engaging 21st Century Learners using ICT”***, organised by IQAC, Sadbhavna College of Education for Women, Ludhiana, Punjab on 11th Dec 2021.
54. Participated in the National Webinar on ***“GST in India”***, organised by IQAC Cell of Shri Vaishnav College of Commerce, Indore(M.P) on 4th Jan 2022.
55. Participated in the One Day Online Webinar on ***“Marketing 5.0”***, organised by Balaji Institute of Management Sciences, Narsampet , Warangal, Telangana on 25th Jan 2022.
56. Participated in the Webinar on ***“New Education Policy-2020 & Entrepreneurship:- Challenges and Opportunities”***, organised by Swami Devi Dyal Institute of Management Studies, Panchkula (Haryana) on 31st Jan 2022.
57. Participated in National Level Webinar on ***“Branding Yourself”***, organised by WDC &N.S.S. Unit in Collaboration with National Human Rights & Social Justice Commission and Film & Television Media Academy, Clara’s College of Commerce, Mumbai on 5th March 2022.
58. Participated in One Day National Webinar on ***“Financial Literacy”***, organised by B.Com Department of Ashoka Center for Business and Computer Studies, Chandsi, Nashik on 10th March 2022.
59. Participated in the Webinar on ***“Media’s Role in Heritage Preservation & Promotion”***, organised by Public Relations Society of India, Chennai Chapter on 11th March 2022.
60. Participated in the Webinar on ***“How to become an Entrepreneur: Step by Step Guidance”***, organised by Amrita Entrepreneurship Development Cell (EDC) and Amrita Institution Innovation Council (AIIC) and in association with The Institution, of Engineers (India)[IEI] and Department of Mechanical Engineering, Nagercoil on 14th March 2022.
61. Participated in the One Day Webinar on ***“Financial Planning regarding Investments and Mutual Funds”***, organised by Department of Business Administration, SRK Institute of Technology, Vijayawada in Association with AMFI on 17th May 2022.
62. Participated/Presented a paper titled ***“School Students Perception on Online Education During Covid-19”*** in Two days National Level Seminar on ***“Rural Students and Youth Embracing Digital Medium to Continue Learning During Covid-19”***, Sponsored by ICSSR- Southern Regional Centre organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 15th and 16th June 2022.

63. Participated/Presented a paper titled **“Users Attitude towards BHIM App”** in National Seminar on **“Emerging Trends in Commerce and Management”**, organised by Department of Commerce, Rathinam College of Arts and Science , Coimbatore on 15th September 2022.
64. Participated/Presented a paper titled **“Teachers’ Perception towards ICT Tools”** in Two days National Level Seminar on **“Implementation of ICT Skills for the Students for their Employment in Skill based Jobs”**, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th October 2022.
65. Participated/Presented a paper titled **“Students’ Preference towards Kahoot Application”** in Two days National Level Seminar on **“Implementation of ICT Skills for the Students for their Employment in Skill based Jobs ”**, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th October 2022.
66. Participated/Presented a paper titled **“Students’ Perception towards Kahoot Application”** in Two days National Level Seminar on **“Role of Internet of Things (IoT) in Promoting Sustainable Economic growth in India 2047”**, Sponsored by ICSSR organised by Post Graduate and Research Department of Economics, Sri G.V.G Visalakshi College for Women, Udumalpet on 21st and 22nd December 2022.
67. Participated/Presented a paper titled **“Economic Development in India ”** in One day National Level Seminar on **“India Means Business- Reform Perform & Transform”**, Sponsored by ICSSR organised by Department of Commerce-BPS & RM, Sri Ramakrishna College of Arts and Science, Coimbatore on 5th January 2023.
68. Participated/Presented a paper titled **“Challenges Faced by Women Entrepreneurs”** in Two day National Level Seminar on **“Rural Women Empowerment Through Entrepreneurship”**, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th January and 20th January 2023.
69. Participated/Presented a paper titled **“Teachers Perception towards Blended Mode”** in Two day National Level Seminar on **“Blended Mode of Teaching and Learning for Teachers Community”**, Sponsored by ICSSR organised by Department of Commerce (BPS), Nallamuthu Gounder Mahalingam College, Pollachi on 30th January and 31st January 2023.
70. Participated/Presented a paper titled **"Financial Independence of Women through Self Help Group"** in One day National Level Seminar on **"Women Empowerment through**

Financial Inclusion", Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 3rd February 2023.

71. Participated/Presented a paper titled **"Effect of ICT on Professional Development of Teachers in Higher Education"** in Two day National Level Seminar on ***"Impact of Digital learning in Education sector- A Pandemic perspective"***, Sponsored by ICSSR organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 8th February and 9th February 2023.
72. Participated/Presented a paper titled **"Time Management in E-Learning"** in One day National Level Seminar on ***"Co-Creation Model of Learning, Teaching & Curriculum- Staff and Students as Partners Towards National Educational Policy- 2022 "***, Sponsored by ICSSR organised by Department of Commerce- (Business Process Services), Nallamuthu Gounder Mahalingam College, Pollachi on 3rd March 2023.
73. Participated/Presented a paper titled **"Time Management and Learning Flexibility"** in One day National Level Seminar on ***"Co-Creation Model of Learning, Teaching & Curriculum- Staff and Students as Partners Towards National Educational Policy- 2022 "***, Sponsored by ICSSR organised by Department of Commerce- (Business Process Services), Nallamuthu Gounder Mahalingam College, Pollachi on 3rd March 2023.
74. Participated/Presented a paper titled **"Women Empowerment through Entrepreneurship"** in One day National Level Seminar on ***"Women's Employment, Entrepreneurship and Empowerment"***, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 15th March 2023.
75. Participated/Presented a paper titled **"Skill Development and Employability through Higher Education"** in Two day National Level Seminar on ***"National Education Policy:2020-Challenges and Opportunities for Higher Educational Institution"***, Sponsored by ICSSR organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 16th March and 17th March 2023.
76. Participated/Presented a paper titled **"Users' Perception towards Fintech in Banking Sector"** in One day National Conference on ***"FinTech Ecosystem-A Game Changer in the Finance Sector"***, organised by Department of Commerce, Commerce with Computer Applications, Commerce with e-commerce, PSGR Krishnammal College for women, Coimbatore on 3rd April 2023.
77. Participated/Presented a paper titled **"Artificial Intelligence and Machine Learning Implications and Applications"** in One day National Level Seminar on ***"Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047"***, Sponsored by ICSSR organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 21st July 2023.

78. Participated/Presented a paper titled **“ICT for Professional Development”** in One day National Level Seminar on ***“Perspectives of ICT Tools in Education”***, Sponsored by ICSSR organised by Department of Commerce (BPS), Nallamuthu Gounder Mahalingam College, Pollachi on 4th Aug 2023.
79. Participated/Presented a paper titled **“Rural Women Entrepreneurship: Opportunities and Challenges”** in Two days National Conference on ***“Role of Entrepreneurship in the Changing Economic Environment”***, organised by School of Commerce -Department of Commerce, KPR College of Arts Science and Research, Coimbatore on 22nd and 23rd Sep 2023.
80. Participated/Presented a paper titled **“Artificial Intelligence in Insurance Industry”** in One day National Level Seminar on ***“The Future of Insurance India-Faster & Easier”***, organised by Insurance Institute of India, Mumbai & SNMV College of Arts and Science, Coimbatore on 27th Sep 2023.
81. Participated/Presented a paper titled **“Women’s Perception towards Technology in Sustainable Development through MSME”** in One day National Level Seminar on ***“Sustainable Developments through MSMEs: A Pathway to Self-Reliant India”***, Sponsored by ICSSR organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 6th Oct 2023.
82. Participated/Presented a paper titled **“Role of MSME in Connecting Society”** in Two days National Level Seminar on ***“Envisioning a Self-Reliant Rural India for Sustainable Economic Development”***, Sponsored by ICSSR organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 12th and 13th Oct 2023.
83. Participated in the National Level Webinar on ***“Powers and Rights of Consumers’ ”***, organised by Shree Nagulan Research Training and Consultancy, Pollachi on 15th August 2023.
84. Participated/Presented a paper titled **“Digital Economy”** in One day National Level Seminar on ***“India 2.0: Vision for India 2047-Digital Ecosystem & Harnessing Artificial Intelligence ”***, Sponsored by ICSSR organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 24th January 2024.
85. Participated in the One Day National Level Webinar on ***“Opportunities and Challenges in the New World of Business”***, organised by Department of Commerce, Sri Sai College for Women, Bengaluru on 8th Feb 2024.
86. Participated/Presented a paper titled **“Users Perception towards Digital Payment”** in One day National Level Seminar on ***“Empowering India through Digital Transformation-A Sustainable Approach”***, Sponsored by ICSSR organised by PG

Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th July 2024.

87. Participated in the National Level Webinar on ***“India’s Role in the New Global Order”***, organised by Department of Political Science, SMT.Bangaramma Sajjan Arts, Commerce & Science College for women, Vijayapur, on 25th July 2024.
88. Participated/Presented a paper titled ***“Green Marketing”*** in One day National Level Seminar on ***“Green Entrepreneurship Startups”***, Sponsored by ICSSR organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 6th Sep 2024.
89. Participated in the National Webinar on ***“Planning Wealth Creation Through Mutual Funds”***, organised by Department of Commerce, ICFAI University, East Khasi Hills, Meghalaya and Association of Mutual Funds in India (AMFI) on 17th September 2024.
90. Participated in the One Day National Level Webinar on ***“Turning Ideas into Assets: The Strategic Role of IPR in Academic and Industry”***, organised by Vastav Intellect IP Solutions and ACT Academy, Tiruppur, Tamil Nadu on 10th October 2024.
91. Participated in the Webinar Series ***“From Hypothesis to Publication: Navigating the Research Journey”***, organised by Vaishnavi College of Arts and Science, Andhra Pradesh & EDUPASS Academy, Tamil Nadu on 3rd December 2024.
92. Participated in the Webinar entitled ***“Cyber Literacy”***, organised by Department of Computer Science (Digital Forensic Science and Cyber Security), Rev.Jacob Memorial College, Ambilikkai on 14th December 2024.
93. Participated/Presented a paper titled ***“Cultural Barriers to Entrepreneurship”*** in one day National Level Seminar on ***“Inhibitions of Transgender Entrepreneurs with Special Reference to Coimbatore District”***, Sponsored by ICSSR(SRC) and organised by Department of Commerce, Sri Krishna Arts and Science College, Coimbatore on 20th Dec 2024.
94. Participated/Presented a paper titled ***“Role of Digitalization in Making Effective Claim of Insurance Policies and Awareness about E-Insurance”*** in One day National Seminar on ***“Innovation and Digitalization of the Insurance Industry in India: A New Era”***, organised by School of Commerce in association with Insurance Institute of India, Rathinam College of Arts and Science, Coimbatore on 23rd December 2024.
95. Participated/Presented a paper titled ***“Role of Artificial Intelligence in Education”*** in one day National Level Seminar on ***“Vision Viksit Bharat 2047 Education 4.0 Enhancing India’s Workforce for the AI-Powered Future”***, Sponsored by ICSSR(SRC) and organised by Department of Commerce (BPS), Nallamuthu Gounder Mahalingam College, Pollachi on 24th January 2025.

96. Participated/Presented a paper titled **“Ethical Use of AI for Sustainable Logistics”** in one day National Level Seminar on **“Artificial Intelligence in Logistics and Supply Chain Management Ethical Implications in Automation, Transparency & Sustainability”**, Sponsored by ICSSR and organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 7th March 2025.
97. Participated/Presented a paper titled **“Ethics of AI-Driven Decision Making in Logistics”** in one day National Level Seminar on **“Artificial Intelligence in Logistics and Supply Chain Management Ethical Implications in Automation, Transparency & Sustainability”**, Sponsored by ICSSR and organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 7th March 2025.
98. Participated/Presented a paper titled **“Result Driven Strategies to Women Entrepreneurs for Better Performance of Business through Advanced Digital Literacy”** in one day National Level Seminar on **“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”**, Sponsored by ICSSR and organised by Department of Commerce- Professional Accounting, Nallamuthu Gounder Mahalingam College, Pollachi on 31st January 2025.
99. Participated/Presented a paper titled **“Digital Safety and Security for Rural Women”** in one day National Level Seminar on **“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”**, Sponsored by ICSSR and organised by Department of Commerce- Professional Accounting, Nallamuthu Gounder Mahalingam College, Pollachi on 31st January 2025.
100. Participated/Presented a paper titled **“Digital Opportunities for Rural Women Entrepreneurship”** in one day National Level Seminar on **“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”**, Sponsored by ICSSR and organised by Department of Commerce- Professional Accounting, Nallamuthu Gounder Mahalingam College, Pollachi on 31st January 2025.
101. Participated/Presented a paper titled **“Rural Women and Panchayati Raj”** in one day National Level Seminar on **“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”**, Sponsored by ICSSR and organised by Department of Commerce- Professional Accounting, Nallamuthu Gounder Mahalingam College, Pollachi on 31st January 2025.
102. Participated in the One Day National Level Webinar on **“The Future of Storytelling: How AI is Changing Media and Communication”**, organised by Public Relations Society of India on 29th August 2025.

103. Participated/Presented a paper titled **“Ethical Leadership and Indian Spiritual Thought: A Corporate Perspective”** in One day National Level Seminar on **“Bhagavad Gita and Indian Ethics Preaching of Great Philosopher Adi Sankara”**, Sponsored by ICPR organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 11th July 2025
104. Participated in the National Webinar on **“Raising Capital and Managing Finance for Start-ups”**, organised by Dept of Corporate Secretaryship Shift II, Agurchand Manmull Jain College, Chennai and Association of Mutual Funds in India (AMFI) on 12th September 2025.
105. Participated/Presented a paper titled **“Artificial Intelligence for Climate Action, Resource Management and Social Equity”** in One day National Level Seminar on **“Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India”**, Sponsored by ICSSR-SRC organised by UG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 19th September 2025.
106. Participated/Presented a paper titled **“AI-Powered Innovations in Public Services and Industries”** in One day National Level Seminar on **“Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India”**, Sponsored by ICSSR-SRC organised by UG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 19th September 2025.
107. Participated in the National Webinar on **“Preparing the Manuscript for Submission & Handling Rejections”**, organised by R-Space & Research Centre, Thiagarajar School of Management, Madurai on 23rd October 2025.
108. Participated in the National Level Webinar on **“Smart Marketing 2.0-Automating Customer Journeys Across Every Channel”**, organised by Public Relations Society of India- Chennai Chapter on 07th November 2025.
109. Participated in the National Webinar on **“Give Wings to Your Career through Generative AI”**, organised by Thiagarajar School of Management, Madurai, in collaboration with Tensor Learners on 8th November 2025.
110. Participated in the National Level Webinar on **“Story-Driven in Movies: How Tailored PR & Brand Partnerships can go Beyond Product Placement”**, organised by Public Relations Society of India- Chennai Chapter on 21st November 2025.
111. Participated/Presented a paper titled **“Women-Led Enterprises: Challenges and Opportunities”** in one day National Seminar on **“Women-Led Startups as Catalyst for**

Innovation. Employment and Economic Growth", Sponsored by ICSSR-SRC and organised by Department of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 06th January 2026.

112. Participated/Presented a paper titled ***"Digital Currencies and the Future of Inclusive Payments"*** in One day National Level Seminar on ***"Bridging the Digital Divide: Digital Financial Inclusion for Marginalized Communities in the Era of Amrit Kaal"***, Sponsored by ICSSR organised by Department of Commerce (CA), NGM College, Pollachi on 9th January 2026.
113. Participated/Presented a paper titled ***"Technology-Driven Tax Practice: Students' Perceptions and Engagement with Mobile Apps for Tax Education"*** in one day National Level Conference on ***"Future of Taxation: Empowering the Next Generation of Tax Professionals"***, Sponsored by Tamilnad Goods and Service Tax Professionals Association & ICP Academy and organised by School of Commerce, Rathinam College of Arts and Science, Coimbatore on 23rd January 2026.
114. Participated/Presented a paper titled ***"Empowering Tribal Women through Education, Skills and Digital Inclusion: Pathways to Viksit Bharat 2047"*** in Two days National Conference on ***"Tribal Women Leading Change Grassroots, Initiatives & Social Transformation towards Viksit Bharat 2047"***, Sponsored by ICSSR-SRC and organised by Department of Commerce, SRM Institute of Science and Technology, Ramapuram on 29th January - 30th January 2026.
115. Participated/Presented a paper titled ***"Social Media Influencers as Digital Entrepreneurs"*** in One day National Level Seminar on ***"AI and Innovation for Smart India: Transforming Finance and Marketing"***, organised by School of Commerce, Rathinam College of Arts and Science, Coimbatore in association with Insurance Institute of India, Mumbai on 4th February 2026.
116. Participated/Presented a paper titled ***"Inclusive Learning through AI-Driven Assistive Language Translation Technologies"*** in One day National Level Seminar on ***"Prospects of Artificial Intelligence (AI) and Personalized Learning in Inclusive Education Integrated to the National Education Policy (NEP)-2020"***, Sponsored by ICSSR-SRC organised by Department of Commerce (CA), NGM College, Pollachi on 6th February 2026.
117. Participated/Presented a paper titled ***"Governance of Artificial Intelligence in Education Transparency, Accountability and Fairness"*** in One day National Level Seminar on ***"Prospects of Artificial Intelligence (AI) and Personalized Learning in Inclusive Education Integrated to the National Education Policy (NEP)-2020"***, Sponsored by ICSSR-SRC organised by Department of Commerce (CA), NGM College, Pollachi on 6th February 2026.

118. Participated/Presented a paper titled **“Women Leading the Future: Driving Inclusive Growth through Innovation and AI”** in one day National Level Seminar on **“Catalyzing Inclusive Growth Through Innovation: Strengthening the Startup Ecosystem for AI-Driven and Sustainable Development”**, Sponsored by ICSSR-SRC and organised by Department of Commerce, Dr. N.G.P Arts and Science College, Coimbatore on 20th February 2026.
119. Participated/Presented a paper titled **“FinTech Innovations and Financial Inclusion Strategies: A Study with Special Reference to Coimbatore District”** in one day National Seminar on **“Driving Digital Innovation in Commerce: A Vision for Viksit Bharat @ 2047”**, Sponsored by ICSSR-SRC and organised by School of Commerce and Management, Kongunadu Arts and Science College, Coimbatore on 03rd March 2026.
120. Participated/Presented a paper titled **“Digital Trade, Artificial Intelligence and Emerging Technologies in the Context of Global Trade Wars: Implications for India’s Roadmap to Viksit Bharat 2047”** in one day National Conference on **“Global Trade Wars and Their Impact on India’s Roadmap to Viskit Bharat 2047”**, Sponsored by Indian Council of World Affairs, New Delhi and organised by Department of Commerce with Professional Accounting and Management Studies, Dr. N.G.P Arts and Science College, Coimbatore on 03rd March 2026.
121. Participated/Presented a paper titled **“Smart Cities and Green Growth: Transforming Urban India for a Sustainable Future”** in Two day National Conference on **“Climate Action & Green Growth: India’s Path to Sustainable Development”**, Sponsored by All Indian Council for Technical Education(AICTE), and organised by PG and Research Department of International Business, Sri Ramakrishna College of Arts and Science, Coimbatore on 11th March - 12th March 2026
122. Participated/Presented a paper titled **“Education Sector in the Post-GST ERA: Taxation Implications and Growth Potential”** in one day National Conference on **“Sectoral Analysis of Growth Potential in the Major Economic Industries after the GST”**, Sponsored by ICSSR-SRC and organised by School of Commerce, Nehru Arts and Science College, Coimbatore on 12th March 2026
123. Participated/Presented a paper titled **“Digital Inclusion and Compliance Burden of Small Taxpayers: Implications of GST Reforms for Inclusive Growth in Tamil Nadu”** in One day National Level Seminar on **“Leveraging Digital Governance for Inclusive Economic Growth: GST Reforms and Fiscal Federalism Tamil Nadu”**, Sponsored by ICSSR-SRC organised by Department of Commerce (Banking and Insurance), NGM College, Pollachi on 13th March 2026.

AT STATE LEVEL

1. Participated and presented a joint paper entitled “***Emerging Trends in Modern Tourism***” in the State Level Seminar organised by Karpagam College of Arts and Science, Coimbatore on 28thFeb, 2004.
2. Participated and presented a joint paper entitled “***Purchase Behaviour in the e-Commerce Revolution***” in the State Level Seminar organised by the P.S.G.R Krishnammal College for Women during 13th February, 2008
3. Participated in the One day Webinar on “***System and Procedures for NAAC Assessment***”, organised by Internal Quality Assurance Cell (IQAC), Nallamuthu Gounder Mahalingam College, Pollachi on 26th June 2020.
4. Participated in the One day Webinar on “***Women Empowerment and Allied Laws***”, organised by Women Empowerment Cell & Department of Humanities, Coimbatore Institute of Technology, Coimbatore on 8th July 2020.
5. Participated in the One Day Online State Level Seminar on “***Plastic Pollution in Tourism places***”, organised by Department of Zoology and Internal Quality Assurance Cell, K.N. Bhise Arts, Commerce and Vinayakrao Patil Science College, Bhosare (Kurduwadi) on 3rd Feb 2022.
6. Participated in the One Day State Level Webinar on “***How to Launch your Podcast in Spotify App***”, organised by Public Relations Society of India on 17th July 2025.

B. FACULTY DEVELOPMENT PROGRAMME ATTENDED

National Level

1. Participated in the one day Faculty Development Programme on “Multi-Dimensional Scaling”, organised by Institute of Management, SNMV CAS, Coimbatore on 21st Nov 2014.
2. Participated in the National level Faculty Development Programme on “Quality Enhancement in Higher Education”, organised by Internal Quality Assurance Cell (IQAC), Sree Ramu College Arts and Science, Pollachi on 26th Sep 2015.
3. Participated in the one day Faculty Development Programme on “Advance Research Tools Through SPSS”, organised by Institute of Management, SNMV CAS, Coimbatore on 20th Nov 2015.
4. Participated in the three days Faculty Development Programme on “***Moodle Learning Management System***”, organised by Kaypeeyes college of Arts and Science , Kotagiri in

association with Spoken Tutorial, IIT Bombay(MHRD, Govt., of India) on 29th April –1st May 2020.

5. Participated in the Seven days Faculty Development Programme on ***“Research Methodology- for beginners”*** organised by PG & Research Department of Social Work(MSW), Nallamuthu Gounder Mahalingam College, Pollachi on 16th May –23rd May 2020.
6. Participated in the Two weeks Faculty Development Programme on ***“Empowerment through Digital Technology Phase II”*** organised by SNTD WOMEN’S UNIVERSITY, Mumbai , Dr. BABASAHEB AMBEDKAR CHAIR in Collaboration with SHRI MD SHAN MAHILA COLLEGE OF ARTS & SCIENCE , Mumbai on 1st June –12th June 2020.
7. Participated in the One week Faculty Development Programme on ***“Empowerment Through Digital Technology & E-Learning Methodologies”*** organised by Department of Electrical and Electronics Engineering, Noida Institute of Engineering and Technology, Greater Noida on 7th July –12th July 2020.
8. Participated in the One week Faculty Development Programme on ***“Recent Advances in Business Studies-2020”*** organised by Karpagam Academy of Higher Education, Coimbatore in association with The Coimbatore Branch of the Institute of Chartered Accountants of India on 7th August –13th August 2020.
9. Participated in the One week Faculty Development Programme on ***“Research Methodology”*** organised by Amar Sewa Mandal’s Kamla Nehru Mahavidyalaya, Nagpur on 26th April –1st May 2021.
10. Participated in the National Ten- Day Faculty Improvement Programme on ***“Research Methodology”*** organised by Prerna College of Commerce, Nagpur, Maharashtra on 1st July –10th July 2021.
11. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary Faculty Development Programme on ***“Blended Learning Strategies for Higher Education”*** organised by University College of Commerce and Business Management, Mahatma Gandhini University,Nalgonda, Telangana on 24th Aug –28st Aug 2021.
12. Participated in the Three Day Faculty Development Programme on ***“E-Filing of Tax Returns”*** organised by Department of Commerce(UG) Aided in association with the IQAC, Ayya Nadar Janaki Ammal College, Sivakasi on 20th Sep–22nd Sep 2021.

13. Participated in Six days National Level Faculty Development Programme entitled **"Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Era"** organised by Department of Business Administration (CA), Hindusthan College of Arts and Science, Coimbatore on 22nd Sep – 28th Sep 2021.
14. Participated in the Faculty Development webinar under UGC PARAMARSH scheme on **"Technology Invasion for Quality Assurance in Higher Education - Special focus on NAAC RAF (Revised Academic Frame Work)"** jointly organized by Internal Quality Assurance Cell and the Department of Commerce(Computer Applications),The Standard Fireworks, Rajaratnam College for Women, Sivakasi on 27th Sep 2021
15. Participated in the National Level Five Days Faculty Development Programme on **"Up Skilling Personal Finance Planning"** organised by Department of Business Administration, Hindustan College of Arts & Science, Coimbatore on 25th Oct –29th Oct 2021.
16. Participated in the Three Day Online National Faculty Development Programme on **"Relevance of Outcome Based Education in Teaching, Learning and Evaluation for Social Sciences"** organised by Indian Institute of Management and Commerce, Sponsored by Vasavi foundation, Affiliated to Osmania University on 27th Oct –29th Oct 2021.
17. Participated in the Online Faculty Development Programme on **"How to Buy and Sell Shares in Stock Exchanges"** organised by Department of Commerce & IQAC, Christ College of Arts and Science, Thiruvallur on 3rd Jan 2022.
18. Participated in the Faculty Development Programme on **"NAAC Awareness & Revised Accreditation Process"** organised by Mother Theresa College of Engineering and Technology, Telangana on 31st Jan 2022.
19. Participated in the Faculty Development Programme on **"How to Buy and Sell Shares in Stock Exchanges"** organised by Department of Tourism and Hospitality Management, Annai Fathima College of Arts & Science , Madurai on 2nd Feb 2022.
20. Participated in the Faculty Development Programme on **"Introduction to REITs and InvITs"** organised by Department of Commerce, Karpagam Academy of Higher Education, Coimbatore on 29th March 2022.
21. Participated in National One Week Faculty Development Programme on **"ICT Tools for Effective Teaching Learning"** organised by Amar Sewa Mandal's Kamla Nehru Mahavidyalaya, Nagpur, Maharashtra on 23rd May –28th May 2022.
22. Participated in the Six-day Faculty Development Programme on **"Innovative Approach in Management Teaching for Excellence"** organised by Association of Indian Management Schools and School of Management, Sree Saraswathi Thyagaraja College, Pollachi on 11st July –16th July 2022.

23. Participated in the Seven days National Level Faculty Development Programme on ***“Overview of Capital Market”*** organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi in association with Bombay Stock Exchange Broker’s Forum, Mumbai on 22nd August –30th August 2022.
24. Participated in the One Day National Online Faculty Development Programme on ***“Impressive Social Etiquette(Manners Matters)”*** organised by Department of English, Indian Institute of Management and Commerce on 4th November 2022.
25. Participated in the Five Days National Level Faculty Development Programme on ***“Contribution of Service Sectors in Economic Growth and Industrial Development”*** organised by Department of Commerce- Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi on 21st November –25th November 2022.
26. Participated and Successfully completed the Nine Days Faculty Development Programme on ***“Design and Development of Industry Led Curriculum in Technological Era”*** organised by Association of Indian Universities, New Delhi and AMET University, Chennai on 14th December –22nd December 2022 and Awarded with grade A+
27. Participated in the One Day Faculty Development Programme on ***“Data Analysis using SPSS”*** organised by Department of MBA, IIMS, Bengaluru on 8 February 2023.
28. Participated in the One Week Faculty Development Programme on International Women's Day organised by International School of Business Management, Suresh Gyan Vihar University, Jaipur and Pinaki Technno, India on 8th March-14th March 2023.
29. Participated in the DST Sponsored Two Weeks Faculty Development Programme on ***“Development of Entrepreneurship and Innovation”*** organised by Academy of Maritime Education and Training Deemed to be University, Chennai on 29th May –9th June 2023.
30. Participated in the Seven Days Faculty Development Programme on ***“Quality Education for Nation Building”*** organised by IQAC of Sakthi Institute of Information and Management Studies(SIIMS), Pollachi on 31st July –8th August 2023.
31. Participated in the Eight Days Faculty Development Programme on ***“ICT Integrated Evaluation in Outcome-Based Education”*** organised by Association of Indian Universities(AIU), New Delhi & AMET University, Chennai on 5th January –12th January 2024.
32. Participated in the Four Weeks Technical Entrepreneurship Development Programme on ***“Tech Fusion Ventures: The Accelerated Path to Entrepreneurship Success”*** organised by AMET University, Chennai on 29th Jan to 23rd Feb 2024.

33. Participated in the Five Days National Virtual Faculty Development Programme on “***Emerging Trends in Artificial Intelligence***” organised by IQAC and Department of Computer Science, Sri Kanyaka Parameswari Arts and Science College for Women, Chennai on 2nd – 6th April 2024.
34. Participated in the Two Weeks Online Faculty Development Programme on “***Entrepreneurial Eco-System: Fostering Entrepreneurship Start-Up and Incubation***” organised by AMET University, Chennai on 25th March to 5th April 2024.
35. Participated in the Five Days Faculty Development Programme on “***ESG’s Impact on Sustainable Goods: a Perspective & Tenacity***” organised by Department of Management Studies, St. Joseph’s College of Engineering and Technology, Thanjavur on 23rd September –27th September 2024.
36. Participated in the One Week Online Faculty Development Programme on “***Generative AI and its Multidomain Use Cases***” organised by Department of Information Technology, Vishwakarma Institute of Technology, Pune on 2nd December –6th December 2024.
37. Participated in the Five Days Faculty Development Programme on “***Generative AI***” organised by Brainovision Solutions India Pvt.Ltd in Collaboration with AICTE on 4th August –8th August 2025.
38. Participated in the One Week Faculty Development Programme on “***Recent Trends in Artificial Intelligence-Digital Era***” organised by Department of Computer Science, Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, Chennai on 6th October –11th October 2025.
39. Participated in the Five Days Faculty Development Programme on “***Empowering Educators for the Digital Future***” organised by Department of Commerce & Commerce with PA, Hindusthan College of Arts & Science, Coimbatore on 12th March –18th March 2026.

International Level

1. Participated in the One Week International Faculty Development Programme on “***Virtual Teaching***” organised by Sphoorthy Engineering College, on 18th June to 23rd June 2020.
2. Participated in the One Week International Faculty Development Programme on “***Research Methodology – A Roadmap for Application of Statistical Tools and Techniques for Social Science Research***” organised by SWAYAM-NPTEL Local Chapter, G.Venkataswamy Naidu College, Kovilpatti on 25th June to 1st July 2020.

3. Participated in the Seven days International Faculty Development Programme on ***“New Paradigms of Teaching”*** organised by PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi on 22nd May –29th May 2020.
4. Participated in the Two Weeks International Faculty Development Programme on ***“Digital Initiatives for Higher Education”*** organised by SWAYAM-NPTEL Local Chapter, G.Venkataswamy Naidu College, Kovilpatti on 4th June to 17th June 2020.
5. Participated in the Five Days International Faculty Development Programme on ***“A to Z of Research”*** organised by Department of Management Studies,SRM Institute of Science and Technology, Vadapalani, Chennai on 27th July –31st July 2020.
6. Participated in the Seven Days International Faculty Development Programme on ***“Innovative Pedagogical Tools and Techniques in Research Methodology”*** organised by PG Department of Commerce, Vel Tech Ranga Sanku Arts College, Avadi,Chennai on 1st Aug –7th Aug 2021.
7. Participated in the Five Days International Faculty Development Programme on ***“Experimental Teaching-Corporate Cognizance”*** organised by Department of Commerce and Business process services in Association with Tata Consultancy Services, Sri Ramakrishna College of Arts and Science, Coimbatore on 9th Aug –13st Aug 2021.
8. Participated in the Seven Day International Faculty Development Programme on ***“Next Generation Teachers”*** organised by Department of Business Administration & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi on 24th Sep –4th Oct 2021.
9. Participated in the Seven Days Online International Faculty Development Programme on ***“E-Goverance in New Normal Education”*** organised by PG and Research Department of Mathematics, Hindustan College of Arts & Science,Coimbatore on 28th Sep –6th Oct 2021.
10. Participated in the Eight Day Faculty Development Programme on ***“Adoptive Approaches for Modern Teaching and Research”*** organised by Shri Nehru Maha Vidyalaya College of Arts and Science, Coimbatore & Institution Innovation Council Centre for Research &Development and Faculty Development Cell on 15th Nov –23rd Nov 2021
11. Participated in International One Week Faculty Development Programme on ***“Research Methodology”*** organised by Amar Sewa Mandal’s Kamla Nehru Mahavidyalaya, Nagpur,Maharashtra on 2nd May –7th May 2022.
12. Participated in the Five Day International Faculty Development Programme on ***“Current Trends in Information Technology”*** organised by MEASI Institute of Information Technology on 26th September –30th September 2022.

13. Participated in the Five Day International Online Faculty Development Programme Series on ***“Trending Technologies”*** organised by MEASI Institute of Information Technology on November 2022.
14. Participated in the Ten Days Virtual International Phygital Faculty Development Programme on ***“Recent Trends in Multidisciplinary Research”*** organised by Department of Business Administration, SRM Institute of Science and Technology, Chennai on 7th July –18th July 2023.
15. Participated in the Five Day International Faculty Development Programme on ***“Empower, Transform, Lead: A New Era in Educator Development”*** organised by Department of English, New Prince Shri Bhavani College of Engineering & Technology, Chennai on 25th August –29th August 2025.
16. Participated in the Five Day International Faculty Development Programme on ***“Digital Pedagogy: Teaching in the Age of technology”*** organised by Department of Visual Communication, S.A. College of Arts and Science, Chennai on 25th August –29th August 2025.
17. Participated in the International Career Development Programme on ***“SDG, ESG, and Industry Innovations”*** organised by Brainovision Solutions India Pvt. Ltd in Collaboration with AICTE on 15th September –19th September 2025.
18. Participated in the Five Day International Faculty Development Programme on ***“Emerging Frontiers in Generative AI and Deep Learning”*** organised by Department of MCA, MEASI Institute of Information Technology, Chennai on 24th November –28th November 2025.
19. Participated in the One Week International Faculty Development Programme on ***“AI-Powered Image, Audio and Video Creation for Higher Education”*** organised by Department of CSE, Nagarjuna College of Engineering and Technology, Bengaluru in association with Dhee Coding Lab- A unit of Prodhee Technologies Pvt Ltd, Bengaluru, IQAC, IIC, IIIC on 15th –21st April 2026.

State Level

1. Participated in the Three days Faculty Development Programme on ***“Recent Trends in Higher Education in Science and Humanities to Rural Students”*** organised by Nallamuthu Gounder Mahalingam College, Pollachi on 12th June –14th June 2019.
2. Participated in the One Day Faculty Development Programme on ***“Appraisal of Learning Outcomes in OBE”*** organised by Office of the Controller of Examinations, Nallamuthu Gounder Mahalingam College, Pollachi on 22nd June 2020.

3. Participated in the Ten-Days Skill Development Programme on **“Social Media Digital Marketing”** organised by School of Commerce, Bharathiar University, Coimbatore on 10th August –21st August 2020.
4. Participated in the State Level Faculty Development Programme on **“Funding Agencies For Product Proposals”** organised by Post Graduate and Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 20th July 2021.
5. Participated in the Six Days State Level Faculty Development Programme on **“Digitalization in Accounting and Finance”** organised by Department of Commerce PA, KG College of Arts and Science and Department of Commerce, Pioneer College of Arts and Science, Coimbatore on 8th November –14th November 2022.
6. Participated in the Seven Days Faculty Development Programme on **“Tally ERP 9 with GST”** organised by Department of Commerce and Department of Commerce(finance), Nallamuthu Gounder Mahalingam College, Pollachi on 16th October –26th October 2023.
7. Participated in the Seven Days Faculty Development Programme on **“Yoga for Emotional Stability”** organised by Department of Human Excellence, Nallamuthu Gounder Mahalingam College, Pollachi on 25th July –2nd August 2024.
8. Participated in the Five Days Faculty Development Programme on **“Yoga for Emotional Stability”** organised by Department of Human Excellence, Nallamuthu Gounder Mahalingam College, Pollachi on 4th November –8th November 2024.
9. Participated in the One Week Faculty Development Programme on **“Data Analysis using Jamovi”** organised by Department of Social Work, NGM College, Pollachi on 28th July –1st August 2025.

C. WORKSHOPS ATTENDED

1. Participated in the one day workshop on **“Writing a Research Article”** organised by PG Dept. of Commerce CA, NGM College on 11th Sep 2015.
2. Participated in the Two-day Workshop on **“Research Methods and Data Analysis using SPSS”**, organised by Post Graduate & Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 24th & 25th July 2018.
3. Participated in the One-day National Level Workshop on **“Scientific Research &Data Analytics”**, organised by Post Graduate & Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 12th October 2019.
4. Participated in the One day Workshop on **“Book & Article Publishing and Springerlink Platform Demonstration”**, organised by School of Education (SOE), Guru Nanak Dev University, Amritsar on 29th April 2020.

5. Participated in the Two days Workshop on **“Two Day Hands-On Training on Technology-Assisted Teaching Tools”**, organised by CIT- Teaching Learning Centre, Coimbatore Institute of Technology, Coimbatore on 29th May and 30th May 2020.
6. Participated in the Three days Hands on Workshop on **“Explore Google Forms”**, organised by Sphoorthy Engineering College, Teaching Learning Center (TLC), Hyderabad on 3rd June and 5th June 2020.
7. Participated in the Two days Hands on Workshop on **“Google Forms Add-Ons”**, organised by Sphoorthy Engineering College, Teaching Learning Center (TLC), Hyderabad on 19th June and 20th June 2020.
8. Participated in the One week Training Programme on **“Training Program on E-Learning”** organised by SNTD WOMEN’S UNIVERSITY, Mumbai , Dr. BABASAHEB AMBEDKAR CHAIR in Collaboration with PVDI COLLEGE OF EDUCATION FOR WOMEN, Mumbai on 28th June –4th July 2020.
9. Participated in the One Day Workshop on **““Bloom’s Taxonomy Based Question Paper Design For Outcome Based Education”** organised by Department of Commerce in association with the IQAC, Ayya Nadar Janaki Ammal College, Sivakasi on 27th Sep 2021.
10. Participated in the 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 on 7th & 8th Oct 2021.
11. Participated in the Two Days Online Workshop on **“Empowering Rural Consumers”** sponsored by Ministry of Consumer Affairs, Government of India in Collaboration with School of Commerce UGC SAP DRS-I, Bharathiar University, Coimbatore on 19th & 20th Nov 2021.
12. Participated in the Two-Day Workshop on **“Reconstructing Emotional Wellbeing of Teaching Fraternity for New Normal”** organised by Department of Languages and Communication, School of Foundational Sciences, Kumaraguru College of Technology, Coimbatore on 10th & 11th Dec 2021.
13. Participated in the Workshop on **“IP-MAXIMA 2021”** organised by Innovative Technology Enabling Center (In TEC), CSIR-Institute of Minerals and Materials Technology, Bhubaneswar on 7th Jan – 8th Jan 2022.
14. Participated in the Five Days National Level e-Workshop on **“Innovative Techniques in SPSS and Data Analysis”** organised by Department of Visual Communication,

Sathyabama Institute of Science and Technology ,Chennai in Association with Institution's Innovation Council on 3rd Jan – 7th Jan 2022.

15. Participated in the One Day National Workshop on ***“Intellectual Property Right-Conceptual Framework”*** organised by IPR Committee, and Department of Library, Yeshwant Mahavidyalaya, Nanded (M.S) on 29th Jan 2022.
16. Participated in the One Day National Workshop on ***“Research Methodology”*** organised by Research Cell & Sponsored by MPHEQIP World Bank Project, Raja Bhoj Govt.College, Katangi, Balaghat(M.P) on 4th Feb 2022.
17. Participated in the National Workshop on ***“How to Write an Effective Research Paper”*** organised by Department of Commerce & Management, KCSMCA, KC Group of Institutions, Punjab on 7th Feb 2022.
18. Participated in the One Week Online National Workshop on ***“Research Methodology & Data Analysis”*** organised by BPS Institute of Teacher Training and Research, Bhagat Phool Singh Mahila Vishwavidyalaya Khanpur Kalan Sonipat, Haryana on 22nd – 28th Feb 2022.
19. Participated in the IP Awareness/ Training Program on ***“National Intellectual Property Awareness Program”*** organised by Intellectual Property Office and MoE's Innovation Cell, India on 29th June 2022.
20. Participated in the One Day National Level Workshop on ***“Implementation of (Outcome Based Education) OBE in Commerce Education”*** Sponsored by ICSSR-SRC Hyderabad and organised by Department of Commerce (Business Analytics), G.Venkataswamy Naidu College, Kovilpatti on 27th August 2022.
21. Participated in the IP Awareness/ Training Program on ***“National Intellectual Property Awareness Mission”*** organised by Intellectual Property Office, India on 11th October 2022.
22. Participated in the National Online Workshop on ***“Research Ethics and Identifying Predatory and Cloned Journals in Publications”*** organised by Department of Commerce, Indian Institute of Management and Commerce, Khairtabad, Hyderabad on 25th November 2022
23. Participated in the IP Awareness/ Training Program on ***“National Intellectual Property Awareness Mission”*** organised by Intellectual Property Office, India on 4th January 2023.
24. Participated in the 5-days Online Teachers Training Programme on ***“Use of ICT Tools in Teaching-Learning Process”*** organised by Department of Physics, Zoology, Botany,

Mathematics & Chemistry, Maharaja Bhoj Govt, P.G. College Dhar (M.P), Academic activity under MPHEQIP(World Bank Project), under the aegis of IQAC on 16th January 2023 – 20th January 2023.

25. Participated in the Two Day National Level Online Workshop on ***“Research Methodology using SPSS-Sampling, Sampling Methods and Data Collection Methods”*** organised by IQAC, St. Anne’s Arts and Science of College, Chennai on 21st February 2023 & 22nd February 2023.
26. Participated in the IP Awareness/ Training Program on ***“National Intellectual Property Awareness Mission”*** organised by Intellectual Property Office, India on 8th January 2024.
27. Participated in the National Level IKS Workshop on ***“Vedic Math Mastery: Transforming Your Calculation Skills”*** organised by ACT Academy, Kerala & Tamil Nadu Units on 6th November 2024.
28. Participated in the National Level Faculty Workshop on ***“Green Computing: Sustainability through Information Technology”*** organised by ACT Academy, Kerala & Tamil Nadu Units on 19th November 2024.
29. Participated in the One Day National Level Research Workshop online titled on ***“Geogebra Math Tool for 3D Visualization”*** organised by ACT Academy, Kerala on 10th December 2024.
30. Participated in the IP Awareness/ Training Program on ***“National Intellectual Property Awareness Mission”*** organised by Intellectual Property Office, India on 2nd July 2025.
31. Participated in the National Workshop on ***“IPR, Start-Up & Incubation”*** organised by Department of Corporate Secretaryship Shift-II in association with PIIC, Patrician College of Arts & Science on 1st September 2025.

International Level Workshop

1. Participated in the One Day International workshop on ***“IND-AS (Indian Accounting Standard)”*** organised by School of Commerce, KPR College of Arts Science and Research, Coimbatore, on 21st January 2021.

D. SYMPOSIUM ATTENDED

1. Participated in the “**State level Symposium 2K17 on Overseas Trade**” organised by the PG Department of Commerce with International Business, NGM College, Pollachi on 3rd January 2017.
2. Participated in the one-day State level Symposium on “**Entrepreneurship in 4G Era**”, organised by the Department of Commerce (Finance), NGM College, Pollachi on 16th March 2017.

PAPERS PUBLISHED

1. Published an article entitled, “Customers Preference and Satisfaction on Airtel 3G Data Service with Special Reference to Pollachi Taluk” in Intercontinental Journal of Marketing Research Review (Impact Factor: 0.882, Volume 3, Issue 9, September 2015)
2. Published an article entitled, “Customers’ Satisfaction on K7 Antivirus Software” in International Multidisciplinary Peer-Reviewed Research Journal of Global Academic research journal (Impact Factor: 5.56, Volume 4, Issue 3, March 2016)
3. Published an article entitled, “Users Satisfaction on Online Map Application” in International Journal of Recent Research and Applied Studies (Impact Factor: 4.665, ISSN 2349-4891, Volume 5, Issue 2, February 2018)
4. Published an article entitled, “Taxpayers Awareness and Satisfaction on E-Filing”, in the International Journal of Management and Social Science Review (ISSN 2349-9761, Volume 8, Issue 1.3, October 2018)
5. Published an article entitled, “Customers’ Preference towards Departmental Stores” in the Suraj Punj Journal for Multidisciplinary Research (Impact Factor: 6.1, ISSN 2394- 2886, Volume 8, Issue 12, December 2018).
6. Published an article entitled, “Factors Influencing Buying Behavior of Women on Apparels”, in the Cikitusi Journal of Multidisciplinary Research (Impact Factor: 6.1, ISSN 0975- 6876, Volume 6, Issue 3, March 2019).
7. Published an article entitled, “Women’s Store Choice Determinants” in the European Journal of Business & Social Sciences (EJBSS) (Impact Factor: 5.92, ISSN: 2277-3878, Volume 7, Issue 6, June 2019)
8. Published an article entitled, “Harmony in family Business” in the International Journal of Recent Technology and Engineering (IJRTE),(Impact Factor :6.76, ISSN: 2235-767X, Volume 8 Issue 3, September 2019)

9. Published an article entitled, "Customers' Satisfaction towards OLA Cab" in the Sardar Patel Institute of Economic and Social Research, anvesak, A bi-annual journal, UGC Care Group-1, (ISSN: 0378-4568, Volume 51 Issue 1(I), January-June 2021
10. Published an article entitled, "Users Perception towards Google Pay" in the Palarch's Journal of Archaeology of Egypt/Egyptology (ISSN: 1567-214X, Volume 18 Issue 1, April 2021.
11. Published an article entitled, "Online Apparel Buying Behaviour of College Girls" in the Journal of Education: Rabindra Bharati University (ISSN: 0972-7175, Volume 23, Issue 7(II), 2020-2021, pp.208-213)
12. Published an article entitled, "Factors Impacting Online Buying Behaviour of College Girl Students towards Sari" in the SJCC Management Research Review(ISSN: 2249-4359, Volume 12, Issue 1, June 2022, pp.80-86)
13. Published an article entitled, "Women Consumers' Price Consciousness on Apparels" in the A Journal of Composition Theory (ISSN: 0731-6755, Volume XV, Issue IX, September 2022, pp.193-201)
14. Published an article entitled, "Customers Attitude towards Ajio online Shopping" in the Kanpur Philosophers, Biannual Journal of New Archacological & Genological Society (ISSN: 2348-8301, Volume 9, Issue 2(F), 2022, pp.27-31)
15. Published an article entitled, "Problems Faced by Women Handloom Weavers in Pollachi Taluk" in the SJCC Management Research Review(ISSN: 2249-4359, Volume 12, Issue 2, December 2022, pp44-52)
16. Published an article entitled, "Students' Perception on Online Education" in the Industrial Engineering Journal (ISSN: 0970-2555, Volume 52, Issue 4(5), April 2023, pp.45-48)
17. Published an article entitled, "Working Women Perception Towards E-Bike" in the Madhya Bharti-Humanities and Social Sciences (ISSN: 0974-0066, Volume 84, Issue 9, July-December 2023, pp.180-184)
18. Published an article entitled, "Role of Educational Institutions in Fostering Entrepreneurship" in the Madhya Bharti-Humanities and Social Sciences (ISSN: 0974-0066, Volume 84, Issue 15, July-December 2023, pp.24-28)
19. Published an article entitled, "Issues Faced by Women Entrepreneurs in E-Business" in the South India Journal of Social Sciences (ISSN: 0972-8945, Volume 22, Issue 1, January-June 2024, pp.22-25)
20. Published an article entitled, "Factors Influencing Women Entrepreneurs in E-Business" Humanities and Social Science Studies (ISSN: 2319-829X, Volume 13, Issue 1(36), January-June 2024, pp.59-64)

21. Published an article entitled, “Users’ Preference towards Mamaearth App” in the Indian Journal of Psychology (ISSN: 0019-5553, Volume 99, Issue 5, January-March 2025, pp.75-80)
22. Published an article entitled, “Users’ Perception towards LinkedIn App” in the Indian Journal of Psychology (ISSN: 0019-5553, Volume 99, Issue 5, January-March 2025, pp.138-144)
23. Published an article entitled, “Understanding Digital News Consumption: A Study of Readers’ Perception and Preference” Humanities and Social Science Studies (ISSN: 2319-829X, Volume 14, Issue 2(1), July-December 2025, pp.90-94)
24. Published an article entitled, “Awareness on Digital Gold: An Investor’s Perspective” International Journal of Cultural Studies and Social Sciences (ISSN: 2347-4777, Volume 22, Issue 2(2), July-December 2025, pp.184-187)
25. Published an article entitled, “Use of Social Media as a Business Tool by Women Vloggers” Research Journal of Humanities and Social Sciences (ISSN: 0975-6795 (Online) 2321-5828 (Print), Volume 16, Issue 4, October-December 2025, pp.323-325)
26. Published an article entitled, “Challenges Faced by LinkedIn Users” Asian Journal of Management (ISSN: 0976-495X (Print), 2321-5763 (Online), Volume 16, Issue 4, October-December 2025, pp.333-335)
27. Published an article entitled, “Students’ Awareness towards Educational Mobile Apps” International Journal of Research in Economics and Social Sciences (IJRESS) ISSN: 2249-7382, Volume 16, Issue 3, March 2026, pp.69-76
28. Published an article entitled, “Students’ Preference towards Educational Mobile Apps” International Journal of Research in Social Sciences (IJRSS), ISSN: 2249-2496, Volume 16, Issue 4, April 2026, pp.7-13
29. Published an article entitled, “Users’ Awareness and Preference towards Perplexity App” International Journal of Management, IT & Engineering (ISSN: 2249-0558, Volume 16, Issue 5, May 2026, pp.11-16)
30. Published an article entitled, “Students’ Satisfaction towards Perplexity App” International Journal of Physical and Social Science (ISSN: 2249-5894, Volume 16, Issue 5, May 2026, pp.1-7)
31. Published an article entitled, “Role of Digital Platform in Promoting Green Purchase Products” International Journal of Research in Social Sciences (ISSN: 2249-2496, Volume 16, Issue 5, May 2026, pp.24-31)
32. Published an article entitled, “Digital Platform in MSME: Opportunities and Barriers” International Journal of Marketing and Technology (ISSN: 2249-1058, Volume 16, Issue 5, May 2026, pp.18-23)

33. Published an article entitled, “Students’ Perception towards Educational Mobile Applications” Research Journal of Humanities and Social Sciences ISSN: 2321-5828, Volume 17, Issue 2, April-June 2026, pp.95-98
34. Published an article entitled, “Students Satisfaction towards Educational Mobile Applications” International Journal of Multidisciplinary Research and Development, ISSN:2349-4182, Volume 13, Issue 2, April-June 2026, pp.492-494

Publication- ISBN Book

1. Published an article entitled, “Policyholders’ Satisfaction towards Life Insurance Products (With Special Reference to Pollachi Taluk)” as a book chapter in the edited volume of ISBN book in the National Seminar on “Technological Trends Transforming Insurance Industry” Organised by Department of B.com Actuarial Management & Financial Services, PSGR Krishnammal College for Women Coimbatore Insurance Institute in Association with Insurance Institute of India, Mumbai on 23rd September 2019, ISBN No: 978-93-87862-88-3, PP.122-126.
2. Published an article entitled “**Policyholders Satisfaction towards Online Insurance Products**” as a book chapter in the edited volume of ISBN book in the International Level Virtual Conference on “**Insurance 2030- The Impact of Artificial Intelligence on the Future of Insurance**”, Sponsored by the Insurance Institute of India, Mumbai, organised by Department of Commerce with Business Process Services & Retail Marketing in association with Coimbatore Insurance Institute, on 29th October 2021, ISBN No: 978-93-5566-099-2, PP.97-101.
3. Published an article entitled “**Customers Satisfaction towards Online Food Apps during Covid-19**” as a book chapter in the edited volume of ISBN book in, Two Days Virtual International Conference on “**Pandemic and Business Sustainability**”, organised by Faculty of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore on 21st & 22nd October 2021, ISBN No: 978-81-951892-5-0, PP.33-39.
4. Published an article entitled “**Users Perception towards Paytm** ” as a book chapter in the edited volume of ISBN book in, Virtual International Conference on “**Make in India: Redefined in a Digital Era for sustainable Development**”, organised by G R Damodaran Academy of Management, Coimbatore on 27th October 2021, ISBN No: 978-93-91286-12-5, PP.189-192.
5. Published an article entitled “**Determinants of BHIM App**” as a book chapter in the edited volume of ISBN book in, One Day International Conference on “**Emerging Trends in Science and Technology (ETIST-2021)**”, organised by Department of Biological Science , Physical Science and Computational Science, Nallamuthu Gounder Mahalingam College, Pollachi on 27th October 2021, ISBN No: 978-81-953602-2-2, PP.18-22.

6. Published an chapter entitled **“Perception on Online Education during Covid-19”** as a book chapter in the edited volume of ISBN book in **“Rural Students and Youth Embracing Digital Medium to Continue Learning During Covid-19”**, Sponsored by ICSSR and organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 15th and 16th June 2022, ISBN No: 978-93-5636-348-9, PP.214-218.
7. Published an chapter entitled **“Challenges Faced by Women Handloom Weavers”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“Challenges and Problems Faced by Women Entrepreneur in Indian Society after Covid-19 Pandemic”**, Sponsored by ICSSR and organised by Sankara College of Science & Commerce, Coimbatore on 14th September 2022, ISBN No: 978-93-5701-450-2, PP.396-402.
8. Published an Paper entitled **“Users Attitude Towards BHIM App”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“Emerging Trends in Commerce and Management 2022”**, organised by Department of Commerce, Rathinam College of Arts and Science, Coimbatore on 15th September 2022, ISBN No: 978-93-92032-27-1, PP.179-184.
9. Published an chapter entitled **“Teachers’ Perception towards ICT Tools”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“Implementation of ICT Skills for the Students for their Employment in Skill based Jobs”**, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th October 2022, ISBN No: 978-93-95482-16-5, PP.103-108.
10. Published an chapter entitled **“Students’ Preference towards Kahoot Application”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“Implementation of ICT Skills for the Students for their Employment in Skill based Jobs”**, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th October 2022, ISBN No: 978-93-95482-15-8, PP.228-233.
11. Published an chapter entitled **“Impact of New Education Policy 2022 on Higher Education”** as a book chapter in the edited volume of ISBN book in, Two Days National Level Virtual Seminar on **“Innovation Strategies & Practices in Teaching, Learning and Evaluation Process for Arts & Science Colleges towards New Education Policy 2022”**, Sponsored by NAAC and organised by IQAC, Nallamuthu Gounder Mahalingam College, Pollachi on 3rd November and 4th November 2022, ISBN No: 978-93-94004-05-4, PP.4-6.

12. Published an chapter entitled **“Economic Development in India”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“India Means Business- Reform Perform & Transform”**, organised by Department of Commerce(Business Process Service & Retail Marketing), Sri Ramakrishna College of Arts and Science, Coimbatore on 5th January 2023, ISBN No: 978-93-5780-330-4, PP.479-483.
13. Published an chapter entitled **“Challenges Faced by Women Entrepreneurs”** as a book chapter in the edited volume of ISBN book in, Two Day National Level Seminar on **“Rural Women Empowerment Through Entrepreneurship”**, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th January and 20th January 2023, 978-93-5786-367-4, PP.318-324.
14. Published an chapter entitled **“Teachers Perception towards Blended Mode”** as a book chapter in the edited volume of ISBN book in, Two Day National Level Seminar on **“Blended Mode of Teaching and Learning for Teachers Community”**, Sponsored by ICSSR and organised by Department of Commerce (BPS), Nallamuthu Gounder Mahalingam College, Pollachi on 30th January and 31st January 2023, ISBN No: 978-93-94004-06-1, PP.156-160.
15. Published an chapter entitled **“Financial Independence of Women through Self -Help Group”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“Women Empowerment through Financial Inclusion”**, Sponsored by ICSSR and organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 3rd February 2023, ISBN No: 978-93-5786-052-9, PP.88-93.
16. Published an chapter entitled **“Effect of ICT on Professional Development of Teachers in Higher Education”** as a book chapter in the edited volume of ISBN book in, Two Day National Level Seminar on **“Impact of Digital Learning in Education Sector- A Pandemic Perspective”**, Sponsored by ICSSR and organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 8th February and 9th February 2023, ISBN No: 978-93-94004-09-2, PP.117-121.
17. Published an chapter entitled **“Time Management in E-Learning”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“Co-Creation Model of Learning, Teaching & Curriculum- Staff and Students as Partners Towards National Educational Policy- 2022”**, Sponsored by ICSSR and organised by Department of Commerce (Business Process Services), Nallamuthu Gounder Mahalingam College, Pollachi on 3rd March 2023, ISBN No: 978-93-94004-17-7, PP.57-60.

18. Published an chapter entitled **“Time Management and Learning Flexibility”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“Co-Creation Model of Learning, Teaching & Curriculum- Staff and Students as Partners Towards National Educational Policy- 2022”**, Sponsored by ICSSR and organised by Department of Commerce (Business Process Services), Nallamuthu Gounder Mahalingam College, Pollachi on 3rd March 2023, ISBN No: 978-93-94004-17-7, PP.53-56.
19. Published an chapter entitled **“Women Empowerment through Entrepreneurship”** as a book chapter in the edited volume of ISBN book in, One Day National Level Seminar on **“Women's Employment, Entrepreneurship and Empowerment”**, Sponsored by ICSSR and organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 15th March 2023, ISBN No: 978-93-5891-103-9, PP.159-163.
20. Published an chapter entitled **“Skill Development and Employability through Higher Education”** as a book chapter in the edited volume of ISBN book in, Two Day National Level Seminar on **“National Education Policy: 2020-Challenges and Opportunities for Higher Educational Institution”**, Sponsored by ICSSR and organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 16th March and 17th March 2023, ISBN No: 978-93-94004-18-4, PP.115-118.
21. Published an chapter entitled **“Artificial Intelligence and Machine Learning Implications and Applications”** as a book chapter in the edited volume of ISBN book in **“Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047”**, Sponsored by ICSSR and organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 21st July 2023, Vol.1, ISBN No: 978-93-94004-23-8, PP.230-237.
22. Published an chapter entitled **“ICT for Professional Development”** as a book chapter in the edited volume of ISBN book in **“Perspectives of ICT Tools in Education”**, Sponsored by ICSSR and organised by Department of Commerce(BPS), Nallamuthu Gounder Mahalingam College, Pollachi on 4th Aug 2023, Vol.1, ISBN No: 978-93-94004-27-6, PP.440-446.
23. Published an chapter entitled **“Rural Women Entrepreneurship: Opportunities and Challenges”** as a book chapter in the edited volume of ISBN book in **“Role of Entrepreneurship in the Changing Economic Environment”**, organised by Department of Commerce, KPR College of Arts Science and Research, Coimbatore on 22nd and 23rd Sep 2023, Vol.1, ISBN No: 978-81-967053-7-4, PP.362-369
24. Published an chapter entitled **“Artificial Intelligence in Insurance Industry”** as a book chapter in the edited volume of ISBN book in **“The Future of Insurance India-Faster**

& Easier", organised by Insurance Institute of India, Mumbai & SNMV College of Arts and Science, Coimbatore on 27th Sep 2023, Vol.1, ISBN No: 978-93-5996-082-1, PP.201-207.

25. Published an chapter entitled **"Women's Perception towards Technology in Sustainable Development through MSME"** as a book chapter in the edited volume of ISBN book in **"Sustainable Developments through MSMEs: A Pathway to Self-Reliant India"**, Sponsored by ICSSR and organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 6th Oct 2023, Vol.1, ISBN No: 978-93-94004-75-7, PP.125-129.
26. Published an chapter entitled **"Digital Economy"** as a book chapter in the edited volume of ISBN book in **"India 2.0: Vision for India 2047- Digital Eco-System and Harnessing Artificial Intelligence"**, Sponsored by ICSSR and organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 24th Jan 2024, Vol.1, ISBN No: 978-93-94004-31-3, PP.274-281.
27. Published an chapter entitled **"Users Perception towards Digital Payment"** as a book chapter in the edited volume of ISBN book in **"Empowering India through Digital Transformation-a Sustainable Approach"**, Sponsored by ICSSR and organised by Department of Commerce (E-Com), Nallamuthu Gounder Mahalingam College, Pollachi on 19th July 2024, Vol.3, ISBN No: 978-93-340-9642-2, PP.83-89.
28. Published an chapter entitled **"Green Marketing"** as a book chapter in the edited volume of ISBN book in **"Green Entrepreneurship Startups"**, Sponsored by ICSSR and organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 6th Sep 2024, ISBN No: 978-93-6126-266-1, PP.1667-1677.
29. Published an chapter entitled **"Digital Marketing and Sustainability"** as a Proceedings of the one day International Conference in the edited volume of ISBN book in **"Innovation for a Sustainable future – Embracing the Path to a Digital Green Deal- ICISF-2024"**, organised by Department of B.Com-A&F, B.Com-IT, Sri Ramakrishna College of Arts and Science, Coimbatore on 13th Dec 2024, ISBN No: 978-93-6126-483-2, PP.48-54.
30. Published an chapter entitled **"Cultural Barriers to Entrepreneurship"** as a Proceedings of the one day National Level Seminar in the edited volume of ISBN book in **"Inhibitions of Transgender Entrepreneurs with Special Reference to Coimbatore District"**, Sponsored by ICSSR(SRC) and organised by Department of Commerce, Sri Krishna Arts and Science College, Coimbatore on 20th Dec 2024, ISBN No: 978-81-970764-7-3, PP.56-61.

31. Published an chapter entitled **“Role of Artificial Intelligence in Education”** as a book chapter in the edited volume of ISBN book in **“Vision Viksit Bharat 2047 Education4.0 Enhancing India’s Workforce for the AI-Powered Future”**, Sponsored by ICSSR(SRC) and organised by Department of Commerce (BPS), Nallamuthu Gounder Mahalingam College, Pollachi on 24th January 2025, Vol.2, ISBN No: 978-93-94004-64-1, PP.250-255.
32. Published an chapter entitled **“Ethical Use of AI for Sustainable Logistics”** as a book chapter in the edited volume of ISBN book in **“Artificial Intelligence in Logistics and Supply Chain Management Ethical Implications in Automation, Transparency & Sustainability”**, Sponsored by ICSSR and organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 7th March 2025, Vol.2, ISBN No: 978-93-94004-44-3, PP.228-232.
33. Published an chapter entitled **“Ethics of AI-Driven Decision Making in Logistics”** as a book chapter in the edited volume of ISBN book in **“Artificial Intelligence in Logistics and Supply Chain Management Ethical Implications in Automation, Transparency & Sustainability”**, Sponsored by ICSSR and organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 7th March 2025, Vol.1, ISBN No: 978-93-94004-85-6, PP.472-475
34. Published an chapter entitled **“Result Driven Strategies to Women Entrepreneurs for Better Performance of Business through Advanced Digital Literacy”** as a book chapter in the edited volume of ISBN book in **“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”**, Sponsored by ICSSR and organised by Department of Commerce- Professional Accounting, Nallamuthu Gounder Mahalingam College, Pollachi on 31st January 2025, Vol.2, ISBN No: 978-93-94004-84-1, PP.79-84.
35. Published an chapter entitled **“Digital Safety and Security for Rural Women”** as a book chapter in the edited volume of ISBN book in **“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”**, Sponsored by ICSSR and organised by Department of Commerce- Professional Accounting, Nallamuthu Gounder Mahalingam College, Pollachi on 31st January 2025, Vol.2, ISBN No: 978-93-94004-84-1, PP.85-90.
36. Published an chapter entitled **“Digital Opportunities for Rural Women Entrepreneurship”** as a book chapter in the edited volume of ISBN book in **“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”**, Sponsored by ICSSR and organised by Department of Commerce- Professional Accounting, Nallamuthu Gounder Mahalingam College, Pollachi on 31st January 2025, Vol.1, ISBN No: 978-93-94004-84-1, PP.40-44.

37. Published an chapter entitled **“Rural Women and Panchayati Raj”** as a book chapter in the edited volume of ISBN book in **“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”**, Sponsored by ICSSR and organised by Department of Commerce- Professional Accounting, Nallamuthu Gounder Mahalingam College, Pollachi on 31st January 2025, Vol.1, ISBN No: 978-93-94004-84-1, PP.145-148.
38. Published an chapter entitled **“Role of Digitalization in Making Effective Claim of Insurance Policies and Awareness about E-Insurance”** as a book chapter in the edited volume of ISBN book in **“The Insurance Industry in India: A Digital Revolution”**, Published by Shanlax Publications on February 2025, ISBN No: 978-93-92150-22-7, PP.249-256.
39. Published an chapter entitled **“Ethical Leadership and Indian Spiritual Thought: A Corporate Perspective”** as a book chapter in the edited volume of ISBN book in **“Bhagavad Gita and Indian Ethics Preaching of Great Philosopher Adi Sankara”**, Sponsored by ICPR and organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 11th July 2025, ISBN No: 978-81-987746-4-4, PP.349-352.
40. Published an chapter entitled **“Religion and Global Strategic Partnerships”** as a book chapter in the edited volume of ISBN book in **“India- Malaysia Bilateral Relations in the 21st Century”**, Sponsored by ICWA and organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 20th August 2025, ISBN No: 978-93-6126-546-4, PP.362-365.
41. Published an chapter entitled **“Infrastructure and the Digital Economy: Catalysts for Enhanced India- Malaysia Economic Relations in the 21st Century”** as a book chapter in the edited volume of ISBN book in **“India- Malaysia Bilateral Relations in the 21st Century”**, Sponsored by ICWA and organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 20th August 2025, ISBN No: 978-93-6126-546-4, PP.281-285.
42. Published an chapter entitled **“Artificial Intelligence for Climate Action, Resource Management and Social Equity”** as a book chapter in the edited volume of ISBN book in **“Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India”**, Sponsored by ICSSR-SRC organised by UG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 19th September 2025, Vol.2, ISBN No: 978-93-94004-50-4, PP.329-332.
43. Published an chapter entitled **“AI-Powered Innovations in Public Services and Industries”** as a book chapter in the edited volume of ISBN book in **“Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic**

Transformation and Sustainable Development in India", Sponsored by ICSSR-SRC organised by UG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 19th September 2025, Vol.2, ISBN No: 978-93-94004-50-4, PP.456-461.

44. Published an chapter entitled **"Women-Led Enterprises: Challenges and Opportunities"** as a book chapter in the edited volume of ISBN book in ***"Women-Led Startups as Catalyst for Innovation. Employment and Economic Growth"***, Sponsored by ICSSR-SRC and organised by Department of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 06th January 2026, ISBN No: 978-81-994496-4-0, PP.231-233.
45. Published an chapter entitled **"Discipline as the Foundation of Ancient Indian Education: An Indian Knowledge Systems Perspective"** as a book chapter in the edited volume of ISBN book in ***"Indian Knowledge Systems: Rediscovering the Roots of Timeless Wisdom"***, Sponsored by ICSSR and organised by Department of Commerce with Accounting and Finance, KG College of Arts and Science, Coimbatore on 09th January 2026, ISBN No: 978-93-5619-426-7, PP.180-182.
46. Published an chapter entitled **"Digital Currencies and the Future of Inclusive Payments"** as a book chapter in the edited volume of ISBN book in ***"India@2047: Innovation Pathways, Digital Financial Inclusion and Future-Readiness"***, Sponsored by ICSSR and organised by Department of Commerce (CA), NGM College, Pollachi on 09th January 2026, ISBN No: 978-93-5619-520-2, PP.255-262.
47. Published an chapter entitled **"Technology-Driven Tax Practice: Students' Perceptions and Engagement with Mobile Apps for Tax Education"** as a book chapter in the edited volume of ISBN book in ***"Future of Taxation: Empowering the Next Generation of Tax Professionals"***, Sponsored by Tamilnad Goods and Service Tax Professionals Association & ICP Academy and organised by School of Commerce, Rathinam College of Arts and Science, Coimbatore on 23rd January 2026, ISBN No: 978-93-7525-169-9, PP.30-38
48. Published an chapter entitled **"Empowering Tribal Women through Education, Skills and Digital Inclusion: Pathways to Viksit Bharat 2047"** as a book chapter in the edited volume of ISBN book in ***"Tribal Women Leading Change Grassroots, Initiatives& Social Transformation towards Viksit Bharat 2047"***, Sponsored by ICSSR-SRC and organised by Department of Commerce, SRM Institute of Science and Technology, Ramapuram on 29th January - 30th January 2026, Volume I, ISBN No: 978-81-971457-6-6, PP.144.
49. Published an chapter entitled **"Driving Inclusive Growth: Women Entrepreneurs in AI and Sustainable Development"** as a book chapter in the edited volume of ISBN book in ***"Sustainable Start-Ups and Entrepreneurial Excellence-The Future Begins"***

Here”, organised by PG Department of Commerce, Vivekanandha Arts and Science College for Women, Sankagiri, Salem on 30th January 2026, ISBN No: 978-93-5679-462-7, PP.824-837

50. Published an chapter entitled **“Inclusive Learning through AI-Driven Assistive Language Translation Technologies”** as a book chapter in the edited volume of ISBN book in **“Prospects of Artificial Intelligence (AI) and Personalized Learning in Inclusive Education Integrated to the National Education Policy (NEP)-2020”**, Sponsored by ICSSR-SRC and organised by Department of Commerce (CA), NGM College, Pollachi on 6th February 2026, Volume-II, ISBN No: 978-93-94004-30-6, PP.405-409.
51. Published an chapter entitled **“Governance of Artificial Intelligence in Education Transparency, Accountability and Fairness”** as a book chapter in the edited volume of ISBN book in **“Prospects of Artificial Intelligence (AI) and Personalized Learning in Inclusive Education Integrated to the National Education Policy (NEP)-2020”**, Sponsored by ICSSR-SRC and organised by Department of Commerce (CA), NGM College, Pollachi on 6th February 2026, Volume-I, ISBN No: 978-93-94004-29-0, PP.235-240..
52. Published an chapter entitled **“FinTech Innovations and Financial Inclusion Strategies: A Study with Special Reference to Coimbatore District”** as a book chapter in the edited volume of ISBN book in **“Driving Digital Innovation in Commerce: A Vision for Viksit Bharat @ 2047”**, Sponsored by ICSSR-SRC and organised by School of Commerce and Management, Kongunadu Arts and Science College, Coimbatore on 03rd March 2026, ISBN No: 978-93-7829-194-4, PP.10-14
53. Published an chapter entitled **“Digital Trade, Artificial Intelligence and Emerging Technologies in the Context of Global Trade Wars: Implications for India’s Roadmap to Viksit Bharat 2047”** as a book chapter in the edited volume of ISBN book in **“Global Trade Wars and Their Impact on India’s Roadmap to Viskit Bharat 2047”**, Sponsored by Indian Council of World Affairs, New Delhi and organised by Department of Commerce with Professional Accounting and Management Studies, Dr. N.G.P Arts and Science College, Coimbatore on 03rd March 2026, Volume I, ISBN No: 978-93-6163-730-8, PP.16-23
54. Published an chapter entitled **“Smart Cities and Green Growth: Transforming Urban India for a Sustainable Future”** as a book chapter in the edited volume of ISBN book in **“Climate Action & Green Growth: India’s Path to Sustainable Development”**, Sponsored by All Indian Council for Technical Education(AICTE), and organised by PG and Research Department of International Business, Sri Ramakrishna College of Arts and Science, Coimbatore on 11th March - 12th March 2026, ISBN No: 978-81-999655-2-2, PP.18-22.

55. Published an chapter entitled **“Education Sector in the Post-GST ERA: Taxation Implications and Growth Potential”** as a book chapter in the edited volume of ISBN book in **“Sectoral Analysis of Growth Potential in the Major Economic Industries after the GST”**, Sponsored by ICSSR-SRC and organised by School of Commerce, Nehru Arts and Science College, Coimbatore on 12th March 2026, ISBN No: 978-93-5779-279-0, PP.139-142
56. Published an chapter entitled **“Digital Inclusion and Compliance Burden of Small Taxpayers: Implications of GST Reforms for Inclusive Growth in Tamil Nadu”** as a book chapter in the edited volume of ISBN book in **“Leveraging Digital Governance for Inclusive Economic Growth: GST Reforms and Fiscal Federalism Tamil Nadu”**, Sponsored by ICSSR-SRC and organised by Department of Commerce (Banking and Insurance), NGM College, Pollachi on 13th March 2026, Volume-I, ISBN No: 978-93-94004-35-1, PP.226-229.
57. Published an chapter entitled **“Social Media Influencers as Digital Entrepreneurs”** as a book chapter in the edited volume of ISBN book in **“Empowering Smart India through AI and Innovation in Finance and Marketing”**, by *Mind Reading Publication, Madurai* on April 2026, ISBN No: 978-93-92150-79-1, PP.22-25.

Book Published

1. Published a book entitled **“Working Background and Problems Faced by Handloom Weavers”** Imprint IIP (Iterative International Publisher), ISBN No: 978-93-6252-630-4, Selfypage Developers Pvt Ltd, Karnataka on 2024.
2. Published a book entitled **“Lifestyle of Women Consumers”** Imprint IIP(Iterative International Publisher), ISBN No: 978-93-7020-107-1, Selfypage Developers Pvt Ltd, Karnataka on 2025.

Faculty Induction Programme

1. Dr. P.Jayanthi has participated in 91st Guru Dakshita Faculty Induction Programme (FIP) in online mode organised by UGC- Malaviya Mission Teacher Training Centre (MMTC), University of Kashmir, Srinagar from April 16th to on May 16th 2025.

Refresher Course

1. Participated in 3rd Refresher Course(Accounting and Taxation) on **“Bridging Theory and Practice: Emerging Trends in Accounting and Taxation”** organised by Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce ((MMTTC,SRCC), in online mode from February 24th to March 10th 2025 under the Malaviya Mission Teacher Training Programme (MMTTP) of the ministry of Education, Government of India.

Awareness Programme

1. Participated in the International Level Awareness Programme on “PC Security” organized by Department of Computer Science, Bell Institute of Hotel Management & Catering Technology, Sivakasi on 24th November 2022.

Mentor

1. Awarded certificate of Appreciation in recognition for role as mentor for the NPTEL Online certification Course on “**Marketing Management-1**” during July-December 2022.
2. Awarded certificate of Appreciation in recognition for role as mentor for the NPTEL Online certification Course on “**Retail Management**” during Jan-April 2024.
3. Dr.P.Jayanthi has been awarded certificate of Appreciation in recognition for role as mentor for the NPTEL Online certification Course on “**Retail Management**” during Jan-March 2025.
4. Dr.P.Jayanthi has been awarded certificate of Appreciation in recognition for role as mentor for the NPTEL Online certification Course on “**Corporate Social Responsibility**” during July-September 2025.

Certificate Course

1. Completed Online Certificate Course on “**Moodle LMS**” of 30 hours Conducted in blended mode through Learning Management System and Live Sessions organised by E-Resource Development Cell, Sanatan Dharma College, Ambala Cantt, Haryana, from 16th – 25th October 2021 and awarded with “A+” grade.
2. Completed the Certification Course on “Fundamentals of Accounting Software and Business Management Course”, organised by Sky Online Course, Approved Institution by MSME, Govt of India on 10th Jan to 16th Jan 2022.

Short Term Course

1. Completed the Short Term Course on “Curriculum Design and Development”, organised by Dr.M.G.R Educational and Research Institute & Meston College of Education, Chennai on 14th Feb- 18th Feb 2022.
2. Completed the Short Term Programme (Online One Week Faculty Development Programme) on “Research Methodology and Undergraduate Research Guidance in the NEP Context: Teaching Mentoring and Assessment Strategies” under Malaviya Mission Teacher Training Programme (MMTTP) of University Grants Commission (UGC)

organised by “MM-TTC: Ramanujan College, Delhi” in collaboration with College of Vocational Studies, University of Delhi from 11th July to 17th July 2025 and obtained Grade A+ .

Capacity Building Program

1. Participated in the Capacity Building Program on “***Professional Etiquette- An effective tool for Capacity Building***” organised by Department of Commerce (Finance & Accounts), Islamiah College, Vaniyambadi on 26th Feb 2022.
2. Participated in the ICSSR Sponsored “***Capacity Building Programme***” organised by Institute of Public Enterprise, Hyderabad on 25th April to 7th May 2022
3. Dr. P.Jayanthi has attended National Level Capacity Building Programme (online) on “AI Tools for Research” organised by A.C.T Academy, Kerala on 29th June 2025.

Award

1. Awarded **THE BEST PAPER** for the research paper presented in the International E-Conference on “***Disruption in Business and Economy: Challenges and Opportunities to a Sustainable Future***”, organised by St.Joseph’s College of Commerce, Bengaluru on 30th November 2021.

QUIZ

- Participated in Online Quiz on “NAAC Awareness Programme for Faculty” organized by Marathwada Mitra Mandal Institute of Technology (MMIT), Lohgaon, Pune-47, during the period 08/05/2020 to 14/05/2020.
- Participated in International level Online Quiz on “Covid19 Awareness Quiz” Jointly organized by Internal Quality Assurance Cell of Arts, Commerce and Science College, Bodwad, Maharashtra, India and Pontifical Catholic University of America on 26/06/2020
- Participated in National Level Online Learning cum E-Quiz Programme on “Today’s Tools for Tomorrow’s Teaching -TTTT” organized by Department of Education, IDE, University of Madras, Chennai on 11/07/2020.
- Participated in Online Quiz on “Test Your English Language Skills” organised by Department of Science and Humanities, Dhanalakshmi Srinivasan College of Engineering and Technology, Chennai on 11/07/2020

- Participated in Online Quiz on “Skill Enhancement by Online Quiz for Non-IT Faculties” organized by UG Department of Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi on 30/07/2020.

PROJECTS GUIDED

- UG projects : 2
- PG projects : 29
- M.Phil Project : 01
- Institutional Training Reports: 105

I hereby assure that the above furnished information are true to the best of my knowledge.

Place: Pollachi

Date:

(Dr.P.Jayanthi)

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