

Date of Proceedings		Type of Proceedings	Title	Organized by/Journal Name/Book Title
17-09-2018	17-09-2018	Conference Proceeding	Impact of Demonetization in Urban and Rural Area	National Level Seminar on Financial Inclusion - Reach the Unreached, organized by Department of BPS, SRCAS, Coimbatore
17-09-2018	17-09-2018	Publication - UGC CARE	Impact of Demonetization in Urban and Rural Area	Journal : RESEARCH REVIEW International Journal of Multidisciplinary
19-10-2018	19-10-2018	Publication - Scopus	Customer Satisfaction Towards Online Banking Services	Journal : International Journal of Pure and Applied Mathematics
01-06-2019	01-06-2019	Publication - UGC CARE	A Study on Students' Attitude Towards Accounting Professional Courses – With Special Reference To Students of Pollachi	Journal : Emerging Technologies and Innovative Research
17-09-2019	17-09-2019	Conference Proceeding	Customers Opinions and Views About Life Insurance Policies: Study on The Policyholders of Udumalpet Town	National Level Conference on Insurance and Technology - Emerging Challenges organized by Department of BPS, SRCAS, Coimbatore
01-12-2019	01-12-2019	Publication - UGC CARE	Digital Security & Privacy In Internet Banking: Experience Of Customers Using Internet Banking In Pollachi	Journal : Suraj Punj Journal For Multidisciplinary Research
01-04-2020	01-04-2020	Publication - UGC CARE	Students Attitude Towards Chartered Accountancy Course, With Special Reference to Coimbatore District	Journal : Dogo Rangsang Research Journal
01-06-2020	01-06-2020	Publication - Scopus	Factors Affecting Brand Recognition of Ayurvedic Food Products During Pandemic Period: Descriptive Study	Journal : European Journal of Molecular and Clinical Medicine
01-08-2020	01-08-2020	Publication - UGC CARE	Understanding Purchase Behaviour of Indian Consumers of Online Shopping During COVID 19 Lockdown, With Special Reference to Coimbatore	Journal : Alochana Chakra
15-09-2020	15-09-2020	Conference Proceeding	A study on understanding the awareness level of Higher education among the students of rural area, With special reference to selected villages in Pollachi Taluk	International E-Conference on Innovation in Rural Empowerment, Social Dynamics and Welfare in India by Nandha College of Technology, Erode.
01-10-2020	01-10-2020	Publication - Scopus	A study on understanding the awareness level of Higher education among the students of rural area, With special reference to selected villages in Pollachi Taluk	Journal : Journal of Critical Reviews
06-11-2020	06-11-2020	Conference Proceeding	Customers' Perceptions Towards Digitalized Banking Services During Covid-19 Pandemic	National Level Virtual Conference On Digital Transformation to Industry 4.0 THE FUTURE IS HERE organized by BPS, SRCAS, Coimbatore

03-12-2020	03-12-2020	Conference Proceeding	Awareness of Entrepreneurship Among the People in Rural Area: With Special Reference to Villages in Udumalpet Taluk	National e-Conference on CSR Impetus: Rural Development and Sustainable Growth in India by Nandha College of Technology, Erode
01-08-2022	01-08-2022	Book Chapter	Digitalization in Finance and Financial Ecosystem	Book Title : Recent Trends in Digital Marketing and Commercial Applications of Business
19-10-2022	19-10-2022	Book Chapter	Impact of ICT Tools in Teaching, Learning and Evaluation Process, With Special Reference to Professors of Arts and Science Colleges in Pollachi and Udumalpet Taluk	ICSSR sponsored National Level Seminar on “Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs”
03-11-2022	04-11-2022	Book Chapter	Changing Dimensions of Education Through Implementation of NEP 2022 – An Exclusive Analysis of Commerce Domain	NAAC sponsored National Level Seminar on “Innovative Strategies & Practices in Teaching, Learning and Evaluation Process of Arts and Science Colleges towards NEP 2022”
01-12-2022	01-12-2022	Book Chapter	Services of AI in Fintech and Cryptocurrency	Book Title : Artificial Intelligence in Management and Commerce” by KMG College, Gudiyattam
01-01-2023	30-06-2023	Publication - UGC CARE	Factors Influencing The Rural People In The Choice Of Higher Education And Career Progression, With Special Reference To Udumalpet Taluk	Journal : South India Journal of Social Science
01-01-2023	31-03-2023	Publication - Scopus	A Study on Awareness and Challenges of Organic Products Among the Students with Reference to Coimbatore City	Journal : Survey in Fisheries Sciences
05-01-2023	05-01-2023	Book Chapter	Emerging Innovation Methodologies in Business System	ICSSR sponsored National Level Seminar on “India means Business – reform, perform and transform”
19-01-2023	20-01-2023	Book Chapter	Analysis of Scope for Growth and Hindrances of Rural Women Entrepreneurs in Udumalpet Taluk	ICSSR sponsored National Level Seminar on “Rural Women Empowerment Through Entrepreneurship”
30-01-2023	31-01-2023	Book Chapter	Technological Infrastructure Framework for the Implementation of Blended Learning, To Improve Quality of Education	ICSSR sponsored National Level Seminar on “Blended Mode of Teaching and Learning for Teachers Community”
03-02-2023	03-02-2023	Book Chapter	Financial self-governance and self-reliance of women through Self-Help Groups (SHG) in Pollachi Taluk.	ICSSR sponsored National Level Seminar on “Women Empowerment Through Financial Inclusion”
08-02-2023	09-02-2023	Book Chapter	Application of Gamification and Simulations in Teaching and Learning to Create Learning Interest	ICSSR sponsored National Level Seminar on “Impact of Digital Learning in Education Sector – A Pandemic Perspective”
03-03-2023	03-03-2023	Book Chapter	Effective Time Management and Enhancement of Learning Flexibility in the ICT Enabled e-Learning Environment	ICSSR sponsored National Level Seminar on “Co-creation model of Learning, Teaching and Curriculum – Staff & Students as Partners Towards NEP 2022”

15-03-2023	15-03-2023	Book Chapter	Accessing the Level of Gender Inequality Among the Female Teachers of Schools and Colleges in Udumalpet Taluk	ICSSR sponsored National Level Seminar on “Women’s Employment, Entrepreneurship and Empowerment”.
16-03-2023	17-03-2023	Book Chapter	Understanding the Fundamentals and Functioning of Academic Bank Credit for Higher Educational Institutions	ICSSR sponsored National Level Seminar on “NEP 2020: Challenges and Opportunities for HEIs”
01-06-2023	30-06-2023	Publication - UGC CARE	Role Of Educational Institutions In Uplifting The Rural People In Higher Education And Career Planning, With Special Reference To Udumalpet Taluk	Journal : Industrial Engineering Journal
01-06-2023	31-12-2023	Publication - UGC CARE	Customers' Experience Towards Digital Payment Methods and Transactions Failures, A Study Covering Selected Respondents of Udumalpet Taluk	Journal : Madhya Bharti - Humanities and Social Sciences
21-07-2023	21-07-2023	Book Chapter	Significance of Knowledge Creation and Innovation in Higher Education Institutions	ICSSR sponsored National Level Seminar on “Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047”
04-08-2023	04-08-2023	Book Chapter	Artificial Intelligence in Education (AIED) and AI as a Disruptive Technology in Learning	ICSSR sponsored National Level Seminar on “Perspective of ICT Tools in Education”
24-08-2023	24-08-2023	Conference Proceeding	Highlights of People Analytics and HR Process Automation	“Modern Management Equipped with Technologies” – MMET2K23
25-08-2023	25-08-2023	Conference Proceeding	Role of Green Banking in the Green Economy and Sustainable Environment	Artificial Intelligence in Banking and Insurance
11-10-2023	11-10-2023	Book Chapter	Efforts of Green Financing and Digital India Towards the Development of Micro Enterprises in India	ICSSR sponsored National Level Seminar on “Sustainable Developments Through MSMEs: A Pathway to Self-reliant India”
12-10-2023	13-10-2023	Book Chapter	Highlights of Entrepreneurial and Start-up Schemes Available for Food Production Industries	ICSSR sponsored National Level Seminar on “Envisioning a Self-reliant Rural India for Sustainable Economic Development”
01-11-2023	30-11-2023	Book Chapter	Importance Of Leveraging Technology For The Sustainable Economy And Entrepreneurship	Book Title : “Trends in Commerce and Management” published by Nilgiri College of Arts and Science, The Nilgiris.
07-12-2023	08-12-2023	Conference Proceeding	Contribution of G-20 towards the Growth Strategies and Marketing Plans for World Economy	G20 and Indian Management Practices
24-01-2024	24-01-2024	Book Chapter	Application of Digital Ecosystem in Educational Environment	ICSSR sponsored National Level Seminar on “India 2.0: Vision For India 2047 - Digital Ecosystem & Harnessing Artificial Intelligence”
19-07-2024	19-07-2024	Book Chapter	Impact of Digitalization in Service Sector of Indian Economy	ICSSR SRC sponsored seminar on "Empowering India Through Digital Transformation : A Sustainable Approach"

06-09-2024	06-09-2024	Conference Proceeding	Guidelines for Green Packaging and Green Marketing Practices to Safeguard Environment	Green Entrepreneurship Startups
31-12-2024	31-12-2024	Book Chapter	Applications of quantum computing in financial planning and financial control	Industrial Quantum Computing published by De Gruyter Publishers
24-01-2025	24-01-2025	Book Chapter	Multidisciplinary Approach in Education to Empower the Learners for Contributing towards Vision 2047	ICSSR Seminar on Vision Viksit Bharat 2047 Education 4.0: Enhancing India's Workforce for the Ai-powered Future
29-01-2025	29-01-2025	Book Chapter	Green Investment Strategies and Avenues of Green Investment	ICSSR SRC sponsored seminar on "Green Finance for A Viksit Bharat" organized by School of Commerce, Rathinam College of Arts and Science, Coimbatore.
03-02-2025	03-02-2025	Book Chapter	Empowering Women Through Education & Leadership	ICSSR Seminar on "Nurturing Narishakti: Women as Leaders In Viksitbharat @2047"
07-03-2025	07-03-2025	Book Chapter	Aligning Artificial Intelligence with Human Resource Management Towards Optimization of Supply Chain Management	AI in Logistics and Supply Chain Management Ethical Implications in Automation, Transparency and Sustainability
14-03-2025	14-03-2025	Book Chapter	Insights of Digital Finance and its Challenges in the Financial Ecosystem	Digital Transformation in Financial Services: Today and Tomorrow
25-03-2025	25-03-2025	Conference Proceeding	Business Intelligence Application for Improving the Performance of Business Operations	Recent Trends in Computational Technologies and Sustainable Development Goals
01-06-2025	30-06-2025	Book Chapter	Blockchain Based Crowdfunding: A Study on Initial Coin Offerings (ICOs) Vs. Traditional Funding	Blockchain In Business: Transformative Trends In Commerce
01-07-2025	31-07-2025	Publication - UGC CARE	Factors Influencing Customers' Adoption and Usage of UPI Apps, With Special Reference to Pollachi Taluk	Journal: International Journal of Cultural Studies and Social Sciences
11-07-2025	11-07-2025	Book Chapter	Implication of Adi Shankara with Reference to Bhagavad Gita for Ethical Practices in Society	ICSSR Seminar on "Bhagavad Gita and Indian Ethics Preaching of Great Philosopher Adi Sanakara"
20-08-2025	20-08-2025	Conference Proceeding	Strengthening International Trade Relations Through Resource and IT Exchange	India-Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21st Century
20-08-2025	20-08-2025	Conference Proceeding	Strategies of Resources Utilization for Environmental Sustainability Through Efficient Energy Management	India-Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21st Century
20-08-2025	20-08-2025	Conference Proceeding	Joint Efforts of Countries in Managing Climate Change and Mitigation	India-Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21st Century
20-08-2025	20-08-2025	Conference Proceeding	Counter Terrorism and Cyber Security Collaboration	India-Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21st Century

21-08-2025	21-08-2025	Conference Proceeding	Human Resource Management and AI Driven Sustainability for Employee Retention	International Conference on Recent Trends and Innovations in Multidisciplinary Research
08-09-2025	08-09-2025	Conference Proceeding	Artificial Intelligence and Human Resource Performance Appraisal	Artificial Intelligence and its Socio-economic Implications on Employment in Emerging Economics
08-09-2025	08-09-2025	Conference Proceeding	Significance of Artificial Intelligence in Informal Sectors and Its Influence on Social Economics and New Employment Opportunities	Artificial Intelligence and its Socio-economic Implications on Employment in Emerging Economics
19-09-2025	19-09-2025	Book Chapter	Future Prospects of AI Driven Human Resources Management	Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India
19-09-2025	19-09-2025	Book Chapter	AI as A Driver of Business Growth and Innovation	Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India
09-01-2026	09-01-2026	Conference Proceeding	Application of Computing Technologies in the Re-Exploration of Indian Knowledge System for Enhancing Educational Quality	Indian Knowledge System: Rediscovering the Roots of Timeless Wisdom
09-01-2026	09-01-2026	Book Chapter	Access of Rural People to Digital Financial Services and Government Initiatives to Strengthen Financial Inclusion	Bridging the Digital Divide: Digital Financial Inclusion for Marginalized Communities in the Era off Amrit Kaal
09-01-2026	09-01-2026	Book Chapter	Extremity of Cybercrime and Enhancing E-Commerce Security with Digital Forensics	Bridging the Digital Divide: Digital Financial Inclusion for Marginalized Communities in the Era off Amrit Kaal
07-02-2026	07-02-2026	Book Chapter	AI as a Learning Tool for Gen Z Learners in Line with Educational Reforms	Prospects of AI and Personalized Learning in Inclusive Education Integrated to the NEP 2020.
27-02-2026	27-02-2026	Book Chapter	The Exploring Trends in Indian Management Practices and Models of Indian Management	Quantitative Analysis and Scholarly Writing
03-03-2026	03-03-2026	Book Chapter	Global Economic Climate and Its Impact on Indian Economy Towards Growth	Global Trade Wars and Their Impact on India's Roadmap to Viksit Bharat @2047
12-03-2026	12-03-2026	Conference Proceeding	Role of GST in Digital Payments to Enable Transparency in Financial Transactions	Sectoral Analysis of Growth Potential in the Major Economic Industries after the GST
13-03-2026	13-03-2026	Book Chapter	Digital Governance as an Initiative for Managing and Developing the Indian Economy	Leveraging Digital Governance for Inclusive Economic Growth: GST Reforms and Fiscal Fedarlism in Tamil Nadu
13-03-2026	14-03-2026	Conference Proceeding	The Structural Transformation: Assessing the Impact of GST on India's Industrial Verticals and Output Growth (2017-2026)	Next Generation GST Reforms 2.0 (A way towards Viksitbharat 2047)

27-02-2026	27-02-2026	Conference Proceeding	Enhancing E-Commerce Performance, Operational Efficiency and Customer Experience through AI and ML.	Recent Trends in Computer Science, Applications, Technology, Data Science, and Mathematics (ICRTCSATDSM-2026)
27-02-2026	27-02-2026	PRJ - Publication	Customers' Preference Towards Selected Millet Food Products, With Special Reference to Coimbatore District	International Journal of Research and Analytical Reviews (IJRAR) ISSN: 2348-1269, Vol.13(1), PP.441-445
25-03-2026	25-03-2026	PRJ - Publication	Customers' Attitude Towards AI Enabled Virtual Assistants Used in E-Commerce Portals	International Journal of Multidisciplinary Research and Development, ISSN: 2349-4182, Vol.13(1), PP.587-591
16-04-2026	16-04-2026	PRJ - Publication	Cloud-Centric Business Transformation: An Empirical and Conceptual Analysis of SaaS-Driven Growth Models	International Journal of Multidisciplinary Research and Development, ISSN: 2349-4182, Vol.13(2), PP.214-220
02-05-2026	02-05-2026	PRJ - Publication	Customers' Experience Towards Cash versus Cashless Transactions in Retail Outlets of Pollachi Taluk	International Journal of Management, IT & Engineering, ISSN: 2249-0558, Vol.16(5), PP.27-35.
02-05-2026	02-05-2026	PRJ - Publication	A Study on Cosumer Perception and Preferences Towards Electric Vehicles, with Special Reference to Pollachi Taluk	International Journal of Marketing and Technology, ISSN: 2249-1058, Vol.16(5), PP.12-17.
02-05-2026	02-05-2026	PRJ - Publication	Understanding the Effectiveness of Mobile Banking Services Among the Users in Pollachi Taluk	International Journal of Physical and Social Science, ISSN: 2249-5894, Vol.16(5), PP.21-29.
02-05-2026	02-05-2026	PRJ - Publication	Customers' Choice of E-Commerce Platforms Over Traditional Retail Shops, With Special Reference to Pollachi Taluk	International Journal of Research in Social Sciences, ISSN: 2249-2496, Vol.16(5), PP.32-39.