

UGC CARE PUBLICATION

- Published article on “From awareness to adoption: Examining the awareness-usage gap in sustainable electronics and technology products” on Asian Journal of Management and Commerce, Vol. 13, Issue 2, pp. 540-543, May 2026, ISSN: 2708-4523.
- Published article “Understanding adoption of sustainable electronics: Household financial behaviour and consumption capacity”, on International Journal of Multidisciplinary Research and Development, Vol.7, Issue 5, pp. 378-383, March 2026, ISSN: 2349-4182.

PAPER PUBLICATIONS

- Presented a paper titled “AI Driven Personal Finance Management Tools” in the International e-Conference on “Multilingual Research, Education, and Social Sciences (MRESS 2025)”, organized by A.C.T. Academy, on 05 July 2025. ISBN: 978-81-987735-9-3.
- International Conference on “Corporate Social Responsibility” and presented paper titled “Mission, Vision and Values” organized by Vellalar College for Women, Erode.
- Attended a one day National level conference on “Crop Insurance in India” and presented paper titled “Crop Insurance In India” organized by PARK’S College, Tirupur.
- Had “Changing Paradigms in Indian Business” National level conference “A Comparative Study on Customer Satisfaction in Public and Private Sector Banks” in NGM College, Pollachi.
- Presented a paper on “Role of microfinance in empowering rural communities” ICSSR-SRC sponsored conference on Bridging the digital divide: Digital Financial Inclusion for Marginalized communities in the era of Amrit Kal Organized by Nallamuthu Gounder Mahalingam College, on January 9th 2026.
- Presented a paper title on “AI in Indian education: Transforming teaching and learning for the Digital Age” ICSSR-SRC sponsored conference on Prospects of Artificial Intelligence and Personalized learning in inclusive Education Integrated to the National Educational Policy (NEP)-2020 Organized by Nallamuthu Gounder Mahalingam College, on January 9th 2026.
- Presented a paper titled – “AI in Indian Education: Transforming Teaching and Learning for the Digital Age” in the ICSSR-SRC Sponsored Conference on “Prospects of Artificial Intelligence and Personalized Learning in Inclusive Education Integrated to the National Educational Policy (NEP)-2020”, organized by Nallamuthu Gounder Mahalingam College, on 09 January 2026.
- Presented a paper titled – “Privacy and Data Security Concerns in AI Adoption” in the ICSSR-SRC Sponsored National Conference on “Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India”, organized by Nallamuthu Gounder Mahalingam College, Pollachi, 2025. ISBN: 978-93-94004-62-7.

Books

- Published a Book chapter on the title “Block chain in ecommerce: transforming digital transparency and security” under the publication chapter” Block chain in business: transformative trends in commerce” on June 2025. ISBN: 978-81-98657350.
- Published a Book chapter on the title “Role of Bhagavad Gita in Framing Ethical Human Behavior” under the book titled chapter” Bhagavad Gita and Indian ethics preaching of great philosopher AdiSankara” published by Stanzaleaf publicationon 11 July 2025. ISBN: 978-81-9877464-4
- Published a Book chapter on the title “Challenges and Opportunities in VR and AR interface design” under the publication chapter”Next-generation computingtrends & innovations” on 12th August 2025, by SJ Publication. ISBN: 978-81-986573-6-7.
- Presented a paper titled– “Role of Bhagavad Gita in Framing Ethical Human Behavior” in the edited book “Bhagavad Gita and Indian Ethics: Preaching of Great Philosopher Adi Sankara”, published by Stanzaleaf Publication, on 11 July 2025.
- Presented a paper titled– “Conservation and Promotion of Heritage Tourism” in the edited book “India–Malaysia Bilateral Relations in the 21st Century”, published by CiiT Publications, 2025. ISBN: 978-93-6126-546-4.