

# **FACULTY PROFILE TEMPLATE FOR WEBSITE**

## **Basic Details:**

- **Name:** Dr. R Vijayalakshmi
- **Designation:** Assistant Professor
- **Phone Number:-** 80984 24375
- **Email Id:** vijayalr6@srmist.edu.in
- **Area of Specialization:** Marketing, Finance
- **Affiliation:**

## **Educational Details:**

- **Degree –** B.Com(CA)
- **Area or Subject –** Commerce with Computer Application
- **University –** Idhaya College for Women, Sarugani
- **Awarded Year –** 2014
- **Degree –** M.Com
- **Area or Subject –** Commerce
- **University –** Alagappa University, Karaikudi
- **Awarded Year –** 2016
- **Degree –** M.Phil
- **Area or Subject –** Commerce
- **University –** Alagappa University, Karaikudi
- **Awarded Year –**2017
- **Degree –** Ph.D
- **Area or Subject –** Commerce
- **University –** Alagappa University, Karaikudi
- **Awarded Year –**2021

- **Other Details:**

**Courses:**

- Completed NPTEL Courses on Consumer Behaviour

**Research Interests:**

S.No	Degree	Title	Year
1.	M.Phil	Challenges and Prospects of Organized Food and Grocery Retailing in Chennai City.	2016-2017
2.	Ph.D	Consumer Behavior on Fast Moving Consumer Goods in Ramanathapuram District.	2021

**Selected Publications:**

**SCOPUS/ WOS JOURNAL**

S. No	Title	Journal Name	IF
1.	Factors Influencing Consumer Buying Behavior towards Snacks Food Products	IJSTR – International Journal of Scientific and Technology Research, ISSN-2277 - 8616, Vol: 9 Issue: 3.	-
2.	Benefits of Entrepreneurship Internship Program	IJSTR – International Journal of Scientific and Technology Research, ISSN-2277 - 8616, Vol: 9 Issue: 3.	-
3.	Factors Determining in Foreign Direct Investment (FDI) in India	International Journal of Recent Technology and Engineering (IJRTE), ISSN-2277-3878, Vol:8, Issue: 2S10.	-
4.	Impact of Smartphone Usage Among Student Community	International Journal of Scientific and Technology Research, ISSN-2277 – 8616	-
5.	Post Purchase Behavior on Purchase Intentions through Social Media	Test of Engineering and Management – Q3, ISSN-0193 – 4120,	-
6.	Medical Tourists Huddle To India	IJSTR – International Journal of Scientific and Technology	

		Research, ISSN-2277 - 8616, Vol: 9 Issue: 3.	-
7.	Perceptions Towards Initial Public Offerings Issues in Gulf Cooperation Council Countries	IJSTR – International Journal of Scientific and Technology Research, ISSN-2277 - 8616, Vol: 8 Issue: 11.	-
8.	Groundnut Exports of India-Direction and Trends	IJSTR – International Journal of Scientific and Technology Research, ISSN-2277-8616, Vol: 9, Issue: 6, June 2020.	
9.	Entrepreneurial Skills through Internship Training: Focus on Tourism and Hotel Management-	Asian Pacific Journal of Innovation and Entrepreneurship APJIE-.07-2020-0116.	-
10.	Factors Influencing the Preference of Life Insurance Corporation (With Special Reference to Chennai City)	Design Engineering, Issue: 9   Pages: 641 – 652, ISSN: 0011-9342	1.409
11.	Impact Factor of Social Media that brings the positive and Negative changes in the youth- <b>Web of Science</b>	Turkish Online Journal of Qualitative Inquiry, Year 2021, Vol: 12, Issue: 10   Pages: 4509 – 4519, ISSN: 4509-4519	
12.	Green Marketing: Impact Of Marketing Mix On Customers purchase Intention In Chennai City- <b>Web of Science</b>	International Journal of Early Childhood Special Education (INT-JECSE) DOI:10.9756/INTJECSE/V14 I5.703 ISSN: 1308-5581 Vol 14, Issue 05 2022.	0.20
13.	An Overview of Innovative Products and Techniques in Banking Industries.	YMER, VOLUME 21 : ISSUE 8 (Aug) – 2022,ISSN:0044-0477.	0.2
14.	Export Analysis of Indian Coir Industry for Global Needs- <b>Under review</b>	Small Enterprises Development, Management & Extension, Manuscript ID is SDE-2020-0162.	-
15.	To Design the Pedagogy for higher Education Success- An Empirical Study In Malaysia- <b>Under Review</b>	Education+ Training Journal (ET-04-2020-0101)	-
16.	Developing the Employability of Higher Education Students: Through Entrepreneurship, Innovation and Internationalization- <b>Under Review</b>	Asian Pacific Journal of Innovation and Entrepreneurship APJIE-07-2020-0117.	
17.	Benefits of Industrial Parks – A Three Dimensional Approach- <b>Under Review</b>	Vikalpa: The Journal for Decision Makers, Manuscript ID is VIK-20-0474.	

## UGC CARE LIST

S. No	Title	Journal Name	IF
1.	Problem Faced by the Women Entrepreneurship in India	Science and Technology Development, ISSN : 0950-0707, Volume VIII Issue XII Dec- 2019	-
2.	Artificial Intelligence Through Social Media And Social Development	Dogo Rangsang Research Journal, ISSN: 2347-7180, Vol-10 Issue-06 No. 5 June 2020.	-
3	A Study on Growth and Profitability Evaluation of selected Pharmaceutical companies in India	Kanpur Philosophers: International Journal of humanities, Law and Social Sciences, ISSN:2348-8301, Vol: VIII, Issue: VI, 2021	
4	Promoting Entrepreneurship On Internship Training For Electrical And Electronic Engineering In Karaikudi	Journal of Education: Rabindrabharati University Vol. : XXIII, No. :12(II), 2021, ISSN: 0972-7175	1.80
5	Emotional Intelligence of Teachers In Tirunelveli District	Shodhsamhita: Journal of Fundamental & Comparative Research VOL. VII, NO. 2 : 2020-21 ISSN: 2277-7067	-
6	Farmers Attitude and Perception Towards Green-Based Agriculture	Journal of Management & Entrepreneurship, Vol. 16, No.1 (I), January-March 2022.	2.34
7	Pharmaceutical Exports of India Direction and Destinations	Journal of Management & Entrepreneurship, Vol. 16, No.1 (I), January-March 2022.	2.34
8	Floriculture Exports in India Direction and Trends	RABINDRA BHARATI JOURNAL OF PHILOSOPHY, Vol. : XXIII, No:01, 2022, ISSN: 0973-0087.	-
9	A Study On Innovative Products For Investment In India	Journal of the Asiatic Society of Mumbai, ISSN: 0972-0766, Vol. XCVI, No.3, 2022	
10	Entrepreneurship Development: A Study with reference to Women Entrepreneurs in Tamil Nadu.	Journal of the Asiatic Society of Mumbai, ISSN: 0972-0766, Vol. XCVI, No.3, 2022	

**UGC LISTED JOURNAL**

<b>S.No</b>	<b>Research Paper Title</b>	<b>Journal Name</b>	<b>Impact Factor</b>
1	Traditional models of consumer behavior: An overview	International Journal of Advanced Research in Management and Social Sciences.Vol-7, ISSN-2278-6239, pp.134-141.	7.065
2	Cross Culture Perception of consumer Behavior-An Overview	Shanlax International Journal of Commerce. A Peer reviewed journal, Vol-6, Issue-1, ISSN-2340-4168, pp: 10-13.	4.118
3	Digital Rights Management for E-Commerce Systems	Shanlax International Journal of Commerce”, ISSN No: 2320-4168, Volume No: 06, Issue No.03, March 2018, pp. 1-6.	4.118
4	Logistics and Supply Chain Management-An Overview	Shanlax International Journal of Commerce”, ISSN No: 2320-4168, Volume No: 06, Issue No.03, March 2018, pp. 104-108.	4.118
5	Cloud Computing is Transforming Banking Sector.	Journal of Emerging Technology and Innovative Research” (JETIR), ISSN-2349-5162, Vol-5, Issue-10, pp. 85-89.	5.87
6	Consumer Behavior on Purchasing Decision of Biscuits	International Journal of Scientific Research”, Vol-8, Issue-1, ISSN-2277-8179, pp.403-404	4.758
7	Purchasing Decision Process of FMCGs Home Products	International Journal of Scientific Research”, Vol-8, Issue-7, ISSN-2277 – 8179, pp.1-3.	4.758
8	Factors Influencing Purchasing Decision of Shampoo	“Journal of Emerging Technology and Innovative Research” (JETIR)(An International Open Access Journal), Vol-6, Issue-6, ISSN-2349-5162,pp-270-278.	5.87
9	Buying Decision Process of Fast Moving Consumer Goods	International Journal of Research And analytical Reviews (IJRAR)” International Peer Reviewed Journal, Refereed Journal, Indexed Journal, Vol-6, Issue-2, E-ISSN 2348-1269, P- ISSN 2349-5138, and, pp-698-714	5.75
10	Buying Decision Process (Special reference to Cosmetics)	International Journal of Advance and Innovative Research” Vol-6, Issue-2, ISSN-2394 - 7780, pp-39-43.	7.36
11	Customer Awareness Online Shopping in Sivagangai District	International Journal of Advance and Innovative Research” Vol-6, Issue-2,	

		ISSN-2394 - 7780, , pp-115-125.	7.36
12	Analysis of Modes of Transport of Agriculture Exports in India.	International Journal of Advance and Innovative Research” Vol-6, Issue-2, ISSN-2394 - 7780, pp.154 – 163.	7.36
13	Rural Development: Micro financing through self-helps Groups	Pezzottaize Journal, Vol: 8, Issue-1, ISSN: 2279-0934, pp. 3487-3496.	9.254
14	Consumer Buying Behaviour Through Online Shopping Application In FMCGs	Asian Journal of Management Vol. 11 Issue – 3, ISSN: 0976-495X pp. 315-320.	-
15	Digital Rights Management for E-Commerce Systems	“Shanlex International Journal of Commerce”, ISSN No: 2320-4168, Volume No: 06, Issue No.03, March 2018, pp. 1-6.	-
16	Logistics and Supply Chain Management-An Overview	“Shanlex International Journal of Commerce”, ISSN No: 2320-4168, Volume No: 06, Issue No.03, March 2018,pp.104-108.	-
17	Capital Asset Prices: A Theory of Marketing Equilibrium under Conditions of Risk	Indo Global Challenge of Commerce and Economics Peer reviewed journal, ISSN-2393-9796, Impact Factor: 3.222.	-

**ISBN**  
**PUBLISHED**

<b>S.No.</b>	<b>Research Paper Title</b>	<b>Journal Name</b>	<b>Impact Factor</b>
1	Brand Preference and Satisfaction of Personal Care Product in FMCGs	Shanlax Publications ISBN: 9789389146714	-
2	Brand Loyalty of Nestle brand in FMCGs	Shanlax Publications, ISBN: 978-93-89658-48-4	-
3	Service Quality in Digital Banking Innovations of Selected Commercial Banks	Forschung publications, ISBN: 978-93-87865-15-0	-
4	Problems Faced by the Consumer Using Mobile Wallet in India	Forschung publications, ISBN: 978-93-87865-15-0	-
5	Entrepreneurship Development of India.	Shanlax Publications, ISBN: 978-93-87871-79-3	-
6	The Pharmaceuticals Industries in India	Shanlax Publication, and ISBN: 978-93-8653-25-6, Vol-1, pp: 82-89.	-

7	Training and Development in Hotel Industry	Shanlax Publications, ISBN: 819333164-8, Vol-2, pp: 197-201	
8	Challenges and Prospects of Organised Food and Grocery Retailing	Department of Commerce, Alagappa University, Karaikudi ISBN: 978-81-935783-1-5, pp: 66-71	-
9	Impact of Internet Technologies on FDI,	“L ORDINE NUOVO PUBLICATION”, ISBN No: 938678244-8, Volume No: 02, March 2018, pp.90-94.	-
10	A study of Effect of Performance Appraisal On the organization and the Employee	Recovery Strategies for Business Sustainability - Post Covid-19 ISBN -978-93-5636-116-4,	

#### **Papers Presented:**

1. Presented a paper entitled **“Training and Development in Hotel industry”** in the International Conference on “Global Growth: Gears & Glows” Organized by Faculty of Management, Alagappa University, Karaikudi on 2<sup>nd</sup> & 4<sup>th</sup> February, 2017.
2. Presented a paper entitled **“Capital asset Prices : A Theory of Market Equilibrium under Condition of Risk”** in the International Conference on “Business and Management Research” Organized by PG & Research Department of Commerce, Bon Secours College For Women, Thanjavur on 17<sup>th</sup> February, 2017.
3. Presented a paper entitled **“Demonetization Finance”** in the One Day National Seminar on “Business and Management Research” Organized by Department of Commerce, Anandha College, Devakottai on 28<sup>th</sup> February, 2017.
4. Presented a paper entitled **“The Pharmaceuticals Industries in India”** National Conference on “Pride of Commerce” Organized by Department of Commerce, Alagappa University, Karaikudi on 17<sup>th</sup> March, 2017.
5. Presented a paper entitled **“Introduction to E-Commerce”** in the One Day National Seminar on “Dynamics of E-Commerce and Internet” Organized by Department of Computer Applications, Dr. Zakir Husain College, Ilayangudi on 25<sup>th</sup> March, 2017.
6. Presented a paper entitled **“Challenges and Prospectus of Organized Food and Grocery Retailing ”** in the One Day National Conference on “Business Success Hinges

on Business Strategies” Organized by Department of Commerce, Alagappa University, Karaikudi on 15<sup>th</sup> December, 2017.

7. Presented a paper entitled **“Impact of the Internet Technologies on FDI”** in the International Conference on “FDI Astute Conduit for Trade Integration and Sustainable Development” Organized by Department of International Business, Alagappa University, Karaikudi on 2<sup>nd</sup> & 3<sup>rd</sup> March, 2018.
8. Presented a paper entitled **“Logistics and Supply Chain Management - An Overview ”** in the National Conference on “Pride of Commerce” Organized by Department of Commerce, Alagappa University, Karaikudi on 13<sup>th</sup> March, 2018.
9. Presented a paper entitled **“Digital Rights Management for E-Commerce Systems ”** in the National Conference on “Pride of Commerce” Organized by Department of Commerce, Alagappa University, Karaikudi on 13<sup>th</sup> March, 2018.
10. Presented a paper entitled **“Marketing Innovation The Unheralded Innovation Vehicle To Sustained Competitive Advantage”** in the National Seminar on “Opportunities and challenges of modern marketing” Organized by Department of Commerce DON BOSCO College Arts and Science, Tuticorin on 24<sup>th</sup> March 2018.
11. Presented a paper entitled **“New Conceptualization of Man and Society Role of Dr. B.R. Ambedkar”** in the National Conference on “Dr. B.R. Ambedkar: Chief Architect of Making Modern India” Organized by SC/ST Cell, Alagappa University, Karaikudi on 30<sup>th</sup> April, 2018.
12. Presented a paper entitled **“Entrepreneurship Development in India ”** in the National Conference on “Emerging Trends in Entrepreneurship Development ” Organized by PG & Research Department of Commerce, Vivekanandha College, Madurai on 12<sup>th</sup> September, 2018.
13. Presented a paper entitled **“Cloud Computing is Transforming Banking Sector”** in the International Conference on “Paradigm Shift Towards Cloud Banking” Organized by Department of Commerce CA, Sankara College of Science and Commerce, Coimbatore on 12<sup>th</sup> October, 2018.
14. Presented a paper entitled **“Analysis of Modes of Transport of Agriculture Exports in India”** in the Two day International Conference on “Strategies For Global Business Finance and Management for Sustainable Societal Development” Organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi on 19<sup>th</sup> & 20<sup>th</sup> February, 2019.



15. Presented a paper entitled **“Buying Decision Process with Special Reference to Cosmetics”** in the two day International Conference on “Strategies for Global Business Finance and Management for Sustainable Societal Development” Organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi on 19<sup>th</sup> & 20<sup>th</sup> February, 2019.
16. Presented a paper entitled “Cross Culture Perception of Consumer Behavior-An Overview’ in the National Seminar on “Emerging Trends in Business and Management” organized by Department of Commerce and CA, Idhaya College for Women, Sarugani. On 4<sup>th</sup> November, 2018.
17. Presented a paper entitled **“Factors Determining in Foreign Direct Investment (FDI) in India”** in the International Conference on FDI and Make in India – Synergists of Transforming Indian Economy Organized by Department of International Business, Alagappa University, Karaikudi on 30<sup>th</sup> & 31<sup>st</sup> August, 2019.
18. Presented a paper entitled **“Foreign Direct Investment (FDI) in India with Special Focus on Retail Sector on Opportunities and Development”** in the International Conference on FDI and Make in India – Synergists of Transforming Indian Economy Organized by Department of International Business, Alagappa University, Karaikudi on 30<sup>th</sup> & 31<sup>st</sup> August, 2019.
19. Presented a paper entitled **“ Brand Preference & Satisfaction of Personal care Products in Fast moving Consumer Goods”** in the International Conference on “E-Logistics and Supply Chain Management” Organized by Department of Logistics Management, Alagappa University, Karaikudi on 12<sup>th</sup> & 13<sup>th</sup> September, 2019.
20. Presented a paper entitled **“Problems Faced By The consumer Using Mobile Wallet in India”** in the International Conference on “Digital Banking for Sustainable Development (DBSD – 2K19)” Organized by Department of Banking Management, Alagappa University, Karaikudi on 24<sup>th</sup> & 25<sup>th</sup> September, 2019.
21. Presented a paper entitled **“Service Quality in Digital Banking Innovations of Selected Commercial Banks in TamilNadu”** in the International Conference on “Digital Banking for Sustainable Development (DBSD – 2K19)” Organized by Department of Banking Management, Alagappa University, Karaikudi on 24<sup>th</sup> & 25<sup>th</sup> September, 2019.
22. Presented a paper entitled **“Women Entrepreneurs Present Status and Prospects to Promote Indians Development”** in the International Conference on “Emerging Trends in Entrepreneurship for Sustainable Social Development” Organized by Alagappa Institute Management, Alagappa University, Karaikudi on 26<sup>th</sup> & 27<sup>th</sup> September, 2019.
23. Presented a paper entitled **“Problems Faced by the Women Entrepreneurship in India”** in the International Conference on “Emerging Trends in Entrepreneurship for Sustainable Social Development” Organized by Alagappa Institute Management, Alagappa University, Karaikudi on 26<sup>th</sup> & 27<sup>th</sup> September, 2019.

24. Presented a paper entitled **“Value Added Agriculture Exports in India – with Special Reference to Special Category Products.”** in the **“72<sup>nd</sup> All India Commerce Conference of the Indian Commerce Association and International Seminar”** Organized by KIIT Deemed to be University, Bhubaneswar on 22<sup>nd</sup> to 24<sup>th</sup> December, 2019.
25. Presented a paper entitled **“Social Media in Business and Social Development.”** in the **“72<sup>nd</sup> All India Commerce Conference of the Indian Commerce Association and International Seminar”** Organized by KIIT Deemed to be University, Bhubaneswar on 22<sup>nd</sup> to 24<sup>th</sup> December, 2019.
26. Presented a paper entitled **“Post purchase Behavior on Purchase Intentions through Social Media”** in the International Conference on **“Sustainability, Transformation, Development in Business and Management”** Organized by Department of Commerce, The American College, Madurai on 24<sup>th</sup> January, 2020.
27. Presented a paper entitled **“Brand Loyalty of Nestle Brand in Fast Moving Consumer Goods”** in the International Conference on **“Sustainability, Transformation, Development in Business and Management”** Organized by Department of Commerce, The American College, Madurai on 24<sup>th</sup> January, 2020.
28. Presented a paper entitled **“Artificial Intelligence Through Social Media and Social Development”** in the National Seminar on **“Artificial Intelligence and Robotics in Business and employment: opportunities and Challenges (AIRBEOC - 2020)”** Organized by Department of Commerce ( PG), The Acharya Institute of Graduate Studies on 27<sup>th</sup> & 28<sup>th</sup> February, 2020.

**Working Papers:**

<b>S. No</b>	<b>Title</b>	<b>Journal Name</b>	<b>IF</b>
1.	Export Analysis of Indian Coir Industry for Global Needs- <b>Under review</b>	Small Enterprises Development, Management & Extension, Manuscript ID is SDE-2020-0162.	-
2.	To Design the Pedagogy for higher Education Success- An Empirical Study In Malaysia- <b>Under Review</b>	Education+ Training Journal (ET-04-2020-0101)	-
3.	Developing the Employability of Higher Education Students: Through Entrepreneurship, Innovation and Internationalization- <b>Under Review</b>	Asian Pacific Journal of Innovation and Entrepreneurship APJIE-07-2020-0117.	
4.	Benefits of Industrial Parks – A Three Dimensional Approach- <b>Under Review</b>	Vikalpa: The Journal for Decision Makers, Manuscript ID is VIK-20-0474.	

**Work in Progress:****Academic Experience:**

1. Now working in SRM Institute of Science and Technology, Ramapuram, Chennai-89.-  
**1 Year.**

**Other Professional Experience: Nil****Achievements:**

S.No	Degree	Rank	College/University
1.	B.Com(CA)	6 <sup>th</sup> Rank	University
2.	M.Com	2 <sup>nd</sup> Rank	University
3.	M.Phil	1 <sup>st</sup> Rank (Gold Medal)	University

**Workshops /Seminars/Conferences:**

1. Participated in the Two Day Workshop on “**GST**” organized by the University Business Collaboration Centre & Department of Corporate Secretaryship, Alagappa University, Karaikudi on 24<sup>th</sup> & 25<sup>th</sup> January, 2018.
2. Participated in the National Workshop on “**Emerging Trends in Customs Clearances and Logistics**” organized by Department of International Business, Alagappa University, Karaikudi on 10<sup>th</sup> February,2018.
3. Participated in the One Day Workshop on “**Digital Transformation in the Contemporary Business Environment**” organized by Department of Commerce, Vidhyaa Giri College of Arts & Science College, Puduvayal on 27<sup>th</sup> February, 2019.
4. Participated in the Two Day National Level Workshop on “**Application of Statistical Packages for Research (SPSS & AMOS)**” organized by Department of Commerce, Sri Kaliswari College, Sivakasi on 22<sup>nd</sup> & 23<sup>rd</sup> April, 2019
5. Participated in the Five Day Workshop on “**Research Methodology and Data Analysis**” organized by Faculty of Management, Alagappa University, Karaikudi on 10<sup>th</sup> to 14<sup>th</sup> June, 2019.
6. Participated in the One Day Workshop on “**Tips and Tricks of Publishing in High Impact Journals**” organized by Department of International Business, Alagappa University, Karaikudi on 26 August,2019.

7. Participated in the Two Day Workshop on **”Basics of Forecasting and Demand Planning”** organized by Department of Logistics Management, Alagappa University, Karaikudi on 10<sup>th</sup> & 14 September, 2019.
8. Participated in the One Day International Workshop on **“Publishing in Scopus Indexed, ERA And ABDC Journals”** organized by Department of Corporate Secretaryship, School of Management, Alagappa University, Karaikudi on 18<sup>th</sup> October,2019.
9. Participated in the Two Day National Level Faculty Development Program (FDP) in **“Research Methods and Citation Metrics”** organized by Alagappa Institute of Management, Alagappa University, Karaikudi on 10<sup>th</sup> & 11<sup>th</sup> January, 2020.
10. Participated in the National Workshop on **“Indian Research Information System (IRINS): Adaption & Promotion”** organized by Department of Information and Library Network System (INFLIBNET) Centre, Gandhinagar, Gujarat in Collaboration with Alagappa University, Karaikudi on 8<sup>th</sup> February,2020.
11. Participated in the Three Day Workshop on **“Publication Ethics, Research Metrics and latex”** organized by Technical and Academic Writing Centre and Department of Library and Information Science, Alagappa University, Karaikudi on 19<sup>th</sup> to 21<sup>st</sup> February, 2020..
12. Participated in the Three Day National Workshop on **“SPSS & AMOS”** organized by G.T.N. Arts College, Dindugul on 5<sup>th</sup> to 7<sup>th</sup> March, 2020.

#### **Seminar & Conference:**

1. Participated in the Two day National Seminar on **Contemporary Accounting and Taxation Synergy** organized by Board of Studies of the Institute of Chartered Accountants of India and Faculty of Management, Alagappa University, Karaikudi on 18<sup>th</sup>-19<sup>th</sup> September, 2015.
2. Participated in the National Seminar on **Technology Trends in Indian Banking Sector** organized by Department of Banking Management, Alagappa University, Karaikudi on 25<sup>th</sup> February, 2016.

3. Participated in the National Seminar on **Consumer Production and Empowerment in India in the Wake of Technology Domination** organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi on 26<sup>th</sup> -27<sup>th</sup> August, 2016.
4. Participated in the Two day Training Programme on **Stock Market Trading Operations Organized** by University Business Collaboration Centre & Development of Corporate Secretaryship, Alagappa University, Karaikudi on 20<sup>th</sup> -21<sup>th</sup> December, 2016.
5. Participated in the Two day Orientation Programme **Marketing Strategies for Business Excellence (MSBE -2018)**. Organized by Department of Commerce& University Business Collaboration Centre, Alagappa University, Karaikudi on 8<sup>th</sup> -9<sup>th</sup> February, 2018.
6. Participated in the Two day International Orientation Programme on **“CONTOURS OF COMMERCE”** Organized by Department of Commerce& University, Alagappa University, Karaikudi on 13<sup>th</sup> – 14<sup>th</sup> February, 2018.
7. Participated in the Two day international conference on **“FDI Astute conduit for trade integration and sustainable development (FACTS 2018)”** organized by Department of International Business, Alagappa University, Karaikudi on 2<sup>th</sup>-3<sup>th</sup> March, 2018.
8. Participated in the International Seminar on **Life Skills Development for Youth Social Inclusion and Employability** organized by Department of Business Administration and Commerce (CA), S.S.A. College of Arts and Science, A.Thekkur on 20<sup>th</sup> August 2018.
9. Participated in the National level Participated in the Symposium on **“Companies Act, 2013”**Organized by the Department of Corporate Secretaryship, Alagappa University and Salem Chapter of SIRC of ICSI on 1<sup>th</sup> March 2019.
10. Participated in the National level Participated in the Program **“Role of Youth Red Cross Programme officers in service to Humanity”** Organized by Youth Red Cross & Indian Red Cross Society on 5<sup>th</sup> March 2019.
11. Participated in the International Conference on **“Enhancement of Technology and Innovations in Contemporary Libraries (ICETICAL - 2019)”** organized by Department of Library and Information Science, Alagappa University, Karaikudi on 24<sup>th</sup> & 25<sup>th</sup> April, 2019.
12. Participated in the One Day National Conference on **“Institution – Industry Linkage”** organized by Department of Commerce, Alagappa University, Karaikudi on 30<sup>th</sup> August, 2019.

13. Participated in the One Day Orientation Programme For “**YRC Programme Officers**” Sponsored Indian Red Cross Society, TamilNadu branch Conducted by Indian Red Cross Society & Youth Red Cross Alagappa University, Karaikudi on 17<sup>th</sup> December, 2019.
14. Participated in the **72<sup>nd</sup> All India Commerce Conference of the Indian Commerce Association** and International Seminar on “**Global Business: Emerging issues and Challenges**” organized by KIIT Deemed to be University, Bhubaneswar From 22<sup>nd</sup> to 24<sup>th</sup> December, 2019.
15. Participated in the Two day National Seminar on **Contemporary Accounting and Taxation Synergy** organized by Board of Studies of the Institute of Chartered Accountants of India and Faculty of Management, Alagappa University, Karaikudi on 18<sup>th</sup>-19<sup>th</sup> September, 2015.
16. Participated in the National Seminar on **Technology Trends in Indian Banking Sector** organized by Department of Banking Management, Alagappa University, Karaikudi on 25<sup>th</sup> February, 2016.
17. Participated in the National Seminar on **Consumer Production and Empowerment in India in the Wake of Technology Domination** organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi on 26<sup>th</sup> -27<sup>th</sup> August, 2016.
18. Participated in the Two day Training Programme on **Stock Market Trading Operations Organized** by University Business Collaboration Centre & Development of Corporate Secretaryship, Alagappa University, Karaikudi on 20<sup>th</sup> -21<sup>th</sup> December, 2016.
19. Participated in the Two day Orientation Programme **Marketing Strategies for Business Excellence (MSBE -2018)**. Organized by Department of Commerce& University Business Collaboration Centre, Alagappa University, Karaikudi on 8<sup>th</sup> -9<sup>th</sup> February, 2018.
20. Participated in the Two day International Orientation Programme on “**CONTOURS OF COMMERCE**” Organized by Department of Commerce& University, Alagappa University, Karaikudi on 13<sup>th</sup> – 14<sup>th</sup> February, 2018.
21. Participated in the Two day international conference on “**FDI Astute conduit for trade integration and sustainable development (FACTS 2018)**” organized by Department of International Business, Alagappa University, Karaikudi on 2<sup>th</sup>-3<sup>th</sup> March, 2018.
22. Participated in the International Seminar on **Life Skills Development for Youth Social Inclusion and Employability** organized by Department of Business Administration and Commerce (CA), S.S.A. College of Arts and Science, A.Thekkur on 20<sup>th</sup> August 2018.
23. Participated in the National level Participated in the Symposium on “**Companies Act, 2013**”Organized by the Department of Corporate Secretaryship, Alagappa University and Salem Chapter of SIRC of ICSI on 1<sup>th</sup> March 2019.

24. Participated in the National level Participated in the Program **“Role of Youth Red Cross Programme officers in service to Humanity”** Organized by Youth Red Cross & Indian Red Cross Society on 5<sup>th</sup> March 2019.
25. Participated in the International Conference on **“Enhancement of Technology and Innovations in Contemporary Libraries (ICETICAL - 2019)”** organized by Department of Library and Information Science, Alagappa University, Karaikudi on 24<sup>th</sup> & 25<sup>th</sup> April, 2019.
26. Participated in the One Day National Conference on **“Institution – Industry Linkage”** organized by Department of Commerce, Alagappa University, Karaikudi on 30<sup>th</sup> August, 2019.
27. Participated in the One Day Orientation Programme For **“YRC Programme Officers”** Sponsored Indian Red Cross Society, TamilNadu branch Conducted by Indian Red Cross Society & Youth Red Cross Alagappa University, Karaikudi on 17<sup>th</sup> December, 2019.
28. Participated in the **72<sup>nd</sup> All India Commerce Conference of the Indian Commerce Association** and International Seminar on **“Global Business: Emerging issues and Challenges”** organized by KIIT Deemed to be University, Bhubaneswar From 22<sup>nd</sup> to 24<sup>th</sup> December,2019.

**Achievements and Awards: Nil**

**Academic / Professional Membership:**

**Life Time Member (TN164) Indian Commerce Association. New Delhi.**

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**Please send in your latest **PASSPORT SIZE** photograph.**

