



## CURRICULUM VITAE

1. Name : **Dr. E. MUBARAK ALI**
2. Qualification : M.Com., M.B.A., M.Sc (Psy)., M.Phil.,  
P.G.D.C.A., Ph.D.,
3. Designation : Head & Associate Professor  
PG & Research Department of Commerce (SF)
4. Address for Communication (with Tel. No. & E-mail)

### *Residence:*

103-B Poonthottam Street,  
Palakarai,  
Trichy – 620 008  
Ph: 0431- 2715007  
Mobile: 70949 06955  
e-mail: mubarakali.jmc@gmail.com

### *Office:*

Head & Associate Professor  
PG & Research Department of Commerce (SF)  
Jamal Mohamed College (Autonomous)  
Trichirappalli- 620 020  
Ph: 0431- 2331235\*471  
Mobile: 94439 22720

5. Service
 

01-07-1986	:	Assistant Professor
01-07-1993	:	Lecturer (SS) in Commerce
23-02-1996	:	Reader in Commerce
01-01-2006	:	Associate Professor

## 6. Teaching Experience :

### *Under Graduate*

B.Com	:	37 years
B.B.A	:	9 years

### *Post Graduate*

M.Com	:	37 years
M.B.A	:	15 years
M.Phil	:	24 years
Ph.D	:	Degree Awarded - 36

1 Teacher candidate is doing Ph.D

## 7. Awards & Recognitions:

International Award	:	11
National Award	:	28
Fellow Membership	:	02

**8. Administration Responsibilities:**

- ⌘ Formerly Co-ordinator of Curriculum Development Cell of Jamal Mohamed College, Trichy.
- ⌘ Formerly Co-ordinator of PG Department of Social Work of Jamal Mohamed College, Trichy

**9. Subjects Taught (at different levels):**

<u><b>UG</b></u>	<u><b>PG</b></u>	<u><b>M.Phil</b></u>
a. Principles of Accountancy	a. Business Management	a. Financial Management
b. Financial Accounting	b. Corporate Laws	b. Research Methodology
c. Cost Accounting	c. Industrial Relations	c. Marketing Management
d. Financial Management	d. Computer Application in Business	<u><b>Management Courses</b></u>
f. Banking	e. Advanced Accounts	a. Management Accounting
g. Co-operation	f. Marketing Management	b. Strategic Cost Management
h. Computer Application in Business	g. Organisational Behaviour	c. Strategic Management
	h. Fundamentals of Information Technology	d. Management Information System
	i. E-Commerce	e. Quantitative Methods
	j. Advanced Quantitative Techniques	f. Financial Management
		g. International Business Environment
		h. Research Methodology

**10. Research Guidance:**

M.Com	:	36 years
M.Phil	:	24 years
Ph.D	:	36 candidates
M.B.A	:	15 years

### **11. Membership in Boards and Academic Bodies:**

- ⌘ Vice – President of Commerce Association (5 Times) of Jamal Mohamed College, Trichy.
- ⌘ Member in M.Com Board of Studies in Bharathidasan University, Trichy.
- ⌘ Chairman of Social Work Board of Jamal Mohamed College, Trichy.
- ⌘ Board of Studies Member of many autonomous colleges in and around Tamil Nadu.
- ⌘ Member in the Editorial Board in the National Journal “SELP Journal of Social Science” published by Indian Academic Researchers Association, Trichy
- ⌘ Member in the Editorial Board in the International Journal of Commerce and Management Research (PIJCMR), published by Primax International Journal of Commerce and Management Research, Bangalore.
- ⌘ Fellow Membership in IARA
- ⌘ Fellow Membership in National And International Compendium.

### **12. Orientation/ Refresher Courses Attended:**

- a. One orientation programme attended
- b. One refresher course attended

**13. UGC Grant received:** Rs. 18,000 received for Minor Research Project (1992 - 1994) & completed the project.

**14. No. of. Books published/ written** : 23  
(Including in edited volume of books)

**15. No. of. Articles Published** : 128

**16. No. of. Papers presented in**  
Seminars/Conferences/ Workshops : 186

## 17. Awards and Recognitions

: 41

S.No.	Name of the Award	Recognized Field	Awarding Agency and Place	Date
1.	Best Social Scientist Award	Outstanding Contribution in the Field of Research	Indian Academic Researchers Association, Tamil Nadu	May 2016
2.	Bharat Gaurav Award	Outstanding Achievements	International Business Council, New Delhi	December 2016
3.	Bharat Vidya Shiromani Award	Outstanding Achievements in the Field of Education	International Institute of Education and Management, New Delhi	February 2017
4.	Rashtriya Vidya Gaurav Gold Medal Award	Outstanding Achievements in the Field of Education	Indian Solidarity Council, New Delhi	February 2017
5.	Life Time Achievers Award	Outstanding Achievements in the Field of Education and Research	Indian Academic Researchers Association, Tamil Nadu.	April 2017
6.	Indira Gandhi Education Excellence Award	Outstanding Achievements and Remarkable Role in the Field of Education	International Business Council, New Delhi.	August 2017
7.	ARCH of International Excellence Award	Outstanding Achievements and Remarkable Role in the Field of Education	International Business Council On the Occasion of International Seminar at Bangkok, Thailand	August 2017
8.	Asia Pacific Gold Star Award with Medal	Outstanding Achievements and Remarkable Role in the Field of Education	Indian Organisation for Commerce and Industry, Bangkok, Thailand	August 2017
9.	Lifetime Education Achievement Award	Outstanding Achievements and Remarkable Role in the Field of Education	National & International compendium, <b>New Delhi</b>	02.11.2017
10.	Individual Achievement for Education Excellence	Outstanding Achievements and Remarkable Role in the Field of	National Achievers Recognition Forum, <b>New Delhi</b>	18.12.2017

		Education		
11.	Pride of Asia Education Excellence Award	Outstanding Achievements and Remarkable Role in the Field of Education	Indian Solidarity Council, New Delhi National Seminar at Panjim, <b>Goa</b>	10.01.2018
12.	International Educational Excellence Award <b>(International Award)</b>	Outstanding Achievements and Remarkable Role in the Field of Education	Global Achievers Foundation, New Delhi International Summit at <b>Bangkok</b>	09.02.2018
13.	Pride of Asia International Award <b>(International Award)</b>	Outstanding Achievements and Remarkable Role in the Field of Education	Association for Rising and Talented Personalities, New Delhi International Summit at <b>Bangkok</b>	09.02.2018
14.	Rising and Talented Personalities Award <b>(International Award)</b>	Outstanding Achievements and Remarkable Role in the Field of Education	Association for Rising and Talented Personalities, Kathmandu, Nepal.	15.04.2018
15.	Best Research Advisor Award	Outstanding Achievements and Remarkable Role in the Field of Research	Indian Academic Researchers Association, Trichy	21.04.2018
16.	Best Educationist Award for Talented Personalities	Outstanding Achievements and Remarkable Role in the Field of Research	Achievers Publishing House, New Delhi	24.05.2018
17.	Asia Pacific Achievers Award (With Gold Medal) <b>(International Award)</b>		Global Achievers Foundation, Tashkent, <b>(Uzbekistan)</b>	08.07.2018
18.	Mother Teresa Sadbhavana Award (With Medal)		Economic Growth Foundation, <b>New Delhi</b>	28.08.2018
19.	Bharat Vidya Rattan Award		International Institute of Education & Management, <b>New Delhi</b>	28.08.2018
20.	Mahatma Gandhi Samman Award <b>(International Award)</b>		NRI welfare Society of India in Association with Indian Solidarity Council, House of Commons, <b>London, UK</b>	25.10.2018
21.	Global Education		Association for Rising &	24.11.2018

	Excellence Award <b>(International Award)</b>		Talented Personalities, <b>Dubai (UAE)</b>	
22.	Indo-Gulf Achiever's Award For Education Excellence <b>(International Award)</b>		Global Achievers Foundation <b>Dubai(UAE)</b>	24.11.2018
23.	Rashtriya Shiksha Ratan Award		National Achievers Recognition Forum, <b>New Delhi</b>	07.12.2018
24.	International Gold Star Award For Talented Personality <b>(International Award)</b>		Global Achievers Foundation <b>Bangkok(Thailand)</b>	15.02.2019
25.	Jamal Research Excellence Award – 2019 (Faculty of Arts & Management)		Jamal Mohamed College, Tiruchirappalli, Tamil Nadu	20.03.2019
26.	Ambedkar Social Service Award		Indian Academic Researchers Association, Tiruchirappalli, Tamil Nadu	21.04.2019
27.	Jewel of Asia Education Excellence Award <b>(International Award)</b>		Association for Rising and Talented Personalities, Kathmandu, <b>NEPAL</b>	26.04.2019
28.	Iconic Achiever's Award <b>(International Award)</b>		Iconic Achiever's Council <b>Moscow, (Russia)</b>	29.06.2019
29.	Asia Pacific Educationist Award		International Institute of Education & Management, New Delhi.	28.10.2020
30.	Life Time Achievement Award		Indian Academic Researchers Association Tiruchirappalli	26.12.2020
31.	Dr. S. Radhakrishnan Sadbhavana Award		National Achievers Recognition Forum, New Delhi	18.02.2021
32.	National Education Excellence Award		International Institute of Education & Management, New Delhi	05.05.2021
33.	Janseva Sadbhavana Award		International Business Council, New Delhi	27.07.2021
34.	Distinguished Alumnus Award		Jamal Mohamed College, Tiruchirappalli	14.08.2021
35.	Indian Achievers Award for Education Excellence with Medal		Intellectual Peoples Foundation, New Delhi	01.10.2021

36.	Shining Star of Asia Award		International American Council For Research & Development, New Delhi	23.12.2021
37.	Fellow Membership		National & International Compendium, New Delhi	23.12.2021
38.	Best Research Advisor Award		Indian Solidarity Council, New Delhi	24.01.2022
39.	Best Educator of the year - 2021		International Institute of Education & Management, New Delhi	10.02.2022
40.	Education Excellence Award		Indian academic researchers' association, Kolkata	01.05.2022
41.	HIND RATAN Award		The NRI Promotion & Welfare Society, New Delhi	25.01.2023
42.				

#### **18. Resource person in Seminars/ Conferences:**

1. Acted as a resource person in the UGC Sponsored State Level Seminar at Urumu Dhanalakshmi College, Trichy-19
2. Acted as resource person for Distance Education Students at Chennai, Cochin, Kolkata and New Delhi centres by handling contact seminar classes.
3. Acted as Chair Person in the Technical Session on Agriculture Sector Issues and Challenges in the National Seminar in India – An Emerging Power Issues and Challenges Organized by the Department of Commerce, Navarasam Arts and Science College, Erode on 30<sup>th</sup> December 2010.
4. Acted as a Resource Person and delivered a lecture on Research Methodology in the seminar organised in the Department of Business Administration; Selvam Arts and Science College, Namakkal on 27<sup>th</sup> January, 2011.
5. Acted as a Resource Person on the title “Quality and personal life” for the students of Dept. of Business Administration, Shrimati Indira Gandhi College, Trichy on 6<sup>th</sup> July, 2011.
6. Acted as a Resource Person on the title “Career opportunities for commerce graduates” for the students of Dept. of Commerce, Selvam Arts & Science College, Namakkal on 13<sup>th</sup> July, 2011.
7. Acted as a Resource Person on the title “E-marketing” for the students of Dept. of Commerce, Govt. Arts College, Trichy on 13<sup>th</sup> September, 2011.
8. Acted as a Resource Person on the title “Fringe Benefits” for the students of Dept. of Management Studies, Mass College of Arts and Science, Kumbakonam on 27<sup>th</sup> September, 2011.
9. Acted as a Resource Person on the title “Viability of MSME sector under competitive Environment” for the students of Dept. of Business Administration, Jamal Mohamed College, Trichy on 25<sup>th</sup> February, 2011.

10. Acted as Resource Person on the title "Soft Skill" for the BBA Association Inauguration At SIGC College, Trichy on 13<sup>th</sup> August, 2012.
11. Acted as Resource Person on the title "Qualities of a Good Teacher" for Teachers Orientation, Gemgates College, Athur, Salem on 8<sup>th</sup> November, 2012.
12. Acted as Resource Person on the title "Emerging Trends in E-Banking" for the Department of Commerce, Selvam Arts & Science College, Namakkal on 19<sup>th</sup> December, 2012.
13. Acted as Resource Person on the title "Secrets of Success" For the Govt. Arts College for Women (Autonomous), Pudukkottai on 19<sup>th</sup> February, 2013.
14. Acted as Resource Person on the title "Characteristics of a Successful Entrepreneur" for Khadir Mohideen College, Adirampattinam on 24<sup>th</sup> February, 2013.
15. Acted as Resource Person on the title "Marketing Strategies for Emerging Markets" for Department of Commerce, Sri Ventakashwara College of Arts And Science, Peraurani on 02<sup>nd</sup> March, 2013.
16. Acted as Resource Person in Faculty Development Programe on the title "From a Good Teacher to a Great Teacher" at Gem Gates College, Attur on 06<sup>th</sup> July, 2013.
17. Acted as Resource Person in One Day National Level Seminar on the title "Success Secrets" at Selvam Arts & Science College, Namakkal on 12<sup>th</sup> August, 2013.
18. Acted as Resource Person in One Day State Level Seminar on the title "Stress Management" at Periyar EVR College, Trichy on 11<sup>th</sup> October, 2013.
19. Acted as Resource Person in Academic Staff College, on the title "Research Methodology" Pondicherry University, Pondicherry on 19<sup>th</sup> October, 2013.
20. Acted as Resource Person in National Level Seminar with the title "Foreign Exchange Exposure and Foreign Exchange Risk Mgt." at T.M. Govt. College, Thrissur, Kerala on 07<sup>th</sup> November, 2013.
21. Acted as a Resource Person on the title "To Become a Winner" for the students of BBA Association Inauguration at Cauvery College, Trichy on 6<sup>th</sup> September, 2014.
22. Acted as a Chief Guest on the title "SSI - An Overview" in National Conference on SSI - Challenges & Prospectus - A Case Study at Andaman & Nicobar Islands on January, 2015.
23. Acted as a Resource Person on the title "Application of Statistical Tools in Research" in National Seminar on Research Methodology" at Selvam Arts College, Namakkal on January, 2015.
24. Acted as a Resource Person on the title "Emerging Trends in Commerce" in International Emerging Trends in Commerce at Meenakshi Chandirasekaran College, Pattukottai on February, 2015.
25. Acted as a Resource Person on the title "Creative Marketing Ideas for Retailers" in National Retail Marketing at Bharadhidasan University Constituent College, Inamkulathur on March, 2015.
26. Acted as a Resource Person for the Guest Lecture on the title "Impact of Green Business in India" for the students of Mahatma Arts & Science College, Ariyur, Pudukkottai on 6<sup>th</sup> March, 2015.

27. Acted as Chief Guest on the title “Bank Management and Computer Application” for the Department Association Inauguration of Bank Management and Computer Application in Urumu Dhanalakshmi College, Tiruchirappali
28. Acted as Chairperson in the Technical Session on “Personality Development” for the discipline of HR, Marketing , Finance, IT, and Economics on 1 St National Seminar on “Recent Trends in Business Management and Practices” at Dharmapuri , Tamil Nadu, India.
29. Delivered a special lecture on Personality Development at Sri Sarada College for Women (Autonomous), Salem on 25-1-17 for the students of commerce
30. Acted as Chairperson in the Technical session for the National level seminar on management lessons from literature in Pavai Arts & Science college for women, Salem.
31. Acted as Chief Guest on Implications of Commerce in the Globalised Business Scenario (ICGBS’18), Sri Saradha College for Women, Salem on 13, 14 December 2018.
32. Acted as a Chair Person on ICSSR Sponsored National Seminar on Fostering Scientific Temper on Business Research, EVR College, Trichy on 20<sup>th</sup> February 2019.
33. Acted as a Resource Person on the Title “TRAI’s Tariff Plan and its Trend Today” in Thassim Beevi Abdul Kader College for Women, Kilakkarai on 21<sup>st</sup> February 2019.
34. Acted as a Chair Person on the title “Advancement in Service sector in the Digital Era” in A one day National Conference on Advancement in Business in the Digital Era, organised by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy – 20 on 20<sup>th</sup> September 2018.
35. Acted as a Chair Person on the title “Emerging horizons in marketing” in International conference on advanced management changes and challenges in knowledge era (ICAM 2019) organised by Jamal Institute of Management on 2<sup>nd</sup> March 2019.
36. Acted as a Resource Person on the title “Being a Winner” Organized by Meenakshi Ramaswamy Arts & Science college, Thatthanu on 01<sup>st</sup> June 2022.
37. Acted as a Resource Person on the title “Know Your Value” Organized by Selvam Arts & Science college, Namakkal on 15<sup>th</sup> September 2022.
38. Acted as a Resource Person on the title “Creative skills for HR Managers” in the One Day National Seminar Organized by Sudharsan College of Arts & Science, Pudukkottai on 11<sup>th</sup> October 2022.

#### **19. Details of Articles published in Journals/ Magazines:**

1. Dr. S. Hariharan and Prof. E. Mubarak Ali have published an article on “Consumerism” in “Management Review” Vol.9, N0. 50, July-Aug 1995.
2. Dr. E. Mubarak Ali has published an article on : “Trade Unionism and their Future Role” in “Kisan World” Vol. 21, No.1, Jan 2000
3. Dr. E. Mubarak Ali and Dr. A.M. Mohamed Sindhasha have published an article on “HRD Challenges in the New Millennium” in “The Economic Challenger”, Issue 07, No.02, April-June, 2000.

4. Dr. E. Mubarak Ali and Prof. A.M. Mohamed Sindhasha "E-Commerce Golden Opportunity in the New Millenium" in "The Economic Challenger", Issue 08, No.02, July-Septemeber, 2000.
5. Dr. E. Mubarak Ali and Prof. A.R. Mohamed Ismail have published an article on "Marketing through Internet" in "Indian Journal of Marketing: Vol. XXX, No. 8 to 10 Aug-Oct 2000
6. Dr. E. Mubarak Ali and Prof. A.M. Mohamed Sindhasha and Dr. A. Abdul Subhan Khan have published an article on "Disinvestment in PSUs" in "The Economic Challenger", Issue 10, No. 03, Jan-March, 2001.
7. Dr. E. Mubarak Ali and Prof. A.R. Mohamed Ismail and Dr. M. Tajudeen have published an article on "Application of CAD, CAM, CIMS in Production Technology" in "The Economic Challenger", Issue 12, No. 03 Jul-Sep, 2001.
8. Dr. E. Mubarak Ali, Prof. A.M. Mohamed Sindhasha and Prof. R. Khader Mohideen have published an article on "Environment Accounting" in "The Economicc Challenger", Issue 13, No. 04, Oct-Dec, 2001.
9. Dr. E. Mubarak Ali, Prof. A.M. Mohamed Sindhasha and Prof. A.R. Mohamed Ismail have published an article on "Risk Management Strategies on Business Through Internet" in "The Economic Challenger", Issue 14, No. 05, Jan- March, 2002.
10. Dr. E. Mubarak Ali, Prof. A.M. Mohamed Sindhasha and Prof. A. Kalilul Rahiman have published an article on "KVID- recent Policy Changes" in "Kisan World" Vol. 29, No. 5, May, 2002.
11. Dr. E. Mubarak Ali, Prof. A.M. Mohamed Sindhasha and Prof. A.R. Mohamed Ismail have published an article on "Business Through Internet" in "Kisan World" Vol. 29, No. 6, June, 2002.
12. Dr. E. Mubarak Ali has published an article on "Optimal Utilisation of Manpower in HRD TIMES", Vol.4, No. 8, August, 2002.
13. Dr. E. Mubarak Ali and Prof. N. Abdul Khader have published an article on "Farm Accounting- A Management Point View" in "The Economic Challenger", Issue 17, No.5, Oct-Dec, 2002.
14. Dr. E. Mubarak Ali and Prof. A.R. Mohamed Ismail have published an article on "Banking in the E-Business Era" in HRD Times", Vol. 05, No. 02, Feb 2003.
15. Dr. E. Mubarak Ali has published an article on "Moral of Women Employees in Public Sector Organization" in "The Economic Challenger", Issue 19, No.15, Apr-June, 2003.
16. Dr. E. Mubarak Ali has published an article on "Women Employees Morale in Government Organizations" in "Kisan World" Vol.30, No. 8, August, 2003.
17. Dr. E. Mubarak Ali and Dr. P. Chilar Mohamed have published an article on "Benefits of I.T" in the HRD TIMES", Vol. 6, No. 05, May 2004.
18. Dr. E. Mubarak Ali has published an article on "Handloom Industry in Tamil Nadu" in "Kisan World", Vol. 31, No.06, June 2004.
19. Dr. E. Mubarak Ali and Dr. Hasan Babu have published an article on "Impact of WTO on Banking Industry" in Jamal Academic Research Journal: an Interdisciplinary", Vol. 1, No. 1, Jan-June, 2004.

20. Dr. E. Mubarak Ali and Dr. F.R. Alexander Parvin Durai have published an article on “Organizational Climate in Private Sector Industrial Units” in “The Economic Challenger”, Issue 24, No.6, July-Sep, 2004.
21. Dr. E. Mubarak Ali and Prof. A.M. Mohamed Sindhasha have published an article on “IT Based Services to Agriculture and Agro-Based Industries” in Kisan World, Vol. 31, No. 12, Dec. 2004.
22. Dr. E. Mubarak Ali and Dr. F.R. Alexander Parvin Durai have published an article on “Technological Changes in Banking Industry” in HRD TIMES”, Vol.7, No., Mar. 2005.
23. Dr. E. Mubarak Ali has published an article on “Women Development Project in Tamil Nadu” in Kisan World, Vol. 32, No.6, June 2005,
24. Dr. E. Mubarak Ali has published an article entitled “Impact of Globalization in HRD TIMES”, Vol.7, No. 12, Dec. 2004
25. Published a article on “Indian Economy – An Overview” in Jazyam Publications, Trichy, ISBN No.: 93-81521-00-7 on 4<sup>th</sup> February 2012
26. Published a article on “11<sup>th</sup> Five year Plan Strategy on Tourism” in Jazyam Publications, Trichy, ISBN No.: 93-81521-00-7 on 4<sup>th</sup> February 2012
27. Published a article on “Islamic Economics and Finance – An overview” in Arun Vasam Publication, cantonment, Trichy, ISBN No: 978-81-909104-1-5 on 3<sup>rd</sup> March, 2012
28. Published a article on “Role of MSME in Indian Marketing – An overview” in Jazyam Publications, Trichy, ISBN No.: 93-81521-01-4 on 25<sup>th</sup> February, 2012
29. Published a article on “Role of SSI in India” in Jazyam Publications, Trichy, ISBN No.: 93-81521-01-4 on 25<sup>th</sup> February, 2012
30. Published a article on “Human Resource Management practices in TNSTC Ltd.,” in Agasthiar Noolagam, Trichy, ISBN No.: 978-93-80530-41-3 on November, 2011
31. Published a article on “Strategies for successful services in Tourism Marketing” in Agasthiar Noolagam, Trichy, ISBN No.: 978-93-80530-41-3 on November, 2011
32. Published a article on “Marketing Services food and Beverage Industry” in Agasthiar Noolagam, Trichy, ISBN No.: 978-93-80530-41-3 on November, 2011
33. Published a article on “Strategies for Human Resource Development Towards an E-Business Economy” in Emerging Trends in E- commerce published by University of Madras, ISBN 978-93-80890-26-5 on January, 2012
34. Published a article on “A Study on Risk Management Practices in Public and Private Sector Banks” in published by Learntech Press- Trichy, ISBN: 978-81-908082-0-0 on March, 2012
35. Published an article entitled “A Study of the Impact on Consumer Satisfaction of Service Quality of IOB in Tiruchirappalli” in Research Explorer, International Journal, Trichy published by Social Empowerment of Local People Trust, Vol. I, Issue 2, P. 90 – 92, July – December 2012
37. Published an article entitled “Consumer Behaviour Towards Selected Health Drinks in Tiruchirappalli town” in Research Explorer - An International Research Journal on Multidisciplinary, ISSN: 2250 – 1940, August 2013.

38. Published an article entitled "Work Life Balance of Women Employees in Service Sector" in Research Explorer - An International Research Journal on Multidisciplinary, ISSN: 2250 – 1940, August 2013.
39. Published an article entitled "Poultry Industry – Opportunities and Challenges" in Research Explorer - An International Research Journal on Multidisciplinary , August 2013.
40. Published an article entitled "Brand Management in Food Products with special reference to Tiruchirappalli town in Research Explorer - An International Research Journal on Multidisciplinary, ISSN: 2250 – 1940, August 2013.
41. Published an article entitled "Marketing of Private Hospital Services in Namakkal District" in Research Explorer - An International Research Journal on Multidisciplinary, ISSN: 2250 – 1940, August 2013.
42. Published an article entitled "Consumer Preference towards Passenger cars with Special reference to Tirunelveli Dt." In Research Explorer - An International Research Journal on Multidisciplinary, ISSN: 2250 – 1940, August 2013.
43. Published an article entitled "Provisions of Companies Act 2013 – Corporate Social Responsibilities" in Different Perspectives of Companies Act 2013 – Towards Corporate Excellence published by Arun Vasam Publications, February 2014.
44. Published an article entitled "Corporate Governance in Bank: Problems and Remedies" in Different Perspectives of Companies Act 2013 – Towards Corporate Excellence published by Arun Vasam Publications, February 2014.
45. Published an article entitled "Corporate Social Responsibilities Practices in India – A Study of Top 10 Companies" in Different Perspectives of Companies Act 2013 – Towards Corporate Excellence published by Arun Vasam Publications, February 2014.
46. Published an article entitled "Consumers Rights and Responsibilities of Financial Service" in Financial Inclusion – A Way of Equitable Growth published by Arun Vasam Publications, September 2013
47. Published an article entitled "International Experience in Financial Inclusion" in Financial Inclusion – A Way of Equitable Growth published by Arun Vasam Publications, September 2013
48. Published an article entitled "Role of Micro finance Interventions in Financial Inclusion" in Financial Inclusion – A Way of Equitable Growth published by Arun Vasam Publications, September 2013
49. Published an article entitled "Marketing of Hospital Services" in SELP Journal of Social Science, Vol. IV, Issue – 17, PP. 60 – 63, ISSN: 0975-9999, July 2013
50. Published an article entitled "Marketing of Private Hospital Services in Namakkal District" in International Journal of Commerce and Management Research (PIJCMR), Vol. 1, ISSN:2321-3604, Issue No.2, Bangalore July-Sep.2013
51. Published an article entitled "An Analysis of the factors influencing the Buyers of Passenger Cars" in International Journal of Economics, Commerce and Research (IJECR), Vol.3, Issue No.5, PP 73-82, ISSN: 2250-0006 Chennai, Dec.2013
52. Published an article entitled "Poultry Industry and its Future Prospects" in International Journal of Commerce and Management Research (PIJCMR), Vol.No.1, PP:89-94, ISSN:2321-3604, Bangalore, Oct.-Dec.2013

53. Published an article titled "Making Public Sector Reforms Work: Political and Economic Contexts, Incentives and Strategies" in the book named "Global Economic Revival : A Changing Scenario" published by Jamal Academic Research Journal: An Interdisciplinary, ISSN-0973-0303.
54. Published an article titled "Agriculture and Agro Based Industries in India - An Overview" in the book named "Global Economic Revival : A Changing Scenario" published by Jamal Academic Research Journal: An Interdisciplinary, ISSN-0973-0303.
55. Published an article titled "Agri Business Innovation and Management" - A Study on Banana Producers in Trichy- A Current Scenario" in the book named "Global Economic Revival: A Changing Scenario" published by Jamal Academic Research Journal: An Interdisciplinary, ISSN-0973-0303.
56. Published an article titled "Brand Management in Instant Food Products with reference to Thiruchirappalli Town " in the book named "Global Economic Revival: A Changing Scenario" published by Jamal Academic Research Journal: An Interdisciplinary, ISSN-0973-0303.
57. Published an article titled "A Study on Significance of Tourism in Economic Development" in the book named "Global Economic Revival: A Changing Scenario" published by Jamal Academic Research Journal: An Interdisciplinary, ISSN-0973-0303.
58. Published an article titled "Service Marketing in Banking Sector" in the book named "Global Economic Revival: A Changing Scenario" published by Jamal Academic Research Journal- An Interdisciplinary, ISSN-0973-0303 on January, 2015.
59. Published an article titled "Foreign Direct Investment in Indian Retail Sector - An Overview" in the book named "Global Economic Revival: A Changing Scenario" published by Jamal Academic Research Journal- An Interdisciplinary, ISSN-0973-0303 on January, 2015.
60. Published an article titled "Global Branding in Indian Market" in the book named "Global Economic Revival: A Changing Scenario" published by Jamal Academic Research Journal- An Interdisciplinary, ISSN-0973-0303 on January, 2015.
61. Published an article titled "Brand Management in Instant Food Products with Reference to Thiruchirappalli Town" in the book named "Global Economic Revival: A Changing Scenario" published by Jamal Academic Research Journal- An Interdisciplinary, ISSN-0973-0303 on January, 2015.
62. Published an article titled "Marketing Strategies of Flipkart- An Overview" in the book named "Global Economic Revival: A Changing Scenario" published by Jamal Academic Research Journal- An Interdisciplinary, ISSN-0973-0303 on January, 2015.
63. Published an article titled "Brand Values and Performance in Food Industry" in Research Explorer - A Refereed Bi-annual International Research Journal on Multidisciplinary, ISSN- 2250-1940 on January, 2015.
64. Published an article titled "Productivity Measurement in NTC Mills in Tamilnadu" in Research Explorer - A Refereed Bi-annual International Research Journal on Multidisciplinary, ISSN- 2250-1940 on February, 2015.

65. Published an article titled “Women social Entrepreneurs in India: Problems, Challenges and Strategies” in International Journal of Research and Business Innovation, Impact Factor 1.53, February, 2015.
66. Published an article titled “Consumer Satisfaction towards Selected Health Drinks in Trichy” in International Journal of Management, Impact Factor 7.2230, Issue, December, 2014.
67. Published an article on “Marketing Strategic of the Banking Sector” in the book titled Inclusive Economic growth published by Jamal Academic Research Journal: An Interdisciplinary, Vol - III, ISSN 0973-0303, P. No. 121- 124.
68. Published an article on “Consumer Satisfaction towards Branded Instant Food Products with Reference to Tiruchirappalli District” in the book titled Inclusive Economic Growth published by Jamal Academic Research Journal: An Interdisciplinary, Vol - III, ISSN 0973-0303, P. No. 183 – 185.
69. Published an article on “Micro, Small and Medium Enterprises in India An Overview” in the book titled Inclusive Economic Growth published by Jamal Academic Research Journal : An Interdisciplinary, Vol - III, ISSN 0973-0303, P. No. 213- 217.
70. Published an article on “Phenomenal Growth of Shopping Malls in India: An Overview” in the book titled Inclusive Economic Growth published by Jamal Academic Research Journal : An Interdisciplinary, Vol - III, ISSN 0973-0303, P. No. 256 – 260.
71. Published an article on “Tourism Innovation in India” in the book titled International Society for Green, Sustainable Engineering and Management published by Journal of Applied Research and Social Science, ISSN 2350-1472.
72. Published an article on “Surge in Islamic Finance Service Industry” in the Proceedings of National Seminar on Practical Application of Interest Free Financing for the Economic Development published by Jamal Academic Research Journal : An Interdisciplinary Vol - IV, ISSN : 0973 - 0303.
73. Published an article on “Growth Perspective of Islamic Banking in India” in the Proceedings of National Seminar on Practical Application of Interest Free Financing for the Economic Development published by Jamal Academic Research Journal : An Interdisciplinary Vol - IV, ISSN : 0973 – 0303, P. No.222 – 225.
74. Published an article on “Islamic Banking in India – Need of an Hour” in the Proceedings of National Seminar on Practical Application of Interest Free Financing for the Economic Development published by Jamal Academic Research Journal : An Interdisciplinary Vol - IV, ISSN : 0973 – 0303, P. No. 268 – 279.
75. Published an article on “Role of Islamic Banking in Economic Growth ” in the Proceedings of National Seminar on Practical Application of Interest Free Financing for the Economic Development published by Jamal Academic Research Journal : An Interdisciplinary Vol - IV, ISSN : 0973 – 0303, P. No. 284 – 287.
76. Published an article on “HRM Issues and Challenges in Healthcare” in the International Journal of Management published by IAEME Publication, Chennai, ISSN:0976-6502.
77. Published an article on “Tourism Innovation in India” in the ARS – Journal of Applied Research and Social Sciences published by Planning Commission, Government of India, ISSN: 2350-1472.

78. Published an article on “Borrower Delinquency in Banks – An Overview” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 24 -30
79. Published an article on “Digital India is a Roadmap for Future Development” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 121 - 125.
80. Published an article on “E-Governance in India – Initiatives and Challenges” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 174 – 180.
81. Published an article on “E Risk Management for E-Business” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 181 – 187.
82. Published an article on “Impact of E-Business in Service Sector” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 225 – 230.
83. Published an article on “Borrowers’ Delinquency in Banks – Case on Educational Loan” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 310 – 317.
84. Published an article on “E-Tourism with Special Reference to Hill stations in Tamilnadu” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 362 – 366.
85. Published an article on “Role of Social Media in Reducing Marketing Problems in Tea Industries in Wayanad, Kerala” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 445 – 450.
86. Published an article on “Marketing of Hospital Services” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6.
87. Published an article on “E-Commerce and Digital divide : Impact on Business” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 481 - 488.
88. Published an article on “Digitalisation promoting data protection in Banking sector” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 507 – 516.
89. Published an article on “Measurement of productivity in NTC Mills in Tamilnadu” in the Proceedings of National Conference on Myths and Realities of Business in

- the Digital Era published by Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6, P. No. 597 – 603.
90. Published an article on “E – Banking – An Overview” in the Primax International Journal of Finance (PIJF) with the impact factor of 3.532, ISSN No.: 2348 – 0475.
  91. Published an article on “Introduction to Talent Management” in the Primax International Journal of Human Resource (PIJHR) with the impact factor of 3.532, ISSN No.: 2348 – 0483.
  92. Published an article on “The impact of social Media on Consumer Buying Behaviour ” in the Primax International Journal of Marketing (PIJM) with the impact factor of 3.532, ISSN No.: 2348 – 0491.
  93. Published an article on “Financial performance Analysis of Paper Industries in India” in the Primax International Journal of Commerce and Management Research (PIJCMR) with the impact factor of 3.532, ISSN No.: 2321 – 3604.
  94. Published an article on “En Empirical study on interface between Non – Performing Assets of new Private Sector Banks in India and Macroeconomic Determinants – An Econometric Dimension” in the Asian Journal of Research in Social Science and Humanities, with the impact factor of 4.532.
  95. Published an article on “Consumer Preference and Satisfaction towards E-Services of Select Private Sector banks in Tiruchirappalli city” in the proceedings of Growth Strategies for Business Development in India.
  96. Published an article on “Growth Perspectives of Paper Industries in India” in the proceedings of Growth Strategies for Business Development in India.
  97. Published an article on “A Comparative Study of service Quality in the Retail Banking Sector with Reference to Selected Public Sector Banks in Tiruchirappalli District” in the proceedings of Growth Strategies for Business Development in India.
  98. Published an article on “Growth Drive Indian Fast Food Industry” in the proceedings of Growth Strategies for Business Development in India.
  99. Published an article on “Retail Sector in India: Challenges, opportunities and Trends ” in the proceedings of Growth Strategies for Business Development in India.
  100. Published an article on “A Study on Consumer’s Attitude Towards Branded FMCG Products in Karur District” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  101. Published an article on “Current trends and Opportunities for Retail Marketing” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  102. Published an article on “Financial Performance analysis of Select paper Industry in India” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  103. Published an article on “E-Banking Analysis – An Analysis” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  104. Published an article on “Tourism Industry – An Overview” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  105. Published an article on “A Study on Consumer Preference towards E-Banking with Special reference to Select Private Sector Banks in Tiruchirappalli District”

- in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
106. Published an article on “Home Appliances and Brand- An Overview” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  107. Published an article on “Prospects and challenges in DTH Industry” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  108. Published an article on “A study on Consumer Behavior towards the Gold Jewellery in Andaman and Nicobar Island” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  109. Published an article on “Preference and Satisfaction of tourists’ visiting Select Hills Station in Tamilnadu” in the Jamal Academic Research Journal: An Interdisciplinary, Volume IX, ISSN: 0973 - 0303.
  110. Published an article on “Life skill for Social workers - a need for an hour” in the International Journal of Multidisciplinary Education Research, Volume VI, Issue: 2(2), ISSN: 2277 - 3881.
  111. Published an article on “Customer Awareness on green Banking Initiatives in Select Private sector Banks with Reference to Tiruhirappalli City” in Shanlax International Journal of commerce, ISSN: 2320 – 4168, UGc Approval No: 44120.
  112. Published an article on “Customer Satisfaction towards E-services with Reference to Select Private Sector Banks in Tiruhirappalli District” in Shanlax International Journal of commerce, ISSN: 2320 – 4168, UGC Approval No: 44120.
  113. Published an article on “A Study on Buying Behaviour of Consumer towards instant Food Products in Karur District” in International Journal of Management and Social Sciences (IJMSS), UGC Listed Journal id: 63251, September 2018.
  114. Published an article on “Brand Awareness and Customer Satisfaction towards Health Drinks” in International Journal of Management and Social Sciences (IJMSS), UGC Listed Journal id: 63251, September 2018.
  115. Published an article on “A Study on Customer Preference towards Direct to Home (DTH) Services with reference to Tiruchirappalli District” in International Journal of Management and Social Sciences (IJMSS), UGC Listed Journal id: 63251, September 2018.
  116. Published an article on “A Study on Customer Satisfaction in Internet Banking with Special Reference to Tiruchirappalli City” in International Journal of Management and Social Sciences (IJMSS), UGC Listed Journal id: 63251, September 2018.
  117. Published an article on “Customer Satisfaction towards E-Services in select Private sector Banks in Tiruchirappalli District” in International Journal of Management and Social Sciences (IJMSS), UGC Listed Journal id: 63251, September 2018.
  118. Published an article on “A Study on Customer Preference on Online Food and Beverage Suppliers in Tiruchirappalli City” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.

119. Published an article on “A Study on Customer Satisfaction in E- Banking with Special Reference to Tiruchirappalli Dt” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
120. Published an article on “A Study on Customer Preference towards Direct to Home (DTH) Services with reference to Tiruchirappalli Dt” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
121. Published an article on “Attitude towards Entrepreneurship among undergraduate Students with special reference to Malappuram District” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
122. Published an article on “Factors Influencing The marketing Performance of Tea Growers in Wayanad District” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
123. Published an article on “A Study on Brand Preference and Satisfaction towards Smartphone Users in Tiruchirappalli District” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
124. Published an article on “Techniques for Handling Stress at Workplace with Reference to Golden Rock Rail Workshop, Tiruchirappalli” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
125. Published an article on “A Study on Buying Behaviour of Consumers towards Instant Food Products in Karur District” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
126. Published an article on “Digitalization in Textile Industry” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
127. Published an article on “Feasibility of Door Delivery Model of FMCGS in Rural Areas” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.
128. Published an article on “Role of Social Media in Reducing Marketing Problems of Tea Industries in Wayanad, Kerala” in International journal of research and analytical reviews (IJRAR), UGC Listed Journal id: 43602, January 2019.

## **20. Details of Book Written:**

1. Dr. E. Mubarak Ali and Dr. A.M. Mohamed Sindhasha have contributed an article and it is included in the book on “Corporate Accounting and Financial Analysis” entitled “Merger and Acquisition- An Accounting Point of View” edited by A.K. Pramanika & S. Gurusway published by Kanishka Publishers and Distributors, New Delhi, 2000.
2. Dr. E. Mubarak Ali and Dr. A.M. Mohamed Sindhasha have contributed an article and it is included in the book on “Environmental Accounting and Reporting” entitled “Environmental Accounting and AUDIT” edited by prf. Alok kumar pramanik published by Deep & deep publications Pvt. Ltd., New Delhi, 2002.

3. Dr. E. Mubarak Ali, Dr. A.R. Mohamed Ismail and Dr. A.M. Mohamed Sindhasha have contributed an article and it is included in the book on "Information Technology on Investment Management" entitled "Marketing Securities through Internet" edited by Dr. M. Nazar, published by Northern Book Centre, New Delhi, 2004.
4. Dr. E. Mubarak Ali and Dr. A.M. Mohamed Sindhasha have contributed an article and it is included in the book on "Accounting and Management in Theory & Practice" entitled "Capital Market Reforms – Problems and Prospects" edited by Alok Kumar Pramanik published by Deep & Deep Publications Pvt. Ltd., New Delhi, 2004.
5. Dr. E. Mubarak Ali, Dr. A.R. Mohamed Ismail and Dr. A.M. Mohamed Sindhasha have contributed an article and it is included in the book on "Information Technology – Its application on the SSI" entitled "E-Commerce- Constraints and Prospects" edited by Dr. S. Maria John published by Discovery Publishing House, New Delhi, 2004.
6. Dr. E. Mubarak Ali, Dr. A.M. Mohamed Sindhasha and Dr. A.R. Mohamed Ismail and M. Abdul Hakkem have contributed an article "Information Technology in Global Entrepreneurship in the edited volume of book entitled "Emerging Entrepreneurs edited by S. Maria John, R. Jeyabalan and S. Krishnamoorthy and published by Discovery Publishing House, New Delhi - 2, 2004.
7. Dr. E. Mubarak Ali and Dr. A.M. Mohamed Sindhasha have contributed an article entitled "Indian Stock Market" edited by Dr. A.K. Vashist and Dr. A.K. Gupta Deep & Deep Publications Pvt. Ltd., New Delhi - 110027, 2005.
8. Dr. E. Mubarak Ali and Dr. S. Hasan Banu have contributed an article entitled "WTO Developments –Impact on Banking Industry in the edited Volume of Book on WTO Regime" edited by Dr. Stephen Anali, published by Serials Publication, New Delhi -2, 2005
9. Dr. E. Mubarak Ali and Dr. M. Abdul Hakkeem have contributed an article entitled "Quality of Service in the Banking Sector" edited volume of book entitled "Banking, Micro Finance and Self Help Groups (SHG's) in India edited by Dr. A. Vijaya Kumar and Published by New Century Publications, New Delhi, July 2009.
10. Dr. E. Mubarak Ali and N. Fathima Thabassum have contributed an article entitled "Risk Management Practices in E-Banking" edited volume of book entitled "Global Financial System in the Post – Crisis Era-Challenges and Opportunities" edited by Dr. S. Gursamy and Dr. M. Renganathan Published by Vijay Nicole Private Limited, Chennai, 2010.
11. Dr. E. Mubarak Ali and Dr. M. Abdul Hakkem have contributed an article entitled "Economic Reforms in India" in the edited volume of book entitled "India and the Global Financial Crisis" edited by Dr. A. Vijaya Kumar, Published by Anmol Publications Private Limited, New Delhi, 2010.
12. Published a Book entitled on "Principles of Accountancy" for B.Com (CA) courses, published by Bharathidasan University, Trichy in 2011.
13. Written a Chapter on "Brand Values and Performances in Food Industry" in the Book named "Problems & Prospects of Service Sector in India" published by Jazym Publications, Trichy. ISBN: 978-93-81521-19-9.

14. Written a Chapter on “Consumer Sovereignty towards Health Drinks: An Overview” in the Book named “Problems & Prospects of Service Sector in India” published by Jazym Publications, Trichy. ISBN: 978-93-81521-19-9.
15. Written a Chapter on “Consumer Sovereignty towards Health Drinks: An Overview” in the Book named “Service Quality in Tourism Sector with Special Reference to Tiruchirappalli” published by Jazym Publications, Trichy. ISBN: 978-93-81521-19-9.
16. Prepared study material for B.Com (CA) Course, Book named “Business Accounting” published by Centre for Distance Education, Bharathidasan University, Trichy on November 2012.
17. Prepared study material on “E-Commerce” for B.Com (CA) Course, published by Centre for Distance Education, Bharathidasan University, Trichy – 20.
18. Prepared study material “Entrepreneurial Development” for B.Com (CA) Course, published by Centre for Distance Education, Bharathidasan University, Trichy – 24.
19. Article contributed in an edited volume entitled “Foreign Direct Investment and Indian Economy” published by Kunal Books Publishers and Distributors, New Delhi. ISBN: 978-93-82420-54-5.
20. Article contributed in an edited volume entitled book entitled “Retailing Emerging Trends and Challenges” published by Dominant Publishers & Distributors Pvt. Ltd, New Delhi. ISBN: 978-93-84161-70-5.
21. Article contributed in an edited volume entitled “Retailing in India An Overview” published by Discovery Publishing House pvt ltd New Delhi- 110 002. ISBN 978-93-5056-752-4
22. Article contributed in an edited volume entitled “Investment Opportunities in retail Market in India: Current Scenario” published by Yazhini Pathipagam, Cuddalore. ISBN : 978-93-80622-06-4
23. Article contributed in an edited volume entitled “Myths and Realities of Business in the Digital Era” published by Yazhini Pathipagam, Cuddalore. ISBN 978-93-80622-44-6

## **21. Study materials prepared for various courses of Bharathidasan University**

<b>B.Com.,</b>	1. Marketing
	2. Accounting
	3. Corporate Accounting
	4. Management Accounting
<b>B.B.A</b>	- Management and Principles of Accounting
<b>B.C.A</b>	- Financial Accounting
<b>B.A (Co-operation)</b>	- Marketing Management
<b>B.Sc., (Maths)</b>	- Allied Accountancy
<b>M.C.A.,</b>	- Financial Management & Management Accounting
<b>M.F.M</b>	- Working Capital Management

**M.Com.,** - Marketing for Banking Services

Business Tools for Decision Making

**M.Com., (B.M)** - Financial Accounting; Entrepreneurial Development,

E-Commerce

**M.Com., (Fin. Mgt)** - E-Commerce

## **22. Details of Paper Presented in Seminars/Conferences**

1. Participated and presented a paper entitled "Credit Appraisal and Credit Management" in the National Seminar on "Banking Development in 2000 A.D. organized by the Department of Commerce, National College, Trichy on April 5<sup>th</sup> and 6<sup>th</sup>, 1996.
2. Participated and presented a paper entitled "Impact of Internet on the Business" in the UGC sponsored seminar on "Current Trends in Commerce organized by the Department of Commerce, UD College, Trichy on Nov. 11<sup>th</sup> – 13<sup>th</sup>, 1998.
3. Participated and presented a paper entitled "Internet and Customer Service" in the in the UGC sponsored seminar on the "Impact of I.T on Services Marketing" organized by the Department of Commerce, Thiru.Vi.Ka. Government Arts College, Thiruvarur on Jan. 21<sup>st</sup> & 22<sup>nd</sup>, 1999.
4. Participated in the two day orientation programme in "Islamic Economics" organized by the "Institute of Objective Studies" Chennai Chapter at Jamal Mohamed College, Trichy on Feb. 27<sup>th</sup> and 28<sup>th</sup>, 1999.
5. Participated and presented a paper entitled "Globalization and Capital Market" in the state level seminar on the "Impact of Globalization on Indian Economy" organized by the Department of Commerce, St. Joseph's college (Autonomous), Trichy on March 1<sup>st</sup> and 2<sup>nd</sup>, 1999.
6. Participated and presented a paper entitled "Impact of Globalization on Capital Market in India" in the State level seminar on "Emerging Trends in Indian Capital Market" organized by the Department of Commerce, Gobi Arts and Science College (Autonomous), Gobichettipalayam on March 13<sup>th</sup> 1999.
7. Participated and presented a paper entitled "The Making of Global Entrepreneurs" in the UGC sponsored National Conference on "Entrepreneurial Development Programme in the Changing Business Environment in India" organized by the Department of Commerce, Poompuhar College, Melaiyur on March 24<sup>th</sup>-26<sup>th</sup>, 1999.
8. Participated and presented a paper entitled "I.T. & Higher Education" and "Banking through Internet" in the UGC Sponsored National Conference on "Recent Trends in Software and Information Management and its Impact in Commerce and Management Spheres" organized by the Department of Commerce, National College, Trichy on May 15<sup>th</sup> and 16<sup>th</sup>, 1999.
9. Paper submitted on "Impact of Internet on the Recruitment" in the internet users club of Trichy, First year Anniversary held at Trichy on July 16<sup>th</sup> 1999 and published in the IT brouchers.
10. Participated and presented a paper entitled "Business Through Internet" in the UGC sponsored state level seminar on "Commerce Education – 21<sup>st</sup> century"

organized by the Department of Commerce, Arignar Anna Arts College, Cheyyar on Sep.23<sup>rd</sup> and 24<sup>th</sup> 1999.

11. Paper submitted in the UGC sponsored State level Seminar on “Placement Opportunity for Commerce Graduates” entitled “E-com Careers – The biggest opportunity of the new Millennium” organized by the Department of Commerce, Nehru Memorial College, Puthanampatti, Trichy on Oct.22<sup>nd</sup>, 1999.
12. Participated and presented a paper entitled “Impact of Internet on Marketing” in the state level seminar on “E-Commerce” organized by the Department of Commerce, MOP Vaishnav College for women, Chennai on Dec.3<sup>rd</sup> and 4<sup>th</sup>, 1999.
13. Participated and presented a paper entitled “Marketing of Securities Through Internet” in the UGC sponsored State level Seminar on “ Impact of IT on Investment Management” organized by the Department of Commerce, Khadir Mohideen College, Adhirampattinam on April 11<sup>th</sup> and 12<sup>th</sup>, 2000.
14. Read paper at the State level seminar entitled “Role of Trade Unionism in the Emerging Scenario” organized by the Department of Management studies, Karpagam Arts and Science College, Coimbatore on June 28<sup>th</sup>, 2000.
15. Participated and presented a paper entitled “Global Entrepreneurship in the Changing Scenario” in the UGC Sponsored National Level Seminar on “Institutional Support Entrepreneurial Development” organized by the Department of Commerce, Nehru Memorial College, Puthanampatti, Trichy on Sep.8<sup>th</sup> and 9<sup>th</sup>, 2000.
16. Participated and presented a paper entitled “Optimal Utilization on Manpower” in the state Level Seminar on “Manpower Management on thi Millennium” Organized by the Department of Commerce, TBAK College for Women, Kilarkarai, on Oct.16<sup>th</sup>, 2000.
17. Participated in Southern Regional Conference in “Research Trends in Commerce” organized by the Department of Commerce, Annamalai University, Annamalai Nagar on Nov.24<sup>th</sup> & 25<sup>th</sup>, 2000.
18. Participated and presented a paper entitled “Indian Economy and WTO” in the National Seminar on “WTO Agreements – Prospects & Challenges” organized by the Department of Commerce, St.Joseph’s College, Trichy on Feb 23<sup>rd</sup> & 24<sup>th</sup>, 2001.
19. Participated and presented a paper entitled “E-Commerce – Constraints and Prospects” in the UGC Sponsored seminar on “Information Technology Boom in Contemporary Trade and Commerce- Prospects & Challenges” organized by the Department of Commerce, Bodinayakanur on March 2<sup>nd</sup> and 3<sup>rd</sup>, 2001.
20. Presented a paper entitled “Banking in the E-Business Era” in the UGC Sponsored State Level seminar on “Banking in (on) the New Millennium” organized by the Department of Commerce, DG Vaishnav College, Chennai on March 16<sup>th</sup> 2001.
21. Presented a paper entitled “Social Cost –Benefit Analysis on Accounting Information” in the UGC Sponsored Seminar on “Accounting Trends and Practices organized by the Department of Commerce, Annamalai University, Annamalai Nagar on 26<sup>th</sup> & 27<sup>th</sup>, 2001.
22. Participated in the National Seminar on “Globalization and its Impact on Indian Economy” organized by the Department of Commerce, CMS College of Science & Commerce, Coimbatore, Jan 20<sup>th</sup> and 21<sup>st</sup>, 2002.

23. Presented a paper on "E-Banking" in the UGC Sponsored State Level seminar entitled "Emerging Issues in Indian Banking Industry" Organized by the Department of Commerce, NGM College(Autonomous), Pollachi on Dec. 13<sup>th</sup> & 14<sup>th</sup>, 2002.
24. Presented a paper on "Information Technology in Human Resource Management" in the Two day "National Seminar on Commerce" Organized by the Department of Commerce, St. Thomas College, Pala and Co-Sponsored by the Mahatma Gandhi University, Kerala on Feb. 14<sup>th</sup> & 15<sup>th</sup>, 2003.
25. Presented a paper on "Information Technology in the Global Entrepreneurship" in the Two day National Conference organized by the Department of Commerce CPA College, Bodinayakanur, on Feb 28<sup>th</sup> and March 1<sup>st</sup>, 2003.
26. Presented a paper on "Fiscal Reforms – A March towards Globalization" in the three day "National Seminar on Canadian Studies" Organized by the department of Commerce, Jamal Mohamed College, Trichy on March 27<sup>th</sup> - 29<sup>th</sup>, 2003.
27. Presented a paper on "Impact of Globalization in the investment climate and poverty Alleviation" in the two day UGC Sponsored National Level Seminar on "Impact of LPG on Indian Commerce and Trade" organized by the Department of commerce, Khadir Mohideen College, Adhirampatitnam on August 16<sup>th</sup> & 17<sup>th</sup>, 2003.
28. Attended the Two workshop on "Research in Commerce" Organized by the department of Commerce, Jamal Mohamed College, Trichy on Nov. 29<sup>th</sup> & 30<sup>th</sup>, 2003.
29. Presented a paper on "IT based services to Agriculture and Agro-based industries" in the one day National Level Seminar on "The Impact on Service Sector and Capital Market" organized by the Department of Commerce, Erode Arts College(Autonomous), Erode on 13<sup>th</sup> Feb.2004.
30. Presented a paper on "Global Entrepreneurship" in Two day International Seminar on "Emerging Trends in Global Business Challenges and Opportunities for Developing Countries" organized by the Department of Management Studies, (PRIM) Ponniah Ramajayam College, Thanjavur on Feb.6<sup>th</sup> & 7<sup>th</sup>, 2004.
31. Presented a paper on "Indian Stock Market in the New Millennium" in the Two day UGC Sponsored National Seminar on "Indian Capital Market in the Post Liberalization Era" organized by the department of Commerce, Bharathidasan University, Trichy on March 7<sup>th</sup> & 8<sup>th</sup>, 2004.
32. Presented a paper in the one day National Seminar on "Role of MNCs in Financial Sector" entitled "Role of MNCs in Banking Sector" organized by the Department of Commerce, CMS College of Science & Commerce, Coimbatore on March 13<sup>th</sup>, 2004.
33. Presented a paper in the Two day UGC Sponsored National Seminar on "Managing Business in Knowledge Age" entitled "E-Governance – The Cyber Impact on Society" organized by the Department of "Management Wing" DDE, Annamalai University on Feb.20<sup>th</sup>-21<sup>st</sup> 2004.
34. Presented a paper in the one day National Level Seminar Sponsored by ICSSR, New Delhi on "Challenges before the Indian Entrepreneurs in the 21<sup>st</sup> Century" entitled "Indian Entrepreneurs: Problems of Prospects" Organized by the Department of Commerce.

35. Presented a paper in the two day state level seminar sponsored by UGC, New Delhi on "Marketing Strategies in the new Millennium – Challenges and Prospects" entitled "Integrated Marketing Communication in the changing Scenario" Organized by the Department of Commerce, Jamal Mohamed college, Trichy on Sep. 1<sup>st</sup> & 2<sup>nd</sup> 2004.
36. Presented a paper in the two day state level seminar sponsored by UGC, New Delhi on "Problems and Prospects of Rural Entrepreneurship" entitled "Women Development Project in TamilNadu" Organized by the Department of Commerce, U.D College, Kattur, Trichy on Nov. 18<sup>th</sup> & 19<sup>th</sup> 2004.
37. Presented a paper in the two day state level seminar on "Financial Factor Reforms" Entitled "Universal Banking – An Overview" Organized by the Department of Commerce, St. Joseph's College, Trichy on Jan 12<sup>th</sup> & 13<sup>th</sup> 2005.
38. Presented a paper in the UGC sponsored two day state level conference on "Introduction of valued Added Tax in India – Emerging issues and Challenges" entitled "Valued Added Tax" Organized by the Department of Commerce, Erode Arts College, Erode on Sep. 2<sup>nd</sup> & 3<sup>rd</sup> 2005.
39. Presented a paper in the two day National level seminar on "Marketing Strategy and Techniques" entitled "VAT and Service Marketing" Organized by the Department of Commerce, St. Joseph's College of Arts and Science, Cuddalore, on Sep, 10<sup>th</sup> & 11<sup>th</sup> 2005.
40. Presented a paper in the two day International level Conference on "Business Economics and Finance (ICBEF 2005)" entitled "Implementation of of VAT in India" Organized by the "Adaikalamatha Institute of Management", Adaikalamatha College, Vallam, Tanjore on Sep. 29<sup>th</sup> & 30<sup>th</sup> 2005.
41. Presented a paper entitled "Application of GATS Proposals to India" in the Three Day UGC Sponsored National seminar on "Problems and Prospects of Service Sector in India in the context of WTO's GATS Proposals" Organized by the Department of Commerce, Jamal Mohamed college, Trichy on Sep. 1<sup>st</sup> & 2<sup>nd</sup> 2004.
42. Participated in the UGC Sponsored Regional Level Workshop on "Computer Applications in Research in Social Sciences" Organized by the Department of Commerce, Jamal Mohamed college, Trichy from Nov. 14<sup>th</sup> to 20<sup>th</sup> 2005.
43. Participated in the TANSACHE and UGC Sponsored Three days workshop on "Curriculum Development and Evaluation" Organized by UGC – Academic Staff College, Bharathidasan University Conducted at Jamal Mohamed College (Autonomous), Trichy, From March 2<sup>nd</sup> to 4<sup>th</sup>, 2006.
44. Presented a paper entitled "GATS Proposal and its Implications" in the Two Day planning Commission Govt. of India, New Delhi, Sponsored National Seminar on "International Trade and Marketing – Emerging issues and challenges after liberalization and Globalization" Organized by the Department of Commerce, Khadhir Mohideen College, Adhirampattinam, on August 19<sup>th</sup> & 20<sup>th</sup>, 2006.
45. Presented Two Papers entitled "Legal Regulatory and Policy issues of E-Commerce" and "Education on Stock Market Operations" in the UGC Sponsored National Seminar on "Commerce Education in the New Millennium – Challenges and Perspectives" Organized by the Department of Commerce, Jamal Mohamed College(Autonomous), Trichy on 14<sup>th</sup> a& 15<sup>th</sup>, Sep. 2006.

46. Presented a Paper entitled "Strategies for HRD towards an E-Business Economy" in the National Seminar on "Emerging Trends in HRM, Organized by the School of Business Studies and Application, Kodaikanal Christian College, Kodaikanal on 22<sup>nd</sup> Sep. 2006.
47. Presented a Paper entitled "Employment Opportunities for Women in Information and Communication Technology" in the UGC Sponsored National Level Seminar on "Eradication of Poverty through Innovative Employment Schemes" Organized by the Department of Commerce, UD College, Trichy on Sep. 28<sup>th</sup> & 29<sup>th</sup>, 2006.
48. Presented a Paper entitled "Quality Improvement in Higher Education – Current Trends and Future Challenges" in the NAAC Sponsored National Level Seminar on "Curriculum Innovations and Quality Improvement in the Higher Education" Organized by the Department of Commerce, Khadir Mohideen College, Adirampattinam on 3<sup>rd</sup> & 4<sup>th</sup> March, 2007.
49. Presented a Paper entitled "Foreign Direct Investment In India After Liberalisation and Globalisation" in the ICSSR, New Delhi sponsored National Level Seminar on "Impact of Privatisation, Liberalisation and Globalisation on Indian Economy and Employment" Organized by the Department of Commerce, Khadir Mohideen College, Adirampattinam on 16<sup>th</sup> December, 2007.
50. Presented a paper entitled "Retail Banking is more good than wholesale Banking" in the International Conference on "Globalisation ICGICO 2008" organized by the Department of Commerce & Economics, St. Joseph's College of Arts and Science, Cuddalore on 14<sup>th</sup> & 15<sup>th</sup> March, 2008.
51. Presented a paper in the National Seminar on "Consumer Awareness, Protection and Promotion of Consumer Rights" sponsored by Indian Institute of Public Administration, New Delhi, paper entitled "E-Marketing and Consumerism" organized by the Department of Business Administration, Khadir Mohideen College, Adirampattinam on 21<sup>st</sup> February, 2009.
52. Presented a paper in the UGC sponsored National Level Conference on "Indian Economy in 21<sup>st</sup> Century Reviews Prospects and Issues" paper entitled "Economic Reforms in India" organized by the PG & Research Department of Commerce, Erode Arts College (Autonomous), Erode on 17<sup>th</sup> & 18<sup>th</sup> July, 2009.
53. Presented a paper in the UGC sponsored National Seminar on "Awareness of Human Rights" paper entitled "Human Rights and Education" organized by the PG & Research Department of Computer Science, Khadir Mohideen College, Adirampattinam on 1<sup>st</sup> & 2<sup>nd</sup> August, 2009.
54. Participated in the UGC sponsored State Level Seminar on "Examination Reforms" organized by Jamal Mohamed College (Autonomous), Trichy on 12<sup>th</sup> March, 2010.
55. Presented a paper in the National Conference on "International Challenges in Strategic Management" paper entitled "Problems and Prospects of ATM Services" organized by the Department of Management Studies, Srinivasan College of Arts and Science, Perambalur, on 19<sup>th</sup> & 20<sup>th</sup> March, 2010.
56. Presented a paper in the International Conference on "Global Marketing Strategies & Practices" paper entitled "The Magic of Global Banking" organized by the Department of Management Studies, Nehru Institute of Management Studies, Coimbatore on 8<sup>th</sup> & 9<sup>th</sup> October, 2010.

57. Participated in the Seminar on “Creating Competitiveness to Excel in Higher Education organized by IQAC, Jamal Mohamed College (Autonomous), Trichy on 8<sup>th</sup> December, 2010.
58. Presented a paper in the National Level Conference on “HRM in Tourism Development” paper entitled “HRD in Hotel Industry” organized by the Department of Commerce & Business Administration, Aadhavan College of Arts and Science, Manapparai on 18<sup>th</sup> December, 2010.
59. Presented a paper in the National Level Seminar on “India – An Emerging Power Issues and Challenges” paper entitled “Problem and Progress of Tourism Industry” organized by the Department of Commerce, Navarasam Arts and Science College for Women, Erode on 30<sup>th</sup> December, 2010.
60. Presented a paper in the State Level Seminar on “Investment Opportunities and Challenges” paper entitled “Investors’ Protection in the Indian Securities Market” organized by the Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 12<sup>th</sup> January, 2011.
61. Presented a paper in the UGC sponsored International Seminar on “Emerging Dimensions of Banking Sector in the Global Scenario” paper entitled “NSA Management in Indian Banks” organized by the Department of Commerce, Manormaniam Sundaranar University, Tirunelveli on 21<sup>st</sup> & 22<sup>nd</sup> January, 2011.
62. Presented a paper in the National Seminar on “Recent Trends in Indian Economy – A Management Perspective” entitled “Risk Management in Investment Banking – An Overview” organized by the Department of Commerce and Business Administration (SF), Jamal Mohamed College, Trichy on 4<sup>th</sup> February, 2011.
63. Presented a paper in the National Level Seminar on “Emerging Dimensions of Service Sector in the Indian Context” entitled “Emerging Dimensions of Service Sector in the Indian Context” organized by the Department of Business Administration, St. Xavier’s College (Autonomous), Palayankottai on 18<sup>th</sup> February, 2011.
64. Presented a paper in the International Conference on “Emerging Trends in E-Commerce” paper entitled “Strategies for Human Resources Development towards on E-Business Economy” organized by the Department of Commerce, University of Madras, Chennai on 16<sup>th</sup> & 17<sup>th</sup> March, 2011.
65. Presented a paper in the National Seminar on “Emotional Intelligence and Organizational Development – An Interdisciplinary Approach” paper entitled “Operational Excellence within the HR Function in India” organized by the Department of Commerce, Periyar University, Salem on 28<sup>th</sup> March, 2011.
66. Presented a paper on “Mobile Banking” in the National Seminar on “Service Sector in the Globalization Era” organized by PG. Department of Commerce (SF), JMC, Trichy on 22<sup>nd</sup> February, 2012.
65. Presented a paper on “Marketing of hospital Services” in the National Seminar on “Service Sector in the Globalization Era” organized on 22nd February, 2012.
66. Presented a paper on “Problems and prospects of ATM services of Indian Banks in current Scenario” in the National Seminar on “Service Sector in the Globalization Era” organized on 22nd February, 2012.

67. Presented a paper on “Dynamics of heritage tourism management in Tamil Nadu” in the National Seminar on “Service Sector in the Globalization Era” organized on 22<sup>nd</sup> February, 2012.
68. Presented a paper on “Introduction to mobile banking” in the National Seminar on “Service Sector in the Globalization Era” organized on 22<sup>nd</sup> February, 2012.
69. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “Borrower Delinquency in Banks” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
70. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “Customer Satisfaction—An Index of Service Quality in The Banking Sector” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
71. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “A Study on Risk Management Practices in Dena Bank” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
72. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “Work - Life Balance of Women Employees at Kavery Hospital, Trichirappalli” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
73. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “Consumer Satisfaction towards Selected
74. Health Drinks in Trichirappalli Town organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
75. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “A Study of Consumer Preference towards Passenger Cars in Tirunelveli City” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
76. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “A Study on Brand Management in Food Products in Tiruchirappalli” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
77. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “A Study on Women Empowerment among Self Help Group Members in Nagapattinam District” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
78. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “Poultry Farming in Namakkal District – A Micro Study” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
79. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “An Empirical Study on Factors influencing the Selection of Tourist Spot by Domestic Tourist” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
80. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “Marketing of

- Private Hospital Services In Namakkal District” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
81. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “A Study on the Tourism Services in Andaman & Nicobar Islands” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
  82. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “A Study on Productivity Measurement in N.T.C.Mills in Tamilnadu” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
  83. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “A Study on Effectiveness of Human Resource Management Practices in TNSTC with Special Reference to Kumbakonam Division” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
  84. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “Foreign Direct Investment in Indian Small Scale Industries” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
  85. Presented a paper in the International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” paper entitled “Green Marketing - Current Scenario” organized on 13<sup>th</sup> & 14<sup>th</sup> February, 2012.
  87. Participated and Presented a paper entitled “Consumer Behaviour Towards Selected Health Drinks in Tiruchirappalli town” in the Global Competitiveness – A Challenge for sustenance and Excellence organized by Department of Business Administration and Commerce, Jamal Mohamed College, Trichy on date, August 2013
  88. Participated and Presented a paper entitled “Work Life Balance of Women Employees in Service Sector” in the Global Competitiveness – A Challenge for sustenance and Excellence organized by Department of Business Administration and Commerce, Jamal Mohamed College, Trichy on date, August 2013
  89. Participated and Presented a paper entitled “Poultry Industry – Opportunities and Challenges” in the Global Competitiveness – A Challenge for sustenance and Excellence organized by Department of Business Administration and Commerce, Jamal Mohamed College, Trichy on date, August 2013
  90. Participated and Presented a paper entitled “Brand Management in Food Products with special reference to Tiruchirappalli town” in the Global Competitiveness – A Challenge for sustenance and Excellence organized by Department of Business Administration and Commerce, Jamal Mohamed College, Trichy on date, August 2013
  91. Participated and Presented a paper entitled “Marketing of Private Hospital Services in Namakkal District” in the Global Competitiveness – A Challenge for sustenance and Excellence organized by Department of Business Administration and Commerce, Jamal Mohamed College, Trichy on date, August 2013
  92. Participated and Presented a paper entitled “Consumer Preference towards Passenger cars with Special reference to Tirunelveli Dt.” in the Global Competitiveness – A Challenge for sustenance and Excellence organized by

Department of Business Administration and Commerce, Jamal Mohamed College, Trichy on date, August 2013

93. Participated and Presented a paper entitled “Provisions of Companies Act 2013 – Corporate Social Responsibilities” in the State Level Seminar on Different Perspectives of Companies Act 2013 – Towards Corporate Excellence organized by Department of Business Administration, Jamal Mohamed College, Trichy on date, February 2014.
94. Participated and Presented a paper entitled “Corporate Governance in Bank : Problems and Remedies” in the State Level Seminar on Different Perspectives of Companies Act 2013 – Towards Corporate Excellence organized by Department of Business Administration, Jamal Mohamed College, Trichy on date, February 2014.
95. Participated and presented a paper entitled “Corporate Social Responsibilities Practices in India – A Study of Top 10 Companies” in the State Level Seminar on Different Perspectives of Companies Act 2013 – Towards Corporate Excellence organized by Department of Business Administration, Jamal Mohamed College, Trichy on date, February 2014.
96. Participated and Presented a paper entitled “Consumers Rights and Responsibilities of Financial Service” in the State Level Seminar on Financial Inclusion – A Way of Equitable Growth organized by Department of Business Administration, Jamal Mohamed College, Trichy on date, September, 2013.
97. Participated and presented a paper entitled “International Experience in Financial Inclusion” in the State Level Seminar on Financial Inclusion – A Way of Equitable Growth organized by Department of Business Administration, Jamal Mohamed College, Trichy on date, September, 2013.
98. Participated and presented a paper entitled “Role of Micro finance Interventions in Financial Inclusion” in the State Level Seminar on Financial Inclusion – A Way of Equitable Growth organized by Department of Business Administration, Jamal Mohamed College, Trichy on date, September, 2013.
99. Participated and presented a paper entitled “Corporate Social Responsibility” in the State Level Seminar on Corporate Social Responsibility – Issues and Challenges in India organized by PG & Research Department of Commerce, Jamal Mohamed College, Trichy on January, 2014.
100. Participated and presented a paper entitled “The Impact of Corporate Social Responsibility on Consumer Loyalty” in the State Level Seminar on Corporate Social Responsibility – Issues and Challenges in India organized by PG & Research Department of Commerce, Jamal Mohamed College, Trichy on January, 2014.
101. Participated and presented a paper entitled “CSR in Indian perspective” in the State Level Seminar on Corporate Social Responsibility – Issues and Challenges in India organized by PG & Research Department of Commerce, Jamal Mohamed College, Trichy on January, 2014.
102. Presented a paper on “Counseling at Workplace is the Mantra for Increasing Job Performance” in the National Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized on 5<sup>th</sup> February, 2015

103. Presented a paper on “Industrial Relations: Challenges and Effectiveness” in the National Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized on 5<sup>th</sup> February, 2015
104. Presented a paper on “Theoretical Perspective of Conflict Management” in the National Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized on 5<sup>th</sup> February, 2015
105. Presented a paper on “Consumer Satisfaction towards selected health drinks in Thiruchirappalli Town” in the International Seminar on “Advanced Management Challenges in Knowledge Era” organized on January, 2015
106. Presented a paper on “Retailing in India- An Overview” in the National Seminar on “Retailing in India - Recent Trends & Upcoming Challenges Conducted by Erode Arts College, Erode” organized on September, 2014
107. Presented a paper on “SSI Challenges and Prospectus” in the National Seminar on “SSI Challenges and Prospectus - A Case Study of Andaman & Nicobar Island” organized on January, 2015
108. Presented a paper on “Women Social Entrepreneurs in India: Problems and Challenges and Strategies” in the National Seminar on “Social Entrepreneurship- A Drive for Sustainability” organized by Conducted by Periyar E.V.R College Trichy on February, 2015
109. Presented a paper on “Impact of E-Banking Current Scenario” in the International Conference on Innovative Marketing Strategies for Sustainable Growth on 16<sup>th</sup> September 2015
110. Presented a paper on “Capital Markets : An Innovative Indian Market for Financial Assets” in the National Conference on Corporate Governance and Dividend Policy In India on 25<sup>th</sup> & 26<sup>th</sup> Sep.2015
111. Presented a paper on “Financial Markets in India Issues and Changes” in the National Conference on Corporate Governance and Dividend Policy In India on 25<sup>th</sup> & 26<sup>th</sup> Sep.2015.
112. Participated and Presented a Paper on “Customer Awareness on green Banking Initiatives in Select Private sector Banks with Reference to Tiruchirappalli City” in the National seminar on Strategic Growth of Business in New India – Prospectus and Challenges, on 23<sup>rd</sup> September 2017.
113. Participated and Presented a Paper on “Customer Satisfaction towards E-services with Reference to Select Private Sector Banks in Tiruchirappalli District” in the National seminar on Strategic Growth of Business in New India – Prospectus and Challenges, on 23<sup>rd</sup> September 2017.
114. Participated and Presented a Paper on “Applications of customer relationship management in Non-banking financial companies” in the International Seminar Services Marketing-Process, Practices and Potential, National College, Trichy, on 24<sup>th</sup> January 2019.
115. Participated and Presented a Paper on “A Study on Buying Behaviour of Consumer towards instant Food Products in Karur District” in the National Seminar on Advancement in Business in the Digital Era, on 20<sup>th</sup> September 2018.
116. Participated and Presented a Paper on “A Study on Customer Preference on Online Food and Beverage Suppliers in Trichy City” in the International Seminar

- on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
117. Participated and Presented a Paper on “A Study on Customer Satisfaction in E-Banking with Special Reference to Trichy District” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  118. Participated and Presented a Paper on “A Study on Customer Preference towards Direct to Home (DTH) Services with Reference to Tiruchirappalli district” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  119. Participated and Presented a Paper on “Attitude Towards Entrepreneurship Among Undergraduate Students With Special Reference To Malappuram District” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  120. Participated and Presented a Paper on “Factors Influencing The marketing Perfomance of Tea Growers in Wayanad District” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  121. Participated and Presented a Paper on “A Study on Brand Preference and Satisfaction Towards Smartphone Users in Tiruchirappalli District” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  122. Participated and Presented a Paper on “Techniques for Handling Stress at Workplace with Reference to Golden Rock Rail Workshop, Tiruchirappalli” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  123. Participated and Presented a Paper on “A Study on Buying Behaviour of Consumers Towards Instant Food Products in Karur District” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  124. Participated and Presented a Paper on “Digitalization in Textile Industry” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  125. Participated and Presented a Paper on “Feasibility of Door Delivery Model of FMCGS in Rural Areas” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  126. Participated and Presented a Paper on “Role of Social Media in Reducing Marketing Problems of Tea Industries in Wayanad, Kerala” in the International Seminar on New Horizons of Business in the Changing Global Environment, on 23<sup>rd</sup> January 2019.
  127. Participated and Presented a Paper on “A Study On Online Shopping Behaviour And The Level of Satisfaction Among College Students In Tiruchirappalli District,” in the International Seminar on Service Sector In India: Making New Avenues In Indian Economy, PG & Research Department Of Commerce, Jamal Mohamed College (Autonomous), Trichy, on 13<sup>th</sup> Jan 2021.

128. Participated and Presented a Paper on “A Study on Production And Marketing of Turmeric With Reference To Karur District” ,” in the International Seminar on Service Sector In India: Making New Avenues In Indian Economy, PG & Research Department Of Commerce, Jamal Mohamed College (Autonomous), Trichy, on 13<sup>th</sup> Jan 2021.
129. Participated and Presented a Paper on “A Study on Customer Buying Behaviour Towards Fast Food Restaurant In Trichy City” ,” in the International Seminar on Service Sector In India: Making New Avenues In Indian Economy, PG & Research Department Of Commerce, Jamal Mohamed College (Autonomous), Trichy, on 13<sup>th</sup> Jan 2021.
130. Attended the Six days workshop on “Digital Educational Initiatives Lucknow Intellectual Forum” January. 20<sup>th</sup> to 26<sup>th</sup>, 2021.
131. Attended the Six days workshop on “Center For Incubation, Office Of Career Advancement For Students,” Organized by The Maharaja Sayajirao University Of Baroda, Vadodara Jointly With Entrepreneurship Development Institute Of India (EDII), Gandhinagar & Confederation Of Indian Micro, Small And Medium Enterprises (CIMSME), Gujarat February. 15<sup>th</sup> to 20<sup>th</sup>, 2021.
132. Participated and Presented a Paper on “Customer Preference and Satisfaction Towards Direct To Home (DTH) Services with Reference To Tiruchirappalli District” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
133. Participated and Presented a Paper on “Customer Satisfaction Towards Life Insurance Corporation (LIC) Services With Special Reference To Tiruchirappalli District” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
134. Participated and Presented a Paper on “Buying Behaviour of Youth And Professionals Towards Branded Men's Wear In Tiruchirappalli City” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
135. Participated and Presented a Paper on “Efficiency of Working Capital Utilisation Index: A Study on Selected Textile Industry In India.” ” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
136. Participated and Presented a Paper on “A Study on Production And Marketing of Turmeric With Reference To Karur District” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
137. Participated and Presented a Paper on “Consumer Buying Behavior Towards Brand Preference In Edible Oils - A Case Study In Tiruchirappalli District.” in the International Seminar on Advancement In Business In The Digital Era 2021 in the

- PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
138. Participated and Presented a Paper on “Application Of E-CRM In Indian NBFCs” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
  139. Participated and Presented a Paper on “Satisfaction Of Employees Working From Home During Covid-19 With Reference To Tiruchirappalli District.” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
  140. Participated and Presented a Paper on “A Comparative Study Of The Various DTH Service Providers With Special Towards Kozhikodu District In Kerala” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
  141. Participated and Presented a Paper on “Customer Satisfaction Towards Life Insurance Corporation (LIC) Services With Special Reference To Tiruchirappalli District” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
  142. Participated and Presented a Paper on “Consumer Buying Behavior towards Brand Preference in Edible Oils – A case study in Tiruchirappalli District” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
  143. Participated and Presented a Paper on “Efficiency Of Working Capital Utilisation Index: A Study On Selected Textile Industry In India ” in the International Seminar on Advancement In Business In The Digital Era 2021 in the PG Department Of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy, on 17<sup>th</sup> February 2021.
  144. Attended the Two days workshop on “Women Students’ Day Forum,” Organized by Guru Shakti” Two day International virtual Women Conclave, Gurunak college (Autonomous) velachery, Chennai on February. 26<sup>th</sup> & 27<sup>th</sup>, 2021.
  145. Attended the online workshop on “Structural Equation Model (SEM) using AMOS” ShriShankarlal Sundarbai Shasun Jain College for Women, Chennai on February. 30<sup>th</sup> August 2021.
  146. Attended the Two days online workshop on “Empowering Rural Consumers” Organized by Periyar E.V.R College, Tiruchirappalli on February. 19<sup>th</sup> & 20<sup>th</sup> November 2021.
  147. Attended the Three days State level online workshop on “Innovation Ecosystem” organised by Indian Academic Researchers Association In Association with Indian Accounting Association, Tiruchirappalli, 20<sup>th</sup> & 22<sup>th</sup> January 2022.

148. Participated and Presented a Paper on “E-Commerce Need and Modern Strategy ” in the International Seminar on Modern Global Strategy in Management, Commerce, Mathematics, Science & Technology” Organized by J.H.A. Agarsen College, Chennai. on 18<sup>th</sup> March 2022.
149. Attended One day national level workshop(online) on “How to write a Research Proposal” organized by Guru Nanak College, Killianwali, Punjab 08<sup>th</sup> February 2022.
150. Attended One day E-National workshop on “Development and Validation of Research Tool” organized by Mandsaur University. 15<sup>th</sup> February 2022.
151. Attended One day E-National workshop on “How to Buy and Sell Shares in Stock Exchanges” organized by Kalasalingam Business School, Virudhunagar 10<sup>th</sup> march 2022.
152. Attended the Three days State level online workshop on “Sustainable Development in Research: Effective Research Proposal Writing & Identifying Funding Opportunities” Organized by Department of Commerce, PSG College of Arts & Science, Coimbatore 21<sup>th</sup> & 22<sup>nd</sup> March 2022.
153. Participated and Presented a Paper on “Performance Evaluation of Mutual Funds” in the National Seminar on Challenges and Changing Role of Business and Industry during New Normal Organized by Ramji Assar Vidyalaya Wadi Trust’s Laxmichand Golwala College of Commerce & Economics, Mumbai on 09<sup>th</sup> April 2022.
154. Participated and Presented a Paper on “Challenges and Opportunities for Digital Entrepreneurship in India” in the National Seminar on Issues and Challenges of Startups in India Organized by Seethalakshmi Ramaswami College (Autonomous) Tiruchirappalli on 12<sup>th</sup> April 2022.
155. Attended Six day State Level Virtual Workshop on “Effective Share Trading Strategies”, Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli i on 21<sup>st</sup> to 26<sup>th</sup> April 2022.
156. Attended One day National workshop “Impact of Russia – Ukraine War in India’s Foreign Trade (RUWIFT - 2022)” on Dr. Zakir Hussain College, Ilayangudi on 09<sup>th</sup> May 2022.
157. Attended One day InterNational workshop on “Entrepreneurship and Social Empowerment: Converging Technologies & Growth Business Organized by Department of Commerce, Jamal Mohamed College, Tiruchirappalli 10<sup>th</sup> May 2022.
158. Attended Five day National workshop (virtual Mode) “Ethics and Spirituality in Management with Special Reference to Vedas, Organized by Gurukula Kangri ( Deemed to be University), Haridwar on 10<sup>th</sup> to 14<sup>th</sup> May 2022.
159. Participated and Presented a Paper on “A Study on Production and Marketing of Turmeric with Reference to Karur District” in the International Seminar on Entrepreneurship and Social Empowerment: Converging Technologies & Growth Business Organized by Department of Commerce, Jamal Mohamed College, (Autonomous) Tiruchirappalli on 10<sup>th</sup> May 2022.
160. Participated and Presented a Paper on “Impact of e-Learning on Students’ Academic Performance at College Level” in the International Seminar on

Entrepreneurship and Social Empowerment: Converging Technologies & Growth Business Organized by Department of Commerce, Jamal Mohamed College, (Autonomous) Tiruchirappalli on 10<sup>th</sup> May 2022.

161. Attended One day National workshop “Implementation of (Outcome Based Education) OBE in Commerce Education, Organized by G. Venkataswamy Naidu College, Kovilpatti on 27<sup>th</sup> August 2022.

162. Attended One Week Faculty Development Programme “Overview of Capital Market”, Organized by Nallamuthu Gounder Mahalingam College, Pollachi-Coimbatore on 22<sup>nd</sup> August to 30<sup>th</sup> August 2022.

163. Participated and Presented a Paper on “A study on Production and Marketing of turmeric with reference to Karur district” in the Great Initiatives of State and Central Government through startup(s) in Nurturing Entrepreneurial activities organized by Jamal Mohamed College, Trichy On 21<sup>st</sup> & 22<sup>nd</sup> September 2022.

164. Participated and Presented a Paper on “Consumer preference and satisfaction towards original food products” in the Great Initiatives of State and Central Government through startup(s) in Nurturing Entrepreneurial activities organized by Jamal Mohamed College, Trichy On 21<sup>st</sup> & 22<sup>nd</sup> September 2022.

165. Attended Two day National workshop “Knowledge Management practices to Develop Skills of College Students”, Organized by Jamal Mohamed College on 12<sup>th</sup> & 13<sup>th</sup> October 2022

166. Attended One day National workshop “National Intellectual Property Awareness Mission, on 21<sup>st</sup> October 2022.

167. Attended One day workshop “Research Paradigms, Organized by Christ College, Pune on 05<sup>th</sup> November 2022.

168. Attended One day State workshop “Research Paradigms”, Organized by Ashoka international Centre for educational studies and research on 26<sup>th</sup> November 2022.

169. Attended One day National workshop “National Symposium on – An era of Multidisciplinary dimensions”, Organized by St. Joseph’s Degree & PG College on 05<sup>th</sup> December 2022.

170. Attended One day International workshop “World’s Human rights day”, Organized by West Bengal State University on 10<sup>th</sup> December 2022.

171. Attended One Week Faculty Development Programme “Professional Progression in Commerce and Management”, Organized by Justice Basheer Ahmed Sayeed College for women, Chennai on 08<sup>th</sup> December to 14<sup>th</sup> December 2022.

172. Attended One Week Faculty Development Programme “Design and Development of Industry led Curriculum in Technological Era”, Organized by AMET University on 14<sup>th</sup> December to 22<sup>nd</sup> December 2022.

173. Attended One day International workshop “Great Life lessons from Herbert Spencer”, Organized by IQAC, NEHU, ISTD In collaboration with IQAC, Moran College, Assam, SVU, Tirupati on 31<sup>st</sup> December 2022.

174. Attended One day International workshop “Philosophical foundations of education for professional development of teachers”, Organized by

IQAC,NEHU,ISTD In collaboration with IQAC, Moran College, Assam, SVU, Tirupati on 06<sup>th</sup> January 2023.

175. Attended One day International workshop “Life Lessons from david Hume”, Organized by IQAC,NEHU,ISTD In collaboration with IQAC, Moran College, Assam, SVU, Tirupati on 07<sup>th</sup> January 2023.

176. Attended One day International workshop “Life Lessons from John Amos Comenius for Personal and Professional Development of Teachers”, Organized by IQAC,NEHU,ISTD In collaboration with IQAC, Moran College, Assam, SVU, Tirupati on 13<sup>th</sup> January 2023.

177. Attended One day International workshop “Life Lessons from John Francis Bacon for Personal and Professional Development of Teachers”, Organized by IQAC,NEHU,ISTD In collaboration with IQAC, Moran College, Assam, SVU, Tirupati on 20<sup>th</sup> January 2023

178. Attended One day International workshop “Life lessons from Auguste Comte for Personal and Professional Development of Teachers”, Organized by IQAC,NEHU,ISTD In collaboration with IQAC, Moran College, Assam, SVU, Tirupati on 21<sup>st</sup> January 2023

179. Attended One day National workshop “Digital Transformation in Management”, Organized by Mannar Thirumalai Naicker College(Autonomous)- Madurai on 24<sup>th</sup> January 2023.

180. Attended Five days National workshop “Hallway Biz ‘23”, Organized by Dwaraka doss goverdhan doss vaishanav College(Autonomous)- Chennai on 20<sup>th</sup> to 25<sup>th</sup> January 2023.

181. Attended One day International workshop “Life Lessons from Paul-Michel Foucault for personal and Professional Development of Teachers”, Organized by IQAC,NEHU,ISTD In collaboration with IQAC, Moran College, Assam, SVU, Tirupati on 27<sup>th</sup> January 2023

182. Attended One Week Faculty Development Programme “Philosophical Foundations of Personal and Professional Development of Teachers”, Organized by IQAC,NEHU,ISTD In collaboration with IQAC, Moran College, Assam, SVU, Tirupati on 06<sup>th</sup> January between 28<sup>th</sup> January 2023.

183. Attended One day Workshop “ME-DAM-ME-PHI-2023”, Organized by Moran College, Assam on 31<sup>st</sup> January 2023.

184. Attended One Week Faculty Development Programme “Ethics Academic Research Writing”, Organized by Human Resources Development Centre & AMET University, Chennai on 30<sup>th</sup> January to 04<sup>th</sup> February 2023.

185. Participated on “Outcome of Online Learning Environments on college students” in the ICCSR Sponsored National Seminar on Impact Of National Educational Policy 2020 On Higher Education organized by Cauvery College for Women, Trichy On 16<sup>th</sup> February 2023.

186. Attended Five days Faculty Development Programme “Positive Aspects of Teaching Practices”, Organized by Theivanai Ammal College for Women ( Autonomous), Villupuram on 20<sup>th</sup> to 24<sup>th</sup> February 2023.

