

CURRICULUM VITAE

(as on 06-04-2023)



- 1. Name** : Dr.M.SIRAJUDEEN
2. Father's Name : M.Mohamed Musthafa
3. Age & Date of Birth : 44 years & 30-03-1979
4. Designation : Assistant Professor of commerce
Jamal Mohamed College,Trichy-20.

5. Address for Communication :

RESIDENTIAL

1/7,Allwar Thoppu Street,
Palakkarai, Trichy - 8
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OFFICE

Assistant Professor of Commerce
Jamal Mohamed College
Tiruchirappall - 20
E.Mail: sd@jmc.com

6. EDUCATIONAL QUALIFICATION:

Sl. No	Course	School/College	Board/University	Year	Class/Percent
1	HSS	RC Higher Secondary School,Trichy	State Board	1996	I Class
2	B.Com.,	Jamal Mohamed College,Trichy	Bharathidasan University,Trichy	1999	II Class
3	M.Com.,	Jamal Mohamed College,Trichy	Bharathidasan University,Trichy	2002	I Class
4	M.Phil.,(Com)	Jamal Mohamed College,Trichy	Bharathidasan University,Trichy	2003	I Class with Distinction
5	MBA.,	Alagappa University	Alagappa university	2005	II Class
6	M.Phil.,(Mgt)	Periyar University	Periyar University	2007	I Class
7	Ph.D.,(Mgt)	Khadar Mohideen College,Pattukkotai	Bharathidasan University,Trichy	2010	Highly Commended
8	MA(Eng.),	Tamil Nadu Open University	Tamil Nadu Open University	2009	I Class
9	PGDCA	NEW ZYBER TECH	NEW ZYBER TECH	2000	'B' Grade
10	DCHT	RACAL Info. Tech	RACAL Info. Tech.	2001	'A'Grade
11	NET (COMMERCE) UGC,DELHI			JUNE,2012	
12	SET (COMMERCE) Bharathiar university, Coimbatore			AUGUST,2012	

- 7. Technical Qualification** : English Typewriting Lower and Higher
- 8. Teaching Experience** : UG : 20 years
PG : 19 years
M.phil : 15 years 6 Months
- 9. Research Guidance** : MBA : 55 Candidates
M.Com : 17 candidates
M.Phil. : 22 completed
Ph.D : Guiding - 5 candidates
Submitted: 1 candidate
Awarded - 6 candidates
- 10. Guideship Recognition** : M.Phil. Commerce, Bharathidasan University Trichy.
M.Phil. Commerce, Periyar University, Salem.
Ph.D Commerce, Bharathidasan University, Trichy
- 11. Areas of Specialization** : Marketing, Finance, & HR

12. Subjects Taught :

B.Com.	BBA	MBA	M.Com	M.Phil.
1. Financial A/c	1. Management Principles	1. HRM	1. Self Development	1. Teaching skills in commerce
2. Cost A/c	2. HRM	2. Financial Mgt	2. Corporate Law	2. Research skills in commerce
3. Mgt A/c	3. Financial A/c	3. Mgt. Concepts	3. Cost Accounting	
4. Corporate A/c	4. Cost & Mgt Accounting	4. Entrepreneurial Development	4. Financial management	
5. Financial Mgt.	5. Financial Mgt	5. Business Environment	5. Management Accounting	
6. Business Law	6. Marketing Mgt	6. International Business.	6. Entrepreneurial Development	
7. Company Law	7. Company law	7. Banking etc.	7. HRM etc.	
8. Marketing	8. Business law	8. Managerial communication	8. Research methodology	
9. Indian economy	9. Banking	9. Managing interpersonal effectiveness		
10. Banking, HRM etc.,	10. Org. Behaviour & Insurance etc.,			

- 13. Administrative Responsibility** : 1. NSS Programme Officer In CRC College, Trichy
2. YRC Programme Officer in MIET College, Trichy
3. Tutor in-charge for BBA students of JMC
4. Tutor in-charge for B.Com & M.Com students of JMC
5. Vice president of commerce association
6. In-charge for COP Programme
7. Member in Student Monitoring Committee
8. Member in Research Committee

9. Member in Moral Education teaching
10. Member in IQAC Microcell
11. Member in Student Welfare Committee
12. Member BOS of JMC, Trichy
13. Member of Curriculum Development Cell
14. In-charge for Tally Course
15. Mentor for Swayam Courses
16. Executive Committee Member of JMC Staff Association
17. Additional Camp Officer for Autonomous Valuation

14. Member of Question Setting Board : 1. Deivanai Ammal College, Vilupuram

2. Standard fireworks college, sivakasi
3. Jamal Mohamed College, Trichy
4. Vellachami Nadar College, Madurai
5. Islamia College, vaniyampadi
6. St. Joshep College, Trichy
7. Periyar University, Salem
8. Annamali University, Chidambaram
9. Poompuhar college, tanjore
10. SRC College, Trichy
11. Periyar EVR college, Trichy
12. National college, Trichy
13. Bharathiar University, Coimbatore
14. Srimad Andawan College, Trichy
15. Lady Duck College, Madurai
16. ADM college, Nagappattinam
17. Erode Arts College, Erode
18. Govt. Arts College, Karur
19. Govt. Arts College for men, Kumbakonam
20. Govt. Arts College for women, Kumbakonam
21. Kongunadu Arts & Science College, Coimbatore
22. Sri Krishna Arts & Science College, Coimbatore
23. PSGR Krishnammal College, Coimbatore
24. Selvam Arts & Science College, Namakkal
25. St. Mary's College, Thoothukudi
26. Shree Saraswathi Thiagaraja College, Pollachi

15. Member of the Paper Valuation Board: 1. Deivanai Ammal College, Vilupuram

2. Std fireworks college, sivakasi
3. Jamal Mohamed College, Trichy
4. St. Joshep College, Trichy
5. Periyar University, Salem
6. Bharathidasan University, Trichy
7. Annamali University, Chidambaram
8. Bishop Heber College, Trichy.
9. National college, Trichy
10. Holycross college, Trichy.
11. Periyar EVR college, Trichy.
12. AVVM Sri Poondi Puspham college, Poondi
13. SRC College, Trichy
14. Srimad Andawan College, Trichy
15. Alagappa University, Karaikkudi

16. Cauvery College, Trichy

16. Languages Known

: Tamil ,English, Arabic, Urdu & Malayalam

17. Books written/ Edited

- : 1. Advertisement and salesmanship, Merrit Printers, Trichy, ISBN: 978-93-80211-55-8
2. Principles of Insurance, Merit Printers, Trichy, 2012 ISBN 978-83-80211-53-4
3. Automobile Industry in India, Educreation Publishing, 2019, ISBN 978-93-5373-080-2
4. Emerging business practices in the global environment, Jamal Mohamed College, Trichy, Jan, 2017, ISBN 0973-0303
5. Opportunities and Challenges of Business in the Changing Scenario, Edupedia, Publications Pvt. Ltd, New Delhi, an.2020
6. Great initiatives of state and central government Through startups programmes in nurturing entrepreneurial activities, ISBN: 978-93-5692-892-3 , 2022

18. Publications

State Level:

1. Published an article on marketing trends in banking industry – an overview in the proceedings of state level seminar on problems and prospects of service sector in india conducted by PG department commerce & BBA, Jamal Mohamed College, Pg.57-58. January 2013
2. Published an article on recent trends in marketing of banking services in the proceedings of state level seminar on problems and prospects of service sector in india conducted by PG department commerce & BBA, Jamal Mohamed College. January 2013
3. Published an article on Present position of independent director under companies act 2013 conducted by PG department commerce & BBA, Jamal Mohamed College, ISBN: 978-81-909104-2-2
4. Published an article on CSR in companies act 2013 bill – An overview, conducted by PG department commerce & BBA, Jamal Mohamed College, ISBN: 978-81-909104-2-2
5. Published an article on A study on banking ATM services in Trichy conducted by PG department commerce & BBA, Jamal Mohamed College, ISBN: 978-81-909104-0-8, SEP 2013
6. Published an article on the conceptual framework for building a customer based brand equity in six stage models of brand evaluation, conducted by PG department commerce & BBA, Jamal Mohamed College, ISBN: 978-81-909104-0-8, SEP 2013
7. Published an article on “A Study on Customer Relationship management and its Impact on Automobile Industry in Digital Era” ” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era, Yashini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6 in the year 2016
8. Published an article on “An Empirical Study on the Role of E-Commerce on Tourism Industry in India” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era, Yashini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6 in the year 2016
9. Published an article on “A Study on Customer Satisfaction of Online Shopping in Tamilnadu With Reference to Buyers of Household Appliances” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era,

Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6 in the year 2016

10. Published an article on “A Study on Customer Satisfaction of ATM services with special Reference to Public Sector Banks in Trichy Town” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era, Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-66 in the year 2016
11. Published an article on “A Study on the Impact of Digital Revolution on changing Consumer Behaviour with Special reference to Indian Dental Care Industry” in the Proceedings of National Conference on Myths and Realities of Business in the Digital Era, Yazhini Pathipagam, Cuddalore, ISBN 978-93-80622-44-6 6 in the year 2016

National Level:

1. Published an article on “HRM Practices in indian and MNCs” in HRD TIMES in March 2011, Pg.18&19.
2. Published an article on “Sericulture Industry” in HRD TIMES in November 2011, Pg.12&13.
3. Published an article on Self Help Groups in Financial Inclusion in the proceedings of national seminar on recent trends in Indian economy-a management perspective conducted by PG department commerce & BBA, Jamal Mohamed College, Pg.78 & 79.
4. Published an article on “Knowledge Management-a key for success” in HRD TIMES in August, 2012, Pg.21&22.
5. Published an article on Cooperative movement in India in the era of globalization in the Tamilnadu Journal of Cooperation in April 2011, pgs 64-69.
6. Sericulture Industry – An Overview in the Tamilnadu Journal of Cooperation in April 2011, pgs 64-69.
7. Published an article on Comparative study of marketing of banking services provided by private and public sector banks in india in Jamal Academic Research Journal: An interdisciplinary-, Aug 2014,ISSN:0973-0303
8. Published an article on Contemporary issues & challenges of Indian business in global scenario in Jazam Publication,ISBN:978-93-81521-28-1
9. Published an article on Patients satisfaction towards information and communication technology enabled services in hospital in Jazam Publication,ISBN:978-93-81521-28-1
10. Published an article on Consumer preference towards HUL products, Trichy in Jazam Publication,ISBN:978-93-81521-28-1
11. Published an article on Marketing of mobile banking services in Trichy town in Jazam Publication,ISBN:978-93-81521-28-1
12. Published an article on Consumer buying decision process of small cars in kumbakonam in Jazam Publication,ISBN:978-93-81521-28-1
13. Published an article on A study on brand equity with reference to Fast Moving Consumer Goods(FMCG) in trichy city in Research Explorer ISSN:2250-19
14. Published an article on “A Study on The Transport Sector For Economic Development of The Country” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
15. Published an article on “A Study On Segmentation Strategies With Special Reference To Two Wheeler Market In India” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
16. Published an article on “Transport sector reforms in india with special reference to Road Transport” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
17. Published an article on” Audit practice and procedures in co-operatives of Kerala” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
18. Published an article on” Green lending-recent scenario of financial markets in india” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
19. Published an article on” A study on Islamic banking and its impact on economic

development with reference to india” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.

20. Published an article on” A study on textile industries in india with special reference to Tamil Nadu” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
21. Published an article on” A study on the effects of modern technologies on the abuse and exploitation of youth in india” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
22. Published an article on” Job satisfaction amongst IT and BPO employees in trichy city- A sociological approach” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
23. Published an article on” A study on brand equity of Bajaj Two wheeler motor cycles in tiruchirappalli district” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
24. Published an article on” New emerging trends of customer satisfaction in E-Banking services” in Jamal Academic Research Journal: An Interdisciplinary Volume – IX, ISSN: 0973-0303.
25. Published an article on” A study on the impact of goods and service tax in passenger vehicle segment” in Edited Book, January 2018, ISBN: 9789387360068, JAZYM Publication, Trichy.
26. Published an article on” Impact of GST on hotel industries in India” in Edited Book, ISBN: 9789387360068, JAZYM Publication, Trichy.
27. Published an article on” GST and Indian retail sector- A bird eye view” in Edited Book, January 2018, ISBN: 9789387360068, JAZYM Publication, Trichy.
28. Published an article on” Goods and service tax(GST)- historical and legal frame work” in Edited Book, January 2018, ISBN: 9789387360068, JAZYM Publication, Trichy.
29. Published an article on” A Study on the promotional strategies in the two wheeler market in Tiruchirappalli, district” in Edited Book, January 2018, ISBN: 9789387360068, JAZYM Publication, Trichy.
30. Published an article on” A study on the passengers satisfaction in the services rendered by town buses operated under TNSTC Ltd, Trichy” in Edited Book, January 2018, ISBN: 9789387360068, JAZYM Publication, Trichy.
31. Published an article on “CONSUMER PREFERENCE AND SATISFACTION TOWARDS COMPACT SUV CARS IN TIRUCHIRAPPALLI DISTRICT” in Edited Book, 2022, ISBN: 978-93-5692-892-3, Trichy
32. Published an article on “A STUDY ON COTTON AND READY MADE EXPORTS OF TEXTILE INDUSTRIES IN INDIA ” in Edited Book, 2022, ISBN: 978-93-5692-892-3, Trichy
33. Published an article on “A STUDY ON HRM PRACTICES OF FRONTLINE HOSPITAL AND ITS IMPACT ON EMPLOYEE RETENTION” in Edited Book, 2022, ISBN: 978-93-5692-892-3, Trichy

International Level:

1. Published an Article on “global financial crisis and its impact on Indian economy – an analysis and perception” in international journal of current research, Vol.4, Issue 05, Pg 202-205, May, 2012, ISSN: 0975-833x.
2. Published an Article on Evaluation of service quality and its impact on customer satisfaction-a life insurance experience” in international Multidisciplinary research journal, Vol.2, Issue 07, July, 2012, ISSN: 2231-6302.
3. Published an Article on a study on organizational culture and its impact on employees’ behavior in automobile industry” in international Multidisciplinary research journal, Vol.2, Issue 07, July, 2012, ISSN: 2231-6302.
4. Published an article on consumer buying decision process of small cars in kumbakonam

in the proceedings of the international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.

5. Published an article on the empirical study on marketing of mobile banking services in trichy town in the proceedings of international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
6. Published an article on patients' satisfaction towards information and communication technology enabled services in hospital in the proceedings of international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th & 14th February 2013.
7. Published an article on major issues and challenges of brand management in the proceedings of international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
8. Published an article on the impact of global financial crisis in banking sector in the proceedings of international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
9. Published an article training and development in Indian public sector with special reference to BHEL in the proceedings of international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
10. Published an article on brand management of Indian business in blob al scenario in the proceedings of international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
11. Published an article on consumer satisfaction regarding midsize cars at Thanjavur District in Tamilnadu in Research Explorer – a refereed biannual international research journal on multidisciplinary, vol 2 special issue, February 2013, ISSN:2250-1940
12. Published an article on a study on brand equity with reference to FMCG in trichy city in Research Explorer – A refereed biannual International Research journal on multidisciplinary, vol. 2, special issue, August 2013, ISSN: 2250-1940
13. Published an article on Strategic importance of brand positioning concept in brand management in Jamal Academic Research Journal: An interdisciplinary-,Aug 2014,ISSN:0973- 0303.
14. Published an article on comparative study of marketing of banking services provided by private and public sector banks in india in Jamal Academic Research Journal: An interdisciplinary-,Aug 2014,ISSN:0973-0303.
15. Published an article on Determinants of customer satisfaction in shopping malls in International recognition research journal-Tactful Mgt research journal,Vol 2 ,Issue 12,Sep 2014, ISSN:2319-7935(print) 2319-7943(online)
16. Published an article on Impact of service quality dimensions on customer satisfaction-an empirical using RSQS in shopping malls in International Journal of exclusive management studies, ISSN:2277-5684, SEP 2014
17. Published an article on HRM practices and employees satisfaction towards BPO sector in chennai in Indian Stream Research Journal –ISSN:2230-7850, Vol:5, Issue:6, July 2015
18. Published an article on A study on HR practices and its impact on employee satisfaction with special reference to BPO employees of coimbatore district, tamil nadu, in Review of Research, ISSN 2249-894x, April 2015

19. Published an article on brand position among two wheeler motorcycles in tiruchirappalli district- an empirical study in the JARJ – an interdisciplinary journal, vol 3, ISSN:0973-0303, Aug 2015.
20. published an article on a study on service quality and its impact on customer satisfaction with special reference to private and public sector banks in tamil nadu, india in international journal of multidisciplinary research centre, vol 1, issue 4 sept.2015 ISSN:2454-3861
21. published an article on An empirical study on brand position among two wheeler motorcycles in tiruchirappalli district in Primax international journal of commerce and management research, vol 3, issue 2, July-Sep 2015, ISSN:2323-3612.
22. published an article on A study on cotton growers satisfaction with special reference to Rasi cotton seeds in perambalur district in Primax international journal of commerce and management research, vol 3, issue 2, July-Sep 2015, ISSN:2323-3612
23. published an article on “A Study on Labour Welfare Measures in TNPL Ltd., Pugalur, in Primax international journal of commerce and management research, vol 3, issue 2, July-Sep 2015, ISSN:2323-3612
24. published an article on “Human resources management practices and employee’s satisfaction towards BPO sector in Chennai” in Indian Streams Research Journal,ISSN 2230-7850
25. published an article on “A Study on HR practices and its impact on employees satisfaction with special reference to BPO’S employees at Coimbatore District, Tamilnadu” in Review of Research, ISSN 2249-894X.
26. published an article on “Brand position among two-wheeler motorcycles in Trichy District-An Empirical study” in Jamal Academic Research Journal : An Interdisciplinary, ISSN 0973-0303
27. published an article on “A Study on Service quality and its impact on customer satisfaction with special reference to Private and Public sector Banks in Tamilnadu, India” in International Journal of Multidisciplinary Research Centre, ISSN 2454-3861
28. Published an article on Passengers’ satisfaction towards the town buses services of tamil nadu state transport corporations with special reference to Tiruchirappalli” in International Journal of Research and Analytical Reviews (IJRAR) ISSN:2348-1269, Vol 6, Issue 1 Feb 2019
29. Published an article titled “Investors Satisfaction Towards Lic Policies In Tirunelveli” in the UGC CARE list Group : Our Heritage Published in Vol-68--Issue-1 January 2020| ISSN No. 0474-9030| Page No:3516 – 3524|
30. Published an article titled “A Study on Exports and Production of Textile Industries in India” in the UGC CARE list Group : Our Heritage Published in Vol-68--Issue-1 January 2020| ISSN No. 0474-9030| Page No:3516 – 3524|
31. Published an article titled “Work Life Balance of Selected Public Sector Bank Women Employees in Tiruchirappalli” in the UGC CARE list Group : Our Heritage Published in Vol-68--Issue-1 January 2020| ISSN No. 0474-9030| Page No:3516 – 3524|
32. Published an article titled “A Study on Evaluation of School Managementand Job Satisfaction of the Faculty Members” in the UGC CARE list Group : Our Heritage Published in Vol-68--Issue-1 January 2020| ISSN No. 0474-9030| Page No:3516 – 3524|
33. Published an article titled “Digital entrepreneurship: an evaluation of enabling and disabling factors over entrepreneur’s perception on digitization” in the UGC CARE list Group : Our Heritage Published in Vol-68--Issue-1 January 2020| ISSN No. 0474-9030| Page No:3516 – 3524|
34. Published an article titled “How to strengthen Indian economy, opportunities and challenges” in the UGC CARE list Group : Our Heritage Published in Vol-68--Issue-1 January 2020| ISSN No. 0474-9030| Page No:3516 – 3524|
35. Published an article titled “A study on customer satisfaction of mobile phones in

- Tiruchirappalli city” in the UGC CARE list Group : Our Heritage Published in Vol-68--Issue-1 January 2020| ISSN No. 0474-9030| Page No:3516 – 3524|
36. Published an article titled “A Study on Crisis of Kerala Tourism in the Year 2018” in the UGC CARE list Group : Our Heritage Published in Vol-68--Issue-1 January 2020| ISSN No. 0474-9030| Page No:3516 – 3524|
 37. Published an article titled “An Analytical Study on Investment behaviour of NRI’s in Tamilnadu” in the UGC CARE list Group: Kala Sarovar Journal Published in Vol-23-Issue-02(II) July-September 2020| ISSN No. 0975-4520| Page No:107 – 109|
 38. Published an article titled “Investors Satisfaction Towards Post Office Savings Schemes In Tirunelveli City” in the UGC CARE list Group: Kala Sarovar Journal Published in Vol-23-Issue-04(VI) October-December 2020| ISSN No. 0975-4520| Page No:119 – 125|
 39. Published an article titled “Study on Analysis of Job Satisfaction of Primary School Teachers in Coimbatore District” in the KALA SAROVAR| UGC – CARE GROUP- I | OCT-DEC. 2020, VOL 23, No. 04 (VI)| ISSN: 0975-4520|
 40. Published an article titled “The Quality of Work Life of Employees – A Detailed Analysis with Special Reference to Private School Teachers in Coimbatore District” in SAMBODHI Journal. |UGC – CARE APPROVED | OCT-DEC. 2020, VOL.43 , No. 04 (VII)| ISSN: 2249-6661|
 41. Published an article titled “Investment Analysis of Selected Indian IT Industry Stocks” in SAMBODHI Journal. |UGC – CARE APPROVED | OCT-DEC. 2020, VOL.43 , No. 04 (VII)| ISSN: 2249-6661|
 42. Published an article titled “The Quality of Work Life of Employees - A Detailed Analysis with Special Reference to Private School Teachers in Coimbatore City” in SAMBODHI Journal. |UGC – CARE APPROVED | OCT-DEC. 2020, VOL.43 , No. 04 (VII)| ISSN: 2249-6661|
 43. Published an article titled “A Study on Analysis of Leadership Qualities among the school students in Coimbatore City” in Journal of Emerging Technologies and Innovative Research| UGC – CARE APPROVED | June 2019, Volume 6, Issue 6 ISSN: 2349-5162|
 44. Published an article titled “A Study on the promotional strategies in the two wheeler market in Tiruchirappalli, district” in Shanlax International Journals- Oct 2017 , Reference No. of the Journal in the UGC Website: 44120
 45. Published an article titled “A study on the passengers satisfaction in the services rendered by town buses operated under TNSTC ltd, Tiruchirappalli, district” in Emperor International Journal of Finance and Management Research (EIJFMR) - Oct 2017, Reference No. of the Journal in the UGC Website: 45308
 46. Published an article titled “A Literature Review on Impact of Quality of Work Life of School Teachers” in Journal of Composition Theory, ISSN 07316755
 47. Published an article titled “A Study on Investors Attitude towards Mutual Funds in India” in International Journal of Research and Analytical Reviews – January, 2019, ISSN:23495138, UGC Website: 43602
 48. Published an article titled “A Study on strategic implementation of Human Resource Management Practices in Education Sector” in International Journal of Research and Analytical Reviews – January, 2019, ISSN:23495138, UGC Website: 43602
 49. Published an article titled “A Study on Challenges of Managing Domestic Textile Industries in Tamilnadu” in International Journal of Research and Analytical Reviews – January, 2019, ISSN:23495138, UGC Website: 43602
 50. Published an article titled “A Study on work life balance of women bank employees with special reference to state bank of india (SBI) , Tiruchirappalli District” in International Journal of Research and Analytical Reviews – January, 2019, ISSN:23495138, UGC Website: 43602

51. Published an article titled “ A study on Role of Health Tourism in Tourism Industry of Kerala” in Wesleyan Journal of Research – Oct-Dec 2020, ISSN 0975-1386,
52. Published an article titled “A Study on Cotton and Ready Made Exports of Textile Industries in India” in Scopus Indexed Journal International Journal Of Management, Vol 11, Issue 10, Oct2020 pp 2422-2429, ISSN: 0969-6510
53. Published an article titled “ A study on recent growth and development of textile industries tamilnadu , “ pros and cons of Gst in Textile Sectors. in Wesleyan Journal of Research – Oct-Dec 2020, ISSN 0975-1386,
54. Published an article titled “ An Observation and Analysis of Cotton Textiles and readymade garments Vs annual GDP” in Kala Sarovar : The Journal of Indian Art History Congress – January 2021, ISSN: 0975-7945
55. Published an article titled “Work Life Balance and Turnover Intention of Women Employees from Selected Banks in Tiruchirappalli District” in Kala : The Journal of Indian Art History Congress – January 2021, ISSN: 0975-7945
56. Published an article titled “A Study on Challenges of Tourism Industry of India in the Pandemic Scenario” in Kala : The Journal of Indian Art History Congress – January 2021, ISSN: 0975-7945
57. Published an article titled “A Study on Brand Preference of Honda Company Cars in Kozhikode District, Kerala ” in Kala : The Journal of Indian Art History Congress – January 2021, ISSN: 0975-7945
58. Published an article titled “Growth of Textile Industries in Tamil Nadu” in Third Concept Journal – March 2022, ISSN: 0970-7247
59. Published an article titled “ Appraising performance of Textile industry Vs Exports” in Third Concept Journal –December 2022, ISSN: 0970-7247
60. Published an article titled “Work Life Balance on Employee Engagement of Selected Women Bank Employees in Tiruchirappalli” in International Journal of Early Childhood Special Education (INT-JECSE) DOI:10.9756/INTJECSE/V14I5.181 ISSN: 1308-5581 Vol 14, Issue 05 2022
61. Published an article on “A Study on Cotton and Readymade Exports of Textile Industries in India” International Journal of Management (IJM), Oct 2020, A Scopus Indexed Journal.
62. Published an article on “job satisfaction of the teaching faculty pertaining to the new job challenges under the data driven academic environment” in south india journal of social sciences, ISSN: 0972 – 8945, Vol. XXI, No.18, January – June : 2023,Pg:7-85

19. Paper presented in Seminars/Conferences:

State/National Level Seminars:

1. Presented a paper on corporate social responsibility on Indian financial institutions in the UGC sponsored national seminar on financial exclusion: need for financial inclusion on 18th 19th March,2010 in Annamalai University
2. Presented a paper on Globalisation and its impact on Indian industry and Indian economy in the UGC sponsored national seminar on 27th & 28th march ,2010 in Khadir Mohideen college, Adirampattinam.
3. Presented a paper on self help Groups: Problems and Solutions in national seminar on 4th Feb,2011 in Jamal Mohamed College,Trichy.
4. Presented a paper on Role of Insurance in Indian economic development in national seminar on 4th Feb,2011 in Jamal Mohamed College,Trichy.
5. Presented a paper on Financial performance of MSME in national seminar on 25th Feb,2012 in Jamal Mohamed College,Trichy.
6. Presented a paper on impact of financial crisis on markets and consumers in India in national seminar on 19th March,,2010 in Jamal Mohamed College,Trichy.
7. Presented a paper on Role of service sector in Indian economic development in national seminar on 4th Feb,2012 in Jamal Mohamed College,Trichy.

8. Presented a paper on marketing trends in banking industry – an overview in the state level seminar on problems and prospects of service sector in india conducted on 12th January 2013 by PG department commerce & BBA, Jamal Mohamed College.
9. Presented a paper on recent trends in marketing of banking services on 12th January 2013 in the state level seminar on problems and prospects of service sector in india conducted by PG department commerce & BBA, Jamal Mohamed College.
10. Presented a paper on A study on banking ATM services in Trichy, a one day state level seminar on financial inclusion – A way of equitable growth, conducted by PG department commerce & BBA, Jamal Mohamed College, on 21st sep 2013
11. Presented a paper on the role of financial inclusion – A way of equitable growth, conducted by PG department commerce & BBA, Jamal Mohamed College, on 21st SEP 2013
12. Presented a paper on A study on customer preference and satisfaction level towards Yamaha motor bikes, conducted by PG department commerce & BBA, Jamal Mohamed College, on 21st SEP 2013
13. Presented a paper on the role of financial inclusion in economic development, conducted by PG department commerce & BBA, Jamal Mohamed College, on 21st SEP 2013
14. Presented a paper on the conceptual framework for building a customer based brand equity in six stage models of brand evaluation, conducted by PG department commerce & BBA, Jamal Mohamed College, on 21st SEP 2013
15. Presented a paper on CSR – A bridge philosophy to guide the stakeholders of business on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in india conducted by PG & Research department commerce, Jamal Mohamed College. Tiruchirappalli
16. Presented a paper on Corporate social responsibility integrated CSR into HRM on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in india conducted by PG & Research department commerce, Jamal Mohamed College. Tiruchirappalli
17. Presented a paper on work life balance of women school team with special reference to dharmapuri district on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in india conducted by PG & Research department commerce, Jamal Mohamed College. Tiruchirappalli
18. Presented a paper on youth education in Tamil nadu on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in india conducted by PG & Research department commerce, Jamal Mohamed College. Tiruchirappalli
19. Presented a paper on CSR of fast moving consumer goods companies in india on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in india conducted by PG & Research department commerce, Jamal Mohamed College. Tiruchirappalli
20. Presented a paper on CSR in public sector companies in india with special reference to BHEL on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in india conducted by PG & Research department commerce, Jamal Mohamed College. Tiruchirappalli
21. Presented a paper on Role of CSR in social development on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in india conducted by PG & Research department commerce, Jamal Mohamed College. Tiruchirappalli
22. Presented a paper on CSR regards food sector in Amul products on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in india conducted by PG & Research department commerce, Jamal Mohamed College. Tiruchirappalli

23. Presented a paper on CSR marketing of services in IOB in Trichy town on 29th January 2014 in the one day state level seminar on corporate social responsibility – issues and challenges in India conducted by PG & Research department commerce, Jamal Mohamed College, Tiruchirappalli
24. Presented a paper on Present position of independent director under companies act 2013 conducted by PG department commerce & BBA, Jamal Mohamed College, FEB 2014
25. Presented a paper on CSR in companies act 2013 bill – An overview, conducted by PG department commerce & BBA, Jamal Mohamed College, FEB 2014
26. Presented a paper on Contemporary issues & challenges of Indian business in global scenario conducted by PG department commerce & BBA, Jamal Mohamed College,
27. Presented paper on Patients satisfaction towards information and communication technology enabled services in conducted by PG department commerce & BBA, Jamal Mohamed College,
28. Presented paper on Consumer preference towards HUL products, conducted by PG department commerce & BBA, Jamal Mohamed College,
29. Presented paper on Marketing of mobile banking services in Trichy town conducted by PG department commerce & BBA, Jamal Mohamed College,
30. Presented paper on Consumer buying decision process of small cars conducted by PG department commerce & BBA, Jamal Mohamed College,
31. Presented paper on A study on brand equity with reference to Fast Moving Consumer Goods(FMCG) in Trichy city, conducted by PG department commerce & BBA, Jamal Mohamed College,
32. Presented a paper on Human Development in education in national seminar on comprehensive study on Indian economy, conducted by PG and Research Department of Economics, Jamal Mohamed College, Trichy, FEB 2015
33. Presented a paper on A study on problems and prospects of BT cotton seeds in India in national seminar on comprehensive study on Indian economy, conducted by PG and Research Department of Economics, Jamal Mohamed College, Trichy, FEB 2015
34. Presented a paper on Grievance handling procedure in national seminar on new vistas in employment relations in public and private sector undertakings, conducted by PG & Research department of Commerce, Jamal Mohamed college, Feb 2015.
35. Presented an article on A study on HR practices and its impact on employee satisfaction across the BPO employees in the national seminar on New vistas in employment relations in public and private sector undertakings, conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 5th February 2015.
36. Presented an article on impact of employment relations in organizational climate in the national seminar on New vistas in employment relations in public and private sector undertakings, conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 5th February 2015.
37. Presented an article on employees labour welfare measures in southern railway with special reference to Ponmalai workshop, Trichy in the national seminar on New vistas in employment relations in public and private sector undertakings, conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 5th February 2015.
38. Presented an article on Trade union movement & its challenges in the 21st century in the national seminar on New vistas in employment relations in public and private sector undertakings, conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 5th February 2015.
39. Presented an article on the impact of training – the four elements of employee commitment in the national seminar on New vistas in employment relations in public and private sector undertakings, conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 5th February 2015.
40. Presented an article on “Inter Twinning Issues of Commerce Concerns: GST and cashless

Economy” at Thiruvalluvar University, Model Constituent College of Arts and Science, Cuddalore on 20-02-2018

41. Presented an article on “A study on the impact of goods and service tax in passenger vehicle segment” at Jamal Mohamed College on 25.01.2018
42. Presented an article on “Impact of GST on hotel industries in India” at Jamal Mohamed College on 25.01.2018
43. Presented an article on “GST and Indian retail sector- A bird eye view” at Jamal Mohamed College on 25.01.2018
44. Presented an article on “Goods and service tax(GST)- historical and legal frame work” at Jamal Mohamed College on 25.01.2018
45. Presented an article on “A Study on the promotional strategies in the two wheeler market in Tiruchirappalli, district” at Jamal Mohamed College on 25.01.2018
46. Presented an article on “A study on the passengers satisfaction in the services rendered by town buses operated under TNSTC Ltd, Trichy” at Jamal Mohamed College on 25.01.2018

National Level Conferences:

1. Presented paper on Awareness towards selection of insurance companies in the national conference on Innovative Challenges in strategic management on march 19th & 20th, 2010 in Srinivasan College of arts & Science, Perambalur.
2. Presented paper on consumer satisfaction regarding midsize cars at Thanjavur district in tamilnadu in the national conference on recent trends in management practices on february 25th & 26th, 2013 organised by research department of business administration, Rajah serfohi government college, thanjavur.
3. Presented paper on “A Literature Review on Impact of Quality of Work Life of School Teachers” in the national level seminar on Challenges to Indian Businesses, Aiman College of Arts and Science for Women, Trichy, 11-01-2020

International Level Seminars and Conferences:

1. Presented paper on HRM Practices of Public and Private sector banks in the international conference on HRM in the era of Global mobility on July 18th 2012 in Kongunadu arts and science college, Coimbatore.
2. Presented paper on problems of women entrepreneurs in the ICSSR sponsored international conference on international challenges of global entrepreneurship in the 21st century on 30th and 31st August 2012 organised by PG & Research department of commerce, Bon secours college for women, thanjavur.
3. Presented paper on entrepreneurial support system in marketing of banking services in the ICSSR sponsored international conference on international challenges of global entrepreneurship in the 21st century on 30th and 31st August 2012 organised by PG & Research department of commerce, Bon secours college for women, thanjavur.
4. Presented an article on consumer satisfaction regarding midsize cars at Thanjavur District in international seminar on global competitiveness – a challenge for sustenance and excellence on 16th & 17th August in Jamal Mohamed College, Trichy.
5. Presented an article on a study on brand equity with reference to FMCG in trichy city in the international seminar on recent trends in management practices on 25th February in Jamal Mohamed College, Trichy.
6. Presented an article on consumer buying decision process of small cars in kumbakoman in the international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
7. Presented an article on the empirical study on marketing of mobile banking services in trichy town in the international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.

8. Presented an article on patients' satisfaction towards information and communication technology enabled services in hospital in the international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
9. Presented an article on major issues and challenges of brand management in the international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
10. Presented an article on the impact of global financial crisis in banking sector in the international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
11. Presented an article training and development in Indian public sector with special reference to BHEL in the international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th 14th February 2013.
12. Presented an article on brand management of Indian business in global scenario in the international seminar on contemporary issues and challenges of Indian business in global scenario conducted by PG department of commerce, Jamal Mohamed College, Trichy, On 13th & 14th February 2013.
13. Presented a paper on a study on brand equity with reference to FMCG in Trichy city in the two day international seminar on global competitiveness – a challenge for sustenance and excellence, organized by the department of Business administration and PG department of commerce on 16th and 17th August 2013.
 14. Presented paper on Strategic importance of brand positioning concept in brand management in the two day international seminar on global economic revival: changing scenario, conducted by PG department commerce(SF), Jamal Mohamed College on 16th and 17th AUG 2014
15. Presented paper on Comparative study of marketing of banking services provided by private and public sector banks in India in the two day international seminar on global economic revival: a changing scenario, conducted by PG department commerce(SF), Jamal Mohamed College on 16th and 17th AUG 2014
16. Presented an article on green business management activities with special reference to LG Electronics in one day international conference on innovative practices in the contemporary business scenario conducted by department of commerce and management on 26th February 2015.
17. Presented an article on brand position among two wheeler motorcycles in Tiruchirappalli district in two day international seminar on inclusive economic growth conducted by PG department of commerce(SF) on 13th and 14th Aug 2015.
18. Presented paper on "Technological Revolution in the Modern Business – A Study with Reference to Garment Industry in India" in the International seminar on India- Srilanka Trade Relations-Ancient Periods to Modern Era, Periyar EVR College, Trichy, on 21-02-2020.
19. Presented paper on "Consumer Perception towards Celebrity Endorsement with reference to FMCG Products in Malappuram District, Kerala" in International Seminar on Service Sector in India: Making New Avenues in Indian Economy, Jamal Mohamed College, Trichy. On 13-01-2021
20. Presented paper on "Consumer Behaviour towards Online Rural Shopping (with Special Reference to Selected Rural Areas in Alangayam Town Panchayat –Tirupattur District" in International Seminar on Service Sector in India: Making New Avenues in Indian Economy, Jamal Mohamed College, Trichy. On 13-01-2021
21. Presented paper on "A study on role of health tourism in tourism industry of Kerala" in

- International Seminar on Service Sector in India: Making New Avenues in Indian Economy, Jamal Mohamed College, Trichy. On 13-01-2021
22. Presented paper on “An analytical study on investment behaviour of NRIs in Tamilnadu” in International Seminar on Service Sector in India: Making New Avenues in Indian Economy, Jamal Mohamed College, Trichy. On 13-01-2021
 23. Presented paper on “An observation and analysis of cotton textiles and readymade garments Vs annual GDP” in International Seminar on Service Sector in India: Making New Avenues in Indian Economy, Jamal Mohamed College, Trichy. On 13-01-2021
 24. Presented paper on “Work life balance and turnover intention of women employees from selected banks in Tiruchirappalli district in International Seminar on Service Sector in India: Making New Avenues in Indian Economy, Jamal Mohamed College, Trichy. On 13-01-2021
 25. Presented paper on “A study on challenges of tourism industry of india in the pandemic scenario in International Seminar on Service Sector in India: Making New Avenues in Indian Economy, Jamal Mohamed College, Trichy. On 13-01-2021
 26. Presented paper on “A study on brand preference of Honda company cars in Kozhikode district, Kerala in International Seminar on Service Sector in India: Making New Avenues in Indian Economy, Jamal Mohamed College, Trichy. On 13-01-2021
 27. Presented paper on “A study on recent growth and development of textile industries tamilnadu , “ pros and cons of Gst in Textile Sectors” Conference On Advancement In Business In The Digital Era 2021, PG & Research Department of Commerce (SF) Jamal Mohamed College, (Autonomous) Trichy, on 17-02-2021

20. Conferences/Seminars/Workshop Participated without presenting papers:

1. Participated one day district level YRC Functionaries’ Meet held at Bishop Heber College, Trichy on 22nd October 2005.
2. Participated one day zonal level seminar for YRC Programme Officers of Arts & Science Colleges of various districts held at Bharathidasan University on 14th February, 2006 organized by YRC Zone of Bharathidasan University, Trichy.
3. Participated One day workshop on The Management Accounting Strategies During Economic Uncertainties on 11th January, 2009 at Southern India Regional Council of the Institute of Cost & Works Accountants of India & Tiruchirappalli Chapter of Cost Accounts.
4. Participated one day State level seminar on Examination Reforms held at Jamal Mohamed College on 12th March, 2010.
5. Participated two days national level seminar on quality enhancement in teaching, research and extension in higher education institutions – prospects and problems on 15th & 16th April, 2010 at Jamal Mohamed College, Trichy.
6. Participated one day national level seminar on creating competitiveness to excel in higher education – a TQM approach organized by IQAC of Jamal Mohamed College on 8th December, 2010.
7. Participated one day state level seminar on investment opportunities and challenges organized by Department of Commerce of Jamal Mohamed College on 12th January, 2011.
8. Participated one day workshop on international financial reporting standards (IFRS) organized by Department of BBA of Jamal Mohamed College on 1st October, 2011.
9. Participated one day state level workshop on stock market practices on 12th January, 2012 at Jamal Mohamed College, Trichy.
10. Participated one day national level seminar on examination Reforms on 24th February, 2012 at Jamal Mohamed College, Trichy.
11. Participated one day seminar on teaching, learning and research in higher education – excellence and beyond excellence organized by IQAC of Jamal Mohamed College on 7th

March, 2012.

12. Participated one day state level workshop on stock market practices organized by Pg department of commerce and department of BBA, Jamal Mohamed college, trichy.
 13. Participated one day workshop on international financial reporting standard(IFRS) on October 2011, organized by department of Business administration and commerce, jamal Mohamed college, Trichy.
 14. Participated a two day faculty development programme on soft skills organized by IQAC of Jamal Mohamed College, Trichy on 4th and 5th January, 2013.
 15. Participated one day state level workshop on entrepreneurship development organized by department of BBA, Jamal Mohamed College, Trichy on 24th Feb 2015.
 16. Participated one day state level workshop on investment in stock market for beginners organized by department of BBA, Jamal Mohamed College, Trichy on 6th October 2015.
 17. Participated a one inter-collegiate workshop on E-Content development for teaching - learning organized by IQAC of Jamal Mohamed College, Trichy on 22nd December 2015.
 18. Participated a Three days Workshop on “NLP-Based Faculty Empowerment Programme” on 17th, 19th & 20th June 2017
 19. Participated a seminar on “GST Principles & Practices, conducted by BBA Department of JMC on 11-01-2018
 20. Participated a One day Workshop on “The role of a Teacher in the Present Scenario”, organized by the internal quality Assurance cell, Jamal Mohamed College, 07-01-2017.
 21. Participated a Staff Enrichment Programme on Ownership Culture, IQAC, Jamal Mohamed College, Trichy on 14-06-2019.
 22. Participated Orientation Programme on MOOC's and e- learning, Department of Library, Jamal Mohamed College, Trichy on 29-01-2020
 23. Participated a programme on Keezhadi Excavations – Present and Future, 17-02-2020
 24. Participated a workshop on Edmodo ICT Tool, IQAC, Jamal Mohamed College, Trichy on 04-02-2020
 25. Participated One Day Basic Training Programme on Human Rights, Jamal Mohamed College. Trichy on 12-02-2020
 26. Attended two weeks capacity building programme on Data analysis and research methodology in social sciences from 3rd to 14th September 2021 conducted by Alagappa university, Karaikudi.
21. **National and International level Webinars/ FDP Participated Virtually**
1. Webinar on impact of covid on future investment pattern of investor, ghagwan mahavir university 28-4-2020
 2. Online course on covid 10, Gulf medical university International in the month of May 2020
 3. Online course on financial statement analysis on solvency and profitability ratio, sri Krishna adithya arts and science college, Coimbatore on 1-5-2020
 4. Online course on financial statement analysis activity ratio, sri Krishna adithya arts and science college, Coimbatore on 1-5-2020
 5. Webinar on university industry linkage different mechanism, Audisankara group of institutions, Bangalore on 2-5-2020
 6. Webinar on entrepreneurship opportunities for rural india, St.mother therasha engg college, thoothukudi on 2-5-2020
 7. FDP on youth of the india covid 19 aftermath webinar, Cauvery college for women, trichy on 02-05-2020
 8. Webinar on joy of orderly living, kaamadenu arts and science college, erode, onl 5-5-2020
 9. Online FDP on tamilthirana ridal, annai arts & Science college, kumbakonam on 08 & 09-05-2020
 10. Webinar on class room English, arasu women arts collge, Karur on 8-5-2020
 11. Awareness programme for faculty, MMIT, Pune from 8-5-20 to 16-5-2020
 12. Lockdown activity 2020, SRM institute of science and tech, Chennai on 8-5-220

13. Mock aptitude test Cauvery college for women, trichy on 9-5-2020
14. Online test on computing skills , sri malolan college of arts and science, chengalpattu on 9-5-2020
15. Online international conference , chikkaiya nayakkar college, erode from 10 to 18-5-2020
16. Webseries programme on covid 19 virus awareness programme, nature science foundation, Coimbatore on 10-5-2020
17. Faculty awareness program on NAAC accreditation, shri chatrapathi shivajiraje college of engg, pune from 10 to 15-5-2020
18. Webinar on life skills development idhaya college for women, kumbakonam on 11-5-2020
19. NUPRO'2020 – NURTURE THE PROGRAMMING CONTEST ROUND - 1", EGS pillai college, nagapattinam from 11 to 20-5-2020
20. online FDP on data science using R and Geo gebra, IIT Bombay and PG Research department of commerce, JMC from 11-5-2020 to 14-5-2020
21. Selection of appropriate statistical tools – A critical way for successful research, St.Mary's college on 12-5-2020
22. Webinar on data science for engineers, Sri Eswhar college of engg, Coimbatore on 13-5-2020
23. Webinar on AI and machine learning, Sri Eswhar college of engg, Coimbatore on 14-5-2020
24. FDP on nignalthu kalai paarvaiyalarum and payirchiyum, Petrician arts and science college, Chennai on 14-5-2020
25. Webinar on English literate yesterday, today and tomorrow, arasu college of arts and science for women, karur on 14-5-2020
26. Webinar on cyber security, Sri Eswhar college of engg, Coimbatore on 15-5-2020
27. Research skill enhancement programme, university of technology, rajasthan on 15-5-2020
29. E-Learning skills enhancement programme, university of technology, rajasthan on 16-5-2020
30. Webinar on SAP opportunities and challenges , karpaga vinayaga college of engg and tech, sengalpattu on 16-5-2020
31. FDP on impact on covid on higher education institution challenges and responses, Hindusthan college of arts and science, Coimbatore on 16 to 22-5-2020
32. FDP on nurturing entrepreneurship – Law and ICT perspective, Nallamuthu goundar mahalingam college, pollachi on 16 to 22-5-2020
33. Webinar on Demystify the cloud, Sri Eswhar college of engg, Coimbatore on 17-5-2020
34. Webinar on cyber law and effective regulatory measures to curtail cyber crime, National college, trichy on 18-5-2020
35. Webinar on Ransomware: evolution and prevention, GTN arts college, dindigul on 18-5-2020
36. Webinar on Black chain basics, Sri Eswhar college of engg, Coimbatore on 18-5-2020
37. Online workshop on personality development unlearn to learn skill, national college, trichy on 19-5-2020
38. Webinar on Industry 4.0, Sri Eswhar college of engg, Coimbatore on 19-5-2020
39. Webinar on writing on effective research paper means & methods using latex, covai kalaimagal college of arts & science, Coimbatore on 19-5-2020
40. Webinar on internet of things, kovai kalaimagal college arts and science, Coimbatore on 20-5-2020
41. Webinar on future of communication engg, Sri Eswhar college of engg, Coimbatore on 20-5-2020
42. Webinar on Designing the thinking, Sri Eswhar college of engg, Coimbatore on 22-5-2020
43. FDP on AI based Proctoring in next generation education, Shasun jain college for women, Chennai on 23-5-2020

44. Webinar on Technology – the future of recruitment, Sri Eswhar college of engg, Coimbatore on 23-5-2020
45. Webinar on covid 19 and continuing relevance, the American college, Madurai on 23-5-2020
46. Webinar on future of finance and way forward for students and professionals, karpaga vinayaga college of engg and tech, sengalpattu on 24-5-2020
47. Webinar on kattatra kanitamil minulladakka uruvakkam, GTN arts college, Dindugul on 25-5-2020
48. Webinar on skills to stay relevant in the 21st century on 26-5-2020
49. Online training programme on E-learning through powerpoint presentation, vivekanandha college of arts and science, namakkal on 26-5-2020
50. Online colloquium on migrant labour and social security measures in india and interpersonal skill, Mass college of arts & science, kumbakonam on 29&30-5-2020
51. Webinar on “Aatmanirbhar bharat – self reliant india, Dr.SNS Rajalshkmi college of Arts and science, Coimbatore on 29-5-2020
52. Webinar on “how to face challenges, GTN Arts college, dindugul on 30-5-2020
53. Webinar on “This is my Aim. JZ shah arts and HP desai commerce college, Amroli on 30-5-2020
54. Attended Five Days Virtual Faculty Development Programme (FDP) on BIG Data Analytics and security with block chain-The Future” held from 24-01-2022 to 29-01-2022 conducted by Sri Sai Ram Engineering College, Chennai.
55. Attended one day national level webinar on Stress and time management for Teachers in HEI's, conducted by IOT Academy, Coimbatore on 05-01-2022

22. Participated orientation/refresher courses:

1. Participated 83rd orientation programme from 20.05.2014 to 16.06.2104 conducted by UGC – Academic Staff College, Bharathidasan University, Tiruchirappalli -23.
2. Participated Refresher Course from 26.10.2017 to 15.11.2117 conducted by UGC – Academic Staff College, Bharathidasan University, Tiruchirappalli -23.
3. Participated Refresher Course from 25-06-2021 to 08-07-2021 conducted by Teaching Learning Centre, Ramanujan College, University of Delhi
4. Participated Refresher Course from 22-11-2022 to 06-12-2022 conducted by Teaching Learning Centre, Ramanujan College, University of Delhi

23. Seminar/ Conferences/ symposium/workshop organized:

1. Chaired as Vice President of Commerce Association and Comex 2k13, an intercollegiate programme
2. Acted as organizing secretary for a one day state level seminar on corporate social responsibility – issues and challenges in India” organized by PG & Research department of commerce, Jamal Mohamed college on 29th January 2014.
3. Chaired as Vice President of Commerce Association and Comex 2k19, an intercollegiate programme
4. Acted as organizing secretary for a one day International Conference on “Opportunities and Challenges of Business in the Changing Scenario” organized by PG & Research department of commerce, Jamal Mohamed college on 23th January 2020.
5. Acted as organizing secretary for One week national level FDP on investor awareness and education” organized by PG & Research department of commerce, Jamal Mohamed college in association with Sraddha Academy on 18-25, March 2022.
6. Acted as Convenor for ICSSR Sponsored a Two days National Seminar on “Great initiatives of state and central government Through startups programmes in nurturing entrepreneurial activities” organized by PG & Research department of commerce, Jamal

Mohamed college on on 21st and 22nd September, 2022” .

7. Acted as organizing secretary for One Day national level Investor Awareness Programme” organized by PG & Research department of commerce, Jamal Mohamed college in association with Knowise Academy on 8th Feb, 2023.

24. Ph.D Awarded list

S.No.	Name of the Scholar	Title of the Thesis	Date of Viva
01.	S. Muthuvel	A study on service quality of retail malls in tiruchirappalli district	23-12-2015
02.	T. Muthukumar	Human Resource Management Practices and The impact on job satisfaction: a study with reference to business process outsourcing (BPO) employees in Tiruchirappalli District	01-07-2017
03.	U. Leyakath Ali Khan	A study on Brand Positioning among two wheeler motorcycles in Tiruchirappalli District	12-09-2017
04.	S. Senthilkumar	A study on the passengers’ satisfaction in the services rendered by town buses operated under tnstc ltd in tiruchirappalli district	26-06-2019
05.	J. Abdul khader	A study on investment preferences of nris working in gulf countries with special preferences to delta districts of tamilnadu	12-10-2021
06.	M. Sulaiman	A study on analyzing of job satisfaction and quality of work life of school teachers in coimbatore district	13-10-2021

25. Acted as Resource Persons / Chair Persons in Conferences / Seminars / Workshops outside the college

S.No.	Name of the Seminar / Conference/Workshop and Place	International / National / State Level	Role	Topic of Talk	Date(s)
1	One day workshop on Life skills, Chidambaram Pillai college, Trichy-621005	State level	Resource Person	Life skills	12-01-2023 Forenoon
2	One day workshop on Life skills, Chidambaram Pilli college, Trichy-621005	State level	Resource Person	Learning skills	12-01-2023 Afternoon
3	One day workshop on basics of research with accounting skills, Aiman College, Trichy	State level	Resource Person	basics of research with accounting skills	27-1-2023
4	One day workshop on research methodology, Aiman College, Trichy	State level	Resource Person	Research Methodology	27-1-2023
5	One day workshop for tally for finance Professional, CARE College, Trichy	State Level	Resource Person	Research in Finance	04-02-2023
6	FDP on "Patent, Copyrights and	National level	Chair Person	Patent, Copyrights	07-02-2023

	Trademarks, Cauvery College, Trichy			and Trade marks	
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26. Major / Minor / Other Research Projects Completed:

S.No.	Type of Research Project (Minor / Major)	Project Title	Name of the Funding Agency	Amount Sanctioned	Duration of the Project
1	Minor	GREAT INITIATIVES OF STATE AND CENTRAL GOVERNMENT THROUGH STARTUP(S) PROGRAMMES IN NURTURING ENTREPRENEURIAL ACTIVITIES	ICSSR	1,50,000	1 Year
2	Minor	ADDRESSING TRAINING NEEDS TOWARDS THE E-GOVERNANCE WITH REFERENCE TO GOVERNMENT TO CITIZEN SCHEME (G2C) ACROSS THE RURAL POPULATION IN TIRUCHIRAPPALLI DISTRICT	Jamal Mohamed College, Trichy-20	6,000	1 Year

27. Details of Patents Filed / Sanctioned:

S.No.	Title for which Patent is filed (Preliminary / Completed Specification)	Date of Filing and File Number	Date of Sanction (If Sanctioned)
1	FOOTWEAR	19-01-2023	

28. Awards and recognition:

1. Received certificate of appreciation for book publishing from IQAC of Jamal Mohamed College, Trichy.
2. Received certificate of appreciation for more number of papers presented and published from IQAC of Jamal Mohamed college, Trichy.
3. Received certificate of appreciation for Ph.D Guideship recognition from IQAC of Jamal Mohamed college, Trichy
4. Received an Award “Semmolli thendral virudu” from Pasumai vassal foundation, didugul on 29-04-2022
5. Received an Award “Semmolli sudar kalaigar virudu” from Pasumai vassal foundation, didugul on 03-06-2022
6. Received an Award “p.kakkan veera virudu” from Pasumai vassal foundation, didugul on 05-08-2022

7. Received an Award “Kalvi kalangarai vilakku virudu” from Pasumai vassal foundation, didugul on 17-01-2023
8. Received an Award “Best Senior Researcher” from Jamal Mohamed College, Trichy on 15-03-2023

29. Acted as Resource Person:

1. Bharathidasan University, Tiruchirappali.
2. Periyar University, Trichy PCP centre
3. Alagappa University, Trichy PCP centre
4. Annamalai University, Trichy PCP centre
5. Madras University, Trichy PCP centre
6. Anna University, Trichy PCP centre

30. Member of Reviewer/Editorial Board in Journal

1. Journal of Emerging Technology and Innovative Research- An International Peer Reviewed Journal, ISSN: 2349-5162

2. International Journal of commerce and management research, ISSN:2455-1627

31. Details of In-charge / Participation in Extracurricular Activities (NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities) :

1. NCC volunteer during school days and has Participated two 10 days camp at District level.
2. NSS volunteer during college days (B.Com) and has Participated two 10 days camp at District level.
3. Participated and won prizes at intercollegiate level cultural programmes during my college days at state level for various events.

The events are:

- (i) Mime (Mono Act)
- (ii) Dance
- (iii) Variety programme
- (iv) ADZAP
- (v) Fashion Parade
- (vi) Skit