

Dr. L. ASID AHAMED

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OBJECTIVE

To achieve the career growth and self development in general and academic excellence in particular, always keeping the institution's goal as the prime and also accepting the duties and responsibilities task with commitment in academic and institutional activities.

STRENGTH

- Quick learner and hold positive attitude to adopt new innovative modules that suits the academic excellence.
- Accept the responsibilities and be committed towards the task.

EDUCATION QUALIFICATIONS

Degree/ Course	Subject	Institutions	Year	Class
Ph. D	Commerce	Jamal Mohamed College (Autonomous)	November 2014	Commended
M. Phil	Management	Jamal Mohamed College (Autonomous)	March 2011	I Class – Distinction with D + Grade
MBA	Management	Allagappa University	May 2009	II Class
M. Phil	Commerce	Jamal Mohamed College (Autonomous)	September 2006	I Class – Distinction with D + Grade
M.Com	Commerce	Jamal Mohamed College (Autonomous)	April 2005	I Class
B.Com	Commerce	Jamal Mohamed College (Autonomous)	April 2003	II Class
HSC	Commerce	T.M.H.N.U. Matric. Hr. Sec. School, Theni	March 2000	I Class
SSLC		T.M.H.N.U. Matric. Hr. Sec. School, Theni	March 1998	I Class

Online Course Certificate

Courses	Online Course Certificate	Year
Digital Skills: Digital Marketing	Accenture, https://www.futurelearn.com/certificates/ta2a1bo	23 rd February 2024
National Education Policy-2020	Indira Gandhi Open University, Staff Training and Research Institute of Distance Education, New Delhi (SWAYAM)	January 1 - 31, 2024
Digital Skills: Social Media	Accenture, https://www.futurelearn.com/certificates/t2qbma9	23 rd April, 2020

Computer Proficiency

Course	Subject & Place	Year
PGDCA	Computer Application, Bureau of Data Processing Systems Software Limited.	May 2003
Wings	Tally, Jamal Mohamed College, Trichy-20.	2002
WordStar, FoxPro	T.M.H.N.U. Matric. Hr. Sec. School, Theni	1996-1997

Experience

Designation with College Address	Years of Experience	Period of Service
Member In-charge PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichirappalli-20.	1 year 9 Months	12.06.2023 to Till Date
Assistant Professor PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichirappalli-20.	17 Years	11.06.2007 to Till Date
Full Time and Part Time Sub Warden Khajamian Hostel, Jamal Mohamed College (Autonomous), Trichirappalli-20.	4 Years and 9 Months	Sep 2006 - May 2011

Research Experience

: 12 Years

Area of Specialization

: Marketing & Human Resource Management

Subject Taught (at UG and PG Levels)

1. Auditing
2. Banking Technology
3. Business Correspondence & Reporting
4. Business Organisation & Management
5. Business Mathematics and Statistics
6. Computer Accounting Package
7. Company Law & Secretarial Practice
8. Commercial Law
9. Financial Management
10. Entrepreneurial Development

11. EXIM Management
12. International Business
13. Managerial Economics
14. Modern Marketing
15. Research Methodology
16. Stock Exchange Practices
17. Strategic Management
18. Human Resource Management
19. HR Analytics

Certificate of Appreciation received from NPTE L - Swayam for Tamil Language Translation: **08**

S. No.	Course : Chapters	Place	Date
1	Financial Statement Analysis and Reporting	IIT - Madras	April 5, 2025
2	Business analytics and data mining Modeling using R (Audio : MP3 only)	IIT - ROORKEE	09-04-2024
3	“Applied Optimization for Wireless, Machine Learning, Big Data”	IIT - Kanpur	31-03-2022
4	“Stats I”	IIT - Madras	24-01-2022
5	“Introduction to Operations Research”	IIT - Madras	23-08-2021
6	“Financial Accounting”	IIT - Bombay	23-07-2021
7	“Training of Trainers”	IIT - ROORKEE	04-11-2020
8	“Training of Trainers”	IIT - ROORKEE	13-07-2020

Details of Patents Filed / Sanctioned

SL No.	Title for which Patent is filed	Filing Number, Date of filing	Date of Publication
1	Patent No. : 161 Patent Title : Marketing Standardization and the Internet Revolution	Filing Number : 202441002681 Filing Date: 13/01/2024	23/02/2024

Award / Recognition by Awarding Agencies

- 1. Received Appreciation of Participation certificate from “GENIUS INTERNATIONAL BOOK OF RECORDS”, Tiruchirappalli on 02-12-2024**

Certificate of Appreciation

S. No.	Position and Seminar / Conference / Workshop Title	Place	Date
1	Co-ordinator - One day International Conference on “Transformation of Business in the Global Scenario and its Impact of Entrepreneurship” organized by Jamal Mohamed College (Autonomous) Trichy.	PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli	05-02-2025
1	Co-ordinator in the Two Workshop on “Hands on Training on Statistical Tools for Research”	PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli	20-12-2023 & 21-12-2023

SL No.	Title of the Programme	Organized and Place	Date
	2024-2025		
1	29th Annual Day Celebrations 2025 Life : Significance of Education	A.J.S Nursery & Primary School, Trichy.	27-02-2025
2	International Volunteers Day: Women Achievers	NSS (Women), Jamal Mohamed College (Autonomous), Trichy	05-12-2024
3	Transformation of Business in the Global Scenario and Its Impact on Entrepreneurship	PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy	05-02-2025
4	COMEX 2K25	PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy	19-02-2025
5	Science Students Conclave	Jamal Mohamed College (Autonomous), Trichy	27-02-2025 & 28-02-2025
	2023-2024		
6	Special Lecture on “Facing Interview”	Placement Cell, Jamal Mohamed College (Autonomous), Tiruchirappalli	30-08-2023
7	Special Lecture on “Personal Interview”	Placement Cell, Jamal Mohamed College (Autonomous), Tiruchirappalli	29-09-2023
8	Special Lecture on “International Students Day”	Commerce Association, Jamal Mohamed College (Autonomous), Tiruchirappalli	10-01-2024
9	Three Day Workshop on “Excel Your Career”	Department of Management Studies and Placement Cell, Sri Adi Chunchanagiri Women’s College, Cumbum	17-02-2024 to 19-02-2024
10	Valedictory Address on “Consumer to Act”	Citizen Consumer Club, Jamal Mohamed College (Autonomous), Tiruchirappalli	15-03-2024
	2022-2023		
11	Special Lecture on “The Role of Teachers in Disseminating Basic Consumer Act”	“Teacher’s Day Celebration” Citizen Consumer Club, Jamal Mohamed College (Autonomous), Tiruchirappalli	08-09-2022

Responsibilities

- **Member In-charge** of PG & Research Department of Commerce (SF) from 12.06.2023 to till date
- **Elected Alumni Member of our JMC Alumni** for the period June 2023 to till date.
- **Co-ordinator for Meelad Day Essay Competition** for the period of 2022-2023.
- **Co-ordinator for National Conference** on “Technological Advancement and its Impact on Entrepreneurship” on 24th January 2024.
- Tutor In-Charge for I M Com ‘A’ for the period of 2024-2026.
- Tutor In-Charge for II M Com ‘A’ for the period of 2022-2024.
- Tutor In-Charge for II M Com ‘A’ for the period of 2021-2022.
- Department Test In-charge for the period of June 2019 - May 2020.
- Tutor In-Charge for III B Com ‘A’ for the period of 2018-2021.
- **Department Library In-charge** for the period of June 2017 - May 2018.
- **NSS Programme Officer** for the period of five years from 2016 to 2021.
- **Active Member in IQAC Micro Cell** of our College 2016-2017.
- **Sports In-Charge of our college** from June 2015 – 2018.
- **Member in preparation of NAAC Report** for the Department of Business Administration.
- **Member in Dheenyath Class** from 2012 - till date.
- **Business Quiz Master** in EXOBIZ from 2012 – 2024.
- **Elected Committee Member** of Department of Business Administration for the period from June 2011-May 2013.
- **Organizing Secretary** for One Day State Level Workshop held on 1st October 2011
- **Department Test In-charge** for the period of June 2010 - May 2011.
- **Vice President** of Business Administration Association for the period of June 2009-May 2010.

Participation in Orientation Programme

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1. Participated in an NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC), Madurai Kamaraj University, Madurai from 14-10-2024 to 22-10-2024.
2. Participated in an Orientation Programme on “NEP 2020 Orientation & Sensation Programme” organized by Malaviya Mission Teacher Training Centre, UGC-MMTTC and Bharathidasan University from 04-03-2024 to 13-03-2024
3. Participated in an State Level Orientation Programme on “Gender and Socialisation” organized by Department of Women’s Studies, Bharathidasan University, Khajamalai Campus, Tiruchirappalli

on 21-12-2022

4. Participated in an Orientation Programme on “Preparing Course Outcomes in the Curriculum Design” organized by curriculum development cell, Jamal Mohamed College (Autonomous), Tiruchirappalli on 3rd January 2020.
5. Participated in the “Orientation Program for NSS Programme Officers’, Organized by ETI – RGNIYD, Tamil Nadu, from 17th – 23rd October 2016 at **RGNIYD, Ministry of Youth Affairs & Sports, Government of India.**

Participation in National Level Refresher Courses 02

1. Participated in UGC Autonomous Grant One Day National Level Seminar on Examination Reforms organized by Jamal Mohamed College (Autonomous), Trichy-20 held on 24th February 2012.
2. Participated in Two Day NAAC Sponsored National Level Seminar on Quality Enhancement in Teaching, Research and Extension in Higher Education Institutions – Prospects and Problems Organized by Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy-20 held on 15th 7 16th April 2010.

Faculty Development Program : 50

SL No.	TITLE OF THE PROGRAMME	Institution	DATE
	2023-2024		
1	International Online Faculty Development Programme On ‘Embracing Sustainability As Opportunity’	Dr .M.G.R Educational And Research Institute Chennai	03-06-2024 To 07-06-2024
2	A Five-day Faculty Development Programme	Jamal Mohamed College (Autonomous) Tiruchirappalli	05-06-2024 To 09-06-2024
3	"Online Faculty Development Program on topic NEP 2020: Application of AI and Technology in Higher Education and Research	Parul University	24-06-2024 To 29-06-2024
4	“ 7 Days Online Faculty Development Program On Essential Skills For Professional Development In Higher Education”	Star International Foundation For Research And Education Tiruchengode	01-07-2024 To 07-07-2024
5	Online Faculty Development Programme On ‘ Transversal Skills In Applied Artificial Intelligence’	St . Aloysius College Thrissur Kerala	17-07-2024
6	5 Days National Level FDP on “ Higher Education and Research in India”	Seshadripuram Academy of Business Studies, Bengaluru	29-07-2024 To 02-08-2024

7	Five-days Virtual Faculty Development Programme on ‘ Research Methodology-Writing Content ‘	St. Joseph’s College of Arts and Science Chennai	19-08-2024 To 23-08-2024
8	5days National Virtual FDP on “Integrating NEP 2020 into Higher Education: Strategies for Faculty Development and Curriculum Innovation”	Hindustan College of Arts & Science (Autonomous) Coimbatore	02-09-2024 To 06-09-2024
9	Five-days Online Faculty Development Programme on “ ESG’s Impact on Sustainable Goods: A Perspective & Tenacity”	St. Joseph’s College of Engineering and Technology, Thanjavur	23-09-2024 To 27-09-2024
10	One week Faculty Development Programme On ‘ Innovative Pedagogical Techniques In Management Education ‘	Kamal Institute Of Higher Education And Advance Technology , New Delhi	21-10-2024 To 25-10-2024
11	7 Days International Virtual FDP on “Recent Advances in Teaching and Research on Sustainable Development in Commerce”	School of Commerce, Vel Tech Rangarajan Dr. Sagunthala R & D Institute of Science and Technology, Chennai.	11-12-2024 To 17-12-2024
12	A Five Days National Level Faculty Development Programme on “ Role Of Teachers In Fostering Entrepreneurial Culture Among The Students”	Entrepreneurship Development Cell, Jamal Mohamed College (Autonomous) Trichy	16-12-2024 To 20-12-2024
13	5 Day National Level Online Professional Development Programme on “The Future of Research-AI Tools as a Game Changer “	St.Joseph’s Degree & PG College Hyderabad	17-03-2025 To 22-03-2025
	2023-2024		
14	Five days FDP on “ Emerging Trends in Innovative Research	“Department of Business Administration & Institution’s Innovation Council Jamal Mohamed College, Tiruchirappalli	03 -07-23 to 07-07-23
14	One Week International FDP on “Resourcefulness on Research”	Department of Commerce Dr. MGR Educational and Research Institute, Chennai in association with Academic Staff College	13 -07-23 to 19-09-23
15	Five Days National level FDP on “Influence of AI in Teaching & Research”	Department of Commerce with Computer Application Hindusthan College of Arts & Science, Coimbatore	04 -09-23 to 09-09-23
16	One Week FDP on “From Research to Publication”	PG & Research Department of Commerce Adhiyaman Arts and Science College for Women, Salem	04 -09-23 to 11-09-23
17	Seven Days Professional Skill Development Programme on	Department of Commerce & Institution Innovation Council	04 -01-24 to 10-01-24

	Research & data Analytics in Commerce	Bon Secours College of Women Thanjavur	
18	Five Days International Professional Development Programme on “Developing your Professional Edge: Strategies for Career Growth and Financial Success”	Department of Commerce with Information Technology & IQAC PPG College of Arts & Science Coimbatore	08 -01-24 to 12-01-24
19	One Week FDP on “Dimensions of Economics Today	PG & Research Department of Economics Jamal Mohamed College, Tiruchirappalli	08-01-2024 to 12-01-2024
20	Five Days FDP on “Innovative Research in Artificial Intelligence for Commerce”	KG College of Arts and Science & Dr. R.V. Arts and Science College Coimbatore	18 -01-24 to 24-01-24
21	One week FDP on “Innovative Teaching and Learning Pedagogy”	Department of Management Studies S.I.V.E.T College, Chennai	29 -01-24 to 02-02-24
22	Two Days FDP on “Evaluation Strategies & Classroom Management Skills”	IQAC Michael Job Memorial College of Education for Women, Coimbatore	05 -02-24 to 06-02-24
23	Five Days FDP on “Research – The Journey from Inception to Publishing”	PG & Research Department of Computer Science and IQAC Dhanraj Baid Jain College, Chennai	05-02-24 to 09-02-24
24	Five Days FDP on “E-Content Development”	Department of Mathematics (DBT Star Status Scheme) Sri G.V.G. Visalakshi College for Women, Udumalpet	12-02-24 to 16-02-24
25	Seven Days FDP on “Strategic Management Practices for NAAC Accreditation”	IQAC Dhanraj Baid Jain College, Chennai	12-02-24 to 21-02-24
26	Five Days International level FDP on “ Empowerment in Education”	IQAC St. Joseph’s College (Arts & Science), Chennai	19-02-24 to 23-02-24
27	Five Days National level FDP on “Advanced Research Methodology – Navigating the Research Landscape	Department of BBA & IQAC Mohamed Sathak College of Arts and Science, Chennai	19-02-24 to 23-02-24
28	Seven Days FDP on “Digital Zenith: Elevating Security and Nurturing Wellness”	IQAC Pillai Hoc College of Arts, Science and Commerce, Rasayani	21-02-24 to 27-02-24
29	Three- Day Faculty Development Programme On “ Citation & Reference Management for Scholarly Writing”	NSB- Bangalore in association with Netherlands	26-02-2024 To 28-02-2024

30	Five Days FDP on “The Emerging Trends in Research and Teaching Technology”	Department of Electronic Media, St. Thomas College of Arts and Science, Chennai	26-02-24 to 01-03-24
31	Five-Day Faculty Development Programme on “ Ensuring Research Integrity : A Digital Hygiene Approach with Blockchain Technology”	Sri Krishna Arts And Science College Coimbatore	26-02-2024 To 01-03-2024
32	Five Days National level FDP on “Teaching Pedagogy”	Department of BBA & IQAC MAR Gregorios College of Arts & Science, Chennai	26-02-24 to 01-03-24
33	One Week Online Faculty Development Programme on “ Effective Teaching Pedagogy: Strategies for Engaging and Empowering Learners”	CT University Punjab	11-03-2024 To 17-03-2024
34	NEP 2020 Orientation & Sensitization Programme	UGC- Malaviya Mission Teacher Training Programme, Bharathidasan University , Tiruchirappalli	04-03-2024 To 13-03-2024
35	National Level Faculty Development Program on “ Empowering Educators For Excellence in Digital Teaching and Professional Growth”	Adhiyaman Arts and Science College For Women , Krishnagiri	29-03-2024
36	DST Sponsored Two Weeks Online FDP on “Entrepreneurial Ecosystem : Fostering Entrepreneurship , Start-Up and Incubation”	AMET University Chennai	25-03-2024 To 05-04-2024
37	National Level 5 Days – Virtual Faculty Development Program on “Teaching as a challenging profession”	Sri Kanyaka Parameswari Arts & Science College For Women , Chennai	13-05-2024 To 17-05-2024
38	5-Day Online Faculty Development Programme On” AI for Educators”	Institute of Public Enterprise (IPE), Hyderabad	20-05-2024 To 24-05-2024
	2022-2023		
39	One Week Faculty Development Programme on “The Overview of Indian Capital Market & Indian Economy”	Mohanlal Sukhadia University, Rajasthan & Bombay Stock Exchange Brokers’ Forum, Mumbai	06-06-2022 to 13-06-2022
	2021-2022		
40	Five-day Faculty Enrichment Programme	Jamal Mohamed College (autonomous), Tiruchirappalli	21-06-2021 to 25-06-2021
41	Five-day National level Faculty Development Programme titled on “Emphasizing the Centrality of Marketing to Business”	Center for Management Studies, Jain (Deemed- to-be University)	20-09-2021 to 24-09-2021
42	Six Days National level Faculty Development Programme on “ Capacity Building and Quality Assurance”	Kongunadu College of Education, Tholurpatti, Tiruchirappalli	25-10-2021 to 30-10-2021
43	Seven Days Faculty Development	Barakathullah University, Bhopal,	11-11-2021 to

	Programme on “Innovative Teaching Strategies for Effective Implementation of NEP2020”	Madhya Pradesh	17-11-2021
44	Three-day National level Faculty Development Programme on “Research Methodology”	Department of Business Administration, Ayya Nadar Janaki Ammal College, Sivakasi	22-12-2021 to 24-12-2021
45	Seven Days National level Faculty Development Programme on “Investor Education”	Sraddha Academy for Financial Education in Association with Bishop Heber College(Autonomous) , Tiruchirappalli	02-02-2022 to 09-02-2022
46	One Week International level Faculty Development Programme on “Big Data Analysis”	Ethiraj College for Women, Chennai	07-02-2022 to 15-02-2022
47	One Week National level Faculty Development Programme on “Investor Awareness and Education”	Jamal Mohamed College (Autonomous), Tiruchirappalli	18-03-2022 to 26-03-2022
48	Two Day National FDP on “Plagiarism in Academic Research & Author Identifiers”	IQAC Department of Library and Information Science Indian Institute of Management and Commerce , Hyderabad	11-04-2022 to 12-04-2022
49	10 days Faculty Development Programme on “Data Analysis with Statistical Package for the Social Sciences”	Seshadripuram Academy of Business Studies, Bangalore University	27-04-2022 to 06-05-2022
	2020-2021		
50	National Level Online FDP on Examinations in wake of COVID-19,	Department of Commerce – Shift II, Patrician College of Arts & Science, Chennai	08-05-2020

Books / Chapters Published

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1. **Digital Marketing Principles**, SK Research Group of Companies – SKRGC Publication, Madurai, September 2024, ISBN No: 978-93-6492-517-4
2. Vision India-2047 towards USD 30 Trillion Economy: Opportunities and Challenges, Specific Chapter Titled “**Impact of service Quality on Guests Behavioural Intentions at Budget hotels of Kodaikanal**”, SGSH Publications Mumbai, October 2024, ISBN 978-93-6631-320-7
3. **Employee Retention**, Emerging Trends in Human Resource Management, Riyan Publishers Tiruchirappalli, January 2025, ISBN No: 978-93-341-8551-5.

4. **Adaptive Leadership in HRM**, Emerging Trends in Human Resource Management, Riyan Publishers Tiruchirappalli, January 2025, ISBN No: 978-93-341-8551-5

Publication of Articles in the Journals

(Peer Reviewed And Google Scholar Index Journal / UGC Care List) 13

1. Published an article titled “Factors Affecting Quality Of Work-Life Balance Among Teachers In Higher Education Institutions”, Emperor Journal of commerce [EJC], ISSN : 2582-9815, A Peer Reviewed And Google Scholar Index Journal, Vol. V, Issue II, February 2025, pp. 41-48.
2. Published an article titled “Adoption of Green Initiatives: Consumer Perception towards Electric Vehicles in Tiruchirappalli City”, Emperor Journal of Marketing [EJM], ISSN : 2583-0686, A Peer Reviewed And Google Scholar Index Journal, Vol. V, Issue II, February 2025, pp. 468-475.
3. Published an article titled “Customer Satisfaction Of KTM RC Series And Duke Series Mobile Bikes At KTM Motors , Tiruchirappalli”, Emperor Journal of Marketing [EJM], ISSN : 2583-0686, A Peer Reviewed And Google Scholar Index Journal, Vol. V, Issue II, February 2025, pp. 507-515.
4. Published an article titled “Customer Satisfaction Of Royal Enfield Two-Wheeler Services At Oxina Motors , Tiruchirappalli”, Emperor Journal of Marketing [EJM], Mayas Publication, ISSN : 2583-0686, A Peer Reviewed And Google Scholar Index Journal, Vol. V, Issue II, February 2025, pp. 875-885.
5. Published an article titled “A Study on Service Quality and Loyalty of Guests who stayed at Star Hotels, Kodaikanal”, in “Our Heritage Journal”, **An UGC-CARE List Group – 1**, ISSN0474-9030, Vol. 68, Issue 1, Impact factor 6.6, January 2020, pp. 3605-3609.
6. Published an article titled “Service Quality of Budget Hotels in Kodaikanal – Analytical Study”, in “Our Heritage Journal”, **An UGC-CARE List Group – 1**, ISSN 0474-9030, Vol. 68, Issue 3, Impact factor 6.6, January 2020, pp. 4484-4489.
7. Published an article titled “ Impact of Social Media and buying pattern of consumers in Tiruchirappalli towards purchase of Textile Garments”, in “The International Journal of Analytical and Experimental Modal Analysis (IJAEMA)”, **An UGC-CARE Approved Group – A Journal**, An ISO: 7021-2008 Certified Journal, ISSN 0886-9367, Volume XI, Issue IX, Impact Factor 6.3, September 2019, pp. 2064-2071.
8. Published an article titled “A Study on Measuring and improving Quality of service of Multi-Specialty Hospitals in Tiruchirappalli” in “International Journal of Research and Analytical Reviews (IJRAR)”, **UGC Journal ID: 43602**, Listed and Indexed with ISSN 2349-5138, Cosmos Impact Factor 4.236 & Impact Factor 5.75, Special issue, January 2019, pp. 175- 179.

9. Published an article titled “A Study on customer satisfaction in E-Banking” in biannual reviewed special issue of “International Journal of Management & Social Science (IJMSS)”, Reference No. of the journal in the **UGC website is 63251**, indexed with 6913, Vol. 8 (1.2) September-2018, p- ISSN 2249-0191, pp. 164-167.
10. Published an article titled “A study on service quality of star hotels and behavioral intentions of guests stayed at Kodaikanal”, Primax International Journal of Commerce and Management Research, Impact Factor: 4.532, ISSN: 2321-3604, Special Issue: January 2017, pp. 246-248.
11. Published an article titled “Service Quality and Guests Behavioural Intentions: A Study in the Kodaikanal Star Hotels” in “International Journal of Management (IJM)”, Journal Impact Factor (2014) : 7.2230 Calculated by Global Institute for Scientific Information (GISI), ISSN 0976-6502, Vol. 6, Issue 1, January 2015, pp. 475-483.
12. Published an article titled “An Empirical Study on Service Quality led to Customers Loyalty in Kodaikanal Hotels” in the Special Issue of “Research Explorer –An International Research Journal on Multidisciplinary”, Journal Impact Factor :0.389, ISSN 2250-1940, Vol. II, Special Issue 1, 16th August 2013, pp. 66-68.
13. Published an article titled “Customers Perceptions of Service Quality in Kodaikanal Hotels” in the Special Issue of “Research Explorer – An International Research Journal on Multidisciplinary”, Journal Impact Factor:0.389, ISSN 2250-1940 Vol. II, Special Issue II on March 2013, pp. 58-60.

Publication of Articles in the Journals (ISSN) 08

1. Published an article titled “Consumers’ Awareness and Attitude towards Buying Behavior of Green Products in Tiruchirappalli District” Primax International Journal of Commerce and Management Research (PIJCMR), Impact Factor: 7.532, ISSN 2321-3612, Vol. I, Special Issue, January 2024, pp. 32 - 38.
2. Published an article titled “Consumers Satisfaction towards Online Shopping with Special Reference to Tiruchirappalli City” Emperor Journal of Commerce, ISSN 2582-9815, Vol. IV, Issue 1, January 2024, pp. 40 - 45.
3. Published an article titled “A Study on Economic Status of Indian Railways” in the Special Issue “Jamal Academic Research Journal: An Interdisciplinary” ISSN 0973-0303, Vol. II, Special Issue, 24th January 2015, pp. 226-228.
4. Published an article titled “A Study on Service Quality and Guest Behavioural Intentions in the Kodaikanal Hotel” in the special Issue of “Jamal Academic Research Journal : An Interdisciplinary” ISSN 0973-0303, Special Issue , 16th August 2014, pp.

171-173.

5. Published an article titled “Service Quality of Hotels” in the Multifaceted Referral Journal “HRD Times” ISSN 0976-7401, Vol. 15, No. 5, May 2013 pp.29-30.
6. Published an article entitled “Tourists Perceptions of Service Quality of Kodaikanal Lake Based Hotels” in the Referred Journal “Sankhya – International Journal of Management and Technology”, ISSN 0975-3915, Vol. 3, Special Issue 2, September 2012, pp. 532-536.
7. Published an article titled “An study on Perceived Service Quality of Kodaikanal Hotel Resorts” in the “Jamal Academic Research Journal: An Interdisciplinary” ISSN 0973-0303, Vol. 6, No. 1 & 2, January-June, July-December 2012, pp. 53-56.
8. Published an article entitled “Weekend Effect in Stock Market – An Indian Analysis” in UGC sponsored Two Day International Seminar on Recent Trends in Capital Markets and Financial Innovations (RET CAM FIN - 2010) organized by Bharathidasan University and SMART Journal of Business Management Studies held on January 9-10, 2010.

Publication of Edited Volume of Books (ISBN): 10

1. Published an article titled “Merger and Acquisition of Hotel Industry in India” in the edited volume of book entitled on Different Perspectives of Companies Act 2013 – Towards Corporate Excellence” ISBN 978-81-909104-2-2 on 1st February 2014.
2. Published an article titled “Impact of financial inclusion on Indo-Kenyan Mobile & Internet users in Hotel Industry” in the edited volume of book entitled on “financial inclusion – A Way of Equitable” ISBN 978-81-909140-0-8 on 21st September 2013.
3. Published an article titled “An Empirical Study on Service Quality Budget Hotels in Kodaikanal, Tamilnadu” in the edited volume of book entitled on “Contemporary Issues and Challenges of Indian in Global Scenario” ISBN 978-93-81521-28-1 Vol. 1, Issue 1, February 2013, pp. 144-149.
4. Published an article titled “An Eagle View on Indian Hotel Industry” in the edited volume of book entitled on “Problems & Prospects of Service Sector in India” ISBN 978-93-81521-19-9 on 12th January 2013.
5. Published an article titled “A Study on Service Quality of Hotels in Kodaikanal on Guests Perceptions” in the edited volume of book entitled on “Problems & Prospects of Service Sector in India” ISBN 978-93-81521-19-9 on 12th January 2013.
6. Published an article entitled “Impact of SME’s on Hotel Industry and Globalisation” in the edited

volume of book entitled on “Problems & Challenges in the Management of Micro, Small and Medium Enterprises (MSME)” edited by Department of Business Administration, Jamal Mohamed College, ISBN 978-93-81521-01-4, Jazyam Publications, Trichy on 25th February 2012.

7. Published an article entitled “Growth Trend of Indian Resort Market” in the edited volume of book entitled on “Service Sector in the Globalisation Era” edited by PG Department of Commerce, Jamal Mohamed College, ISBN 93-81521-007, Jazyam Publications, Trichy on 22nd February 2012.
8. Published an article entitled “Correlation Analysis of Service Quality Gaps in Four Star Hotel in Kodaikanal” in the edited volume of book entitled on “India – An Emerging Economic Power” edited by PG Department of Commerce, Jamal Mohamed College, ISBN 93-81521-007, Jazyam Publications, Trichy on 4th February 2012.
9. Published an article entitled “Liberalisation on Performance of Indian Industries – An Overview” in the edited volume of Book “India – An Emerging Economic Power” edited by PG Department of Commerce, Jamal Mohamed College, ISBN 93-81521-007, Jazyam Publications, Trichy on 4th February 2012.
10. Published an article entitled “Effects of Environment in Tourism on Indian Economy – A Birds View” in the edited volume of Book “Recent Trends in Indian Economy – A management Perspective” edited by PG Department of Commerce & Department of Business Administration, Jamal Mohamed College, ISBN 978-93-80394-18-3, Raja Publications, Trichy on 4th February 2011.

Presentation in International Seminars / Conferences : 26

1. Presented a Paper titled “Customer Satisfaction Of KTM RC Series And Duke Series Mobile Bikes At KTM Motors , Tiruchirappalli”, in a International Conference on Transformation of Business in the Global Scenario and its Impact on Entrepreneurship”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy, held on 05-02-2025.
2. Presented a Paper titled “Customer Satisfaction Of Royal Enfield Two-Wheeler Services At Oxina Motors , Tiruchirappalli”, in a International Conference on Transformation of Business in the Global Scenario and its Impact on Entrepreneurship”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy, held on 05-02-2025.
3. Presented a Paper titled “Factors Affecting Quality Of Work-Life Balance Among Teachers In Higher Education Institutions”, in a International Conference on Transformation of Business in the Global Scenario and its Impact on Entrepreneurship”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy, held on 05-02-2025.
4. Presented a Paper titled “Adoption of Green Initiatives: Consumer Perception towards Electric Vehicles in Tiruchirappalli City”, in a International Conference on Transformation of Business in the Global Scenario and its Impact on Entrepreneurship”, organized by PG & Research Department of

Commerce, Jamal Mohamed College (Autonomous), Trichy, held on 05-02-2025.

5. Presented a Paper titled “Behavioural Intentions of Guests on Service Quality of Star Hotels at kodaikanal”, in National Conference on “Vikisit Bharath @ 2047” Department of Business Administration, Valluvar College of Arts and Science Management, Karur held from 23-07-2024 & 24-07-2024 ,
6. Presented a Paper titled “Influence Of Artificial Intelligence In Framing Digital Marketing Strategies”, International Conference on “Artificial Intelligence & Digital Transformation : Strategies for Growth and Sustainability” organised by Niligiri College of Science (Autonomous) The Nilgiris on 23-08-2024.
7. Presented a Paper titled “Impact of green marketing on sustainable consumer attitudes and purchasing behavior, National level conference on “ Fostering Business Excellence : The Role Of Technology , Leadership and Sustainability In Commerce And Management” organised by St. Joseph’s College (Autonomous) Tiruchirappalli held on 31-01-2025.
8. Presented a Paper titled “Consumers Satisfaction towards Online Shopping with Special Reference to Tiruchirappalli City” in International Conference on “Technological Advancement and its Impact on Entrepreneurship” organized by Jamal Mohamed College, Tiruchirappalli held on 24-01-2024.
9. Presented a Paper titled “Consumers’ Awareness and Attitude towards Buying Behavior of Green Products in Tiruchirappalli District” in International Conference on “Technological Advancement and its Impact on Entrepreneurship” organized by Jamal Mohamed College, Tiruchirappalli held on 24-01-2024.
10. Presented a Paper titled “Consumers’ Awareness Towards Buying Green Products In Tiruchirappalli District” in International Seminar (Hybrid Mode) on “Dynamics of Emerging Business Innovation and Trends- Academia Industry Role” organized by Cauvery College For Women (A0, Trichy Jointly SMART Journal of Business Management Studies held from 06-01-2024 To 07-01-2024.
11. Presented a Paper titled “Growth Trend of Indian Resort Market is at a boom rate” in International Seminar on “Great Initiatives of State and Central Government through Startsup (S) Programmes In Nurturing Entrepreneurial Activities” organized Jamal Mohamed College, Tiruchirappalli held from 21-09-2022 to 22-09-2022.
12. Presented a Paper titled “Consumers' Awareness and his Attitude Towards Purchasing Green Products in Tiruchirappalli District” in International Seminar on “Entrepreneurship and Social Empowerment Converging Technologies & Growth Business” organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 10-05-2022.

13. Presented a Paper titled “Consumers' Awareness and his Attitude Towards Purchasing Green Products in Tiruchirappalli District” in Two Day National Conference on “Impact on Social Media on Teaching and Learning Process of Higher Education in Tamil Nadu” organized by Government Arts and Science College, Lalgudi Trichy held from 21-04-2022 to 22-04-2022.
14. Presented a Paper titled “Consumers’ Awareness and Attitude towards Buying Behavior of Green Products in Tiruchirappalli District” in One Day International Conference on Opportunities and challenges of business in the changing scenario (Under UGC Autonomous Grant), organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 23rd January, 2020.
15. Presented a Paper titled “Consumers Satisfaction towards Online Shopping with Special Reference to Tiruchirappalli City” in One Day International Conference on Opportunities and challenges of business in the changing scenario (Under UGC Autonomous Grant), organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 23rd January, 2020.
16. Presented a Paper entitled “A Study on Service Quality and Loyalty of Guests who stayed at Star Hotels, Kodaikanal”, in One Day International Conference on Opportunities and
17. challenges of business in the changing scenario (Under UGC Autonomous Grant), organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 23rd January, 2020.
18. Presented a Paper entitled “A Study on Measuring and improving Quality of service of Multi-Specialty Hospitals in Tiruchirappalli” in One Day International Conference on “New Horizons of Business in the Changing Global Environment” organized by the PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 23rd January, 2019.
19. Presented a Paper entitled “Indo-Foreign Trade Policy & Export Incentive Scheme” in Two Day International Seminar on “Inclusive Economic Growth” organized by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 13th and 14th August 2015.
20. Presented a Paper entitled “Service Quality and Guests Behavioural Intentions : A Study in the Kodaikanal Star Hotels” in Two Day International Conferences on “Advanced Management – Challenges in Knowledge Era” organized by Jamal Institute of Management, Jamal Mohamed

College (Autonomous), Trichy-20 held on 8th and 9th January 2015.

21. Presented a Paper entitled “A Study on service Quality and Guest Behavioural Intentions in the Kodaikanal Hotels” in Two Day International Seminar on “Global Economic Revival : A Changing Scenario” organized by the Department of Business Administration & PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 16th and 17th August 2014.
22. Presented a Paper entitled “An Empirical Study on Service Quality led to Customers Loyalty in Kodaikanal Hotels” in Two Day International Seminar on “Global Competitiveness – A Challenge for Sustenance and Excellence” organized by the Department of Business Administration & PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 16th and 17th August 2013.
23. Presented a Paper entitled “An Empirical Study on Service Quality of Budget Hotels in Kodaikanal, Tamilnadu” in Two Day International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” organized by the PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 13th and 14th February 2013.
24. Presented a Paper entitled “Tourists Perceptions of Service Quality of Kodaikanal Lake Based Hotels” in the International Conference on “Business Innovations in the Globalisation Era” organized by the PG & Research Department of Commerce, A.V.V.M Sri Puspham College (Autonomous), Poondi held on 22nd September 2012.
25. Presented a Paper entitled “We for You – Emerging Trends in Hotel Resort Industry in India” in the International Conference on “Emerging Trends in Research” organized by the Quality Circle for Research, Thassim Beevi Abdul Kader College for Women (Autonomous and Reaccredited), Kilakarai held on 12th April 2012.
26. Presented a Paper entitled “Weekend Effect in Stock Market – An Indian Analysis” in UGC sponsored Two Day International Seminar on Recent Trends in Capital Markets and Financial Innovations (RET CAM FIN - 2010) organized by Bharathidasan University and SMART Journal of Business Management Studies held on January 9-10, 2010.

Presentation in a State / National / International Seminars / Conferences: 12

1. Presented a Paper entitled “ Impact of Social Media and buying pattern of consumers in Tiruchirappalli towards purchase of Textile Garments”, in One Day National Conference on “Advancement in Business in the Digital Era 2019” organized by the PG Department

of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy-20 held on 25th September, 2019.

2. Presented a Paper entitled “A Study on customer satisfaction in E-Banking” in One Day National Conference on “Advancement in Business in the Digital Era 2019” organized by the PG Department of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy-20 held on 20th September, 2018.
3. Presented a Paper entitled “Stress Management” in One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 05th February 2015.
4. Presented a Paper titled “A Study on Economic Status of Indian Railways” in One Day National Level Seminar on “Marketing Strategies for Make in India Products and Services” organized by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 24th January 2015.
5. Presented a Paper “Customers Perceptions of Service Quality in Kodaikanal Hotels” in One Day National Conference on “Services Sector in India – An Analysis” organized by Department of Management Studies and PG & Research Department of Commerce, Bharath College of Science and Management, Thanjavur-5 held on 16th March 2013.
6. Presented a Paper titled “Impact of SME’s on Hotel Industry and Globalisation” in One Day National Level Seminar on “Problems & Challenges in the Management of Micro, Small and Medium Enterprises (MSME)” organized by Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy-20 held on 25th February 2012.
7. Presented a Paper entitled “Growth Trend of Indian Resort Market” in One Day National Level Seminar on “Service Sector in the Globalisation Era” edited by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 22nd February 2012.
8. Presented a Paper entitled “Correlation Analysis of Service Quality Gaps in Four Star Hotel in Kodaikanal” in One Day National Level Seminar on “India – An Emerging Economic Power” edited by PG Department of Commerce, Jamal Mohamed College, (Autonomous), Trichy on 4th February 2012.
9. Presented a Paper entitled “Liberalisation on Performance of Indian Industries – An Overview” in One Day National Level Seminar on “India – An Emerging Economic Power” edited by PG Department of Commerce, Jamal Mohamed College, (Autonomous), Trichy on 4th February 2012.

10. Presented a Paper entitled “Effects of Environment in Tourism on Indian Economy – A Birds View” in One Day National Level Seminar on “Recent Trends in Indian Economy – A Management Perspective” organized by PG Department of Commerce & Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy-20 held on 4th February 2011.
11. Presented a Paper entitled “Role of Educational Industry in Indian Economy” in One Day National Level Seminar on “Recent Trends in Indian Economy – A Management Perspective” organized by PG Department of Commerce & Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy-20 held on 4th February 2011.
12. Presented a Paper entitled “Corporate Social Responsibility of Indian Financial Institutions” in UGC sponsored Two day National Seminar on Financial Exclusion: Need for Financial Inclusion organized by Department of Commerce, Annamalai University held on January 18th & 19th, March 2010.

Participation in International / National Webinar / Seminars / Conferences : 42

1. Participated in an “International Workshop on Writing and Publishing Research Article in Commerce and Management” organized by PG & Research Department of Commerce, Cauvery College for Women (Autonomous), Trichy held on 20-06-2024.
2. Participated in an National level Lecture Series on ‘Teacher As Facilitator’ organized by Dr .M.G.R Educational And Research Institute Chennai held on 25-06-2024.
3. Participated in an National level Lecture Series on ‘Navigating The Art Of Teaching’ organized by Dr .M.G.R Educational And Research Institute Chennai held on 26-06-2024.
4. Participated in an “Online International Workshop on “Research Informatics: A Module of Research Methodology” organized by Maryam Abacha American University of Nigeria held on 09-09-2024.
5. Participated in an “Sustaining Innovation: National Level Workshop on Research Project Funding Strategies” organized by Patrician College of Arts and Science, Chennai held on 13-09-2024.
6. Participated in a International webinar on “Business Trends in 2024” Jayaraj Annapackiam College for Women (Autonomous), Theni held on 18-09-2024.
7. Participated in an “Five Days Online Workshop on Foundation Of Stock Market For Beginners ‘organized by Star International Foundation For Research And Education, Tiruchengode held from 23-09-2024 To 27-09-2024.
8. Participated in an Online National level Workshop on Artificial Intelligence In Education Context Universal Teachers Academy, Puducherry held from August -2024 To October -2024.

9. Participated in an Five –Days National Level Virtual Workshop On Next- Gen Research Tools Organized by SRM Institute of Science and Technology Chennai held from 03-12-2024 To 07-12-2024.
10. Participated in an International Seminar on Redefining Education : Tech-Driven ,Equitable , Sustainable organized by Institute of Advanced Study in Education Thrissur , Kerala held on 14-01-2025.
11. Participated in an National Workshop on “ Practical Librarianship : Designing Next Generation Library Services “organized by Bhogawati Mahavidyalaya, Kurukali and The New College, Kolhapur held on 22-01-2025
12. Participated in an National level Intellectual Property Awareness Mission, Intellectual Property office, India on 12-02-2025
13. Participated in an One Day Online International Workshop on Research Methodology and Scientific Writing organized by Maryam Abacha American University of Nigeria held on 19-02-2025.
14. Participated in an National Seminar “ Ignite the Spark “ Unlocking Inner Potential for Personal and Professional Growth organized by Department of Commerce and Management , University of Kota , Kota – Rajasthan and Indian Accounting Association, held on 07-03-2025
15. Participated in 7 Days Online Workshop on Research Methodology and Publication Ethics” organized by Star International Foundation for Research and Education, held from 05-03-2025 to 11-03-2025.
16. Participated in A Five –Day Upskilling Programme organized by the PG & Research Department of English, Jamal Mohamed College, Tiruchirappalli-20, held from 19-08-2024 To 23-08-2024.
17. Participated in Five Days Workshop on “ International Perspectives on Research Methodology Challenges and Opportunities” organized by the PG & Research Department of History, Jamal Mohamed College, Tiruchirappalli-20, held from 20-01-2025 To 24-01-2025
18. Participated in an Multi- Disciplinary National Webinar Series on “A Topic Entrepreneurship In The Digital Era” organized by ASPIRE College Of Advanced Studies, Palakkad on 08-02-2024.
19. Participated in an National Level Webinar on “Enhancing Your ABDC Journal Publication Potential” organized by Nirmala Memorial Foundation College Of Commerce And Science, Mumbai on 23-01-2024.
20. Participated in an International Seminar on “Dynamics of Emerging Business Innovation and Trends – Academia Industry Role” organized by PG & Research Department of Commerce and Business Administration jointly with SMART Journal of Business

Management Studies, Tiruchirappalli from 06-01-2024 to 07-01-2024.

21. Participated in a **National Seminar on “Skill Development Practices to Enhance the Skill of College Students”** Sponsored By ICSSR. MHRD Government Of India and organized by Department of Commerce, Srimad Andavan Arts and Science College, Tiruchirappalli from 21-12-2023 to 22-12-2023 .
22. Participated in an **National Seminar** on “Opportunities Of Research In Indian Knowledge System” organized by BSM-Gujarat on 25-12-2023.
23. Participated in a Two day National Seminar on “Knowledge Management Practices to Develop Skills of College Students” organized by Department of Business Administration, Jamal Mohamed College, Tiruchirappalli & Indian Council of Social Science Research (ICSSR) New Delhi from 12-10-2022 to 13-10-2022.
24. Participated in an International Seminar on “Great Initiatives Of State And Central Government Through Startup(S) Programmes In Nurturing Entrepreneurial Activities” organized by Jamal Mohamed College (Autonomous), Tiruchirappalli from 21-09-2022 to 22-09-2022.
25. Participated in an International Webinar on “Teachers as Change Agents: An Ethical Approach” organized by IQAC, Rani Anna Government College for Women, Tirunelveli on 14-09-2022.
26. Participated in an International Seminar on “Implementation of (Outcome Based Education) in Commerce Education organized by Department of Commerce (Business Analytics), G.Venkataswamy Naidu College, Kovilpatti on 27-08-2022.
27. Participated in an International Seminar on “Repositioning Higher Education Research for Institutional Sustainability and Development” organized by Institute for Africa Higher Education Research and Innovations (IAHERI) on 20-08-2022.
28. Participated in an International Seminar on “Ethical Issues in Higher and How to Tackle them” organized by Jamal Mohamed College (Autonomous), Tiruchirappalli on 28-07-2022.
29. Participated in an International Conference on “Business Intelligence” organized by VLB Janakiammal College of Arts and Science, Coimbatore on 03-06-2022.
30. Participated in an International Seminar on “Entrepreneurship and Social Empowerment Converging Technologies & Growth Business” organized by Jamal Mohamed College (Autonomous), Tiruchirappalli on 10-05-2022.
31. Participated in an Two Days National Seminar on “Sustainable Development in Research: Effective Research Proposal Writing & Identifying Funding Opportunities”

organized by Department of Commerce, PSG College of Arts & Science, Coimbatore from 21-03-2022 to 22-03-2022.

32. Participated in an Two Days National Webinar on “ Free Online Tools for Easy, Effective and Impactful Research” organized by Central Library, MV Muthiah Govt. Arts College for Women, Dindigul from 19-03-2022 to 20-03-2022.
33. Participated in a National Webinar on “**Digital and Social Media Marketing**” organized by Department of Business Administration, Mother Gnanamma Women’s College of Arts and Science, Trichy on **28-01-2022**.
34. Participated in a National Webinar on “**Strategy for Managing Personal Finance**” organized by K LH Business School, Hyderabad in Association of Mutual Funds in India on **08-12-2021**.
35. Participated in an International Seminar on “Technology and Law in Cyber Security Contemporary Challenges and Solutions” organized by UniversitiGo Global (UGG) in partnership with Saint Francis De College, Nagpur on 28-08-2021.
36. Participated in an International Conclave on “Tools and Strategies for Emerging Business” **organized** by School of Commerce, KPR College of Arts and Science and Research, Coimbatore on 18-08-2021.
37. Participated in a National Webinar on “**Personal Finance Literacy**”(Learn to Manage **Your Personal Income**) organized by the PG Department of Commerce (SF), Jamal Mohamed College (Autonomous), Tiruchirappalli -620 020, Tamil Nadu on **18-08-2021**.
38. Participated in National Level Webinar on “Joy of Orderly Living” held on 05-05-2020.
39. Participated in One Day ICSSR Sponsored National Seminar on “Fostering Scientific Temper on Business Research” organized by the PG & Research Department of Commerce, Periyar E.V.R. College (Autonomous), Trichy-20 held on 20th February 2019.
40. Participated in One Day International Conference on “Services Marketing – Process, Practices and Potential” organized by the PG & Research Department of Commerce National College (Autonomous), Trichy-01 held on 24th January 2019.
41. Participated in One Day National Level Seminar on “Practical Application of Interest free financing for the economic development” organized by PG Department of Commerce (SF), Jamal Mohamed College (Autonomous), Trichy-20 held on 13th January 2016.
42. Participated in One day National Seminar on “Branding and Advertising for Future Managers” organized by School of Management, SASTRA University held on 12th October 2009.

Presentation in State / Regional Conferences / Seminars : 06

1. Presented a Paper entitled “Merger and Acquisition of Hotel Industry in India” in One Day State Level Seminar on “Different Perspectives of Companies Act 2013 – Towards Corporate Excellence” organized by Department of Business Administration & PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 1st February 2014.
2. Presented a Paper entitled “Accessing the Corporate Social Responsibility Practices of the Hospitality Industry in India” in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 29th January 2014.
3. Presented a Paper entitled “Impact of financial inclusion on Indo-Kenyan Mobile & Internet users in Hotel Industry” in One Day State Level Seminar on “Financial Inclusion – A Way of Equitable Growth” organized by Department of Business Administration & PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 21st September 2013.
4. Presented a Paper entitled “An Eagle View on Indian Hotel Industry” in One Day State Level Seminar on “Problems & Prospects of Service Sector in India” organized by Department of Business Administration & PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 12th January 2013.
5. Presented a Paper entitled “A Study on Service Quality of Hotels in Kodaikanal on Guests Perceptions” in One Day State Level Seminar on “Problems & Prospects of Service Sector in India” organized by Department of Business Administration & PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 12th January 2013.
6. Presented a Paper entitled “Corporate Governance in Multinational Corporations” in UGC Autonomous Grant One Day State Level Seminar on “Corporate Governance in India – Challenges and Prospects” organized by PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 19th March 2010.

Participation in State / Regional Conferences / Seminars: 06

1. Participated in International Webinar on “**Technology and Law in Cyber Security Contemporary Challenges and Solutions**” organized by UniversitiGo Global (UGC) in Partnership with Saint Francis De College, Nagpur held on 28-08-2021.
2. Participated in International Conclave on “**Tools and Strategies for Emerging Business**” organized by School of Commerce, KPR College of Arts and Science and Research, Coimbatore held on 18-08-2021.
3. Participated in UGC Autonomous Grant One Day Seminar on Teaching, Learning and

Research in Higher Education – Excellence and beyond Excellence organized by Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy-20 held on 7th March 2012.

4. Participated in UGC Autonomous Grant One Day State Level Seminar on “Investment Opportunities and Challenges” organized by PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 12th January 2011.
5. Participated in Seminar on “Creating Competiveness to excel in higher education – a TQM approach” organized by Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy-20 held on 8th December 2010.
6. Participated in One day K.S. Sampathkumaran Memorial Regional Seminar on “The Management Accounting Strategies during Economic Uncertainties” organized by SIRC, Chennai and Tiruchirappalli Chapter of Cost Accountants, Trichy-1 held on 11th January 2009.

Participation in International / National / State / Regional Workshops: 23

1. Participated in Five Days Interdisciplinary Online Workshop on “Advance Teaching, Learning, Research Methodology and Innovation” organized by Saint Francis De Sales College, Nagpur, Maharashtra from 01-06-2021 to 05-06-2021.
2. Participated in One Day Workshop on “E-Media Training Programme” organized by Jamal Mohamed College (Autonomous), Tiruchirappalli on 22-12-2021.
3. Successfully completed National Level Workshop on “Trading for Beginner” organized by Department of Commerce (Banking & Insurance) of Vidyalkar School of Information Technology, Mumbai – 400037 on 07-01-22 and 08-01-22.
4. Participated in National level Workshop on “Development and Validation of Research Tool” organized by Mandsaur University, Madhya Pradesh on 15-02-2022.
5. Participated in Six Days Workshop on “Effective Share Trading Strategies” organized by Jamal Mohamed College (Autonomous), Tiruchirappalli from 21-04-2022 to 26-04-2022.
6. Participated in One day National Level Online Workshop on “Implementation of (Outcome Based Education) OBE in Commerce Education” organized by Department of Commerce (Business Analytics) G.Venkataswamy Naidu College, Kovilpatti on 27-08-2022.
7. Participated in National level Workshop on “New Reforms in Higher Education with the Reference to NEP 2020” organized by Department of Commerce, SRM Institute of Science and Technology, Ramapuram Campus from 14-07-2023 to 21-07-2023
8. Participated in National level Workshop on “Webinar Series- I On Perfecting The Art Of Writing Research Paper” organized by SRM Faculty of Science & Humanities, Vadapalani on 27-08-2022.

9. Participated in a Five Days Online Workshop on SPSS in Research” organized by Star International Foundation for Research and Education, Tiruchengode from 26-12-2023 to 30-12-2023.
10. Participated in an Five day International Workshop on “Research Methodology: Tools and Techniques for Thesis Writing” organized by PG & Research Department of History, Jamal Mohamed College, Tiruchirappalli from 08-01-2024 to 12-01-2024.
11. Participated in Two day International Workshop on “Unleashing Innovative Technologies” organized by Holy Cross College & Jamal Mohamed College, Tiruchirappalli from 19-02-2024 to 20-02-2024.
12. Participated in Five days National Level Online workshop on **“Advance Teaching, Learning, Research Methodology and Innovation”**, organized by Saint Francis De College, Nagpur from 01-06-2021 to 05-06-2021.
13. Participated in One day ICSSR – Southern Regional Centre, Hyderabad Sponsored Workshop on **“Research Proposal Writing & Funding Agencies”**, organized by Training and Placement Cell, Periyar E.V.R. College, Trichy-23, held on 20th December, 2019.
14. Participated in One day International Workshop on “Artificial Intelligence – its Impact on Social Sciences”, organized by PG & Research Department of Social Work, Jamal Mohamed College (Autonomous), Trichy-20, held on 14th February 2019.
15. Participated in UGC CPE Sponsored Two day Workshop on “Professional Development for Academic Leadership in Curriculum Design”, organized by Curriculum Development Cell, Jamal Mohamed College (Autonomous), Trichy-20, held on 18th and 19th January 2019.
16. Participated in Two day UGC Sponsored National Level Workshop on “Accounting in the 21st Century-some Emerging Dimensions”, organized by Department of Commerce, Annamalai University held on 3rd & 4th, March 2014.
17. Participated in a One Day State level Workshop on “Investment in Stock Market for Beginners”, organized by Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy-20, held on 06th October 2015.
18. Participated in a One Day State level Workshop on “Entrepreneurship Development”, organized by Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy-20, held on 24th February 2015.
19. Participated in Two day State Level Workshop on “Research on Commerce and Management Studies”, organized by Tamil Nadu State Council for Science and Technology & Research Centre of Commerce, Bharathidasan University College held on 15th & 16th, March 2013.

20. Participated in One Day State Level Workshop on “Stock Market Practices” organized by PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held on 12th January 2012.
21. Participated in Four Day Workshop on “Latex and SPSS”, organized by PG and Research Department of Mathematics, Jamal Mohamed College (Autonomous), Trichy-20, held on 26th, 29th, 30th September and 01st October 2014.
22. Participated in One Day Workshop on “International Financial Reporting Standards (IFRS)”, organized by Department of Business Administration and Commerce, Jamal Mohamed College (Autonomous), Trichy-20, held on 1st October 2011.
23. Participated in Seven day UGC sponsored Regional level workshop on “Computer Applications in Research in Social Sciences”, organized by PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy-20 held from 14th to 20th November 2005.

Organized Workshop / Online Quiz

02

1. Organized Online Quiz program on “Lock down Biz Quiz” during Covid 19, Jamal Mohamed College (Autonomous), Trichy-20, held during 13-05-2020 to 20-05-2020.
2. Organized Self Support Sponsored One Day Workshop on “International Financial Reporting Standards (IFRS)”, Jamal Mohamed College (Autonomous), Trichy-20, held on 1st October 2011.

Certificate of Appreciation

06

1. Received Certificate of Appreciation from our institution as **Best NSS Coordinator** during 2018-2019.
2. Received Certificate of Appreciation from our institution for publishing a paper in the UGC referred Journal during 2018-2019.
3. Received Certificate of Appreciation for participating in the Staff Enrichment on Ownership Culture, organized by the Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy-20, held on 14th June 2019.
4. Received Certificate of Appreciation for participating in the one-day workshop on “Writing Winnable Project Proposals”, organized by the Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy-20, held on 23rd June 2018.
5. Acted as Resource Person in “Vaanga Sirikalam” Program conducted by Gender Club, Jamal Mohamed College (Autonomous), Trichy-20.
6. Business Quiz Master in “**EXOBIZ**” in Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy-20, from 2012 – Till Date.

PERSONAL INFORMATION

Gender : Male

Date of Birth : 25th August 1982

Marital Status : Married

Languages Known : Tamil and English

Nationality / Religion : Indian / Islam

Parents Name : H. Liyakat Ali & L. Ammeth Rahima

Fathers Occupation : TEA STALL

DECLARATION

I would strive hard to match the expectations of organization and would do better justification to the profession and to assigned responsibilities.

Date : 09-04-2025

Yours faithfully,

Place : Trichy – 20.

(Dr. L. ASID AHAMED)