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LANGUAGES PROFICIENCY

READ : TAMIL & ENGLISH

WRITE : TAMIL & ENGLISH

SPEAK : TAMIL & ENGLISH

1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMMERCE	AUXILIUM COLLEGE, VELLOR	1983
2.	PG	COMMERCE	LOYOLA COLLEGE, CHENNAI	1985
3.	B.ED.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	1991
4.	M.PHIL.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2000
5.	PH.D.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2008
6.	SLET	COMMERCE	MADRAS UNIVERSITY, CHENNAI	2011
7.	CERTIFICATE	TALLY 9.0	SRI RAMANA ACADEMY, VIRUDHUNAGAR	2013

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO
1.	FATIMA MATRICULATION SCHOOL, MADURAI	1987 - 1988
2.	FATIMA COLLEGE, MADURAI	1988 - TILL DATE

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	INCHARGE OF ADULT EDUCATION	1988 – 1992
2.	INCHARGE OF COIR	2001 – 2002
3.	NSS PROGRAMME OFFICER	2002 – 2005
4.	STAFF SECRETARY	2005
5.	INCHARGE OF TIME TABLE AND CLASS ROOM ALLOTMENT	2018 – 2009
6.	MEMBER OF COLLEGE MAGAZINE COMMITTEE	2009 – 2010

7.	MEMBER OF COUNSELING AND GUIDANCE CELL	2009
8.	COORDINATOR FOR NATIONAL SEMINAR	2009 – 2010
9.	STAFF ADVISER TO STUDENT UNION	2010 – 2012
10.	INCHARGE OF PLACEMENT & WE (WOMEN ENTREPRENEURS)	2011
11.	INCHARGE OF EXTENSION ACTIVITIES	2011 – 2014
12.	COUNSELING AND GUIDANCE CELL MEMBER AND MEMBER OF DISCIPLINE COMMITTEE	2014 – 2015
13.	CO -ORDINATOR FOR CONSUMER CLUB	2015 – 2018
14.	MEMBER OF UGC PROPEL COMMITTEE	2017 – 2018
15.	MEMBER OF ADMISSION COMMITTEE	2014 – 2018
16.	CALENDAR COMMITTEE MEMBER	2017 – 2018
17.	UGC PROPEL COMMITTEE CO-ORDINATOR	2018 – 2019

4. AREAS OF SPECIALIZATION

- HUMAN RESOURCE MANAGEMENT
- MARKETING

5. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	ORIENTATION	-	MADURAI KAMARAJ UNIVERSITY, MADURAI	1993
2.	REFRESHER COURSE	FUNCTIONAL MANAGEMENT	MADURAI KAMARAJ UNIVERSITY, MADURAI	1999
3.	REFRESHER COURSE	RECENT TRENDS IN COMMERCE EDUCATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	2001
4.	REFRESHER COURSE	WOMEN STUDIES	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL	2002

6. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	UGC SPONSORED WORKSHOP ON "CURRICULUM DEVELOPMENT"	CHRISTU JOTHI COLLEGE, BANGALORE	MAY 08 - 14, 1990	PARTICIPATED	-
2.	STATE-LEVEL SEMINAR ON "INDUSTRIAL DISPUTE"	DEPT. OF COMMERCE, LADY DOAK COLLEGE, MADURAI	1991	PARTICIPATED	-

3.	NATIONAL SEMINAR ON “EMERGING TRENDS IN ADVERTISING AND SALESMANSHIP IN THE GLOBAL ERA”	THE AMERICAN COLLEGE, MADURAI	FEB. 01 & 02, 2004	PARTICIPATED	-
4.	STATE LEVEL SEMINAR ON “INVESTMENT OPPORTUNITIES IN CAPITAL MARKET”	TAMILNADU INVESTORS ASSOCIATION, DEPARTMENT OF COMMERCE VIVEKANANDA COLLEGE & SEBI	2007	PARTICIPATED	-
5.	ICSSR SPONSORED INTERNATIONAL CONFERENCE ON “REFORMS IN HIGHER EDUCATION IN ASIA”	ICSSR & CARDAMOM PLANTERS’ ASSOCIATION COLLEGE, BODINAYAKANUR	MAR. 03 - 05, 2008	PRESENTED	REFORMS IN CURRICULUM DEVELOPMENT AND EDUCATION PROCESS
6.	NATIONAL SEMINAR ON “ENHANCING AND SUSTAINING QUALITY IN HIGHER EDUCATION; INTERVENTION STRATEGIES”	IQAC, FATIMA COLLEGE, MADURAI	2009	PARTICIPATED	-
7.	WORKSHOP ON “UNDERSTANDING AND HANDLING STRESS”	TOP KIDS, MADURAI	2009	PARTICIPATED	-
8.	UGC SPONSORED NATIONAL SEMINAR ON “OPPORTUNITIES & CHALLENGES FOR WOMEN IN BUSINESS”	DEPT. OF COMMERCE, FATIMA COLLEGE	JAN. 29, 2010	PRESENTED	BALANCE BETWEEN WORK AND FAMILY OF WOMEN ENTREPRENEURS AND THEIR COMPETENCIES AMONG BEAUTICIANS WITH SPECIAL REFER TO MADURAI CITY
9.	UGC SPONSORED INTERNATIONAL SEMINAR ON “ENVIRONMENTAL SUSTAINABILITY CHALLENGES AND STRATEGIES”	DEPT. OF HISTORY, ECONOMICS. SOCIOLOGY & D COMMERCE	FEB. 17 & 18, 2010	PRESENTED	GREEN BANKING – A BOOM TO FRAME A GREENER WORLD
10.	INTERNATIONAL CONFERENCE ON GLOBAL RECESSION AND IT’ S IMPACT	FATIMA COLLEGE, MADURAI	2010	PRESENTED	GLOBAL CRISIS: RBI MEASURES RESPONDING TO THE EMERGING CHALLENGES
11.	UGC SPONSORED INTERNATIONAL SEMINAR ON “EMERGING DIMENSIONS OF BANKIG SECTOR IN THE GLOBAL SCENERIO”	MANONMANIAM SUNDARANAR UNIVERSITY	JAN. 21 & 22, 2011	PRESENTED	A STUDY ON CUSTOMERS PREFERENCE FOR ELECTRONIC BANKING
12.	INTERNATIONAL CONFERENCE ON TRENDS AND RESEARCH IN MANAGEMENT	OXFORD ENGINEERING COLLEGE	2011	PRESENTED	CHANGING FAMILIES CHANGING KIDS” ADVERTISING AND MARKETING TO CHILDREN
13.	INTERNATIONAL CONFERENCE ON CONTEMPORARY PRACTICES IN FINANCE AND MARKETING	NEHRU INSTITUTE OF MANAGEMENT STUDIES	2011	PRESENTED	A STUDY ON FACTORS INFLUENCING INVESTMENT PATTERN OF SALARIED PERSONS IN MADURAI DISTRICT
14.	INTERNATIONAL SEMINAR ON ENVIRONMENTAL SUSTAINABILITY : CHALLENGES AND STRATEGIES	FATIMA COLLEGE, MADURAI	2011	PRESENTED	GREEN BANKING-A BOON TO FRAME A GREENER WORLD
15.	UGC SPONSORED NATIONAL SEMINAR ON IMPACT OF MNCs ENTRY IN THE INDIAN RETAIL MARKET	THIAGARAJAR COLLEGE, MADURAI	2012	PRESENTED	IMPACT OF INDIAN RETAIL MARKET

16.	UGC SPONSORED NATIONAL WORKSHOP E-COMMERCE FOR EVERY ONE	FATIMA COLLEGE, MADURAI	2012	PARTICIPATED	-
17.	IQAC STATISTICAL TRAINING PROGRAMME	FATIMA COLLEGE, MADURAI	2013	PARTICIPATED	-
18.	CAREER CARVING COMMERCE EDUCATION	FATIMA COLLEGE, MADURAI	2016	PARTICIPATED	-
19.	UGC SPONSORED NATIONAL CONFERENCE ON INNOVATION NEEDED IN COMMERCE, ECONOMICS AND MANAGEMENT TO MEET THE PRESENT CRISES AND CRAZE	MANKAYARKARASI COLLEGE, MADURAI	2017	PRESENTED	A STUDY ON INVESTOR ATTITUDE TOWARDS INVESTMENTS IN CHITS WITH SPECIAL REFERENCE TO MADURAI DISTRICT
20.	NATIONAL SEMINAR ON DEMONITISATION	FATIMA COLLEGE, MADURAI	2017	PRESENTED	A STUDY ON PERCEPTION OF WOMEN ENTREPRENEURS ON DEMONETIZATION WITH SPECIAL REFERENCE TO MADURAI CITY
21.	5 TH INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE RESEARCH ICSSR	WORLD CONFERENCES.NET KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELENGOR, MALAYSIA	2017	PRESENTED	-
22.	NATIONAL SEMINAR ON BUSINESS INTELLIGENCE SYSTEM	FATIMA COLLEGE, MADURAI	2018	PRESENTED	CUSTOMER CREATION THROUGH CRAFT BAZAARS BY SIPPO
23.	NATIONAL SEMINAR ON CREATING AWARENESS ABOUT FINANCIAL MARKETS FOR FUTURE INVESTORS	FATIMA COLLEGE, MADURAI	2018	PARTICIPATED	-
24.	INTERNATIONAL CONFERENCE ON RECENT TRENDS IN E-COMMERCE	FATIMA COLLEGE, MADURAI	2018	PARTICIPATED	-
25.	NATIONAL CONFERENCE ON "SOCIAL TRANSFORMATION OF STUDENTS THROUGH INNOVATIVE ENTREPRENEURSHIP"	ARUL ANANDAR COLLEGE, MADURAI	2018	PRESENTED	A STUDY ON ATTITUDE OF STUDENTS ON ENTREPRENEURSHIP AWARENESS CAMP CONDUCTED BY SIPPO IN MADURAI DISTRICT
26.	INTERNATIONAL CONFERENCE ON "MAKE IN INDIA-VISION INTO REALITY"	VIVEKANANDA COLLEGE, MADURAI	2018	PRESENTED	A STUDY ON WOMEN BENEFICIARIES OF SIPPO TOWARDS SKILL TRAINING PROGRAMME CONDUCTED IN SELECT SOUTHERN DISTRICTS OF TAMILNADU
27.	UGC SPONSORED INTERNATIONAL CONFERENCE ON BANKING AND INSURANCE: A CATALYST TOWARDS INDIA'S VISION 2022	THE MADURA COLLEGE, MADURAI	2018	PRESENTED	A STUDY ON WOMEN ENTREPRENEURS PERCEPTION TOWARDS HEALTH INSURANCE IN SOUTHERN DISTRICTS OF TAMILNADU
28.	INTERNATIONAL CONFERENCE ON SERVICE OUTSOURCING: AN INNOVATIVE STRATEGY FOR GLOBAL COMPETITIVE ADVANTAGE	MARY MATHA COLLEGE, PERIYAKULAM	2018	PRESENTED	A STUDY ON AWARENESS OF SIPPO BENEFICIARIES ON BUSINESS OUTSOURCING

7. RESEARCH GUIDES/GUIDANCE DETAILS

PH.D. GUIDANCE COMPLETED/ONGOING

S. No.	STUDENT NAME	TITLE OF THESIS	MODE OF PH.D.	REG. NUMBER	DATE OF REGISTRATION	NAME OF UNIVERSITY/ INSTITUTION UNDER WHICH REGISTERED	REGISTERED/ PURSUING/ SUBMITTED/ PRE-VIVA/ VIVA/ AWARDED	DATE (SUBMITTED/ PRE-VIVA/ VIVA/ AWARDED)
1.	P. SARANYA	A STUDY ON THE PERCEPTION OF EMPLOYEES TOWARDS QUALITY OF WORK LIFE IN THE FINANCIAL INSTITUTIONS WITH SPECIAL REFERENCE TO MADURAI DISTRICT	FULL TIME	F9500	14.03.2015	MADURAI KAMARAJ UNIVERSITY	SUBMITTED	-
2.	D. ANU SANKARI	A STUDY ON SOCIO – ECONOMIC CONDITION OF RURAL WOMAN ENTREPRENEUR IN MICRO ENTERPRISES WITH SPECIAL REFERENCE TO SELECT DISTRICTS OF SOUTHERN TAMILNADU	FULL TIME	F9501	14.03.2015	MADURAI KAMARAJ UNIVERSITY	SUBMITTED	-
3.	P. DIVYA	A STUDY ON CUSTOMER’S ATTITUDE TOWARDS SOLAR ENERGY IN SELECT DISTRICTS OF SOUTHERN TAMILNADU	FULL TIME	F9502	14.03.2015	MADURAI KAMARAJ UNIVERSITY	SUBMITTED	-
4.	N. LATHA	A STUDY ON GREEN BANKING PRACTICES AND CUSTOMER SATISFACTION IN SELECT PUBLIC & PRIVATE SECTORS BANKS IN TAMILNADU	PART TIME	P4321	19.12.2015	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
5.	R. SUDHA	A STUDY ON THE ATTITUDE OF FARMERS TOWARDS AGRICULTURAL JEWEL LOAN IN SIVAGANGAI DISTRICT.	PART TIME	P4603	08.06.2016	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
6.	N. SAGAYA VANI	A STUDY ON WOMEN BENEFICIARIES OF SMALL INDUSTRIES PRODUCT PROMOTION ORGANISATION (SIPPO) WITH SPECIAL REFERENCE TO SELECT SOUTHERN DISTRICTS IN TAMILNADU	FULL TIME	F9903	29.08.2017	MADURAI KAMARAJ UNIVERSITY	PURSUING	-

M.PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF DISSERTATION	ORGANIZATION	STUDENT NAME	YEAR
1.	WOMEN WEAVERS OF HANDLOOM INDUSTRIES – A SOCIO- ECONOMIC STUDY TOWARDS MADURAI DISTRICT	FATIMA COLLEGE, MADURAI	NANDHINI	2017 – 2018
2.	A STUDY ON AWARENESS AND PREFERENCES OF BANKING SERVICES AMONG COLLEGE STUDENTS IN MADURAI CITY	FATIMA COLLEGE, MADURAI	R. HELDA 2014AMP03	2013 – 2014
3.	A STUDY ON IMPACT OF IAMWARM PROJECT ON THE SOCIO ECONOMIC CONDITION OF THE VILLAGES IN MADURAI DISTRICT (WITH SPECIAL REFERENCE TO PERUGUDI VILACHERI)	FATIMA COLLEGE, MADURAI	SUNDARAVALLI	2014 – 2015
4.	A STUDY ON THE IMPACT OF IAMWARM PROJECT ON THE SOCIO ECONOMIC CONDITION OF THE VILLAGERS IN MADURAI DISTRICT (WITH SPECIAL REFERENCE TO THENPALANCHI, SURAKKULAM, VADIVELKARAI)	FATIMA COLLEGE, MADURAI	K.SARANYA	2014 – 2015
5.	A STUDY ON IMPACT OF SOCIAL NETWORK BRAND PAGES AMONG FACEBOOK USERS IN MADURAI CITY	FATIMA COLLEGE, MADURAI	M. JEYABHARTHI 2013AMP07	2012 – 2013
6.	A STUDY ON ATTITUDE OF POLICY HOLDER ON HEALTH INSURANCE IN MADURAI CITY WITH SPECIAL REFERENCE TO CHOLAMADALAM MS GENERAL INSURANCE	FATIMA COLLEGE, MADURAI	N. PARAMESWARI 2013AMP11	2012 – 2013
7.	A STUDY ON PROSPECTS AND PROBLEMS OF FOOD AND FOOD BASED SMALL SCALE INDUSTRIES WITH SPECIAL REFERENCE TO MADURAI DISTRICT.	FATIMA COLLEGE, MADURAI	D. ANUSANKARI	2011 – 2012
8.	A STUDY ON OPERATIONS AND PROBLEMS OF HOSIERY AND READYMADE INDUSTRIES WITH SPECIAL REFERENCE TO MADURAI DISTRICT.	FATIMA COLLEGE, MADURAI	P. SARANYA	2011 – 2012
9.	A STUDY ON OPERATION AND PROBLEMS OF PAPER AND PRINTING SMALL SCALE INDUSTRIES WITH SPECIAL REFERENCE TO MADURAI DISTRICT	FATIMA COLLEGE, MADURAI	P. THAMIL SELVI	2011 – 2012
10.	A STUDY ON CENTRAL CO - ORDINATED VEGETABLE MARKET IN PARAVAI, MADURAI: PROSPECTS AND PROBLEMS WITH SPECIAL REFERENCE TO FARMERS	FATIMA COLLEGE, MADURAI	S. P. SAVITHA	2010 – 2011
11.	A STUDY ON PROSPECT AND PROBLEMS OF CO - ORDINATED VEGETABLE MARKET PARAVAI MADURAI - WITH SPECIAL REFERENCE TO BUYERS	FATIMA COLLEGE, MADURAI	T. K. KALEESWARI	2010 – 2011
12.	A STUDY ON COMSUMER BEHAVIOUR TOWARDS DURABLE PRODUCTS IN VADIPATTI AREA(RURAL)	FATIMA COLLEGE, MADURAI	R. ANBUSELVI	2009 – 2010
13.	A STUDY ON INVESTMENT PATTERN OF SALARIED PERSONS IN MADURAI CITY	FATIMA COLLEGE, MADURAI	T. MUTHAMIL SELVI	2009 – 2010
14.	A STUDY ON EMPLOYEE MORAL IN MADURA CAOTS LTD,MADURAI	FATIMA COLLEGE, MADURAI	A. ELIZABESH PREMA	2008 – 2009
15.	A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMANT ON SCHOOL CHILDREN OF MADURAI CITY	FATIMA COLLEGE, MADURAI	R. JEYANTHI	2008 – 2009
16.	A STUDY ON JOB STRESS AMONG (WOMEN)NURSES IN MADURAI DISTRICT	FATIMA COLLEGE, MADURAI	S. GEETHA	2007 – 2008

8. ARTICLES PUBLISHED IN JOURNALS

INTERNATIONAL / NATIONAL LEVEL

S. No.	JOURNAL NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISS. No.	PAGE No.	ISSN	PUBLISHER
1.	RAJ JOURNAL	A STUDY ON PG STUDENTS ATTITUDE TOWARDS TAMIL MAGAZINE	2002	-	-	-	-	RAJU'S COLLEGE, RAJAPALAYAM
2.	UNITE NATIONAL INTEGRATION RESEARCH JOURNAL	ATTITUDE OF CUSTOMERS AND DEALERS TOWARDS RAMCO CEMENT WITH SPECIAL REFERENCE TO MADURAI CITY	2003	12	1	-	-	VIRUDHUNAGAR
3.	SALES PROMOTIONAL STRATEGIES (ISBN CERTIFIED)	SMS - AN EMERGING MEDIUM OF ADVERTISING	2010	-	-	159	978-81-91042-65-8	VHSN COLLEGE, VIRUTHUNAGAR
4.	FACET 2K10- ANNUAL JOURNAL OF RESEARCH (ISBN CERTIFIED)	INVESTMENT IN GOLD: PERCEPTION AND ATTITUDE OF SALARIED PERSONS IN MADURAI	2010	2	-	50	0975-6973	FATIMA COLLEGE, MADURAI
5.	INTERNATIONAL JOURNAL OF APPLIED MANAGEMENT RESEARCH(IJAMR)	A STUDY ON SRTESS AMONG NURSES(WOMEN) IN MADURAI DISTRICT	DEC. 2011	3	-	139	09748709	INDIAN COUNCIL OF MEDICAL RESEARCH & TISSL INTERNATIONAL-BELGIUM
6.	FACET 2K11- ANNUAL JOURNAL OF RESEARCH (ISBN CERTIFIED)	A STUDY ON CENTRAL CO-ORDINATED VEGETABLE MARKET IN PARAVAI, MADURAI- PROSPECTS AND PROBLEMS	2011	3	-	13	0975-6973	FATIMA COLLEGE, MADURAI
7.	TREND AND RESEARCH IN MANAGEMENT (ISBN CERTIFIED)	CHANGING FAMILIES – CHANGING KIDS”- ADVERTISEMENT AND MARKETING TO CHILDREN	2011	-	-	48	978-93-80430-02-7	CBA PUBLISHERS, OXFORD ENGINEERING, TRICHY
8.	RURAL MARKETING AND RURAL CONSUMERISM; TRENDS AND ISSUES	BEHAVOURAL ASPECTS OF RURAL CONSUMERS TOWARDS ELECTRICAL APPLIANCES WITH SPECIAL REFERENCE TO RURAL AREAS IN MADURAI DISTRICT	-	-	-	51	978-93-81361-61-0	GANDHIGRAM RURAL INSTITUTE – DEEMED UNIVERSITY, GANDHIGRAM
9.	INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT (IJRCM)	A STUDY ON CENTRAL CO-ORDINATED VEGETABLE MARKET IN PARAVAI MADURAI; PROSPECTS AND PROBLEMS WITH SPECIAL REFERENCE TO FARMERS	MAY 2012	2	5	-	0976-2183	ULRICH'S PERIODICALS DIRECTORY, PROQUEST, U.S.A. EBSCO, PUBLISHING, USA CABELL'S DIRECTORIES OF PUBLISHING OPPORTUNITIES, USA
10.	INTERNATIONAL JOURNAL OF COMMERCE AND BUSINESS MANAGEMENT (IJCMB)	PERCEPTION AND ATTITUDE OF INVESTORS TOWARDS LIFE INSURANCE WITH SPECIAL REFERENCE TO MADURAI DISTRICT	APR. 2012	5	1	16	ISSN:0974-2646 ONLINE ISSN:0976-7940	HIND INSTITUTE OF COMMERCE AND BUSINESS MANAGEMENT

11.	SJCC MANAGEMENT RESEARCH REVIEW	CONSUMER BEHAVIOUR IN THE MARKETING OF AUDIO VIDEO ITEMS IN RURAL AREAS OF MADURAI DISTRICT	FEB. 2012	2	1	61	2249-4359	ST. JOSEPH'S COLLEGE B'LORE
12.	RURAL MARKETING AND RURAL CONSUMERISM; TRENDS AND ISSUES	BEHAVOURAL ASPECTS OF RURAL CONSUMERS TOWARDS ELECTRICAL APPLIANCES WITH SPECIAL REFERENCE TO RURAL AREAS IN MADURAI DISTRICT	2012	-	-	51	978-93-81361-61-0	GANDHIGRAM RURAL INSTITUTE – DEEMED UNIVERSITY, GANDHIGRAM
13.	INTERNATIONAL JOURNAL OF COMMERCE AND BUSINESS MANAGEMENT (IJCMB)	A STUDY ON PROSPECTS AND FINANCE PROBLEMS OF FOOD BASED SMALL SCALE INDUSTRIES WITH SPECIAL REFERENCE TO MADURAI	JULY 2013	3	7	-	2231-4245	ULRICH'S PERIODICALS DIRECTORY, PROQUEST U.S.A. EBSCO, PUBLISHING, USA
14.	ROOTS INTERNATIONAL JOURNAL OF MULTI DISCIPLINARY RESEARCH	QUALITY OF WORK LIFE	SEP. 2016	7	-	-	2349-8684	VERGAL(ROOTS) PUBLICATION DIVISION, TAMIL NADU INDIA
15.	TWO-DAY INTERNATIONAL CONFERENCE ON MANAGING DISASTER: A STRATEGIC PERSPECTIVE	SOLAR POWER FOR DISASTER RELIEF	SEP 2016	7	-	-	978-S-1930-234-26	VERGAL(ROOTS) PUBLICATION DIVISION, TAMIL NADU, INDIA
16.	ROOTS INTERNATIONAL JOURNAL OF MULTI DISCIPLINARY RESEARCH	A STUDY ON SOLAR ENERGY CONSUMER BASED ON GENDER	SEP. 2016	3	-	-	2349-8684	VERGAL(ROOTS) PUBLICATION DIVISION, TAMILNADU INDIA
17.	INTERNATIONAL JOURNAL OF MULTI-DISCIPLINARY RESEARCH	A STUDY ON FOOD BASED SMALL SCALE ENTERPRISE IN MADURAI WITH SPECIAL REFERENCE TO PRODUCTION ASPECTS	SEP. 2016	3	-	-	2349-8684	INTERNATIONAL JOURNAL OF MULTI DISCIPLINARY RESEARCH
18.	ROOTS INTERNATIONAL JOURNAL OF MULTI-DISCIPLINARY RESEARCH	A STUDY ON INVESTOR ATTITUDE TOWARDS INVESTMENTS IN CHITS WITH SPECIAL REFERENCE TO MADURAI DISTRICT	SEP. 2016	3	7	136-139	2349-8684	VERGAL(ROOTS) PUBLICATION DIVISION, TAMILNADU INDIA
19.	SHANLAX INTERNATIONAL JOURNAL OF COMMERCE	A STUDY ON PERCEPTION OF WOMEN ENTREPRENEURS ON DEMONETIZATION WITH SPECIAL REFERENCE TO MADURAI CITY	JUNE 2017	5	1	132-138	2320-4168	SHANLAX INTERNATIONAL JOURNAL OF COMMERCE, SHANLAX PUBLISHERS, TAMILNADU, INDIA
20.	GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	MAKING A DIFFERENCE IN THE FOOD WORLD – THROUGH ROBOTS	SEP. 2017	1	-	122 - 125	978-93-86537-95-9	DEPARTMENTS OF MBA, MCA & PG IT, FATIMA COLLEGE, MADURAI
21.	GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	HYBRID HYDRAULIC EXCAVATORS PROMISES BIG FUEL SAVINGS	SEP. 2017	1	-	126 - 129	978-93-86537-95-9	DEPARTMENTS OF MBA, MCA & PG IT, FATIMA COLLEGE, MADURAI

22.	BODHI INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS AND SCIENCE	CUSTOMER CREATION THROUGH CRAFT BAZAARS BY SIPPO	MAR. 2018	2	12	40-44	2456 – 5571	CENTRE FOR RESOURCE, RESEARCH AND PUBLICATION SERVICES (CRRPS)
23.	MAKE IN INDIA – VISION IN TO REALITY	A STUDY ON WOMEN BENEFICIARIES OF SIPPO TOWARDS SKILL TRAINING PROGRAMME CONDUCTED IN SELECT SOUTHERN DISTRICTS OF TAMILNADU	MAR. 2018	1	-	259 - 262	978-93-87865-01-3	FORSCHUNG PUBLICATIONS, MOGAPPAIR, CHENNAI
24.	CUSTOMER CREATION THROUGH CRAFT BAZAARS BY SIPPO	BUSINESS INTELLIGENCE SYSTEMS	MAR. 2018	2	12	40 - 44	2456 – 5571	THE RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI

9. BOOKS PUBLISHED

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN	PLACE
1.	JOB SATISFACTION; MEASUREMENT AND ASSESSMENT, WORK-FAMILY BALANCE	2013	SCHOLAR'S PRESS, GERMANY	978-3-639-51644-9	GERMANY
2.	E-BANKING IN AN E-AGE – STUDENTS PERSPECTIVE	2018	SHANLAX PUBLICATIONS	978-93-87-871-16-8	MADURAI

10. PROJECT UNDERTAKEN

S. No.	TITLE OF PROJECT	POSITION	SPONSORED BY	YEAR	SANCTIONED AMOUNT
1.	CENTRAL CO-ORDINATED VEGETABLE MARKET IN PARAVAI, MADURAI DISTRICT PROSPECTS AND PROBLEMS WITH SPECIAL REFERENCE TO FARMERS & BUYERS	INVESTIGATOR	UGC	2012 - 2014	75,000/-

11. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	THEME/TITLE	DATE
1.	SPECIAL GUEST FOR GOLDEN JUBILEE	AUXILIUM SCHOOL, VELLORE	-	2011
2.	CHIEF GUEST	MANGERKARASI COLLEGE, MADURAI	GREEN BANKING	AUG. 02, 2011
3.	RESOURCE PERSON	ST JOSEPH'S SCHOOL, MADURAI	E-MARKETING	AUG. 29, 2012
4.	CONDUCTED PH.D. PUBLIC VIVA-VOCE EXAMINATION	BHARATHITHASAN UNIVERSITY, TIRUCHIRAPPALLI	A STUDY ON ENTREPRENEURIAL DEVELOPMENT IN AN AROUND TIRUCHIRAPPALLI DISTRICT	MAY 06, 2015

12. DELIVERED GUEST LECTURES

S. No.	THEME/TITLE	INSTITUTIONS / ORGANIZATION	PLACE	DATE
1.	GREEN BANKING	MANGAYARKARASI COLLEGE	MADURAI	DEC 12, 2010

2.	SELF-EFFICACY & SELF-ASSERTIVENESS	NADAR SARASWATHI COLLEGE	THENI	FEB. 03, 2018
3.	GENDER-SENSITIVE ISSUES AND WOMEN EMPOWERMENT	THIAGARAJAR COLLEGE	MADURAI	MAR. 08, 2018

13. ACHIEVEMENTS

- INTERACTED WITH WORLD BANK AND IMPLEMENTATION COMPLETION REPORT MISSION ON IMPACT OF IAMWARM PROJECT ON THE SOCIO- ECONOMIC CONDITIONS OF VILLAGERS IN MADURAI DISTRICT ON 20.03.2015 AT MULTIDISPLINARY PROJECT UNIT CONFERENCE HALL CHEPPAUK, CHENNAI.

14. CONSULTANCY + RADIO TALK/TV SHOWS)

S. No.	THEME	RADIO/TV SHOWS	ORGANIZED BY	PLACE	DATE
1.	ADVERTISEMENT	RADIO	ALL INDIA RADIO MADURAI	MADURAI	1990
2.	SALES PROMOTIONAL METHOD	RADIO	ALL INDIA RADIO MADURAI	MADURAI	1992
3.	A STUDY ON I AM WARM PROJECT ON THE SOCIO - ECONOMIC CONDITIONS OF VILLAGERS IN MADURAI DISTRICT	CONSULTANCY	STEERING COMMITTEE MEMBERS OF TAMIL NADU GOVT. IAMWARM PROJECT TEAM FUNDED BY WORLD BANK	CHEPPAUK, CHENNAI	20.03.2015