



# DR. S. FATIMA ROSALINE MARY

**Designation** : Associate Professor (**RETIRED**)  
**Department** : Commerce  
**Phone/Mobile** : 9443023935  
**Email ID** : rosalinejohn65@gmail.com  
**Date of Birth** : 16.07.1965  
**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, Vellore	1983
2.	PG	Commerce	Loyola College, Chennai	1985
3.	B. Ed.	Commerce	Madurai Kamaraj University, Madurai	1991
4.	SLET	Commerce	Madras University, Chennai	1991
5.	M.Phil.	Commerce	Madurai Kamaraj University, Madurai	2000
6.	Ph.D.	Commerce	Madurai Kamaraj University, Madurai	2008
7.	Certificate	Tally 9.0	Sri Ramana Academy	2013

## 2. TEACHING EXPERIENCE / OTHER EXPERIENCE

S. No.	Institution / Organization	From - To
1.	Fatima Matriculation School	1987 - 1988
2.	Fatima College	29.08.1988 - 30.06.1989 27.11.1990 - 28.02.1991 21.06.1991 - 31.05.2026

## 3. POSITION HELD IN FATIMA (VICE-PRINCIPAL, HoD, DEAN, COORDINATOR, MEMBER ETC.)

S. No.	Name of the Position	From - To
1.	In-charge, Adult Education	1988 - 1992
2.	In-charge, Coir	2001 - 2002

S. No.	Name of the Position	From - To
3.	NSS Programme officer	2002 - 2005
4.	Staff Secretary	2005
5.	In-charge, Time table and Class Room Allotment	2018 - 2009
6.	Member, College Magazine Committee	2009 - 2010
7.	Member, Counseling and Guidance cell	2009
8.	Coordinator, National Seminar	2009 - 2010
9.	Staff Adviser, Student Union	2010 - 2012
10.	In-charge, Placement & WE (Women Entrepreneurs)	2011
11.	In-charge, Extension Activities	2011 - 2014
12.	Member, Counseling and Guidance Cell	2014 - 2015
13.	Member, Discipline Committee	2014 - 2015
14.	Coordinator, Consumer Club	2015 - 2018
15.	Member, UGC Propel Committee	2017 - 2018
16.	Member, Admission Committee	2014 - 2018
17.	In-charge, Time Table and Class Room Allotment	2016 - 2018
18.	Member Calendar Committee	2017 - 2018
19.	Coordinator, UGC Propel Committee	2018 - 2019
20.	Coordinator, Mentor Facilitation Committee	2019 - 2021
21.	Coordinator, Equal Opportunity Cell	2019 - 2024

#### 4. ACHIEVEMENTS

- Interacted with World Bank and Implementation Completion Report Mission on Impact of I am warm Project on the Socio-Economic Conditions of Villagers in Madurai District on 20.03.2015 At Multi-Disciplinary Project Unit Conference Hall Cheppauk, Chennai.

#### 5. MEMBERSHIP IN PROFESSIONAL / OTHER BODIES / COMMITTEES

S. No.	Name of the Position	Name of the Body	Name of the Institution	Duration
1.	Member	External Ph.D. Research Panel	Bharathidasan University Tiruchirappalli	2015 - Till Date
2.	Member	External Ph.D. Research Panel	Madurai Kamaraj University	2012 - Till Date
3.	Member	External Ph.D. Research Panel	Bharathiar University Coimbatore	2012 - Till Date
4.	Subject Experts	Board of Studies	Holy Cross College, Tiruchirappalli	2022 - 2025
5.	Subject Experts, M. Com, B. Com, CA Hons	Board of Studies	Thiagarajar College, Madurai	2021 - 2024
6.	Member	Research Advisory Committee	Thiyagajar College, Madurai	2022 Onwards

## 6. AREAS OF SPECIALIZATION

- ❖ Human Resource Management
- ❖ Marketing

## 7. RESEARCH GUIDES/GUIDANCE DETAILS

### RESEARCH DETAILS

S. No.	Name of the University in which Recognized as Guide	Registration Number	Date of Guideship Received	Ph.D. Guideship Details			
				Ongoing		Completed	
				Full Time	Part Time	Full Time	Part Time
1.	Madurai Kamaraj University	1382	10.10.2014	1	2	3	2

### PH.D. GUIDANCE COMPLETED/ONGOING

S. No.	Student Name	Title of Thesis	Mode of Ph.D.	Reg. No.	Date of Registration	Name of University/ Institution under which Registered	Registered/ Pursuing/ Submitted/ Pre-Viva/ Viva/ Awarded	Date (Submitted / Pre-Viva/ Viva/ Awarded)
1.	Saranya P	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	Awarded	11.12.2020
2.	Anusankari D	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	Awarded	21.12.2020
3.	Divya P	A Study on Customer's Attitude Towards Solar Energy in Select Districts of Southern Tamilnadu	Full Time	F9502	14.03.2015	Madurai Kamaraj University	Awarded	13.01.2020
4.	Latha N	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	Awarded	17.03.2021
5.	Sudha R	A Study on The Attitude of Farmers Towards Agricultural Jewel Loan in Sivagangai District	Part Time	P4603	08.06.2016	Madurai Kamaraj University	Awarded	21.12.2020

S. No.	Student Name	Title of Thesis	Mode of Ph.D.	Reg. No.	Date of Registration	Name of University/ Institution under which Registered	Registered/ Pursuing/ Submitted/ Pre-Viva/ Viva/ Awarded	Date (Submitted / Pre-Viva/ Viva/ Awarded)
6.	Sagayavani N	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	-
7.	Bhumika Bhaskaran Upamadesai	A Study on Consumers' Perception and Buying Behaviour Towards Wellness Products and Services with Special Reference to Mumbai City	Part Time	P5443	06.10.2018	Madurai Kamaraj University	Pursuing	-
8.	Helda R	A Study on Buying Behaviour of Customers Towards Baby Care Products with Special Reference to Southern Tamilnadu	Part Time	P5581	05.09.2018	Madurai Kamaraj University	Pursuing	-

### M.PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	Student Name	Title of Dissertation	Year
1.	Deepa S	A Study on Users Attitude Towards social media With Special Reference to Dindigul District	2018 - 2019
2.	Nandhini	Women Weavers of Handloom Industries - A Socio- Economic Study Towards Madurai District	2017 - 2018
3.	Helda R	A Study on Awareness and Preferences of Banking Services among College Students in Madurai City	2013 - 2014
4.	Sundaravalli	A Study on Impact of I am warm Project on the Socio-Economic Condition of the Villages in Madurai District (with Special Reference to Perugudi Vilacheri)	2014 - 2015
5.	Saranya K	A Study on Impact of I am warm Project on the Socio-Economic Condition of the Villages in Madurai District (with Special Reference to Thenpalanchi, Surakkulam, Vadivelkarai)	2014 - 2015
6.	Jeyabharthi M	A Study on Impact of Social Network Brand Pages Among Facebook Users in Madurai City	2012 - 2013
7.	Parameswari N	A Study on Attitude of Policy Holder on Health Insurance in Madurai City with Special Refinance to Cholamadalam Ms General Insurance	2012 - 2013
8.	Anusankari D	A Study on Prospects and Problems of Food and Food Based Small Scale Industries with Special Reference to Madurai District.	2011 - 2012
9.	Saranya P	A Study on Operations and Problems of Hosiery and Readymade Industries with Special Reference to Madurai District.	2011 - 2012
10.	Thamilselvi P	A Study on Operations and Problems of Paper and Printing Small Scale Industries with Special Reference to Madurai District	2011 - 2012

S. No.	Student Name	Title of Dissertation	Year
11.	Savitha S P	A Study on Central Co - Ordinated Vegetable Market in Paravai, Madurai: Prospects and Problems with Special Reference to Farmers	2010 - 2011
12.	Kaleeswari T K	A Study on Prospect and Problems of Co-Ordinated Vegetable Market Paravai Madurai- With Special Reference to Buyers	2010 - 2011
13.	Anbuselvi R	A Study on Consumer Behavior Towards Durable Products in Vadipatti Area (Rural)	2009 - 2010
14.	Muthamilselvi T	A Study on Investment Pattern of Salaried Persons in Madurai City	2009 - 2010
15.	Elizabeth Prema A	A Study on Employee Moral in Madura Coats Ltd., Madurai	2008 - 2009
16.	Jeyanthi R	A Study on the Impact of Television Advertisement on School Children of Madurai City	2008 - 2009
17.	Geetha S	A Study on Job Stress Among (Women) Nurses in Madurai District	2007 - 2008

#### 8. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	Programme	Theme	Organized by	Date
1.	Orientation	-	Madurai Kamaraj University	1993
2.	Refresher Course	Functional Management	Madurai Kamaraj University	1999
3.	Refresher Course	Recent Trends in Commerce Education	Madurai Kamaraj University	2001
4.	Refresher Course	Women Studies	Mother Theresa Women's University	2002

#### 9. PAPER PRESENTED ON NATIONAL/INTERNATIONAL SEMINARS, WORKSHOPS, CONFERENCES & SYMPOSIUMS

S. No.	Programme & Theme	Organized by	Date	Title of the Paper
1.	International Conference on "Reforms in Higher Education in Asia"	ICSSR & Cardamom Planters' Association College, Bodinayakanur	Mar. 03 - 05, 2008	Reforms in Curriculum Development and Education Process
2.	National Seminar on "Opportunities & Challenges for Women in Business"	Dept. of Commerce, Fatima College, Madurai	Jan. 29, 2010	Balance Between Work and Family of Women Entrepreneurs and Their Competencies Among Beauticians with Special Refer to Madurai City
3.	International Seminar on "Environmental Sustainability Challenges and Strategies"	Dept. of History, Economics. Sociology & Commerce	Feb. 17 & 18, 2010	Green Banking - A Boom to Frame a Greener World
4.	International Conference on Global Recession and it's Impact	Fatima College, Madurai	2010	Global Crisis: RBI Measures Responding to the Emerging Challenges
5.	International Seminar on "Emerging Dimensions of Banking Sector in the Global Scenario"	Manonmaniam Sundaranar University	Jan. 21 & 22, 2011	A Study on Customers Preference for Electronic Banking
6.	International Conference on Trends and Research in Management	Oxford Engineering College	2011	Changing Families Changing Kids" Advertising and Marketing to Children.
7.	International Conference on Contemporary Practices in Finance and Marketing	Nehru Institute of Management Studies	2011	A Study on Factors Influencing Investment Pattern of Salaried Persons in Madurai District

S. No.	Programme & Theme	Organized by	Date	Title of the Paper
8.	International Seminar on Environmental Sustainability: Challenges and Strategies	Fatima College, Madurai	2011	Green Banking-A Boon to Frame a Greener World
9.	National Seminar on Impact of MNCs Entry in the Indian Retail Market	Thiagarajar College, Madurai	2012	Impact of Indian Retail Market
10.	National conference on Innovation Needed in Commerce, Economics and Management to Meet the Present Crises and Craze	Mankayarkarasi College, Madurai	2017	A Study on Investor Attitude towards Investments in Chits with Special Reference to Madurai District
11.	National seminar on Demonetization	Fatima College, Madurai	2017	A Study on Perception of Women Entrepreneurs on Demonetization with Special Reference to Madurai City
12.	National Seminar on Business Intelligence System	Fatima College, Madurai	2018	Customer Creation Through Craft Bazaars by SIPPO
13.	National Conference on "Social Transformation of Students Through Innovative Entrepreneurship"	Arul Anandar college, Karumathur	2018	A Study on Attitude of Students on Entrepreneurship Awareness Camp Conducted by SIPPO in Madurai district
14.	International Conference on "Make in India-Vision into Reality"	Vivekananda College, Madurai	2018	A Study on Women Beneficiaries of SIPPO Towards Skill Training Programme Conducted in Select Southern Districts of Tamil Nadu
15.	International Conference on Banking and Insurance: A Catalyst Towards India's Vision 2022	The Madura College, Madurai	2018	A Study on Women Entrepreneurs Perception Towards Health Insurance in Southern Districts of Tamil Nadu
16.	International Conference on Service Out Sourcing: An Innovative Strategy for Global Competitive Advantage	Mary Matha College, Periyakulam	2018	A Study on Awareness of SIPPO Beneficiaries on Business Outsourcing
17.	International Conference on Emerging Trends in Entrepreneurship Development	Vivekananda College Tiruvedakam	Sep. 10, 2018	Role of SIPPO in Promoting Entrepreneurship
18.	International Conference on Emerging Trends in Banking Sectors	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi	Sep. 14, 2018	Women Entrepreneurs Acceptance and Satisfaction Towards Online Banking
19.	International Seminar on "Impact of Digital Economy in India"	Bharathidasan College of Arts and Science, Erode	2018	A Study on Banker's Initiatives Towards Digital Banking and Customers' Awareness and Satisfaction with Special Reference to Select Banks in Tamil Nadu
20.	International Seminar on "Impact of Digital Economy in India"	Bharathidasan College of Arts and Science, Erode	2018	A Study on Perception of Women Beneficiaries of SIPPO on Digital Technologies.
21.	International Conference on Emerging Trends and Challenges -2018	NPR Arts and Science College, Natham	2019	A Study on Challenges Faced in Adopting Green Banking Technologies in Select Public and Private Sector Banks in Tamil Nadu

S. No.	Programme & Theme	Organized by	Date	Title of the Paper
22.	Banking & Insurance: A Catalyst Towards India's Vision 2022	NPR Arts and Science College, Natham	Jan. 31, 2019	A Study on the Impact of Internet Banking on Women Entrepreneurs in Madurai District
23.	National Seminar on Trends in Commerce	Sermatthai Vasan College for Women, Madurai	Feb. 06, 2019	A Study on Perception of Social Media users in Dindigul District
24.				A Study on Impact of GST on Micro Women Entrepreneurs
25.	International Conference on "Emerging Trends in Banking, Insurance & International Trade"	Thiyagarajar College, Madurai	Mar. 27 & 28, 2019	A Study on Farmers Perspective Towards Government Insurance Schemes in Agriculture
26.				A study on Green Banking Initiatives of Banks with Special Reference to Carbon Emission
27.				Bank and Its Digital Transactions
28.				A study on Perception of Students on Internet Banking in Dindigul District
29.				A study on Preference of Small Women Entrepreneurs Towards using E-payments in Ramanathapuram District

#### 10. PARTICIPATED ON NATIONAL/INTERNATIONAL SEMINARS, WORKSHOPS, CONFERENCES & SYMPOSIUMS

S. No.	Programme & Theme	Organized by	Date
1.	Workshop on "Curriculum Development"	Christu Jothi College, Bangalore	May 08 - 14, 1990
2.	State - Level Seminar on "Industrial Dispute"	Dept. of Commerce, Lady Doak College, Madurai	1991
3.	National Seminar on "Emerging Trends in Advertising and Salesmanship in the Global Era"	The American College, Madurai	Feb. 01 & 02, 2004
4.	State Level Seminar on "Investment Opportunities in Capital Market"	Tamil Nadu Investors Association, Department of Commerce Vivekananda College & Sebi	2007
5.	National Seminar on "Enhancing and Sustaining Quality in Higher Education; Intervention Strategies"	IQAC Fatima College, Madurai	2009
6.	Workshop on "Understanding and Handling Stress"	Top Kids	2009
7.	National Workshop E-commerce for Every One	Fatima college, Madurai	2012
8.	IQAC statistical Training Programme	Fatima college, Madurai	2013
9.	Career Carving Commerce Education	Fatima college, Madurai	2016
10.	National Seminar on Creating Awareness about Financial Markets for Future Investors	Fatima college, Madurai	2018
11.	International Conference on Recent Trends in E-Commerce	Fatima college, Madurai	2018
12.	National Seminar on "Impact of GST on Service Sector"	Research Centre of commerce, Fatima College, Madurai	Aug. 08, 2019
13.	State level workshop on Goods and Service Tax	Annai Fathima College of Arts and Science, Tirumangalam	Apr. 19, 2022

## 11. ARTICLES PUBLISHED IN JOURNALS/PROCEEDINGS/MAGAZINES/BOOKS

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month / Year	Vol. No.	Issue 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	-	-	Indian Institute of National Integration (IINI)
3.	Sales Promotional Strategies (ISBN Certified)	SMS - An Emerging Medium of Advertising	2010	-	-	159	9788191042658	VHSN Senthil kumara Nadar College, Virudhunagar
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 stress 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	9789380430027	CBA Publishers, Oxford Engineering, Tiruchirappalli
8.	Rural Marketing and Rural consumerism; Trends and issues	Behavioural Aspects of Rural Consumers Towards Electrical Appliances with Special Reference to Rural Areas in Madurai District	Dec. 2011	1	-	51-56	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 (IJCBM)	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

S. No.	Journal/Proceeding/Magazine/Book Name	Title of the Article	Month / Year	Vol. No.	Issue No.	Page No.	ISSN	Publisher
11.	SJCC Management Research Review	Consumer Behavior in the Marketing of Audio Video Items in Rural Areas of Madurai District	Feb. 2012	2	1	61	22494359	St. Joseph's College Bangalore
12.	Rural Marketing and Rural consumerism; Trends and issues	Behavioral 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.	Annual Research Journal - 2K14	An Analysis on the Level of Involvement Regarding Brand Pages Updates	Nov. 2014	6	-	-	0975-6973	Fatima college, Madurai
15.	Roots International Journal of Multidisciplinary Research	Quality of Work Life	Sep. 2016	7	-	-	2349-8684	VERGAL(Roots) Publication Division, Tamil Nadu
16.	Two-Day International Conference on Managing Disaster: A Strategic Perspective	Solar Power for Disaster Relief	Sep. 2016	7	-	-	978-5-1930-234-26	VERGAL(Roots) Publication Division, Tamil Nadu
17.	Roots International Journal of Multidisciplinary Research	A Study on solar Energy Consumer Based on Gender	Sep. 2016	3	7	-	2349-8684	VERGAL (Roots) Publication Division, Tamil Nadu
18.		A Study on Food Based Small Scale Enterprise in Madurai with Special Reference to Production Aspects				-		
19.		A Study on Investor Attitude towards Investments in Chits with Special Reference to Madurai District				136-139		
20.	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, Tamil Nadu
21.	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

S. No.	Journal/Proceeding/Magazine/Book Name	Title of the Article	Month / Year	Vol. No.	Issue No.	Page No.	ISSN	Publisher
22.	Global Talent Management in the Digital Era	Hybrid Hydraulic Excavators Promises Big Fuel Savings	Sep. 2017			126 - 129	978-93-86537-95-9	Departments of MBA, MCA & PG IT, Fatima College, Madurai
23.	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)
24.	Make in India - Vision in to Reality	A Study on Women Beneficiaries of SIPPO Towards Skill Training Programme Conducted in Select Southern Districts of Tamil Nadu	Mar. 2018	1	-	259 - 262	978-93-87865-01-3	Forschung Publications, Chennai
25.	International journal of MASVJ	Women Entrepreneurs Acceptance and Satisfaction Towards Online Banking	Sep. 2018	4	Spl. Iss. 1	206-209	2454-4558	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi
26.		Environment Sustainability Through Green Lending: A Study with Special Reference to Select Banks in Tamil Nadu		4		210-216		
27.	International journal of Scientific Research and Review	A Study on Bankers Initiatives Towards Digital Banking and Customers' Awareness and Satisfaction with Special Reference to Select Banks in Tamil Nadu	Sep. 2018	VII	11	56-59	2279 - 543X	Primax Commerce and Management Research Academy, Bangalore
28.	International journal of Scientific Research and Review	A Study on Perception of Women Beneficiaries of SIPPO on Digital Technologies	Sep. 2018	VII	11	56-59	2279 - 543X	Primax Commerce and Management Research Academy, Bangalore
29.	Bodhi International Journal of Research in Humanities, Arts, and Science	A Study on Women Entrepreneurs Perception Towards Health Insurance in Select Southern Districts of Tamil Nadu	Jan. 2019	Spl. Iss. 1	3	23-25	E-ISSN 2456-5571	Bodhi International Journal of Research in Humanities, Arts, and Science, Madurai
30.	International Conference on Emerging Trends and Challenges in Commerce	A Study on the Impact of Internet Banking on Women Entrepreneurs in Madurai District	Feb. 2019	II	I	303-318	978-81-909344-8-0	Shanlax Publishers, Tamil Nadu
31.		A Study on Challenges Faced in Adopting Green Banking Technologies in Select Public and Private Sector Banks in Tamil Nadu				309-312		

S. No.	Journal/Proceeding/Magazine/Book Name	Title of the Article	Month / Year	Vol. No.	Issue No.	Page No.	ISSN	Publisher
32.	International Conference on Emerging Trends in Banking, Insurance & International Trade	A Study on Farmers Perspective Towards Government Insurance Schemes in Agriculture	Mar. 2019	III	-	208 - 212	987-81-909344-8-0	Shanlax Publishers, Tamil Nadu,
33.		A Study on Green Banking Initiatives of Banks with Special Reference to Carbon Emission				216-220		
34.		Bank and Its Digital Transactions				224 - 228		
35.		A Study on Perception of Students on Internet Banking in Dindigul District	Mar. 2019	III	-	232 - 236		
36.		A Study on Preference of Small Women Entrepreneurs Towards using E-Payments in Ramanathapuram District	Mar. 2019	III	-	238 - 241		
37.	E- Book on Challenges and Chances for Indian business in Post Covid-19 Era	A Study on perception of professors towards online Teaching in Post Covid-19 Era	Feb. 2021	1	-	201-207	978-93-5445-446-2	Bharath Institutions
38.	Shanlax International Journal of Economics	A Study on Economic Development of Women Through Skill Training Programme at Small Industries Product Promotion Organization (SIPPO)	June 2021	9	-	20-24	E-ISSN: 2582-0192	Shanlax International Journal of Economics
39.	Book on Advanced Technologies in Tourism and Hospitality sector	Study on Doctor's Perception on Medical Tourism in India.	Mar. 2022	-	-	133-138	978-81-952589-9-4	Annai Fathima College of Arts and Science
40.	Alochana chakra Journal <a href="http://alochanachakra.in">http://alochanachakra.in</a>	A Study on Purpose of Utilization of Agriculture Jewel Loan with Special Reference to Sivagangai District	-	-	-	-	2231-3990	Chiranjib Sur
41.	Wesleyan Journal of Research-An International Research Journal	A Study on Farmers Satisfaction Service Quality of the Financial Institutions Towards Agriculture Jewel Loans with Special Reference to Sivagangai District	Feb. 2021	14	3	-	0975-138	Bankura Christian College, located in Bankura, West Bengal

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month / Year	Vol. No.	Issue No.	Page No.	ISSN	Publisher
42.	International Journal of Multi-Disciplinary Educational Research	Problems Faced by Farmers While Availing Agriculture Jewel Loan Towards Banks with Special Reference to Sivagangai District	Mar. 2021	10	3(5)	-	2277-7881	Sucharitha Educational and Research Institute
43.	International Journal of Innovation in Engineering Research and Management	Consumers Perception on Wellness Products and Services - An Overview	June 2021	8	3	-	2348-4915	Innovative Research Publication
44.	Asian Journal of Organic and International Medicinal Chemistry	A Study on Impact of Pandemic on Consumer Buying Behavior with Respect to Smart Digital Wellness Products and Services	Mar. 2022	7	7	450	2456 - 8937 Scopus Indexed	Asian Publication Corporation
45.	IJFANS - International Journal of Food and Nutritional Sciences - official Publication of International Association of Food and Nutrition Scientists	A Study on Consumer Perception with Respect to Online Wellness Fitness Bands and Apps in Mumbai	Dec. 2022	11	10	-	2319-1775	Operated by Sihag Technologist and Research Publication Private Limited

## 12. BOOKS PUBLISHED

S. No.	Book Name	Year	Publisher	ISBN
1.	Job Satisfaction; Measurement and Assessment, Work-Family Balance	2013	Scholar's Press, Germany	978-3-639-51644-9
2.	E-Banking in an E- Age - Students Perspective	2018	Shanlax Publications	978-93-87-871-16-8

## 13. GUEST LECTURES DELIVERED

S. No.	Institution	Theme/Title	Date
1.	Mangayarkarasi College, Madurai	Green banking	Dec 12, 2010
2.	NadarSaraswathi College, Theni	Self-Efficacy & Self - Assertiveness	Feb. 03, 2018
3.	Thiagarajar College, Madurai	Gender-Sensitive Issues and Women Empowerment	Mar. 08, 2018

## 14. MAJOR ASSIGNMENTS (CHIEF GUEST / KEYNOTE / JUDGE ETC.)

S. No.	Major Assignment	Institution	Theme/Title	Date
1.	Special Guest for Golden Jubilee	Auxilium School, Vellore	-	2011
2.	Chief Guest	Mangayarkarasi College, Madurai	Green Banking	Aug. 02, 2011

S. No.	Major Assignment	Institution	Theme/Title	Date
3.	Resource Person	St Joseph's School, Madurai	E - Marketing	Aug. 29, 2012
4.	Resource person	Dr. Umaiyal Ramanathan College for Women, Karaikudi	Issues and Challenges of Managing Risk in Human Resources	Sep. 24 & 25, 2018
5.	Chief Guest	Thigaraja College, Madurai	Gender Sensitivity Issues and Women Empowerment	Mar. 08, 2018
6.	Chief Guest	Thigaraja College, Madurai	The Power is Within You	Mar. 12, 2019
7.	Chief Guest	Nirmala School, Madurai	-	Sep. 05, 2022

## 15. PROJECTS UNDERTAKEN

S. No.	Title of Project	Position	Sponsored By	Date & Year	Sanctioned Amount (Rs.)
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/-

## 16. CONSULTANCY / RADIO TALK / TV SHOWS

S. No.	Consultant / Radio Talk / TV Shows	Consultancy (on/for) / Themes	Institution / Organization	Date
1.	Radio	Advertisement	All India Radio Madurai	1990
2.	Radio	Sales Promotional Method	All India Radio Madurai	1992
3.	Consultancy	A Study on I am Warm Project on the Socio - Economic Conditions of Villagers in Madurai District	Steering Committee Members of Tamil Nadu Govt. I am warm Project Team Funded by World Bank	Mar. 20, 2015

## 17. PH.D. EXAMINER

S. No.	Name of the Candidate	Title of the Thesis	Viva / Pre-Viva	Institution / University	Date
1.	-	Role of Micro Finance Company in the Development of Women, A Study in Madurai District"	Viva	Madurai Kamaraj University, Madurai	-
2.	Ms. L. Janova Mary Ref. No.: 10993/Ph.D./DIR/TOM/2217/K11	A Study on the Attitude of Farmers Towards Applying New Agriculture Technology in Tanjore District in Tamilnadu	Viva	Holy Cross College, Tiruchirappalli	Feb. 08, 2019
3.	Mr. N. Mahendran Ref. No.: 19824/HRM/Ph.D./DIR/2037	Job Stress Among Employees of Insurance Sector in Tamilnadu	Viva	Bharathidasan University, Tiruchirappalli	Oct. 09, 2018
4.	-	A Study on Entrepreneurial Development in and Around Tiruchirappalli District	Viva	St. Joseph's College, Tiruchirappalli	May 06, 2015
5.	Mr. T. Shiva Ref. No.: 16902/Ph.D./K6/Commerce/2016902	A Study on Rural Marketing Strategies followed by LIC in Nagapatinum District	Viva	Bharathidasan University, Tiruchirappalli	Apr. 05, 2022

S. No.	Name of the Candidate	Title of the Thesis	Viva / Pre-Viva	Institution / University	Date
6.	Mr. P. Sathishkumar Ref. No.: 07868/Ph.D./K6/ Commerce/2007868	A Study on Effectiveness of Organizational Climate in Bharat Sanchar Nigam Limited, Chennai District	Viva	Bharathidasan University, Tiruchirappalli	Apr. 06, 2022
7.	Mr. M. Ganaeshan Ref. No.: 45554 /Ph.D./K6/ Commerce/2016902	Human Resource Management Practices in Selected Public Sector Banks in Nagapatinam District of Tamil Nadu	Viva	Bharathidasan University, Tiruchirappalli	Jan. 09, 2023
8.	Miss. Mohana Sundry Ref. No.: COE/Ph.D./ Viva/15147	Determinants and Measurements of Brand Equity for Refrigerator	Viva	Bharathiar University, Tiruchirappalli	Aug. 30, 2022
9.	Miss. Vangikoodi Ref. No.: COE/Ph.D./Viva/15146	Financial Constraints of Women Entrepreneur	Viva	Bharathiar University, Tiruchirappalli	June 06, 2022
10.	Ms. R. Mangalam Reg. No.: P4214	Formers Attitude Towards Kissan Credit Card Scheme in Tamil Nadu	Pre-Viva	Madurai Kamaraj University, Madurai	Mar. 18, 2019
11.	Ref. No.: No/CC/COE/M.Phil./ Commerce/13/14	-	M.Phil. Viva	-	-