

PROFILE



PERSONAL DETAILS

Name : Dr. (Mrs.) C. MUTHULAKSHMI
Date of Birth : 19/05/1982
Qualification : M.Com (CA)., M.Phil., Ph.D. (Commerce)., NET- JRF (Commerce)., MBA
Designation : Assistant Professor & Head
Department : Commerce (Business Analytics)
Community : BC
Nationality : INDIAN
Email ID : muthu.welcome@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
Ph.D	Commerce	SFR College for Women	Madurai Kamaraj University, Madurai	2017
SET /NET	Commerce	University Grants Commission	Madurai Kamaraj University, Madurai	2011
M.Phil	Commerce	SFR College for Women	Madurai Kamaraj University, Madurai	2006
M.Com (CA)	Computer Applications	SFR College for Women	Madurai Kamaraj University, Madurai	2005
B.B.A.	Business Administration	SFR College for Women	Madurai Kamaraj University, Madurai	2002
H.Sec.	-	S.H.N.V.Hr.Sec.School	Madurai Kamaraj University, Madurai	1999
SSLC	-	S.H.N.V.Hr.Sec.School	Madurai Kamaraj University, Madurai	1997

ACADEMIC IDENTITY

*VIDWAN ID	434735
*ORCID ID	https://orcid.org/0009-0009-2992-1704
*SCOPUS ID	
*RESEARCHER ID/ PUBLONS ID	JFJ-5978-2023
GOOGLE SCHOLAR LINK	

TEACHING EXPERIENCE

Date of Appointment	09/06/2014
Date of Retirement	31/05/2042
Teaching Experience	
UG	10 years 6 months
PG	4 years and 8 months
Research	6 yeass

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
MBA	P.S.R. Engineering College, Sivakasi	19/09/2006	10/06/2011	4 years, 8 months
B.COM., M.COM., MPHIL.	G.Venkataswamy Naidu College, Kovilpatti	09/06/2014	31/05/2021	6 years 11 months
BCOM BUSINESS ANALYTICS	G.Venkataswamy Naidu College, Kovilpatti	01/06/2021	PRESENT	3 years 6 months

AWARDS RECEIVED

1.	
2.	
3.	

ADMINISTRATIVE EXPERIENCE

S. No	DESIGNATION	INSTITUTIONS	YEAR
1.			
2.			
3.			
4.			

5.			

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE

S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1.			
2.			
3.			

DETAILS OF RESEARCH WORK

Research Stages	Title of the Thesis	University where the work was carried out
Ph.D	A STUDY ON CSR PRACTICES FOLLOWED BY LEADING INDUSTRIAL UNITS IN VIRUDHUNAGAR DISTRICT	MADURAI KAMARAJ UNIVERSITY, MADURAI
M.Phil	A STUDY ON PMRY SCHEME IN VIRUDHUNAGAR DISTRICT	MADURAI KAMARAJ UNIVERSITY, MADURAI
M.Sc		
B.Sc		

AREAS OF RESEARCH

CORPORATE SOCIAL RESPONSIBILITY

PH.D. THESIS ADJUDICATED:

S.No	Name of the University	Title of the Thesis/ Name of Candidate/Year
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1	MADURAI KAMARAJ UNIVERSITY, MADURAI	A STUDY ON CSR PRACTICES FOLLOWED BY LEADING INDUSTRIAL UNITS IN VIRUDHUNAGAR DISTRICT	2018
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STUDENT RESEARCH PROJECTS GUIDED			
S. No	Student Name	Title of the Project	Year
1.			
2.			
3.			

PUBLICATIONS			
PUBLICATIONS: SCOPUS INDEXED JOURNALS & WEB OF SCIENCE			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
	Measuring The Return On Investment (ROI) of Corporate Social Responsibility of Companies: 5R Framework	International Journal of Health Sciences	ISSN: 2550-6978, E-ISSN: 2550-696X, Vol. 6(S2), Mar 2022, pp. 737-743
2	American Supermarkets – Past Present Vs. Future Trends and Technologies	International Res. Militaris	ISSN: 2265-6294, Vol. 13, No. 2, 2023, pp. 6269-77

PUBLICATIONS: BOOKS			
S. No	Title of the Book	Publication	Year
1.			
2.			
3.			

BOOK CHAPTERS			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No
1.			
2.			

3	A Study On Corporate Social Responsibility Practices Towards Employees Followed By Private Sector Banks In Tirunelveli District	Webology	ISSN: 1735-188X, Vol. 19, No. 2, 2022, pp. 6810-28
4	Corporate Sustainability Practices of Printing Industries	International Journal of Early Childhood Special Education (INT-JECSE)	ISSN: 1308-5581, Vol. 14, Issue 4, 2022, pp. 2922-25

PUBLICATIONS: UGC LISTED JOURNALS

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	Corporate Social Responsibility (CSR): Policies, Standards, Procedures And Guidelines	National Level Virtual Conference, SIRA	ISBN: 978-81-953620-1-1, Jun 2021, pp. 213-16
2.	Corporate Social Responsibility – A Paradigm Shift in Business Responsibility	GALAXY International Interdisciplinary Research Journal (GIIRJ)	ISSN: 2347-6915, Vol. 2 (4), Apr 2014, pp. 25-31
3.	Green Printing: Inevitability For Printing Industry Sustainability	International Journal of Innovative Research in Technology (IJIRT)	ISSN: 2349-6002, Vol. 8, Issue 4, Sep 2021
4.	A Study on Challenges of Educational Sector Services in India	International Journal of Innovative Research in Technology (IJIRT)	ISSN: 2349-6002, Vol. 8, Issue 5, Oct 2021
5.	A Study on Male Customers' Brand Preference Towards Motorbikes in Kovilpatti With Reference to Gear Bikes	Journal of Business, Management, Commerce and Research (JBMCR)	ISSN: 2319-250X (Online), Vol. III, No. 9, Sep 2014
6	A Study on Perception of Consumers Towards Value Added Services of Supermarkets in Theni	International Research Journal of Commerce, Arts	ISSN: 2319-9202, Vol. 12, Issue 9, Sep 2021

	District	and Science (CASIRJ)		
7	Value Added Services of Supermarkets	Elementary Education Online (EEO)	ISSN: 1308-5581, Vol. 20, No. 1, 2021, pp. 8334-38	

PUBLICATIONS: OTHER INDEXED JOURNALS			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No
1.	Effectiveness of PMRY Scheme in India	Indian Journal of Finance	ISSN: 0973–8703, Vol. I, No. 4, Oct-Nov 2007
2.	A Study on Attitude of Fireworks Manufacturers in Sivakasi Towards Eco-friendly Fireworks	International Journal of Trade and Commerce	ISSN: 2277–5811 (Print), Vol. 1, No. 2, Jul-Dec 2012
3.	A Study on Subscribers’ Perception towards Mobile Network Operators in Sattur Town	International e-Journal of Commerce and Management (IEJCM)	E-ISSN: 2394-9074, Vol. 2, No. 2, Apr 2016
4.	A Study on Recent Challenges Faced by Match Factory Employees in Kovilpatti Town	Research Journal of SRNMC	ISSN: 2395-7085, Vol. 1, Feb 2018
5.	A Study on Work Life Balance among the Teaching Professionals of Arts and Colleges in Tuticorin District	ICTACT Journal On Management Studies	ISSN: 2277-5730, Vol. 4, Issue 2, Apr-Jun 2019
6.	A Study on Human Resource Management	AJANTA	ISSN: 2395-1664 (Online), Vol. VIII, Issue 1, Feb 2018
7	A Study on Consumers’ Expectations Towards Passenger Cars in Kovilpatti	International Journal of Research in Computer Application & Management (IJRCM)	ISSN: 2231-1009, Vol. 9, Issue 8, Aug 2019
8	A Study on Perception of Students Towards Service Quality of Arts And Science Colleges in Kovilpatti Taluk	International Journal of Multidisciplinary Educational Research (IJMER)	ISSN: 2277-7881, Vol. 10, Issue 4(5), Apr 2021
9	A Study on the Impact of Agglomeration on Sivakasi's Offset Printing Industry	Dogo Rangsang Research Journal	ISSN: 2347-7180, Vol. 13, Issue 3, No. 2, Mar 2023
10	ChatGPT Applications in Business	Dogo Rangsang Research Journal	ISSN: 2347-7180, Vol. 13, Issue 5, No. 6, May 2023

11	Effective Implementation of Employee Branding	Journal of Inventive and Scientific Research Studies (JISRS)	ISSN: 2584-0630 (Online), Vol. 1, Issue 1, Jun 2023
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AS A RESOURCE PERSON			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.			
2.			
3.			

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP			
PAPER PRESENTED: National - International -			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	SEBI Sponsored State Level Workshop on “Financial Planning for Young Investors”	SEBI	Department of Commerce (SFW), Mannar Thirumalai Naicker College, Madurai, 17th March 2015
2	One Day National Workshop on “Enriching Prospective Teaching Faculty: Creating Professors/Teachers of Tomorrow”	Research Department of Commerce, G. Venkataswamy Naidu College	Kovilpatti, 21st February 2017
3	One Day Workshop on “Statistical Package for the Social Sciences (SPSS)”	Research Department of Commerce, G. Venkataswamy Naidu College	Kovilpatti, 11th March 2017
4	International Conference on “Corporate and Business Response to Climate Change – From Awareness to Adoption – Transcending the Boundaries”	Department of Commerce, Periyar University	Salem, 7th-9th December 2011
5	UGC Sponsored National Conference on “Inclusive Growth and Women Empowerment”	Department of Commerce, SFR College for Women	Sivakasi, 14th-15th December 2012
6	Virudhunagar District cluster of Colleges’ Joint Faculty Programme in Commerce on “Effective Thesis Writing”	Department of Commerce, V.V.V.Vanniaperumal College for Women	Virudhunagar, 5th January 2013
7	UGC Sponsored National Level Seminar on Disaster Management and Corporate Social Responsibility in India	Department of Business Administration, Mannar Thirumalai Naicker College	Madurai, 27th-28th August 2014
8	State Level Seminar on “Tourism Industry in India – Challenges and Opportunities”	Department of Commerce, G. Venkataswamy Naidu College	Kovilpatti, 18th December 2014
9	International Conference on “Innovative Management Practices”	Department of Management Studies, Sri Vidya College of Engineering & Technology	Virudhunagar, 29th January 2016
10	National Conference on Emerging Trends in Multidisciplinary Research	Centre for Multidisciplinary Research, Rani Anna Government College for Women	Tirunelveli, 10th January 2017
11	National Conference on Digital India: Challenges and Opportunities	Kalasalingam University	Krishnankoil, 15th July 2017

12	National Seminar on “Opportunities and Challenges of Modern Marketing”	Don Bosco College	Keela Eral, 24th March 2018
13	UGC (Autonomy Grant) Sponsored One Day International Conference on Changing Global Scenario – Strategies for Business Sustainability	Sri S. Ramasamy Naidu Memorial College	Sattur, 16th February 2018
14	ICSSR Sponsored Two Days National Seminar on “Rural Women Empowerment – A Way of Sustainable Development”	Ayya Nadar Janaki Ammal College	Sivakasi, 9th-10th January 2019
15	One Day National Seminar on “Emerging Issues in Business and Management”	Vivekananda College	Madurai, 23rd January 2019
16	One Day National Seminar on “Reforms in Indian Taxation (NSRIT)”	Pope’s College	Sawyerpuram, 25th January 2019
17	One Day National Seminar on “Winning Market War in the Digital Economy”	G. Venkataswamy Naidu College	Kovilpatti, 1st February 2019
18	One Day National Level Seminar on “Current Business and Economic Conditions in India”	Sadakathulla Appa College	Tirunelveli, 14th February 2019
19	International Conference on Commerce, Management and Leadership – A Global Perspective	Pasumpon Muthuramalinga Thevar College	Melaneelithanallur, 6th March 2019
20	National Conference entitled “CSR Convergence 2019”	ICT Academy	Chennai, 27th August 2019
21	Webinar on “The Power of A Teacher”	ICT Academy	Online, 4th May 2020
22	Webinar on “Unseen Epidemic: Addressing Mental Health and Well-Being”	IIHMR University	Online, 9th May 2020
23	Faculty Development Programme on “Tally With GST”	Department of Commerce, Rathinam College of Arts and Science	Coimbatore, 11th May 2020
24	Webinar on “Higher Education Scenario, Post Covid, Boons and Banes”	ASFASM and PWC	Online, 13th May 2020
25	One Day Webinar on Insurance for Business Enterprise	Kalasalangam Business School	Srivilliputhur, 15th May 2020
26	Personality Development – Unlearn to Learn the Skill	PG & Research Department of Commerce, National	Tiruchirappalli, 19th May 2020

		College	
27	Webinar on Entrepreneurship in India: Opportunities and Challenges	PG & Research Department of Commerce, National College	Tiruchirappalli, 20th May 2020
28	Webinar on “Good Teacher To Great Teacher”	ASFASM and PWC	Online, 21st May 2020
29	International Webinar on “Challenges of Higher Education – E-Learning During COVID-19”	National College	Tiruchirappalli, 23rd May 2020
30	International Webinar on “Research Reinvented”	Departments of Commerce & Management, Indian Academy Degree College	Online, 29th May 2020
31	Virtual Faculty Development Programme “Resilient Business Strategies: Preparing For A Pandemic World”	Sri Ramakrishna Arts and Science College for Women	Coimbatore, 14th-16th May 2020
32	Online Test on “Accounts Intelligence”	Syed Hameedha Arts And Science	Online, 17th May 2020
33	Webinar on “Modern Teaching Techniques”	Dr. Zakir Husain College, Ilayangudi & Oneyes Technologies	Chennai, 17th May 2020
34	Webinar on “An Overview of GST”	Shasun Jain College for Women	Chennai, 19th May 2020
35	Webinar on “Behavioral and Psychological Dimension of Analytics”	International Journal of Advance Study and Research Work	Online, 24th May 2020
36	International Webinar on Healing Solutions for Travel Challenges-Post Covid-19	Department of Catering Science and Hotel Management, Dr. SNS Rajalakshmi College	Coimbatore, 26th May 2020
37	International Webinar on “Conquering Chaos”	PG & Research Department of Commerce & Commerce (CA), Bharathidasan College	Erode, 29th May 2020
38	Webinar on “Business & COVID - 19”	Research Department of Business Administration, APSA College	Tiruppattur, 30th May 2020
39	International Webinar Series – II on Trade Distinctiveness in Global Disaster	St. Joseph's College (Arts & Science)	Chennai, 30th May 2020

40	Webinar on “Developing a Winning Mindset for Everyday Life”	PG & Research Department of Commerce, National College	Tiruchirappalli, 5th June 2020
41	International Webinar on “Indian Economy & Business - Post COVID Scenario”	Dr. S. Gopalaraju Government First Grade College	Anekal, Bangalore, 6th-9th June 2020
42	International Webinar on “Impact of Covid 19 on Indian and Global Economy – Skills That Lead To The New Beginning”	Kongunadu Arts and Science College (Autonomous)	Coimbatore, 7th June 2020
43	Webinar on “Impact of COVID_19 Pandemic on Indian Economy”	PG & Research Department of Commerce, Dr. Zakir Husain College	Ilayangudi, 7th June 2020
44	International Webinar on “Financial Planning For Business Sustainability”	Kongunadu Arts and Science College (Autonomous)	Coimbatore, 9th June 2020
45	Webinar on “Overview of Intellectual Property Rights”	Department of Computer Science and Engineering & Technology	Gudur, Nellore, 9th June 2020
46	National Level Webinar entitled “Impact of COVID-19 towards Migrant Labourers in India”	Department of Economics, Mannar Thirumalai Naicker College	Madurai, 9th June 2020
47	International Webinar on “Future Perspective”	Department of Management Studies, Nehru Institute of Information Technology and Management	Coimbatore, 10th-12th June 2020
48	National Level Webinar on Revitalizing MSMEs Post COVID-19 Crisis and Business Sustainability	Avinashilingam Institute for Home Science and Higher Education for Women	Coimbatore, 11th June 2020
49	National Webinar on “Impact of Covid-19 on Indian Economy”	Department of Commerce (CA/EC/SF), Ayya Nadar Janaki Ammal College	Sivakasi, 12th June 2020
50	National Level Skill Development Programme for Teaching Faculty on “Re-Energizing the Classroom with Innovative Teaching Techniques”	PG & Research Department of Commerce, Rajapalayam Rajus’ College	Rajapalayam, 12th June 2020
51	International Faculty Development Programme on "Academic Writing and Opportunity for The Publication"	Dr. Ankit Katrodia, Lecturer, North West University	17/06/2020 (Wednesday)
52	Online Webinar Session “Get Strong And Go Great”	Webinar series “Challenges Are Opportunities In Disguise”	18/06/2020

53	Online Webinar Session “Rebooting The Financial Prowess - The Indian Way”	Webinar series “CHALLENGES ARE OPPORTUNITIES IN DISGUISE”	19/06/2020
54	National Level Webinar On Walking On A Dark Road	Department of Commerce (SF), Rajapalayam Rajus’ College	23/06/2020
55	International webinar on "Introduction to E-learning and its challenges"	The Department of Corporate Secretaryship (Shift-II), Patrician College of Arts & Science	28/06/2020
56	Webinar on “Robotics and Process Automation in Accounting and Finance”	PG and Research Department of Commerce, P.K.R. Arts College for Women	01/07/2020
57	One Day Webinar on “Face the Music”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	20/10/2020
58	One Day Webinar on “Apps for Academic Writing”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	24/10/2020
59	One Day Webinar on “Apps for Academic Writing”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	24/10/2020
60	One Day Webinar on “Importance of Entrepreneurship”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	24/10/2020 (Saturday)
61	One Day Webinar on “Know Your Personality”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	05/11/2020
62	One Day Webinar on “You Too Can Become a Chartered Accountant”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	02/11/2020 (Monday)
63	One Day Webinar on “EMOTIONAL INTELLIGENCE”	PG and Research Department of Commerce, G. Venkataswamy Naidu College	07/10/2020 (Wednesday)
64	One Day Webinar on “Women’s empowerment and Gender Sensitization during COVID-19”	PG and Research Department of Women’s Studies,	16/07/2020

		Bharathiar University	
65	One Day Webinar on “A Day with CEO”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	16/09/2020 (Wednesday)
66	One Day Webinar on “Cause Related Marketing”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	03/10/2020 (Saturday)
67	One Day Webinar on “E-filing of Income Tax Returns”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	12/09/2020 (Saturday)
68	One Day Webinar on “The Journey of a Women Entrepreneur”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	14/10/2020 (Wednesday)
69	One Day Webinar on “Product Development Lifecycle”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	26/09/2020 (Saturday)
70	International Webinar on “Futuristic Banking”	Indian Accounting Association, Tiruchirappalli	31/10/2020
71	International Webinar on “Artificial Intelligence in Finance”	Department of Commerce, St. Mary’s College, Thrissur	04/12/2020
72	National Webinar on "Financial Awareness and Consumer Training"	P.G. Department Economics in collaboration with NCFE, RBI, and SEBI	05/12/2020
73	Three day International E-Conference on “Innovative Practices & Strategies in Global Business and Enterprises”	Kongunadu Arts and Science College, Coimbatore	04/12/2020 to 06/12/2020
74	National Seminar on Intellectual Property Rights (IPR)	Yaswantrao Chavan University, Maharashtra	07/12/2020
75	National Webinar on “From Make in India to Assemble in India to Atmanirbhar Bharat: Contradictions in Trade Policy”	Post Graduate Department of Economics and Research Centre, Govt College for Women, Thiruvananthapuram	22/12/2020

76	International E-Conference on “Challenges of Virtual Teaching for Students from Tribal Areas”	Central Tribal University of Andhra Pradesh, Vizianagaram University College of Education, Adikavi Nannaya University	16/12/2020 to 18/12/2020
77	One Day National E-Seminar on “Re-thinking of Business Practices in Post Covid-19 Scenario”	Department of Commerce, Sri Sayyed College of Arts, Commerce and Science, Aurangabad	04/01/2021
78	Webinar on “One Day Webinar on Brand Yourself”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	19/01/2021
79	International Webinar on “Current Scenario of Agricultural Economy in India”	Department of Commerce (Self Finance), Sri Parasakthi College for Women, Courtallam	01/04/2021
80	International Webinar on “The ABCs (Awareness, Balance and Control) of Stress Management”	Department of Business Administration (SF), Sri Parasakthi College for Women, Courtallam	04/12/2021
81	National Level Webinar on “Cancer Prevention and Healthy Lifestyle”	Internal Quality Assurance Cell, G. Venkataswamy Naidu College, Kovilpatti	10/06/2021
82	National Level Webinar on “Social Science Research & Statistical Data Analysis Using SPSS”	P.G. Department of Commerce with Computer Application and Department of Business Administration	12/07/2021
83	Two Week Online International Faculty Development Programme on Communication Skills – Theory and Practices	Department of Languages, Integral University, Lucknow	14/06/2021 to 25/06/2021
84	International Webinar on “Teachers as Catalysts of Ethics in Higher Education”	IQAC, Rani Anna Government College for Women, Tirunelveli and Globeethics.net	25/06/2021
85	National Level Webinar on “Social Science Research & Statistical Data Analysis Using SPSS”	P.G. Department of Commerce with Computer Application and Department of Business Administration	12/07/2021
86	International Webinar on “The Effect of Intangible Assets on Consumer Behavior”	Department of Commerce (SF), Rajapalayam Rajus’ College	15/07/2021

87	One Day Webinar on “Career Planning”	Department of Commerce, Alagappa University, Karaikudi	19/07/2021
88	Three Days National Level E-Workshop on “Research Methodology”	PG and Research Department of Commerce & Economics, St. Joseph’s College of Arts and Science, Cuddalore	29/07/2021 to 31/07/2021
89	National Level Webinar on “Entrepreneurial Opportunities and Government Subsidies in the Post Covid Era”	Department of Commerce (Shift-II), St. Xavier’s College, Palayamkottai	30/07/2021
90	National Level Webinar on “Entrepreneurial Challenges and Reforms during the Pandemic Situations”	Department of Commerce SF-I, Holy Cross College, Nagercoil	04/08/2021
91	National Level Webinar on “Intellectual Property Rights”	PG and Research Department of Commerce & Economics, St. Joseph’s College of Arts and Science, Cuddalore	05/08/2021 to 07/08/2021
92	Three Day Faculty Development Programme on “Institutions and Entrepreneurial Ecosystem”	Ayya Nadar Janaki Ammal College, Sivakasi	22/09/2021 to 24/09/2021
93	Two Days Virtual International Conference on “Pandemic and Business Sustainability”	Faculty of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore	21/10/2021 to 22/10/2021
94	Seven Days Faculty Development Programme	Tiruppur Kumaran College for Women	01/11/2021 to 08/11/2021
95	Session “Blockchain Explained”	ACM Student Chapter of IIIT Kottayam, Kerala	09/11/2021 to 12/11/2021
96	International Conference on “Talent Management and Effective Workforce”	Department of Business Administration, Kamaraj College, Thoothukudi	09/11/2021 to 11/11/2021
97	International Workshop on “Business Application: ERP9”	Department of Business Administration, Kamaraj College, Thoothukudi	20/11/2021
98	Online Expert Talk on “Shift in Saving Preferences of Indian Millennials”	Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana	07/01/2022

99	National Level Webinar on “Entrepreneurial Challenges and Reforms during the Pandemic Situations”	Department of Commerce, Holy Cross College, Nagercoil	04/08/2022
100	Online Expert Talk on “Shift in Saving Preferences of Indian Millennials”	Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana	07/01/2022
101	IP Awareness/Training programme	Intellectual Property Office, India	27/01/2022
102	National Level Webinar on “Entrepreneurial Challenges and Reforms during the Pandemic Situations”	Department of Commerce, Holy Cross College, Nagercoil	04/08/2022
103	International Webinar on “How to improve your Article Acceptance Publish Quicker?”	Faculty of Management, SRM Institute of Science and Technology, Kattankulathur	31/07/2023
104	National Webinar on “Academic Writing Skills and Publishing”	Balani Infotech Pvt. Ltd., Noida	22/09/2023
105	IP Awareness/Training program under NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION	Intellectual Property Office and MoE's Innovation Cell, India	09/02/2023
106	National Webinar on “Personal Financial Planning the Path to Wealth Creation”	PG Department of Commerce and Research Center and AMFI	14/10/2023
107	International Webinar on “Artificial Intelligence and Ethical Leadership in Education”	ASEM Lifelong Learning, Ireland, e-ASEM Research Network 1(RN1) & Globethics South Asia Centre, Bangalore	09/09/2023
108	NSE India Sponsored online Investor Awareness Program on Introduction to Financial Planning	Hexa Force LLC	29/09/2023
109	National Webinar on “Academic Writing Skills and Publishing”	Balani Infotech Pvt. Ltd., Noida	22/09/2023
110	Webinar on “Skills for Personality Development”	Centre for Distance and Online Education, B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai	23/11/2023
111	International Conference	Bharathi Chudar, UK and Skill Developer, Chennai	12/06/2024

SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP/ ATTENDED:

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	SEBI Sponsored State Level Workshop on “Financial Planning for Young Investors”	SEBI	Department of Commerce (SFW), Mannar Thirumalai Naicker College, Madurai, 17th March 2015
2	One Day National Workshop on “Enriching Prospective Teaching Faculty: Creating Professors/Teachers of Tomorrow”	Research Department of Commerce, G. Venkataswamy Naidu College	Kovilpatti, 21st February 2017
3	One Day Workshop on “Statistical Package for the Social Sciences (SPSS)”	Research Department of Commerce, G. Venkataswamy Naidu College	Kovilpatti, 11th March 2017
4	International Conference on “Corporate and Business Response to Climate Change – From Awareness to Adoption – Transcending the Boundaries”	Department of Commerce, Periyar University	Salem, 7th-9th December 2011
5	UGC Sponsored National Conference on “Inclusive Growth and Women Empowerment”	Department of Commerce, SFR College for Women	Sivakasi, 14th-15th December 2012
6	Virudhunagar District cluster of Colleges’ Joint Faculty Programme in Commerce on “Effective Thesis Writing”	Department of Commerce, V.V.V.Vanniaperumal College for Women	Virudhunagar, 5th January 2013
7	UGC Sponsored National Level Seminar on Disaster Management and Corporate Social Responsibility in India	Department of Business Administration, Mannar Thirumalai Naicker College	Madurai, 27th-28th August 2014
8	State Level Seminar on “Tourism Industry in India – Challenges and Opportunities”	Department of Commerce, G. Venkataswamy Naidu College	Kovilpatti, 18th December 2014
9	International Conference on “Innovative Management Practices”	Department of Management Studies, Sri Vidya College of Engineering & Technology	Virudhunagar, 29th January 2016
10	National Conference on Emerging Trends in Multidisciplinary Research	Centre for Multidisciplinary Research, Rani Anna Government College for Women	Tirunelveli, 10th January 2017
11	National Conference on Digital India: Challenges and Opportunities	Kalasalangam University	Krishnankoil, 15th July 2017
12	National Seminar on “Opportunities and Challenges of Modern Marketing”	Don Bosco College	Keela Eral, 24th March 2018

13	UGC (Autonomy Grant) Sponsored One Day International Conference on Changing Global Scenario – Strategies for Business Sustainability	Sri S. Ramasamy Naidu Memorial College	Sattur, 16th February 2018
14	ICSSR Sponsored Two Days National Seminar on “Rural Women Empowerment – A Way of Sustainable Development”	Ayya Nadar Janaki Ammal College	Sivakasi, 9th-10th January 2019
15	One Day National Seminar on “Emerging Issues in Business and Management”	Vivekananda College	Madurai, 23rd January 2019
16	One Day National Seminar on “Reforms in Indian Taxation (NSRIT)”	Pope’s College	Sawyerpuram, 25th January 2019
17	One Day National Seminar on “Winning Market War in the Digital Economy”	G. Venkataswamy Naidu College	Kovilpatti, 1st February 2019
18	One Day National Level Seminar on “Current Business and Economic Conditions in India”	Sadakathulla Appa College	Tirunelveli, 14th February 2019
19	International Conference on Commerce, Management and Leadership – A Global Perspective	Pasumpon Muthuramalinga Thevar College	Melaneelithanallur, 6th March 2019
20	National Conference entitled “CSR Convergence 2019”	ICT Academy	Chennai, 27th August 2019
21	Webinar on “The Power of A Teacher”	ICT Academy	Online, 4th May 2020
22	Webinar on “Unseen Epidemic: Addressing Mental Health and Well-Being”	IIHMR University	Online, 9th May 2020
23	Faculty Development Programme on “Tally With GST”	Department of Commerce, Rathinam College of Arts and Science	Coimbatore, 11th May 2020
24	Webinar on “Higher Education Scenario, Post Covid, Boons and Banes”	ASFASM and PWC	Online, 13th May 2020
25	One Day Webinar on Insurance for Business Enterprise	Kalasalingam Business School	Srivilliputhur, 15th May 2020
26	Personality Development – Unlearn to Learn the Skill	PG & Research Department of Commerce, National College	Tiruchirappalli, 19th May 2020
27	Webinar on Entrepreneurship in India: Opportunities and Challenges	PG & Research Department of Commerce, National College	Tiruchirappalli, 20th May 2020
28	Webinar on “Good Teacher To Great Teacher”	ASFASM and PWC	Online, 21st May 2020
29	International Webinar on “Challenges of Higher Education – E-Learning During COVID-19”	National College	Tiruchirappalli, 23rd May 2020
30	International Webinar on “Research Reinvented”	Departments of Commerce & Management, Indian	Online, 29th May 2020

		Academy Degree College	
31	Virtual Faculty Development Programme “Resilient Business Strategies: Preparing For A Pandemic World”	Sri Ramakrishna Arts and Science College for Women	Coimbatore, 14th-16th May 2020
32	Online Test on “Accounts Intelligence”	Syed Hameedha Arts And Science	Online, 17th May 2020
33	Webinar on “Modern Teaching Techniques”	Dr. Zakir Husain College, Ilayangudi & Oneyes Technologies	Chennai, 17th May 2020
34	Webinar on “An Overview of GST”	Shasun Jain College for Women	Chennai, 19th May 2020
35	Webinar on “Behavioral and Psychological Dimension of Analytics”	International Journal of Advance Study and Research Work	Online, 24th May 2020
36	International Webinar on Healing Solutions for Travel Challenges-Post Covid-19	Department of Catering Science and Hotel Management, Dr. SNS Rajalakshmi College	Coimbatore, 26th May 2020
37	International Webinar on “Conquering Chaos”	PG & Research Department of Commerce & Commerce (CA), Bharathidasan College	Erode, 29th May 2020
38	Webinar on “Business & COVID - 19”	Research Department of Business Administration, APSA College	Tiruppattur, 30th May 2020
39	International Webinar Series – II on Trade Distinctiveness in Global Disaster	St. Joseph's College (Arts & Science)	Chennai, 30th May 2020
40	Webinar on “Developing a Winning Mindset for Everyday Life”	PG & Research Department of Commerce, National College	Tiruchirappalli, 5th June 2020
41	International Webinar on “Indian Economy & Business - Post COVID Scenario”	Dr. S. Gopalaraju Government First Grade College	Anekal, Bangalore, 6th-9th June 2020
42	International Webinar on “Impact of Covid 19 on Indian and Global Economy – Skills That Lead To The New Beginning”	Kongunadu Arts and Science College (Autonomous)	Coimbatore, 7th June 2020
43	Webinar on “Impact of COVID_19 Pandemic on Indian Economy”	PG & Research Department of Commerce, Dr. Zakir Husain College	Ilayangudi, 7th June 2020
44	International Webinar on “Financial Planning For Business Sustainability”	Kongunadu Arts and Science College (Autonomous)	Coimbatore, 9th June 2020
45	Webinar on “Overview of Intellectual Property Rights”	Department of Computer Science and Engineering &	Gudur, Nellore, 9th June 2020

		Technology	
46	National Level Webinar entitled “Impact of COVID-19 towards Migrant Labourers in India”	Department of Economics, Mannar Thirumalai Naicker College	Madurai, 9th June 2020
47	International Webinar on “Future Perspective”	Department of Management Studies, Nehru Institute of Information Technology and Management	Coimbatore, 10th-12th June 2020
48	National Level Webinar on Revitalizing MSMEs Post COVID-19 Crisis and Business Sustainability	Avinashilingam Institute for Home Science and Higher Education for Women	Coimbatore, 11th June 2020
49	National Webinar on “Impact of Covid-19 on Indian Economy”	Department of Commerce (CA/EC/SF), Ayya Nadar Janaki Ammal College	Sivakasi, 12th June 2020
50	National Level Skill Development Programme for Teaching Faculty on “Re-Energizing the Classroom with Innovative Teaching Techniques”	PG & Research Department of Commerce, Rajapalayam Rajus’ College	Rajapalayam, 12th June 2020
51	International Faculty Development Programme on "Academic Writing and Opportunity for The Publication"	Dr. Ankit Katrodia, Lecturer, North West University	17/06/2020 (Wednesday)
52	Online Webinar Session “Get Strong And Go Great”	Webinar series “Challenges Are Opportunities In Disguise”	18/06/2020
53	Online Webinar Session “Rebooting The Financial Prowess - The Indian Way”	Webinar series “CHALLENGES ARE OPPORTUNITIES IN DISGUISE”	19/06/2020
54	National Level Webinar On Walking On A Dark Road	Department of Commerce (SF), Rajapalayam Rajus’ College	23/06/2020
55	International webinar on "Introduction to E-learning and its challenges"	The Department of Corporate Secretaryship (Shift-II), Patrician College of Arts & Science	28/06/2020
56	Webinar on “Robotics and Process Automation in Accounting and Finance”	PG and Research Department of Commerce, P.K.R. Arts College for Women	01/07/2020
57	One Day Webinar on “Face the Music”	PG & Research Department of Commerce, G.	20/10/2020

		Venkataswamy Naidu College	
58	One Day Webinar on “Apps for Academic Writing”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	24/10/2020
59	One Day Webinar on “Apps for Academic Writing”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	24/10/2020
60	One Day Webinar on “Importance of Entrepreneurship”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	24/10/2020 (Saturday)
61	One Day Webinar on “Know Your Personality”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	05/11/2020
62	One Day Webinar on “You Too Can Become a Chartered Accountant”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	02/11/2020 (Monday)
63	One Day Webinar on “EMOTIONAL INTELLIGENCE”	PG and Research Department of Commerce, G. Venkataswamy Naidu College	07/10/2020 (Wednesday)
64	One Day Webinar on “Women’s empowerment and Gender Sensitization during COVID-19”	PG and Research Department of Women’s Studies, Bharathiar University	16/07/2020
65	One Day Webinar on “A Day with CEO”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	16/09/2020 (Wednesday)
66	One Day Webinar on “Cause Related Marketing”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	03/10/2020 (Saturday)
67	One Day Webinar on “E-filing of Income Tax Returns”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	12/09/2020 (Saturday)
68	One Day Webinar on “The Journey of a Women Entrepreneur”	PG & Research Department of Commerce, G. Venkataswamy Naidu	14/10/2020 (Wednesday)

		College	
69	One Day Webinar on “Product Development Lifecycle”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	26/09/2020 (Saturday)
70	International Webinar on “Futuristic Banking”	Indian Accounting Association, Tiruchirappalli	31/10/2020
71	International Webinar on “Artificial Intelligence in Finance”	Department of Commerce, St. Mary’s College, Thrissur	04/12/2020
72	National Webinar on "Financial Awareness and Consumer Training"	P.G. Department Economics in collaboration with NCFE, RBI, and SEBI	05/12/2020
73	Three day International E-Conference on “Innovative Practices & Strategies in Global Business and Enterprises”	Kongunadu Arts and Science College, Coimbatore	04/12/2020 to 06/12/2020
74	National Seminar on Intellectual Property Rights (IPR)	Yaswantrao Chavan University, Maharashtra	07/12/2020
75	National Webinar on “From Make in India to Assemble in India to Atmanirbhar Bharat: Contradictions in Trade Policy”	Post Graduate Department of Economics and Research Centre, Govt College for Women, Thiruvananthapuram	22/12/2020
76	International E-Conference on “Challenges of Virtual Teaching for Students from Tribal Areas”	Central Tribal University of Andhra Pradesh, Vizianagaram University College of Education, Adikavi Nannaya University	16/12/2020 to 18/12/2020
77	One Day National E-Seminar on “Re-thinking of Business Practices in Post Covid-19 Scenario”	Department of Commerce, Sri Sayyed College of Arts, Commerce and Science, Aurangabad	04/01/2021
78	Webinar on “One Day Webinar on Brand Yourself”	PG & Research Department of Commerce, G. Venkataswamy Naidu College	19/01/2021
79	International Webinar on “Current Scenario of Agricultural Economy in India”	Department of Commerce (Self Finance), Sri Parasakthi College for Women, Courtallam	01/04/2021

80	International Webinar on “The ABCs (Awareness, Balance and Control) of Stress Management”	Department of Business Administration (SF), Sri Parasakthi College for Women, Courtallam	04/12/2021
81	National Level Webinar on “Cancer Prevention and Healthy Lifestyle”	Internal Quality Assurance Cell, G. Venkataswamy Naidu College, Kovilpatti	10/06/2021
82	National Level Webinar on “Social Science Research & Statistical Data Analysis Using SPSS”	P.G. Department of Commerce with Computer Application and Department of Business Administration	12/07/2021
83	Two Week Online International Faculty Development Programme on Communication Skills – Theory and Practices	Department of Languages, Integral University, Lucknow	14/06/2021 to 25/06/2021
84	International Webinar on “Teachers as Catalysts of Ethics in Higher Education”	IQAC, Rani Anna Government College for Women, Tirunelveli and Globeethics.net	25/06/2021
85	National Level Webinar on “Social Science Research & Statistical Data Analysis Using SPSS”	P.G. Department of Commerce with Computer Application and Department of Business Administration	12/07/2021
86	International Webinar on “The Effect of Intangible Assets on Consumer Behavior”	Department of Commerce (SF), Rajapalayam Rajus’ College	15/07/2021
87	One Day Webinar on “Career Planning”	Department of Commerce, Alagappa University, Karaikudi	19/07/2021
88	Three Days National Level E-Workshop on “Research Methodology”	PG and Research Department of Commerce & Economics, St. Joseph’s College of Arts and Science, Cuddalore	29/07/2021 to 31/07/2021
89	National Level Webinar on “Entrepreneurial Opportunities and Government Subsidies in the Post Covid Era”	Department of Commerce (Shift-II), St. Xavier’s College, Palayamkottai	30/07/2021
90	National Level Webinar on “Entrepreneurial Challenges and Reforms during the Pandemic Situations”	Department of Commerce SF-I, Holy Cross College, Nagercoil	04/08/2021
91	National Level Webinar on “Intellectual Property Rights”	PG and Research Department of	05/08/2021 to 07/08/2021

		Commerce & Economics, St. Joseph's College of Arts and Science, Cuddalore	
92	Three Day Faculty Development Programme on "Institutions and Entrepreneurial Ecosystem"	Ayya Nadar Janaki Ammal College, Sivakasi	22/09/2021 to 24/09/2021
93	Two Days Virtual International Conference on "Pandemic and Business Sustainability"	Faculty of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore	21/10/2021 to 22/10/2021
94	Seven Days Faculty Development Programme	Tiruppur Kumaran College for Women	01/11/2021 to 08/11/2021
95	Session "Blockchain Explained"	ACM Student Chapter of IIIT Kottayam, Kerala	09/11/2021 to 12/11/2021
96	International Conference on "Talent Management and Effective Workforce"	Department of Business Administration, Kamaraj College, Thoothukudi	09/11/2021 to 11/11/2021
97	International Workshop on "Business Application: ERP9"	Department of Business Administration, Kamaraj College, Thoothukudi	20/11/2021
98	Online Expert Talk on "Shift in Saving Preferences of Indian Millennials"	Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana	07/01/2022
99	National Level Webinar on "Entrepreneurial Challenges and Reforms during the Pandemic Situations"	Department of Commerce, Holy Cross College, Nagercoil	04/08/2022
100	Online Expert Talk on "Shift in Saving Preferences of Indian Millennials"	Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana	07/01/2022
101	IP Awareness/Training programme	Intellectual Property Office, India	27/01/2022
102	National Level Webinar on "Entrepreneurial Challenges and Reforms during the Pandemic Situations"	Department of Commerce, Holy Cross College, Nagercoil	04/08/2022
103	International Webinar on "How to improve your Article Acceptance Publish Quicker?"	Faculty of Management, SRM Institute of Science and Technology, Kattankulathur	31/07/2023
104	National Webinar on "Academic Writing Skills and Publishing"	Balani Infotech Pvt. Ltd., Noida	22/09/2023

105	IP Awareness/Training program under NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION	Intellectual Property Office and MoE's Innovation Cell, India	09/02/2023
106	National Webinar on “Personal Financial Planning the Path to Wealth Creation”	PG Department of Commerce and Research Center and AMFI	14/10/2023
107	International Webinar on “Artificial Intelligence and Ethical Leadership in Education”	ASEM Lifelong Learning, Ireland, e-ASEM Research Network 1(RN1) & Globethics South Asia Centre, Bangalore	09/09/2023
108	NSE India Sponsored online Investor Awareness Program on Introduction to Financial Planning	Hexa Force LLC	29/09/2023
109	National Webinar on “Academic Writing Skills and Publishing”	Balani Infotech Pvt. Ltd., Noida	22/09/2023
110	Webinar on “Skills for Personality Development”	Centre for Distance and Online Education, B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai	23/11/2023
111	International Conference	Bharathi Chudar, UK and Skill Developer, Chennai	12/06/2024

SEMINARS/ CONFERENCES / WORKSHOP ORGANISED :

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1			
2			
3			
4			

REVIEWER IN INTERNATIONAL JOURNALS

S. No	Name of the Journal	Publishers	ISSN/ EISSN
1			
2			
3			
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5			
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7			

MEMBERS IN PROFESSIONAL BODY			
S. No	Name of the Body	Member ID	Location of the BOdy
1			
2			
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Date :

Signature