

## Faculty profile

Name : Dr. R. Vijayalakshmi  
Designation : Associate Professor  
Educational Qualification : M.Com., M.Phil., Ph.D

| Degree                | University/ College      | Year of passing |
|-----------------------|--------------------------|-----------------|
| Bachelor's Degree (s) | Madras University        | 1983            |
| Master's Degree (s)   | Madras University        | 1985            |
| M. Phil               | Bharathidasan University | 1993            |
| Ph. D                 | Bharathidasan University | 2010            |

### Experience:

**UG:** From 20.11.1986 to 10.02.1998 – A.D.M  
College for Women Nagapattinam – 12 Years

From 11.02.1998 to till Date Seethalakshmi Ramaswami  
College, Trichy -**29 years 4 months**

**PG:** From 20.11.1986 to 10.02.1998 – A.D.M  
College for Women Nagapattinam – 12 Years

11.02.1998 to till Date Seethalakshmi  
Ramaswami College, Trichy -**29 years 4 months**

**M.Phil:** 16 years

Area of Specialization : Human Resource Management

Guided: M. Phil. : 10

Ph.D. : 02 (at present guiding)

Research Papers Presented :

| <b>Title of the seminar</b>                                       | <b>Title of the Paper</b>                                    | <b>Level</b>   | <b>Sponsor</b>                                 | <b>Date &amp; venue</b>   |
|---|--|----------------|--|---|
| A Century of Co-operation in India and its future Challenges      | Role of Co- operatives in Alleviating Poverty                | National       | UGC  | 29 <sup>th</sup> , 30 <sup>th</sup> March 2002<br>A.V.V.M. Sri Pushpam College, Poondi            |
| World Trade Organization  | WTO- Challenging Strategies of Indian Industries.            | Regional       | AET  | 15 <sup>th</sup> Dec 2002<br>A.V.V.M. Sri Pushpam College, Poondi                                 |
| Management in Transition  | Issues of Women Managers.<br>- Myths And Relatives.          | National       | UGC  | 20 <sup>th</sup> , 21 <sup>st</sup> Feb 2003<br>University of Madras                              |
| Sustainable Development and Management of Natural Resources       | Economic Empowerment of Women and Sustainable Development.   | Inter national | Holy Cross College                             | 15-17 March 2003<br>Holy Cross College  |
| Water Management  | Indian's Water Vision  | Regional       | AET  | 24 <sup>th</sup> , 25 <sup>th</sup> Jan 2004<br>M.D.T Hindu College, Thirunelveli                 |
| Emerging Trends in Global Business                                | Benchmarking for word-Class enterprise.                      | Inter national | P.R. Institute of Management, vallam.          | 6 <sup>th</sup> -7 <sup>th</sup> Feb 2004 P.R. Institute of Management, Vallam                    |
| Managing Business in Knowledge Age                                | Supply Chain Management                                      | National       | Annamalai University                           | 20 <sup>th</sup> , 21 <sup>st</sup> Feb 2004<br>Annamalai University                              |
| Emerging opportunities in Business process out sourcing           | Emerging opportunities of BPO in marketing                   | National       | SRM Arts and Science College, Chennai.         | 28 <sup>th</sup> Feb 2004<br>SRM Arts and Science College, Chennai.                               |
| Indian Capital Market in the post Liberalization Era.             | Credit Rating – CRISIL                                       | National       | UGC  | 7 <sup>th</sup> , 8 <sup>th</sup> March 2004<br>Bharathidasan University, Trichy.                 |
| Women in 2020   | Issues of Women Managers                                     | Regional       | Theivannai Ammal College for Women, Villupuram | 13 <sup>th</sup> , 14 <sup>th</sup> March 2004<br>Theivannai Ammal College for Women, Villupuram. |
| Development of Entrepreneurship Among Women on Unorganized Sector | Development of Entrepreneurship through self- Help groups    | National       | UGC  | 30 <sup>th</sup> , 31 <sup>st</sup> Aug 2004  |
| Marketing Strategies in the New Millennium                        | Industrial Sector Reforms- the Indian Passenger car Segment. | State          | UGC  | 1 <sup>st</sup> , 2 <sup>nd</sup> Sep 2004<br>M.O.P.Vaishnav College, Chennai.                    |
| Strengthening Democratic Values                                   | Participated   | National       | Education Resource Centre,                     | 9-11 Sep 2004<br>Ecumincal Christan Centre, Bangalore.  |

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|  |   |                | New Delhi                                      |  |
| Institutional Policy options for Sustainable Agriculture and Rural Development | Socio-Economic Empowerment of poor women through SHGS in Kallakudi Area, Trichy.                    | National       | UGC  | 22 <sup>nd</sup> Sep 2004<br>Nallamuthu Gounder Mahalingam college, Pollachi.                  |
| Indian calls world-A road Map to success                                       | Growth of Insurance sector -Dreams of Housing finance.  | Inter national | Adaikalamatha Institute of Management, Vallam. | 27 <sup>th</sup> , 28 <sup>th</sup> Sep 2004<br>Adaikalamatha Institute of Management, Vallam. |
| Indian calls world-A road Map to success                                       | Banc assurance – A Dynamic strategy for Insurance Industry with reference to NIA, Trichy. Branch-II | Inter national | Adaikalamatha Institute of Management, Vallam. | 27 <sup>th</sup> , 28 <sup>th</sup> Sep 2004<br>Adaikalamatha Institute of Management, Vallam. |
| Problems and Prospects of Rural Entrepreneurship                               | Village and Small Industries problems and prospects.  | Regional       | UGC  | 18 <sup>th</sup> , 19 <sup>th</sup> Nov 2004<br>Ururu Dhanalakshmi College, Trichy.            |
| Problems and Prospects of Rural Entrepreneurship                               | Rural Industry – Study of a Jaggery producing unit.   | Regional       | UGC  | 18 <sup>th</sup> , 19 <sup>th</sup> Nov 2004<br>Ururu Dhanalakshmi College, Trichy.            |
| Regional Economic issues – Trichy  | Socio Economic Empowerment of poor Women in Pullambadi Area, Trichy.                                | Regional       | AET  | 18 <sup>th</sup> , 19 <sup>th</sup> Dec 2004<br>St.Joseph's College, Trichy.                   |
| New Issue Market in the post Liberalization Era                                | New Issue market – with reference to underwriters.  | National       | UGC  | 7 <sup>th</sup> , 8 <sup>th</sup> Jan 2005<br>Bharathidasan University, Trichy.                |
| Financial Sector Reforms   | Financial Sources Reforms   | National       | UGC  | 12 <sup>th</sup> , 13 <sup>th</sup> Jan 2005<br>St.Joseph College, Trichy                      |
| Emerging issues of Non-Banking finance Companies in India.                     | Niche management of Sriram Transport Cooperation.   | National       | UGC  | 18 <sup>th</sup> , 19 <sup>th</sup> Jan 2005<br>A.V.V.M. Pushpam College, Poondi.              |
| Emerging issues of Non-Banking finance Companies in India.                     | Role of NBFCS- Inspiring people to dream.   | National       | UGC  | 18 <sup>th</sup> , 19 <sup>th</sup> Jan 2005<br>A.V.V.M. Pushpam College, Poondi.              |
| Women Entrepreneurship- Issues and Challenges                                  | Role of SHGS as a source of Women Empowerment.  | National       | UGC  | 21 <sup>st</sup> , 22 <sup>nd</sup> Jan 2005<br>Bharathidasan University, Trichy.              |
| Global Competitiveness in Business   | Strategies in Marketing of Life Insurance Business.   | National       | PRIM, Vallam                                   | 25 <sup>th</sup> Feb 2005 PRIM, Vallam   |
| Marketing Strategy & Techniques  | Marketing Strategies of Banking products - Retail vending.  | National       | St.Joseph's College, Cuddalore.                | 10 <sup>th</sup> , 11 <sup>th</sup> Sep 2005<br>St.Joseph's College, Cuddalore.                |
| Business Economics and finance   | Job satisfaction in public sector Enterprises in the post- Liberalized Era.                         | Inter national | Adaikalamatha College, Vallam.                 | 29 <sup>th</sup> , 30 <sup>th</sup> Sep 2005<br>Adaikalamatha College, Vallam                  |

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|---|--|---------------|---|---|
| Business Economics and Finance  | Globalization of Insurance   | International | Adaikalamatha College.                            | 29 <sup>th</sup> , 30 <sup>th</sup> Sep 2005<br>Adaikalamatha College, Vallam                   |
| Problems and prospects of service sector in India in the context of WTO's GATS proposal | Telecom czar Ring Loudly.  | National      | Jamal Mohamed College, Trichy                     | 8 <sup>th</sup> , 9 <sup>th</sup> , & 10 <sup>th</sup> Nov 2005, Jamal Mohamed College, Trichy  |
| International Marketing & Trade   | Nokia- A global Mobility   | National      | UGC   | 19 <sup>th</sup> , 20 <sup>th</sup> Aug 2006  |
| International Marketing & Trade   | International Marketing & Foreign Brands.  | National      | UGC   | 19 <sup>th</sup> , 20 <sup>th</sup> Aug 2006<br>Khadirmohideen college,<br>Adirampattinam       |
| Rural Marketing   | Problems and Prospects of Rural Marketing – Challenges Strategies.                           | National      | G.R.D School of Commerce & International Business | 22 <sup>nd</sup> Sep 2006 G.R.D School of Commerce & International Business                     |
| Global Business & Policy Modelling  | Value based HR strategies – The new DNA for corporate success.                               | International | Adaikalamatha Institute of Management Vallam      | 21 <sup>st</sup> , 22 <sup>nd</sup> Sep 2006<br>Adaikalamatha Institute of Management , Vallam  |
| Eradication of poverty through innovative Employment Schemes                            | Women and poverty Eradication Innovative, Initiative through Self- Help groups.              | Regional      | UGC   | 28 <sup>th</sup> , 29 <sup>th</sup> Sep 2006<br>U.D.C, Trichy.                                  |
| Human Development   | Managing Workplace Stress – An effective approach for Human Development and Economic growth. | Regional      | AET   | 27 <sup>th</sup> , 28 <sup>th</sup> Jan 2006<br>Theivannai Ammal College for Women, Villupuram. |
| Human Development   | Perception of executives in a public sector understanding.                                   | Regional      | AET   | 27 <sup>th</sup> , 28 <sup>th</sup> Jan 2006<br>Theivannai Ammal College for Women, Villupuram. |
| Modern Management- an art of war.   | Training & Development of Executives- An Art of Modern Management                            | National      | Thanthai Hans Rover College, Perambalur           | 16 <sup>th</sup> , 17 <sup>th</sup> Feb 2007<br>Thanthai Hans Rover College, Perambalur         |
| Emerging Paradigm in Financial Services   | Indian Real Estate Sector – the Booming Scenario.  | International | UGC   | 7 <sup>th</sup> , 8 <sup>th</sup> Apr 2007<br>Bharathidasan University                          |
| Recent Trends in Indian Capital Market  | Indian Mutual Fund- The Present Scenario.  | National      | UGC   | 20 <sup>th</sup> , 21 <sup>st</sup> July 2007<br>ADM College for Women,<br>Nagapattinam.        |
| Recent Trends in Indian Capital Market  | Credit Rating – CRISIL Initial Public Offerings.   | National      | UGC   | 20 <sup>th</sup> , 21 <sup>st</sup> July 2007<br>ADM College for Women,<br>Nagapattinam.        |

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|---|--|---------------|---|---|
| Business Research   | A Research on the efficacy of Employee Training in a Cement Manufacturing Company, Tiruchirapalli        | National      | PSG Institute of Management, Coimbatore     | 16 <sup>th</sup> , 17 <sup>th</sup> Nov 2007<br>PSG Institute of Management, Coimbatore             |
| New Horizons in Management Education  | The pedagogy of case study method in Management Education.   | National      | Thanthai Hans Rover College, Perambalur     | 14 <sup>th</sup> , 15 <sup>th</sup> Dec 2007<br>Thanthai Hans Rover College, Perambalur             |
| Health Economics  | Health issues in call centre and BPO Industry.   | Regional      | AET   | 22 <sup>nd</sup> , 23 <sup>rd</sup> Dec 2007<br>The American College, Madurai.                      |
| Health Economics  | Special Economic Zones in India.   | Regional      | AET   | 22 <sup>nd</sup> , 23 <sup>rd</sup> Dec 2007<br>The American College, Madurai.                      |
| Changing role of Banks- A global perspective                                  | Banker- Customer Relationship Customer services provided by a private Bank in Trichy.                    | International | Karpagam Arts & Science College, Coimbatore | 10,12 <sup>th</sup> Jan 2008,<br>Karpagam Arts & Science College, Coimbatore                        |
| Changing role of Banks- A global perspective                                  | Exploring the effectiveness of Leadership training among Bank executives in Selected banks of Trichy DT  | International | Karpagam Arts & Science College, Coimbatore | 10,12 <sup>th</sup> Jan 2008<br>Karpagam Arts & Science College, Coimbatore                         |
| Recent Trends in – Capital Markets & Financial innovations                    | Mutual funds – Insights into Investor’s Behavior.  | International | UGC   | 19 <sup>th</sup> , 20 <sup>th</sup> Jan 2008<br>Bharathidasan University                            |
| Micro finance : A tool to eradicate poverty                                   | Socio- Economic empowerment & poverty alleviation of poor women through SHGS.                            | International | UGC   | 23 <sup>rd</sup> , 25 <sup>th</sup> Jan 2008<br>Pondicherry University, Pondicherry                 |
| Human Development   | Participated   | National      | Madras Christian College, Chennai           | 25 <sup>th</sup> , 26 <sup>th</sup> Jan 2008<br>Madras Christian College, Chennai                   |
| Globalization – Impact, Challenges and opportunities.                         | A study on the perception of Borrowers towards the housing loan provided by a commercial Bank in Trichy. | International | St.Joseph’s College, Cuddalore              | 14 <sup>th</sup> , 15 <sup>th</sup> Mar 2008<br>St.Joseph’s College, Cuddalore                      |
| Emerging HRD practices in the information technology Era                      | Recruitment and selection of Executives in IT sector in India.   | National      | UGC   | 15 <sup>th</sup> , 16 <sup>th</sup> Mar 2008  |
| Emerging paradigms in Management  | Competency Mapping for Business Excellence.  | National      | American College, Madurai.                  | 15 <sup>th</sup> Mar 2008<br>American College, Madurai.   |
| National Knowledge Commission report and its implications on Higher education | Academic Audit – The key to enhance Education, Quality work in Higher education.                         | National      | Kanchi Mamunivar Centre for P.G studies,    | 26 <sup>th</sup> , 27 <sup>th</sup> July 2008<br>Kanchi Mamunivar Centre for P.G studies, Puduchery |

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|--|---|---------------|---|--|
|  |   |               | Puduchery                                 |  |
| Recent Development in Banking.   | A Study on Job Stress of Nationalized and Non-Nationalized Bank employees               | Regional      | AET                                       | 22 <sup>nd</sup> , 23 <sup>rd</sup> Nov 2008<br>PSG College of Arts & Science,<br>Coimbatore |
| Quality Management and Excellence in Higher Education                            | Forecast Audit of Post NAAC activities in Indian Higher education system.               | National      | NAAC                                      | 5 <sup>th</sup> , 6 <sup>th</sup> Jan 2009<br>Ayyan Nadar Janaki Ammal College,<br>Sivakasi. |
| Recent Trends in Capital Markets and Financial Innovations                       | A Study on Stock Market Investors of Coimbatore- A Behavioral Finance Perspective       | International | UGC                                       | 10 <sup>th</sup> , 11 <sup>th</sup> Jan 2009<br>Bharathidasan University, Trichy.            |
| Corporate Social Responsibility in the Globalize Scenario                        | CSR & TATA Steel – A Case Study   | International | UGC                                       | 22 <sup>nd</sup> , 24 <sup>th</sup> Jan 2009<br>Holy Cross College,<br>Trichy.               |
| Women Empowerment  | Minimizing Financial Management Problems among Rural Women for Sustainable Empowerment. | National      | UGC                                       | 24 <sup>th</sup> , 25 <sup>th</sup> Jan 2009<br>A.V.V.M. Pushpam College, Poondi             |
| International Challenges of Global Business in the 21 <sup>st</sup> Century.     | Global Leadership – India can do it.  | International | R.J Memorial College,<br>Dindugal.        | 4 <sup>th</sup> , 5 <sup>th</sup> Jan 2009 R.J Memorial College,<br>Dindugal.                |
| Consumer Awareness, Protection and promotion of Consumer Rights.                 | Comparative Analysis of Consumer Awareness among Male & Female in Trichy Town.          | National      | Indian Institute of Public Administration | 21 <sup>st</sup> , 22 <sup>nd</sup> Feb 2009<br>Indian Institute of Public Administration.   |
| Housing Needs and the role of Institutional Housing finance                      | Housing Loan provided by a commercial Bank in Trichy.                                   | National      | TN state Council for Higher education     | 27 <sup>th</sup> Feb 2009 TN state Council for Higher education                              |
| Challenges of quality sustenance and enhancement in arts and science colleges.   | Students' feedback for quality assessment-challenges and tasks ahead.                   | National      | NAAC                                      | 11 <sup>th</sup> , 12 <sup>th</sup> Aug 2009<br>SRC, Trichy                                  |
| Marketing Opportunities and Challenges in Emerging Markets in the New Millennium | A study on working women's perspective of vegetable-How fresh?                          | National      | Dhanalakshmi Srinivasan College           | 24 <sup>th</sup> sep2009<br>Dhanalakshmi Srinivasan College                                  |
| Cross-Cultural Management  | Cross cultural training and competency mapping  | International | Holy Cross College                        | 6&7 <sup>th</sup> Oct 2009 Holy Cross College  |
| Health Economics and Management  | Health issues in BPO and Call Centres.  | National      | Indian Medical Council                    | 11&12 <sup>th</sup> Nov 2009<br>Rajah Serfoji Governement College,<br>Thanjavur              |
| Futuristic Perspective in Corporate Finance.                                     | HR Challenges & Issues in Banking Sector  | National      | UGC                                       | 20&21 <sup>st</sup> Jan 2010<br>SRC, Trichy.   |
| Survival & Growth Strategies in Changing   | Cross Cultural Issues- Intricacies & Ignorance  | International | DDE, Annamalai                            | 28&29 <sup>th</sup> Dec 2009<br>Annamalai University   |

| Business Scenario   |   |               | University   |  |
|---|---|---------------|--|--|
| Recent Trends in Capital Market and Financial Innovations   | Investors' Perceptions towards Mutual Funds-a study                   | International | UGC  | 9&10 <sup>th</sup> Jan 2010<br>Bharathidasan University,<br>Trichy.      |
| Global Recession  | Global Recession- Impact on HR.                                       | Regional      | AET  | 9&10 <sup>th</sup> Jan 2010<br>National College,<br>Trichy               |
| Globalization and Consumer Protection   | Consumer awareness and consumption of food products in Trichy.        | International | Kalasalingam University                                    | 28&29 <sup>th</sup> Jan 2010<br>Kalasalingam University                  |
| Empowerment of Women  | A Study on Empowerment of women through Entrepreneurial Competency    | National      | Holy cross College   | 4&5 <sup>th</sup> Feb 2010 Holy cross College                            |
| Rural Marketing in India  | Rural Marketing in India  | National      | Adaikalamatha College Vallam, Thanjavur.                   | 1 <sup>st</sup> Oct 2010<br>Adaikalamatha College Vallam, Thanjavur.     |
| National conference on Inclusive Growth in India<br>An emphasis on Financial And social Inclusion | Financial Inclusion and Feasibility solution                          | National      | Women's Christian College , Chennai.                       | 7th,8th Oct, 2010<br>Women's Christian College , Chennai.                |
| International conference in Global Marketing Strategies & Practices                               | Impact of market orientation on small business performance            | International | Nehru Institute of Management Studies, Coimbatore.         | 8th,9th Oct,2010<br>Nehru Institute of Management Studies, Coimbatore    |
| National Level Conference on Economic Reforms in India- Issues and Challenges                     | Organised Retailing in India: Issues and Challenges                   | National      | Sri Venkateshwara college of Arts and Science, Peravurani. | 23rd Oct 2010 Sri Venkateshwara college of Arts and Science, Peravurani. |
| Art of Writing Research Article in Commerce and Management(Workshop)                              | Art of Writing Research Article in commerce and Management (Workshop) | National      | BDU Trichy   | 23,24,oct 2010 BDU Trichy  |
| Quality in Higher Education- Issues and Challenges  | Students Support..... Challenges                                      | National      | ANJAC, Sivakasi  | 28,29, oct 2010<br>ANJAC, Sivakasi                                       |
| Business strategies for sustainable Growth  | 24*7 – Work Culture – Working to Live or Living to Work?              | International | Karpagam Engineering College Coimbatore.                   | 29 <sup>th</sup> Oct 2010<br>Karpagam Engineering College Coimbatore.    |
| Recent Trends in Commodity Derivatives and Risk Management  | Banks on Commodities Future Platform – A Win to Win Situation.        | International | BDU Trichy   | 11 <sup>th</sup> & 12 <sup>th</sup> Dec 2010<br>BDU Trichy               |

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|---|--|---------------|--|--|
| Health Economics & Management   | A Study on Stress Sources among college Students in Trichirappalli with special reference to Arts and Science College.             | International | Rajah Serfoji Govt. Arts College, Thanjavur  | 16,17 Dec 2010 Rajah Serfoji Govt. Arts College, Thanjavur                                   |
| Human Resource Management in Tourism Development                        | Human Resource Management Risk in Tourism  | National      | Adavan College, Manapparai                   | 18th Dec 2010 Adavan College, Manapparai   |
| Emerging capital market   | A Study on Investor Preference towards Financial Investments   | International | BDU Trichy                                   | 8 <sup>th</sup> & 9 <sup>th</sup> Jan 2011 BDU Trichy  |
| Natural resources management  | Inter linking of Peninsular Rivers-A mammoth project of 21st century   | National      | Adhithanar College, Tiruchendur.             | 25th Jan 2011 Adhithanar College, Tiruchendur  |
| Management in the age of innovation                                     | Training the Panacea for innovation  | International | Jamal Institute of Management Trichy.        | 25th Jan 2011 Jamal Institute of Management Trichy   |
| Management in the age of innovation                                     | Financial Management strategies adopted by Rural Women for sustainable economic empowerment in selected village in Tiruchirappalli | International | Jamal Institute of Management Trichy.        | 25th Jan 2011 Jamal Institute of Management Trichy.  |
| Recent Trends in Indian Economy-A management perspective                | Financial Inclusion-Issues and challenges  | National      | Jamal Mohammed College, Trichy               | 4th Feb 2011 Jamal Mohammed College, Trichy  |
| Disaster Management   | Tsunami-an unknown disaster in Nagapattinam District   | National      | Holy Cross College Trichy.                   | 16th Feb 2011 Holy Cross College Trichy.   |
| Recent Trends in Financial services                                     | Mutual funds-Invest Wisely   | National      | Saradha college, Salem                       | 26th Feb 2011 Saradha college, Salem   |
| Contemporary issues in HRM  | Challenge of HR at the time of recession   | National      | Dhanalakshmi Srinivasan College, Perambalur, | 2nd March 2011 Dhanalakshmi Srinivasan College, Perambalur,                                  |
| Sensitivity/ Awareness/ Motivation Workshop                             | Capacity building of Women Managers in Higher Education  | National      | UGC  | 20 <sup>th</sup> to 24 <sup>th</sup> June 2011 Sri.S.Ramasamy Naidu Memorial College, Sattur |
| E – services and its Emerging Issues in the Global Business Environment | A Study on Customers' attitude towards on-line shopping in Tiruchirappalli   | National      | Cauvery College for Women, Trichy            | 12 & 13 Sep 2011 Cauvery College for Women,  |



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|---|--|---------------|---|--|
| E – services and its Emerging Issues in the Global Business Environment | A Study on customers' satisfaction of Nokia Hand set users in Tiruchirapalli                                     | National      | Cauvery College for Women, Trichy                                       | Cauvery College for Women, 12 & 13 Sep 2011  |
| Urbanisation and Environmental Issues in India                          | Impact on Urbanisation on Real Estate sector   | National      | UGC   | 22 <sup>th</sup> & 23 <sup>th</sup> Sep, 2011<br>Seethalakshmi Ramaswami College, Trichy |
| Challenges of Indian Business in Global Economy.                        | Leveraging Information and Communication Technologies for Sustainable Development in Rural India-RTBI            | International | UGC   | 23 <sup>rd</sup> Sep 2011<br>Annai Mathammal Sheela Engineering College, Namakkal        |
| Challenges of Indian Business in Global Economy.                        | The effect of Emotional Intelligence on a Modern Organizational Decision-Making                                  | International | UGC   | 23 <sup>rd</sup> Sep 2011<br>Annai Mathammal Sheela Engineering College, Namakkal        |
| Marketing Research in the Emerging Global Scenario                      | B2B Marketing-an Electronic Portal for Marketing of Goods and Services   | International | Tamil Nadu State Council for Science and Technology and Visionary Trust | 24 <sup>th</sup> Sep 2011<br>Sri. Venkateswara Arts and Science College, Peravurani.     |
| Challenges, Opportunities & Emerging trends for Marketing               | A Study on CRM in selected Corporate Hospitals at Coimbatore   | National      | Periyar Maniammai University  | 11, 12 <sup>th</sup> Nov 2011<br>Periyar Maniammai University                            |
| Economy of Coimbatore Dt.   | A Study on Stress Management among Medical College Students in Coimbatore  | Regional      | Association of Economists of TamilNadu                                  | 19 <sup>th</sup> & 20 <sup>th</sup> Nov 2011<br>Gopi arts and Science College.           |
| Training of Trainer-Workshop  | Women's Perspective  | National      | UGC   | 2 <sup>nd</sup> to 7 <sup>th</sup> Jan 2012<br>Avinashilingam Deemed University, Trichy  |
| Financial Markets: Issues and Challenges                                | Frontline Challenges-Building Customer Relationship in Banks   | International | UGC   | 7&8 <sup>th</sup> Jan 2012<br>Bharathidasan University.                                  |
| Innovative Management: Strategies for Emerging Business Paradigms       | Analysis of the Administration of Staff Training Programmes provided by a Private Sector unit in Tiruchirappalli | International | Adaikalamatha Institute of Management                                   | 28 <sup>th</sup> Jan 2012<br>Adaikalamatha Institute of Management                       |
| E-Business  | E-HRM Practices-Innovation or Irritation?  | National      | Dhanalakshmi Srinivasan College, Perambalur.                            | 25 <sup>th</sup> Jan 2012<br>Dhanalakshmi Srinivasan College, Perambalur                 |

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|---|---|---------------|--|---|
| National Conference on Contemporary Issues in Global Business Management              | Marketing of Tourism Products – A study on Tourism awareness and satisfaction in Tamil Nadu with special reference to Srirangam | National      | Karpagam University, Coimbatore  | 3 <sup>rd</sup><br>Feb 2012<br>Karpagam University, Coimbatore                      |
| India-An Emerging Economic Power  | Role of Retailing in the Development of Indian Economy  | National      | Jamal Mohamed College  | 4 <sup>th</sup> Feb 2012<br>Jamal Mohamed College                                   |
| Innovative Strategies for Innovative Global Competitiveness.                          | A Study on Stress Impact on Managers of Public and Private Sector   | National      | RVS Institute of Management Studies & Research   | 11 <sup>th</sup> Feb 2012<br>RVS Institute of Management Studies & Research         |
| Role of Technology Up gradation & its impact on Banking Service in the New Millennium | A study on Customers Perception of a Bank towards Information Technology usage, service delivery and Customer Satisfaction      | National      | UGC  | 16 <sup>th</sup> & 17 <sup>th</sup> Mar 2012<br>Urumu Dhanalakshmi College, Trichy  |
| Second Green Revolution   | Second Green Revolution   | National      | UGC  | 24 <sup>th</sup> & 25 <sup>th</sup><br>Mar 2012<br>AVVM Sri Pushpam College, Poondi |
| Health Economics & Management   | A study on Stress Management Among the School Teachers In Trichy  | International | The Indian Council of Medical Research New Delhi & TN State council for Science and Technology & TISSL Belgium | 13 & 14 Dec 2012<br>Rajah Serfoji College, Thanjavore                               |
| Current Problem & future prospects of Indian Economy                                  | A Study on Job Satisfaction of Employee in a Private Company at Coimbatore  | National      | ICSSR  | 27&28 DEC 2012<br>HH The Raja College, Pudukottai                                   |
| Financial Markets Issues and Challenges   | A Study on Investor awareness and perception towards Investment in Mutual Fund.   | International | Smart Journal  | 5&6 Jan 2013<br>Bharathidasan University, Trichy                                    |
| Contemporary Issues & Challenges of Indian Business in Global Scenario                | Cultural factors & Beliefs influencing Transfer of Training Skills.   | International | Jamal Mohamed College, Trichy  | 13&14 Feb 2013<br>Jamal Mohamed College, Trichy                                     |
| Emerging Challenges and Opportunities with Globalization                              | Talent Retention- A Challenge for Indian Organizations in Global Scenario.  | National      | PGP College of Arts & Science, Namakkal.   | 23 Feb 2013<br>PGP College of Arts & Science, Namakkal                              |

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| The Role of Management in Global Business                          | Human Resource Development Climate at Atlas Enterprises, Karur.   | International | Pavendar Bharathidasan College of Engineering and Technology, Trichy   | 1 <sup>st</sup> March 2013<br>Pavendar Bharathidasan College of Engineering and Technology, Trichy |
| The Role of Management in Global Business                          | Motivational level of Employees with Reference to a Public Limited Company, Trichy.   | International | Pavendar Bharathidasan College of Engineering and Technology, Trichy   | 1 <sup>st</sup> March 2013<br>Pavendar Bharathidasan College of Engineering and Technology, Trichy |
| Global Competitiveness – A Challenge for Sustenance and Excellence | A Study on Global Competitiveness and Employee Performance Appraisal in private Limited Company – Trichy                              | International | Jamal Mohamed College Dept of BBA & PG Dept of Commerce Trichy         | 16 & 17 Aug 2013<br>Jamal Mohamed College  |
| Global Competitiveness – A Challenge for Sustenance and Excellence | Global Competitiveness and Talent Management  | International | Jamal Mohamed College Dept of BBA & PG Dept of Commerce Trichy         | 16 & 17 Aug 2013<br>Jamal Mohamed College  |
| Global Competitiveness – A Challenge for Sustenance and Excellence | Global Competitiveness & Employee Training – A Case study on Employee Training provided by Cipla Pharmaceuticals Private Ltd – Trichy | International | Jamal Mohamed College Dept of BBA & PG Dept of Commerce Trichy         | 16 & 17 Aug 2013<br>Jamal Mohamed College  |
| One day Faculty Development Programme                              | Research Methods using SPSS   | National      | Hall Mark B School Trichy  | 13 Dec 2013<br>Hall Mark B School  |
| Health Economics and Management Human Enrichment- Medical Ethics   | Work Place Health System- Influencing Employee Health   | International | PG and Research Dept of Economics Rajah Serfoji Govt College Thanjavur | 30 & 31 Jan 2014<br>Rajah Serfoji Govt College Thanjavur   |
| Competence Mapping and Development                                 | A Study on the Efficacy of Common Induction Training Provided by Public sector undertakings in Trichy                                 | National      | Dept of HRM St. Joseph College Trichy                                  | 30 Jan 2014<br>St. Joseph College Trichy   |

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| Industrial Relations  | Employee Engagement – A Substantive contribution for Industrial Relations.  | National      | Seethalakshmi Ramaswami College Trichy                         | 13 & 14 Feb 2014<br>Seethalakshmi Ramaswami College   |
| Emerging Trends in HR Practices   | A study on Team Management in a Co-operative Sugar mill at Salem.   | International | PGP College of Arts and Science Namakkal                       | 15 Feb 2014<br>PGP College of Arts and Science Namakkal   |
| Inclusive Banking through Technology  | Role of Indian Banks in reaching out unbanked through Technology  | National      | Periyar EVR College  | 21 Feb 2014<br>Periyar EVR College  |
| Competency Building strategies in Business and Technology for Sustainable Development | A Study on Perception of Bank Customers towards the Communication Competency among Bank Employees with special reference to Nationalized Banks – Trichy | International | Sri Ganesh School of Business Management                       | 25 Feb 2014<br>Sri Ganesh School of Business Management   |
| Competency Building strategies in Business and Technology for Sustainable Development | A Study on Employee Job Satisfaction towards a Private Ltd Company, Trichy  | International | Sri Ganesh School of Business Management                       | 25 Feb 2014<br>Sri Ganesh School of Business Management   |
| Regional Level Short term course on Quality Research Proposal                         | WRITING<br>Quality Research Proposal  | Regional      | UGC – Academic Staff College. Bharathidasan University, Trichy | 12 <sup>th</sup> & 13 <sup>th</sup> July 2014   |
| ‘Complementary Approach to Aspects and Applications of Music and Yoga’                | A Study on the Impact of Yoga on the Stress Management of College Students  | National      | UGC  | 12 <sup>th</sup> 13 <sup>th</sup> & 14 <sup>th</sup> Aug 2014<br>Seethalakshmi Ramaswami College Trichy |
| Global Economic Revival – A Changing Scenario   | Global Crisis, Recovery and Changing Human Resources  | International | Dept of Commerce & BBA, Jamal Mohamed College, Tiruchirapalli  | 16 <sup>th</sup> & 17 <sup>th</sup> Aug 2014<br>Jamal Mohamed College, Tiruchirapalli                   |
| Global Economic Revival – A Changing Scenario   | Motivating Employees During the Economic Slowdown and Recovery  | International | Dept of Commerce & BBA, Jamal Mohamed College, Tiruchirapalli  | 16 <sup>th</sup> & 17 <sup>th</sup> Aug 2014<br>Jamal Mohamed College, Tiruchirapalli                   |
| Global Work Place By the Year 2020  | Great Global Talent Hunt – Exploring New Magnets to retain Human Capital  | International | Vidya Sagar Women’s College, Chengalpattu                      | 12 <sup>th</sup> Sep 2014<br>Vidya Sagar Women’s College, Chengalpattu                                  |
| Transition from Inertia to  | A Study on Motivational   | Inter         | Adaikalamat  | 13 <sup>th</sup> Sep 2014   |

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| Implementation  | Aspects of Employees in a Private Sugar Mills at Trichy  | national       | ha Institute of Management and Research Vallam                        | Adaikalamatha Institute of Management and Research Vallam                                 |
| Retail Marketing In India- Problems and Prospects                             | A Study on Customer Relationship Management Practices in Selected Organised Retail Stores in Chennai                       | National       | UGC   | 19 <sup>th</sup> &20 <sup>th</sup> Sep 2014<br>UDC, Tiruchirapalli                        |
| Enhancing R,C and E(Research , Consultancy and Extension Activities)          | Participation  | Regional       | UGC   | 27 <sup>th</sup> Sep 2014<br>Srimad Andavan Arts and Science College, Tiruchirapalli      |
| National Conference on Issues & Challenges of Service Sector in India         | A Study on Consumers' Perception towards Life Insurance Products   | National       | UGC   | 07 <sup>th</sup> Jan 2015<br>Holy Cross College Tiruchirapalli                            |
| International Conference on Advanced Management – Challenges in Knowledge Era | A Study on Stress and Coping Styles – A Comparative Study of Men and Women in a Public Ltd Company at Trichy               | Inter national | Jamal Institute of Management JMC Tiruchirapalli 620 023              | 8 <sup>th</sup> & 9 <sup>th</sup> Jan 2015<br>Jamal Mohamed College, Tiruchirapalli       |
| Marketing 3.0 – Sustainable & Inclusive Growth oriented Marketing             | Rural Retail Marketing in India – A Changing Paradigm  | National       | AIMAN College of Arts and Science For Women. Tiruchirapalli           | 29 <sup>th</sup> Jan 2015<br>AIMAN College of Arts and Science For Women. Tiruchirapalli. |
| Social Entrepreneurship – A Drive for Sustainability                          | Social Entrepreneurship Through SHGs   | National       | PG & Research Dept of Commerce, Periyar E.V.R. College Tiruchirapalli | 27 <sup>th</sup> Feb 2015<br>Periyar E.V.R. College Tiruchirapalli                        |
| Curriculum Development Cell   | Innovative Curriculum Designing and Evaluation   | National       | Bharathidasan University, Trichy                                      | 13.8.2015<br>Bharathidasan University, Trichy   |
| Corporate Social Responsibility   | CSR in BHEL  | National       | S.I.E.T College, Mannargudi   | 31.8.2015 & 1.9.2015<br>S.I.E.T College, Mannargudi                                       |
| Quality Initiatives and Benchmarking in Higher Education Institutions         | Examination Reforms and Benchmarking- A Study on Perception of Students and Teachers towards the Current Evaluation System | National       | Surana College, Bengaluru   | 3.9.2015 &4.9.2015<br>Surana College, Bengaluru   |

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|  | adopted by an Higher Education Institution in Tiruchirappalli, Tamilnadu.  |               |   |   |
| Dimensions in Management   | A Study on Performance Management System of a Private Company in Tiruchirappalli.  | International | Sengamala Thayaar Educational Trust Women's College, Mannargudi   | 4.9.2015<br>Sengamala Thayaar Educational Trust Women's College, Mannargudi                         |
| Paradigm Shift in Services Marketing- Global Scenario- PSSM 2015 | A Comparative Study on Customer Perception towards Internet Banking facilities provided by HDFC & SBI in Tiruchirappalli.  | National      | Rabiammal Ahamed Maideen College for Women  | 19.9.2015<br>Rabiammal Ahamed Maideen College for Women   |
| Commerce and Business Development                                | A Study on the Efficacy of Employee Training provided by Indian Cement Industry with Special Reference to Dalmia Cement(Bharat) limited, Dalmiapuram, Trichy, Tamilnadu. | International | INAAR Asia Pacific Region, Common Wealth Vocational University, INDO Global Chamber of Commerce, Industries and Agriculture | 16.11.2015&<br>17.11.2015<br>Hotel pearl International, Kuala Lumpur, Malaysia                      |
| Challenges of Business Leaders in the Changing Management World  | A Study on Customer Relationship Management practices in selected organized Retail Sectors in Chennai City   | International | Dept of Management & Commerce, Rajagiri Dawood Batch College of Arts and Science RDB Institute of Management Papanasam      | 9.3.2016<br>Rajagiri Dawood Batch College of Arts and Science RDB Institute of Management Papanasam |
| MSMEs in India: Challenges & Opportunities                       | Problems and Prospects of MSMEs.   | National      | Department of Economics, Commerce & Management.   | 11.3.2016<br>Bharathidasan University Constituent Arts and Science College                          |

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|  |   |          | Bharathidasan University<br>Constituent Arts and Science College  | Navalur kutapattu   |
| MSMEs in India: Challenges & Opportunities                 | HRM practice in MSMEs Industries.   | National | Department of Economics, Commerce & Management.<br>Bharathidasan University<br>Constituent Arts and Science College | 11.3.2016<br>Bharathidasan University Constituent Arts and Science College<br>Navalur kutapattu |
| Financial Inclusion-A New Incarnation in Economics Reforms | HRM in Banks need for a new perspective in the era of Financial Inclusion | National | Valluvar College of Science and Management, Karur   | 11.3.2016 & 12.3.2016<br>Valluvar College of Science and Management, Karur                      |

### BEST PAPER AWARDS

| <b>YEAR</b> | <b>INSTITUTION</b>                             | <b>TOPIC</b>  |
|-------------|--|---|
| 2007-2008   | PSG Institute of Management-<br>Coimbatore     | A research on the efficacy of Employee Training in a Cement Manufacturing Company, Trichy                     |
| 2007-2008   | Karpagam Arts & Science College,<br>Coimbatore | Exploring the effectiveness of leadership training among Bank executives in selected Banks of Trichy District |
| 2009-2010   | Annamalai University                           | Cross cultural issues – intricacies and ignorance.  |
| 2011-2012   | Periyar Maniammai University, Vallam           | A Study on CRM in selected Corporate Hospital at Coimbatore.  |

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| 2012-2013 | Pavendar Bharathidasan College of Engineering and Technology, Trichy | Human Resource Development Climate at Atlas Enterprises, Karur                     |
| 2012-2013 | Pavendar Bharathidasan College of Engineering and Technology, Trichy | Motivational level of Employees with reference to a Public Limited Company, Trichy |
| 2014-2015 | Adaikalamatha Institute of Management and Research Vallam            | Motivational Aspects of Employees in a Private Sugar Mills at Trichy               |

### **Best Faculty Award**

- By Indian Academic Researchers Association- May 2016

#### **Research Papers Published:**

- Strategies for the growth of rural sector, KISAN WORLD, March 2004.
- Modernization of Agriculture, KISAN WORLD, March 2004.
- Marketing & Management Strategies For the growth of Rural Sector in the Context of Globalization, KISAN WORLD, March 2004.
- Impediments & Problems of Women Manager's, Women Perspectives, March 2004.
- Women- A Priceless Resource, HRD times, Apr 2004.
- Socio- Economic Empowerment of Women in Pullambadi Region, Trichy., Penninsular Economist, 2004-2005
- India's growth in Health Services – Hospital, Indian Journal of Science, Arts and Commerce, Apr to Sep 2005
- Empowerment of Women flower vender in Satharaveethi, Srirangam, Indian Journal of Science, Arts and Commerce, Oct 2004 to Sep 2005
- Kisan Credit Cards – A boom to Kisans, KISAN WORLD, June 2005.



- Managing Workplace Stress- an effective Approach for Human Development and Economic growth, Peninsular Economist, 2006-07.
- Perception of Executives on Company process, Relationship, Value and Sustenance driven factors in a public sector Company – A case Study, Peninsular Economist, 2006-07.
- Health Concerns in BPO Industry, Peninsular Economist, 2007-08.
- Special Economic Zones in India, Peninsular Economist, 2007-08.
- Banker- Customer Relationship- Customer Services Provided by a bank in Trichy, Changing Role of Banks, Dec 2007.
- Employee Engagement, HRD times, May 2007.
- A Study on Job Stress of Nationalized and Non-Nationalized Bank employees, HRD times, 2008-09.
- Socio-Economic Empowerment of Women Through SHGS, Micro finance & Poverty Eradication, Mar 2008.
- A Study on the efficacy of Employee Training in Cement manufacturing Company, Triuchirapalli, Journal of Contemporary Research in Management, June 2008.
- Post-NAAC activities in Indian Higher Education, HRD times, June 2009.
- Health issues in BPO & Call Centre, Health Economics & Management, Nov 2009.
- Cross-Cultural Training, HRD times , Mar 2010
- A study of stress sources among college students in Tiruchirappalli with special reference to Arts and Science colleges, TISSL Intrenational publications, ISSN:09748709
- Cross-Cultural Issues –Intricacies & Ignorance, Social & Human Developmental Issues in Contemporary Business, 2010.
- Consumer Awareness & Consumption Pattern Of Food Products in Trichy Town, Consumer Protection & Globalization, 2010.

- Quality in Higher education 'students' feedback, HRD Times, ISSN:0976-7401
- Global Meltdown: The effect on HR, peninsular Economist, ISSN:0976-8270
- Financial inclusion and flexibility Solutions, Excel India Publishers, ISBN-93-80697-21.
- Training - The panacea for innovation, Excel India Publishers, ISBN-978-81-909104-08
- Financial Management Strategies adopted by rural women for sustainable Economic empowerment in selected villages at Tiruchirappalli, Excel India Publishers, ISBN-978-81-909104-08
- B2B Marketing- An electronic portal for marketing of goods and services, SELP Publication, Sep-2011, 978-93-80509-01-3.
- A Study on Customers' attitude towards on-line shopping in Tiruchirappalli, Cauvery Research Journal, ISSN.0975-1300.
- A Study on customers' Satisfaction of Nokia Hand set users in Tiruchirappalli, Cauvery Research Journal, ISSN. 0975-1300.
- Role of Retailing in the Development of Indian economy, Jazyon Publications India-An Emerging Economic Power, 93-81521-00-7.
- Marketing of Tourism Products – A study on Tourism awareness and satisfaction in Tamilnadu with reference to Srirangam, Contemporary issues in global business management, 978-93-80426-69-3
- Analysis of the Administration of Staff Training programmes provided by a private sector unit in Tiruchirappalli, S.P.Samy Publication, 97881903813.
- Economy of Trinelveeli – Socio Economic status of Disabled citizens – Noble service by AMSS, Ayakudi, Penninsular Economist, ISSN.0976-8270.

- Impact on Urbanisation on Real Estate sector, Urbanisation and Environmental Issues in India, 9788190949040.
- A study on Customers' Perception of a Bank towards Information Technology usage, service delivery and customer satisfaction, Jazyon Publications.
- Role of Technology upgradation & its impact on Banking Service Sector in the New Millennium, 93-81521-03-8
- Cultural factors & Beliefs influencing Transfer of Training Skills, Contemporary Issues & Challenges of Indian Business in Global Scenario, P.NO 73-77, ISBN 978-93-81521-28-1.
- A study on the impact of Thane Cyclone in Cuddalore district, Contemporary Issues & Challenges of Indian Business in Global Scenario, Vol 4, ISSN 0974 8709 .
- A study on Stress Management among the School Teachers in Trichy, International journal of applied Management Research, vol 5, p.no 18-21, ISSN 0974 8709.
- Human Resource Development Climate at Atlas Enterprises, Karur, The Role of management in Global Business, P.No 39-49, ISBN 978-93-80530-62-8.
- Motivational level of Employees with Reference to a Public Limited Company, Trichy, The Role of management in Global Business, P.No 39-49, ISBN 978-93-80530-62-8.
- A Study on Global Competitiveness and Employee Performance Appraisal in Private Limited Company – Trichy, Research Explorer, Special Issue (Volume II), ISSN 2250-1940.
- Global Competitiveness and Talent Management, Research Explorer, Special Issue (Volume II), ISSN 2250-1940.

- Global Competitiveness Employee Training – A Case Study on Employee Training provided by Cipla Pharmaceuticals Private Ltd - Trichy, Research Explorer, Special Issue (Volume II), ISSN 2250-1940.
- Workplace health system influencing Employee Health, International Journal of Applied Management Research, Vol 6 Issue 1. Number 2 Jan June 2014, ISSN 0974 8709.
- Employee Engagement – A Substantive Contribution for Industrial Relations, Industrial Relations, Feb 2014, ISBN 978-81-92288-26-0.
- Role of Indian Banks in Reaching out unbanked through technology, THAVAN International Journal of Research in Economics and Banking, Volume 4 Issue no 9 Date of Issue 21.2.2014, Online ISSN :2277 1093,Print ISSN 22771476.
- A study on perception of Bank Customers towards the Communication competency among Bank employees with special reference to nationalized Bank – Trichy, International Journal of Functional Management, Volume 2 Issue no 1, ISSN NO 2319 1406.
- A study on employee job satisfaction towards a private limited company, Quarterly international journal of INDO Global Journal of Applied Management Science, Vlo2 issue 3 April 2014, ISSN NO: 23207892.
- A Study on Employee Motivation Provided by a Public Limited Company in Trichy, EPRA International Journal of Economic and Business Review, ISSN 2347-9671 IMPACT FACTOR 0.998
- Motivating Employees during the Economic Shutdown and Recovery, Jamal Academic Research Journal – An Inter Disciplinary Aug 2014 ,Pg.No:107-108,0973-0303
- A Study on the Effectiveness of Common Induction Training Provided by BHEL, Trichy to its Executive trainees, International Journal of Human Resource Management and Research Sep 2014 Pg.No:133-142 ISSN –

2249-6874 Impact Factor Jcc 2014: 4.9135 Index Copernicus Value (ICV).

- A Study on Team Management Skills in a Co-operative Sugar Mills at Salem, A Research Book on Emerging Trends in HR Practices Sep 2014, Pg.No:142-149, ISBN 978-93-80506-10-4.
- Work Place Stress and the Student Learning Experience, Work Place Stress and the Student Learning Experience, Emerging Challenge and Opportunities of the Indian Business in Global Scenario Sep 2014 Pg.No:340-342, ISBN 978-93-82570-40-0.
- A Study on the impact of Yoga on the Stress Management of College Students, National Seminar proceeding ‘Complementary Approach to Aspects and Applications of Music and Yoga Aug.2014, Pg.No:353-357,978-81-921759-5-9.
- A Study on Motivational aspects of Employees in a Private Sugar mills at Trichy, Journal of Business Intelligence and Innovations (Double Blind Quarterly Referred Journal)Volume –I Special Issue I Sep 2014 Pg.No:58-61 ISSN23484705.
- A Study on Consumers’ Perception towards Life Insurance products, Issues and Challenges of Service Sector in India, Jan 2015Pg.No:152-155, ISBN 978-81-922545-4-8.
- A Study on Stress and coping Styles – A Comparative Study of Men and Women in a public Ltd Company at Trichy, Jamal Academic Research Journal Special Issue 2015,Jan-015,Pg.No:253-262,ISSN 0973-0303.
- Social Entrepreneurship through SHGs, International Journal of Research and Business Innovation, Special Issue 2015,Vol 3 No.5,Feb-2015,Pg.No:47-50,ISSN 2321-5615,Impact Factor 1.53.
- Marketing 3.0 Sustainable and inclusive growth oriented marketing, Rural Retail marketing in India – A Changing Pardigm Shift, Pp.no 168-175, ISBN 978-93-81521-72.

- A Comparative Study on Customer perception towards Internet Banking facilities provided by HDFC & SBI in Tiruchirappalli. Paradigm Shift in Services Marketing- Global Scenario-PSSM 2015, Page no-1-9, ISBN-978-93-84193-27-0.
- A Study on the Efficacy of Employee Training provided by Indian Cement industry with Special Reference to Dalmia Cement(Bharat) limited, Dalmiapuram, Trichy, Tamilnadu, International Journal of Multidisciplinary Research, Vol-iv, Issue-7, Nov 2015, P.no-68-75, ISSN-2277-9302.
- Examination Reforms and Benchmarking- a study on perception of students and Teachers towards the Current Evaluation System adopted by an Higher Education Institution in Tiruchirappalli, Tamilnadu, Quality Initiatives and Benchmarking in Higher Education Institutions, First edition 2015p.no-424-435, ISBN-978-81-931907-0-8.
- Problems and Prospects of MSMEs, MSMEs in India: Challenges & Opportunities, First edition march 2016, p.no -7-10, ISBN-978-93-83213-13-9.
- HRM practice in MSMEs Industries, MSMEs in India: Challenges & Opportunities, First edition march 2016, p.no -7-10, ISBN-978-93-83213-13-9.
- A study on Performance Management System of a Private Company in Tiruchirappalli. Dimensions in Management, P.no-44-48, ISBN-978-81-931094-9-6.
- A Study on Customer Relationship Management practices in selected organized Retail sectors in Chennai City, AE International Journal of Multidisciplinary Research, Special issue-March 2016P.N-235-239, ISSN-2348-6724.

Research Projects

: Major-1

Minor-1

| P. investigator/<br>co-investigator | Title   | Sponsor | Duration            | Amount   |
|-------------------------------------|---|---------|---------------------|----------|
| R.Vijayalakshmi                     | A study on Stress Management among College Students in Tiruchirappalli. ( <i>Major Project</i> )  | UGC     | 2Years<br>2011-2012 | 3,97,700 |
| R.Vijayalakshmi                     | A Study on Comparative Analysis of Housing Loan provided by LIC and HDFC ( <i>Minor Project</i> ) | UGC     | 2Years<br>2005-2007 | 25,000   |

External experts:

- ✓ **Member in Board of studies** – Bharathidasan University, Trichy.  
Sri Saradha College, Salem.  
A.D.M College for women  
Nagapattinam.
- ✓ **Doctoral Committee Member** in Various Colleges and Universities.
- ✓ **Resource Person**
  - ❖ St. Joseph College, Cuddalore.
  - ❖ HRDC BHEL, Trichy.
  - ❖ Rabiammal Ahamed Maideen College, Thiruvarur.
  - ❖ Shri Sakthikailassh Women's College, Salem.
  - ❖ Bon Secours College, Thanjavore.
  - ❖ Deivannai Ammal College, Vilupuram.
  - ❖ Cauvery College, Trichy.
  - ❖ Dhanalakshmi Srinivasan College, Perambalur.
  - ❖ Khadir Mohideen College, Adirampattinam.
  - ❖ Srimad Aandavan College, Trichy.
  - ❖ Periyar E V R College, Trichy.

- ✓ **All India Radio Speech** –Improving Employability skills among college Students
- ✓ **Chair Person**
  - ❖ International Conference on Commerce and Business Development held at **Kuala Lumpur, Malaysia**
  - ❖ Surana College, Bengaluru.
  - ❖ PSG Institute of Management, Coimbatore.
  - ❖ Karpagam University, Coimbatore.
  - ❖ Periyar E V R College, Trichy.
  - ❖ Deivannai Ammal College, Vilupuram.
  - ❖ AVVM Sri Pushpam College, Poondi.
  - ❖ PRIST University, Vallam .
  - ❖ Adaikalamatha Institute of Management, Vallam.
- ✓ **Member in Professional Bodies**
  - ❖ Life Member in Madras Management Association.
  - ❖ Life Member in Association of Economist of TamilNadu.
  - ❖ Fellow Member in Indian Academic Researchers Association.
  - ❖ Life Member in INSPIRA Research Association, Jaipur.

**Other positions held in the college:**

- ✓ NAAC Coordinator.
- ✓ In charge of Cultural wing – Campus Diversity Initiative, Ford foundation USA.
- ✓ In charge of Remedial Coaching Programme funded by UGC.
- ✓ Coordinator – Career Oriented Programme on Industrial Relations funded by UGC.
- ✓ Secretary – Quiz Club.
- ✓ Member - Newsletter Committee.
- ✓ Treasurer- National Seminar.
- ✓ Union Vice president – College Council.