

PERSONAL & ACADEMIC DETAILS



Dr.K.Prabhakar Rajkumar

M.Com., M.Phil., MBA(Gen.), MBA(Fin.), Ph.D.,

Professor of Commerce,

School of Commerce and Business Management,

Central University of Tamil Nadu

Thiruvarur – 610 005

Personal Details

Age : 54

Date of Birth : 06.07.1970

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Periyar University,
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1	Scopus ID	57210912778
2	Google Scholar ID	coKnkIYAAAAJ
3	Vidwan ID	183802

Academic Details

1. Educational Qualification

S.No	Examination	Subject	Year of Passing	Name of the Institute/ University	Grade Obtained	Percentage Obtained
1	SSLC	-	1986	Sri Venkateswara School, Vellore	II	57
2	Higher Secondary	Commerce	1988	Sri Venkateswara School, Vellore	II	52
3	B.Com	Commerce	1991	University of Madras	II	47
4	M.Com	Commerce	1994	University of Madras	I	61
5	MBA (General)	Management	2006	Alagappa University	II	52
6	MBA (Finance)	Management	2011	Tamil Nadu Open University	I	73
7	M.Phil	Commerce	1996	University of Madras	II	53
8	Ph.D	Commerce	2005	Alagappa University		
9	SLET	Commerce	1999	Bharathidasan University		

2. Specialization

1. Accounting & Finance including Stock Derivatives and Commodity Trading
2. Banking
3. Innovative and Scientific Marketing
4. Fin-Tech

3. Teaching Experience

PG Classes (in years)	27
UG Classes (in years)	7

4. Served Institutions Details

Institution	Position	Duration		Years of service
		From	To	
Vel's College, Chennai.	Lecturer	18.6.1997	19.5.1998	11 Months
DG Vaishnav College, Chennai.	Lecturer	11.6.1998	25.11.2004	6 Yrs 5 Months 14 days
Periyar University, Salem.	Assistant Professor	26.11.2004	25.11.2016	12 years
Periyar University, Salem.	Associate Professor	26.11.2016	25.11.2019	3 years
Periyar University, Salem.	Professor	26.11.2019	05.09.2024	4 Yrs and 9 Months
Central University of Tamil Nadu	Professor	06.09.2024	Till Date	
Total year of service				27 Yrs

5. Research Experience

: 23 Years

6. Research Guidance

1	PG Projects Guided	119
2	M.Phil Dissertation Guided	48
3	Ph.D Theses Guided	14
4	Ph.D Guiding	4

7. Research Publications

		National	International	Total
1	Research Articles in Journals	74	96	170
2	Research articles in Conferences Proceedings (Full-fledged)	30	-	30
3	Research articles in Book Chapters	6	-	6
	Total	110	96	206
4	Research articles in Conferences Proceedings (Abstract only)	14	2	16

8. Reference and Text Books Published

	National	International	Total
Reference Books	3	2	5
Text Book	1	-	1
Total	4	2	6

9. Paper Presentations and Participants

	National	International	Total
Paper Presented	83	111	194
Participated	41	14	55

10. Research Projects

	Nature	No	Funding Agency	Rs.	Status
1	Major Research Projects	1	University Grant Commission, New Delhi	6,05,000	Completed
2	Consultancy Projects	4	Four Private Industries, Coimbatore	40,000	Completed
3	Students' Funded Projects	3	Three Companies, Salem	15,000	Completed

11. Attended Mandatory Courses, FDP, Skill Development, Training and EDP

	Name of the Program	Nos
1	Academic and YRC Orientation Programs	2
2	Refresher Programs	2
3	Faculty Development program	18
4	Skill Developments and Training programs	7
5	Entrepreneur Development and Capacity Building Programs	5

	Total	34
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12. Program Organized

	Level	Nature	Funded by	No. of the Program
1	National	Workshops	University Fund	5
2	National	Seminars	University Fund	2
3	National	Seminar	Indian Institute of Public Administration, New Delhi	1
3	National	Symposium	Forward Market Commission Mumbai	1
4	Local	Special Lecture	Self	12
5	Local	Training program	Self	2
6	Local	Investment Awareness Program	Self	1
7	Local	Covid – 19 Awareness Program	Self	1
8	Local	Startup - Program	Self	1
9	International	Conference	Registration fee	1
10	National	Youth Awareness Campaign	University Fund	1
			Total	28

13. Invited Talks

	National	International	Total
Invited Talk	21	2	24
Resource Person	41	4	44
Chair Person	9	7	16
Chief Guest	2	-	2
Total	73	13	87

14. Copyrights and Patents Applied – Copyrights - 10 / Patents - 2

15. Awards received - 7

16. Countries Visited - 2

17. Membership of Societies - 2

18 Editorial Board Members - 6

Copyrights Received

S.No	Title	Authors	Reg.No	Date
1	Behavioral Finance Perspectives With Reference To Mutual Fund Investors In Tamil Nadu	Dr. K. Prabhakar Rajkumar	L-71684/2017	26.12.2017
2	Salient Service Quality and Usage Pattern of SBI ATMs in Salem Town	Dr. K. Prabhakar Rajkumar	L-75812/2018	06.06.2018
3	Self Help Groups – A Panacea for the Socio-Economic Development of Transgenders in Tamil Nadu	Dr. K. Prabhakar Rajkumar M.Suguna	L-77355/2018	20.08.2018
4	The Impact of Corporate Announcements on Security Prices and Individual Investor's Investment Behavioural Pattern	Dr. K. Prabhakar Rajkumar S. Kala	L-78294/2018	10.10.2018
5	Employment Generation and Well Being of Men Self Help Groups in Salem District	Dr. K. Prabhakar Rajkumar	L-85411/2019	12.09.2019
6	MSMEs in Tamil Nadu: Contemporary Developments, Administrative Problems and Key Factors for their Success (with special reference to Coimbatore)	Dr. K. Prabhakar Rajkumar R.Leelavathi	L-102474/2021	17.05.2021
7	The Impact of NABARD Refinance on Socio-Economic Development of Self Help Groups in Tamil Nadu	Dr. K. Prabhakar Rajkumar	L-103272/2021	17.05.2021
8	Marketing of Women Self Help Groups Products – SWOT Analysis (with special reference to Chennai district)	Dr. K. Prabhakar Rajkumar	L-103273/2021	26.04.2021
9	A Study on the Influence of Inflation of Bombay Stock Exchange Consistency	Dr. K. Prabhakar Rajkumar	L-116923/2022	22.07.2023
10	The Role of Luxury Behavioral Science Segmentation in Developing the Luxury Values and Purchases in Tamil Nadu with Reference to Luxury Clothing, Accessories and Appliances.	Dr. K. Prabhakar Rajkumar	L-120701/2-23	18.01.2023

Patents Applied

	Application No	Publication Date	Title of the Invention	The Patent Office Journal No.	Name of the Owner
1	.202111056332 A	: 10/12/2021	Best HR Practices in an Organized Retail Sector	50/2021	Dr.K.Prabhakar Rajkumar
2	202141057716 A	28/01/2022	Impact on Job Satisfaction in Company/Industry	04/2022	Dr.K.Prabhakar Rajkumar

Awards Received

S.No	Name of the Award	Name of the Donor
1	The Best Citizens of India 2013	International Publishing House
2	Teacher Achievement Award-2014	Navraj Academy for Managerial Excellence
3	Outstanding Scientist VIFRA Award-2015	Venus International Foundation
4	Bharat Vikas Award -2016	Institute of Self Reliance
5	Distinguished Faculty in Humanities and Social Sciences – 2019	Venus International Foundation
6	Research Professor in Finance – 2022-23	Indian Institute of Finance

Best Research Paper/ Presentation Award

S.No	Nature of the Programme	Title	Date	Organizing Agency
1.	International Conference on Business Management, Humanities and Social Science	Appraisal of NABARD's Refinance Assistance in India – Reference of Rural and Agri-Commodity Developments	16 th – 17 th October 2019	South Asian Research Center (SARC), Sri Lanka

Abroad Visit

	Name of the Country	Date of Visit	Purpose of Visit	Name of the Organizer
1	Singapore	11-12 th December 2017	5 th Annual International Conference	THOR 2017, Singapore.
2	Sri Lanka	16 th – 17 th October 2019	International Conference on Business Management, Humanities and Social Science	South Asian Research Center (SARC), Sri Lanka

Membership of Societies

Organization	Year of Induction	Grade of membership
Association of Economists of Tamil Nadu	11.09.2006	Life Time
Indian Accounting Association	21.07.2010	Life Time

Details of Editorial Board Member

S.No	Name of the Journals
1	International Journal of Contemporary Commerce
2	Universal Journal of Accounting and Finance
3	International Journal of Transformations in Business Management
4	International Journal of Research in Social Science & Humanities
5	International Research Journal of India
6	SMART Journal of Business Management Studies

Other Activities

Assignments carried out in Department and University

S.No	Post held	Function	Duration
1	Acted as Soft Skill Development officer	Motivator	2011-2012
2	Staff in charge of Tour and Industrial Visit	Organizer	2009 To 2018
3	Staff in charge of Time Table preparation and Department Library.	Planner	2009 To 2018
4	Staff in charge of Students Discipline and Mentoring service	Maker	2009 To 2018
5	Staff in charge of conduct of Semester Examination, Internal Assessment and Entrance Test	Observer	2009 To 2018
6	Acted as External Chief Superintendent (15 days)	Examination Conduction (2 times)	1.12.2012 To 15.12.2012 11.11.13 To 16.12.13
7	Acted as Question Paper Setter for various Universities/Colleges	Question Paper Setter	2009 to Till Date
8	Acted as Additional Superintendent in Pachamuthu College of Arts & Science, Dharmapuri.	Examination Conduction (1 time)	25.05.2015 To 30.05.2015
9	Admission Selection Committee Member	Member	8.10.2014 To 14.10.2014
10	Acted as Inspection Committee Member- PRIDE – Study Centre	Member	2014 to Till Date
11	Acted as Inspection Commission Member – Course Affiliation	Member	2013 to Till Date
12	Acted as Examiner in other Colleges/ Universities	Examiner	2011 to on Date
13	Acted as Member for Board of Studies in Periyar University	Member	2016
14	Acted as Convocation Committee Member in Periyar University	Member	2011 to Till Date
15	Acted as Doctoral Committee Member in other Colleges/ Universities	Member	2014 to Till Date
16	Acted as Editorial Board Member	Member	

Administrative Assignments

	Post held	Duration	Experience in Years
1	YRC Program Officer	2011 to 2017	6 yrs
2	Member of Internal Compliance Committee	3.07.2018 to 2020	2 yrs
3	Camp Officer (Valuation observation Duty), (2 months each time)	08.03.2013	2 ½ months
		03.06.2013	2 ½ months
		12.08.2013	2 ½ months
		13.01.2015	2 ½ months
		21.11.2015	2 ½ months
		23.04.2016	2 ½ months
		21.11.2016	2 ½ months
		28.04.2017	2 ½ months
		20.11.2017	2 ½ months
		12.11.2019	2 ½ months
			2 ½ Years
4	Staff In charge for IQAC (Member)	20.10.2016 to 2021	5 yrs
5	Community College Co-Ordinator	23.01.2019 to 4.10.2024	4 ½ Years
6	Mark verification Committee Member	06.09.2022	One day
7	Finance Officer (7 month) (Full-time Additional Charge)	03.08.2020 to 01.03.2021	7 Months
	Finance Officer (7 months) (Full-time Additional Charge)	31.05.2021 to 30.12.2021	7 Months
	Finance Officer I/C	21.01.2022	1 day
	Finance Officer I/C	17.06.2022	1 day
	Finance Officer I/C	11.07.2022 to 15.07.2022	5 days
	Finance Officer I/C	29.08.2022 to 30.08.2022	2 days
	Finance Officer I/C	07.09.2022	1 day
	Finance Officer I/C	12.09.2022 to 23.09.2022	12 days
	Finance Officer I/C	06.10.2022 to 15.10.2022	10 days
	Finance Officer I/C	17.10.2022	1 day
	Finance Officer I/C	20.10.2022 to 04.11.2022	16 days
	Finance Officer I/C	05.12.2022	1 day
	Finance Officer I/C	18.01.2023 to 20.01.2023	3 days
	Finance Officer I/C	27.01.2023	1 day
	Finance Officer I/C	06.02.2023	1 day
	Finance Officer I/C	08.03.2023	1 day
	Finance Officer I/C	14.03.2023 to 15.03.2023	2 day
	Finance Officer I/C	23.03.2023 to 24.03.2023	2 day
	Finance Officer I/C	27.03.2023	1 day
	Finance Officer I/C	28.03.2023	1 day
	Finance Officer I/C	17.04.2023	1 day
	Finance Officer I/C	27.04.2023	1 day
	Finance Officer I/C	28.04.2023	1 day

	Finance Officer I/C	08.05.2023	1 day
	Finance Officer I/C	15.05.2023	1 day
	Finance Officer I/C	16.05.2023	1 day
	Finance Officer I/C	03.07.2023 to 07.07.2023	5 days
	Finance Officer I/C	17.07.2023 to 18.07.2023	2 days
	Finance Officer I/C	26.07.2023 to 31.07.2023	6 days
	Finance Officer I/C	31.07.2023 to 02.08.2023	3 days
	Finance Officer I/C	07.08.2023 to 08.08.2023	2 days
	Finance Officer I/C	10.08.2023	1 day
	Finance Officer I/C	21.08.2023	1 day
	Finance Officer (Full-time Additional Charge)	04.09.2023 to 18.01.2024	4 ½ Months
	Finance Officer I/C	28.02.2024	1 day
			22 Months
8	University and Industries Collaborative Programme (UICP) Coordinator	04.03.2021 to 16.10.2022	1 ½ Yrs
9	Formulator and Executor of Double Entry System	May, June and July 2022	

Details

M. Com Projects Guided

S.No	Name of the Students	Reg No	Title of the Project	Year of Completion
1	M.Sekar	05PHA1004	A Study on the Financial Performance of Public, Private and Foreign Banks	Dec 2006
2	A. Madhan Kumar	05MCC1003	A Study on Customer Satisfaction Towards Motor Bikes with special reference to Erode town.	Apr 2007
3	D. Murugesan	05MCC1005	A Study on Absenteeism Among Workers in Salem Steel Plant, Salem.	Apr 2007
4	R.Prakash	05MCO1009	A Study on Cost Control Performance of Salem Steel Plant, Salem.	Apr 2007
5	M.Mohan	05MCC1004	A Study on Capital Structure and Dividend policy of Sago Serve Salem.	Apr 2007
6	S.K.Kamrudeen	05MCC1002	A Study on Customer Preference Towards Lion Dates in Salem City.	Apr 2007
7	R.Premalatha	06MCC1014	A Study on Recent Trends in Securities Market in India.	Mar 2008
8	A. Venkattammal	06MCO1016	A Study on Consumer Perception Towards Maruti Car.	Mar 2008
9	C.Ramya	06MCC1010	A Comparative Study of Customer Satisfaction of Services Provided by SBI & ICICI.	Mar 2008
10	S.Prabhakaran	06MCO1007	A Study on Working Capital Management of Sambandam Spinning Mills Ltd, Salem.	Mar 2008
11	V.Usha	06MCO1015	A Study on the Investment Pattern of Salaried Employees with special reference to Salem City.	Mar 2008
12	S.Malathi	07MCO1008	A Study on Financial Performance of Thambbi Modern Spinning Mills Ltd, Salem.	May 2009
13	K.Ranjani	07MCO1012	A Study on Consumer Satisfaction Towards Horlicks in Salem town.	May 2009
14	B.Ismail	07MCC1001	A Study on Investment Pattern in Various Schemes of Birla Sun Life Insurance Company in Salem City.	May 2009

S.No	Name of the Students	Reg No	Title of the Project	Year of Completion
15	K.Maharaja	07MCC1002	A Study on Passenger Satisfaction with Private Bus Services Providers in Salem City.	May 2009
16	N.Sudhakar	07MCC1004	A Study on Absenteeism Among Burn Standard Co. Ltd Salem.	May 2009
17	N.Sakila	07MCO1014	A Study on Employees Job Satisfaction in Burn Standard Co. Ltd, Salem.	May 2009
18	S.Renuka	07MCO1013	A Study on Consumer Preference on Use of Shampoo in Salem town.	May 2009
19	R.Karpagadevi	08MCC1008	Usage of Cosmetics Product in India – An analysis.	Apr 2010
20	A. Janani	08MC01011	An Exploratory Study of Six Sigma Design and Methodology of Indian Context.	Apr 2010
21	T.Jayamani	08MC01012	Marine Product Export in India- At a Glance.	Apr 2010
22	A. Divya	08MC01009	An Analysis of Financial Stability with reference to Indian Financial System.	Apr 2010
23	N.Kowsalya	08MC01013	A Study on User Satisfaction of Honda Active with special reference to Salem district.	Apr 2010
24	Lilian Mutheunthuli	08MCO1014	A Study of Sensex Movement in India.	Apr 2010
25	P.Sujatha	08MCC1011	A Study on Attractiveness of Advertising in Salem City.	Apr 2010
26	A.Radhika	09MCC1010	Experimental Study of Bond Price Behavior.	Apr 2011
27	M.Prabhu	09MCC1002	A Study on Brand Preference Towards Packaged Drinking Water with special reference to Salem district.	Apr 2011
28	S.Mythili	09MCC1009	A Study on Financial Performance of India Cements Ltd.	Apr 2011
29	S. Raj ganesh	09MC01011	Customer Satisfaction on Service Provided by Sri Saravana Bhavan Hotel in Salem town.	Apr 2011
30	G.Venkatesan	09MCO1012	A Study on Receivable Management in SAIL Ltd in Salem.	Apr 2011
31	S.Chezhiyan	09MCO1002	A Study on Consumer Behavior of Online Shopping.	Apr 2011

S.No	Name of the Students	Reg No	Title of the Project	Year of Completion
32	S.Gopi	09MCO1004	A Study of Prospectus of Tourism in Tamil Nadu.	Apr 2011
33	M.Dhanapal	10MCO1003	A Study on Financial Performance in Salem Steel Plant.	Apr 2012
34	A.Vidhya	10MCC1015	A Study on Nifty Movement in India.	Apr 2012
35	M.Suresh	10MCO1018	A Study on Financial Statement Analysis of Sambandam Spinning Mills Ltd, Salem.	Apr 2012
36	R.Mahalakshmi	10MCC1006	A Study on Sensex Movement in India.	Apr 2012
37	J.Naganarmadha	10MCC1008	A Study on the Role of Share Brokers on Investor's Investment Decision.	Apr 2012
38	K.Reeta	10MCO1014	A Study on Investor's preference and Investment pattern in Gold Fund.	Apr 2012
39	S.Sumathi	10MCC1017	A Study on Customer Satisfaction Towards Narasus Coffee in Salem City.	Apr 2012
40	V.Jaganathan	P11COM1007	SBI Vehicle Loan: Procedure and Practice (A study with special reference to Salem City)	May 2013
41	S.Susithra	P11COM2012	Business Loan Performance of SBI (with special reference to Salem City).	May 2013
42	S.Poorani	P11COM1014	SBI Housing Finance: Trends and Overview (A study with special reference to Salem City)	May 2013
43	P.Eswari	P11COM2005	Educational Loan: Procedure and Practice of SBI (A study with special reference to Salem City)	May 2013
44	M.Suresh	P11COM2011	SBI Agricultural Finance: Trends and Overview (A study with special reference to Salem City)	May 2013
45	N.Sudha Rani	P11COM1021	SBI Personal Loan: Procedure and Utilization (with special reference to Salem City)	May 2013
46	K. Tamil Selvan	P12COM1034	Financial Administration of Very Small Business (with reference to Salem town)	May 2014

S.No	Name of the Students	Reg No	Title of the Project	Year of Completion
47	S.Priya	P12COM1020	A Study on Mobile Phone Users Perception Local Vs. China Made (with special reference to Omalur taluk)	May 2014
48	M.Govindharaji	P12COM1009	The Present Status of Hawkers in Salem town	May 2014
49	R.Deepa	P12COM1006	A Study on Pros and Cons of Street Vendors (with special reference to Omalur taluk)	May 2014
50	P.Sadhana	P12COM1023	Formation of Poultry Farm: Cost and Benefit Analysis (A study with special reference to Omalur taluk)	May 2014
51	S.Gopuradevi	P13COM1006	A Study on Earning Performance and Business Status of Pet Animal: (with special reference to Salem)	May 2015
52	A.Kavitha	P13COM1013	Pros and Cons of Online Shopping (reference to Salem consumer)	May 2015
53	S.Pavithran	P13COM1020	Performance of Professional Courier Service (with special reference to Salem)	May 2015
54	D.Rani	P13COM1028	Financial Management of Households with special reference to Salem Corporation	May 2015
55	S.Sivapriya	P13COM1033	Earning Performance and Passengers' Demands: Indian Railways (with special reference to Salem Railway Division)	May 2015
56	A.Vennila	P13COM1035	Performance of Post Office Service (with special reference to Salem)	May 2015
57	C.Karthic	P14COM1014	A Study on Futures Index Performance with reference to Derivatives Market in India	May 2016
58	I.Nithya	P14COM1020	To Evaluate the Dependency Trend Movement Among Rupees, Dollar and Euro	May 2016
59	B.Prasanth	P14COM1022	Analysis of Interlinkage between Intrinsic Value and Market Value of Share Price on Sensex Value with reference to BSE Listed Companies	May 2016

S.No	Name of the Students	Reg No	Title of the Project	Year of Completion
60	S.Sridevi	P14COM1033	A Study of Sensex Journey from April 2013 to March 2014	May 2016
61	S.Suganya	P14COM1035	A Study on Factual Trend Position of Nifty and Sensex	May 2016
62	U.Jayapriya	P15COM1004	A Study on Share Price Movement in India	Dec 2016
63	M.Manjula	P15COM1009	A Study on Festival Investment in India	Dec 2016
64	S.Mohanapriya	P15COM1010	A Study on Commodity Trading in India	Dec 2016
65	G.Priyadharsini	P15COM1020	A Study on Derivatives Market Practices in India	Dec 2016
66	S.Sasikala	P15COM1029	A Study on Young Investors' Investment Pattern in Salem City	Dec 2016
67	A.Sowmya	P15COM1033	Know Your Customer (Investor) Reference to Salem City	Dec 2016
68	V.Dhanalakshmi	P16COM1004	Performance and Analysis of SBI Mutual Fund	Dec 2017
69	L.Kannan	P16COM1009	Evaluation of Share Price Movement with Reference to Festival Seasons	Dec 2017
70	K. Perumal	P16COM1016	Progress of Commodity Market and Risk Management	Dec 2017
71	M. Santhinibegam	P16COM1023	A Study on Analysis of Sensex Movement with Stock Price Movement with Reference to BSE Companies	Dec 2017
72	S.Saranya	P16COM1025	Service Marketing Practices with Reference to Kurinji Hospital	Dec 2017
73	J.N. Shree Dharshnee	P16COM1030	Options Trade Practices – Indian Bank Vs State Bank of India	Dec 2017
74	P. Thenmozhi	P16COM1035	A Study on Analysis of Share Price Movement with Reference to TCS	Dec 2017
75	M.Vinitha	P16COM1040	Organizational Behavior with Reference to Tube Investment Cycle of India, Chennai	Dec 2017
76	P. Balamurugan	P17COM1003	Identification of Effectiveness of Visual Media refer to Salem	Dec 2018
77	J. Dhivyabharathi	P17COM1010	Brochure Advertisement and Level of Attraction	Dec 2018
78	M. Ebinesar	P17COM1012	Effective Media Advertisement; an overview	Dec 2018
79	D. Karthikeyan	P17COM1017	Roadside Advertisements and Level of Attraction (Stick poster and Banner)	Dec 2018

S.No	Name of the Students	Reg No	Title of the Project	Year of Completion
80	S. Priya	P17COM1026	Social Media Advertisement on the Level of Attraction	Dec 2018
81	M. Ravikumar	P17COM1029	Financial Performance of S. Attayapatty Permanur Primary Agricultural Cooperative Credit Society Ltd	Dec 2018
82	K. Swetha	P17COM1037	Reason why Buyers Never Prefer the RELIANCE mall Purchases	Dec 2018
83	C.Meena	P18COM1010	Life Style and Agriculture of Non-Organic Farmers Reference to Yercaud, Salem District	Sep – 2020
84	R.Priyatharisini	P18COM1016	Farming Pattern of Non-Organic Farmers Reference to Yercaud, Salem District	Sep – 2020
85	V.Ruthrapriya	P18COM1020	Farming Pattern of Organic Farmers Reference to Yercaud, Salem District	Sep – 2020
86	S.Sathishkannan	P18COM1024	A Study on Cost and Benefits Analysis of Conventional Methods of Farming – Reference to Yercaud, Salem District	Sep – 2020
87	M.Shalini	P18COM1025	The Life Style of Organic Farmers Reference to Yercaud, Salem District	Sep – 2020
88	K.Suriyaprasanth	P18COM1028	A Study on Cost and Benefits Analysis of Organic Farmers in Yercaud, Salem District	Sep – 2020
89	D.S.Dhanam	P19COM1005	Railway Industry: Measuring Service Quality	Apr-2021
90	M.Nandini	P19COM1023	MSMEs Industry in Salem District: Trends, Challenges and issues during the Pandemic period (Reference to Attur, Ayothiyapattinam, Valapadi, Pethana yakenpalayam and Gagavalli)	Apr-2021
91	K.Priyadarshini	P19COM1029	MSMEs Industry in Salem District: Trends, Challenges and issues during the Pandemic period (Reference to Mecheri, Nangavalli, Tharamangalam, Omalur and Kadaiyampatti)	Apr-2021
92	M.Preethi	P19COM1027	MSMEs Industry in Salem District: Trends, Challenges and issues during the Pandemic period (Reference to Panamarathupatti, Veerapandi, Magudanchavadi, Salem Block and Yercaud)	Apr-2021

S.No	Name of the Students	Reg No	Title of the Project	Year of Completion
93	A.Janani	P19COM1013	MSMEs Industry in Salem District: Trends, Challenges and issues during the Pandemic period (Reference to Kolathur, Konganapuram, Sankari, Eadappadi and Thalaivasal)	Apr-2021
94	A.Swathi	P19COM1037	The Old Name Vs. New Name: Acceptance level of Young Rural Students (Fair and Lovely Product is a concept)	Apr-2021
95	E.Karthika	P19COM1015	Investment Preferences of Housewife in Salem City	Apr-2021
96	S.Poojasri	P19COM1025	Bakery Industry: Consumers' Preference and Acceptance Level of Sri Saravana Bakery items (Funded Project).	Apr-2021
97	A.Fathima	P19COM1007	Comparative Analyse of Gold Schemes of AVR Jewellery in Salem (Funded Project).	Apr-2021
98	Kavitha.K	P20COM1010	Post Office Vs. Professional Courier: Measurement of Quality Service with Reference to Salem	June 2022
99	Narashima Raghavan.D	P20COM1014	Cryptocurrency Trade Performance Among 48 Countries during 2015-2021 with Reference to Bitcoin	June 2022
100	Nesapriya.M	P20COM1015	Analysis of socio-Economic status of people living in shadow Economic zone with reference to Salem city	June 2022
101	Praveen kumar.R	P20COM1019	Analysis of budget provision for agriculture 2019-2022	June 2022
102	Sedhu.KR	P20COM1024	Earning efficiency of TTD vs Utilization capacity of Andhra Pradesh Government	June 2022
103	Thamarai Selvi.R	P20COM1029	Evaluation of logo formation-Reference to Reliance Infrastructure	June 2022
104	Vignesh.R	P20COM1031	India's share of Bitcoin trade performance reference with developing and developed countries	June 2022
105	Yogeshwarri.J	P20COM1033	Attitude on Sachet packet buyer in Salem city	June 2022

S.No	Name of the Students	Reg No	Title of the Project	Year of Completion
106	Devadharshini.V	U21PG506 COM004	Measure, Preparation, Efficiency of Family Budget and Escapism for Debt	May 2023
107	Devibala.A	U21PG506 COM005	Analyze Wellbeing Status of Narikuravar Community in Cuddalore District	May 2023
108	Indumathi.A	U21PG506 COM013	Determination Efficiency of Value Calculation Formula for Buying Home and Land in Salem city	May 2023
109	Kavya.R	U21PG506 COM017	Pre and Post Covid Performance of BSC Selected Stocks during 2018-2022	May 2023
110	Karthiga.A	U21PG506 COM018	Trade Performance of Bitcoin among 48 Countries	May 2023
111	Mohanapriya.S	U21PG506 COM022	Awareness Level of Cybercrime and Way to Protect Money and Savings	May 2023
112	Saravanan. R	U21PG506 COM026	The Impact of Cigarette Warning Picture on Cover Page of Cigarette Packets	May 2023
113	Dinesh M	U22PG506COM 004	Is Credit Card Usage Booming or Facing Challenges	April 2024
114	Kamali P	U22PG506COM 011	Overview of Asset Allocation Strategy	April 2024
115	Kaviya Sri B	U22PG506COM 013	Key Consideration before Purchasing Apartment	April 2024
116	Mohan M	U22PG506COM 019	Physical Gold Vs. Digital Gold which is Your Preference?	April 2024
117	Sharudharshana B	U22PG506COM 026	Determinant Strategies for Active and Passive Funds	April 2024
118	Saritha R	U22PG506COM 025	Addressable Issues in Life Insurance	April 2024
119	Thilageswari A	U22PG506COM 030	Analysis of Exchange Trade Fund (ETF) Plan	April 2024

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S.No	Name of the Students	Reg No	Title of the Dissertation	Year of Completion
1	S.Suresh	05CAD1019	Stress Management Among Bank Employees in Salem City.	Oct 2006
2	S.Gayathri	05CAD1013	A Study on Behavior and Attitude of Newspaper Readers in Salem City.	Oct 2006
3	T.Sekar	06DCCB1032	A Study on Customer Preference towards 7up soft Drink in Salem City.	Nov 2007
4	R.Kalyani	06CAD1005	A study on Customers' Satisfaction on Modern Banking with special reference to ATM in Salem City	Aug 2007
5	R.Yuvarani	06CAD1012	A Study on Customer Satisfaction Towards Sakthi Masala Products in Salem City.	Aug 2007
6	R.Prahash	07CAD3010	A Study on Attractiveness of Advertising in Salem City.	Aug 2008
7	V.Devika	07CAD3004	A Comparative Study on the Service Provide by Public and Private Sector Services with special reference to Salem City.	Aug 2008
8	P.Sathya	07CAD3016	A Study on Investors Attitude in Salem City.	Aug 2008
9	A.Sathiya	07CAD3015	Impact of Micro Finances Through Self Help Group with special reference to Salem district.	Aug 2008
10	K.Revathi	08CAD5012	A Study on Popular Tamil TV Media in Salem City	Nov 2009
11	T.Deepa	08CAD5003	Comparative Study on Hamam and Cinthol Soap with special preference in Salem district.	Nov 2009
12	S.Arul Jothi	08CAD5001	A Study on Housing Loan Utilization and Its Trends in Salem City	Jan 2010
13	S.Priya	09CAD7014	Attractiveness of Television Advertisement Among the School Children with special reference to Salem City.	Dec 2010
14	K.Maharaja	09CAD7004	Awareness' and Purchasing Pattern of Medicines from Medical Pharmacy in Salem City.	Dec 2010

S.No	Name of the Students	Reg No	Title of the Dissertation	Year of Completion
15	V.Arthi	09CAD7007	Consumer Satisfaction of Samsung Air Conditioner in Salem City.	Dec 2010
16	S.Renuka	09CAD7015	Comparative Study of Fair & Lovely and Fair Ever Fairness Cream with special reference to user's expectation and preference in Salem City.	Jan 2011
17	S.Kavitha	10MPC0111	A Study on Investor's Preference and Investment Pattern in Equity and Debt Schemes of Mutual Fund.	July 2011
18	P.Kannan	10MPCO109	Factors Influencing Impulse Buying of Personal Care Products (with special reference to Salem City)	July 2011
19	P.Palaniyammal	10MPC0113	A Study on Performance of Credit Rating Agencies in India.	July 2011
20	A.Amirthalingam	M11COM101	A Study on Foreign Direct Investment in Retail Market an Opinion Survey with special reference to Salem City.	Aug 2012
21	A.Muthusamy	M11COM113	A Study on Chartered Accountant's Awareness' Towards Benefits and Key Challenges of Convergence from Indian GAAP TO IFRS.	July 2012
22	G.Dheepa	M11COM106	Problem and Prospects in Emu Farms a study with special reference to Omalur Taluk.	Aug 2012
23	P.Jothilakshmi	M11COM110	A Study on Customer's Enthusiasm and Earnings Performance of Beauty Parlors in Salem City.	Aug 2012
24	K.Dhanasekaran	M12COM102	Risk and Return in Socially Responsible Investment Companies	Aug 2013
25	R.Mala	M12COM108	A Study on the Investment Pattern of Salaried Employees with special reference to Dharmapuri district	Aug 2013
26	K.Punitha	M12COM114	A Study on Equity and Debt based SBI Mutual Funds Association	Aug 2013
27	K.M.Saranya	M12COM119	An Opinion Survey on Foreign Direct Investment in Agriculture Sector (a study with special reference to Salem district)	Aug 2013

S.No	Name of the Students	Reg No	Title of the Dissertation	Year of Completion
28	M.Jayammal	M13COM109	A Study on Evaluation of Ethnocentric Behaviour of Tamil Newspaper Readers in Salem town (Daily Thanthi Vs The Hindu Tamil version)	Sep 2014
29	P.Sasikumar	M13COM120	A Study on Currency Future Trading in India – INR Vs USD, GBP, JPY (With special reference to NSE)	Sep 2014
30	D.Subalakshmi	M13COM122	Analysis of Market Efficiency in Sectoral Indices with special reference to BSE	Sep 2014
31	G.Vimalkannan	M13COM129	A Study on Interrelation Between Gold Price Movements and US Dollar Against Indian Rupee	Sep 2014
32	J.DiviyaEvanglin	M14COM105	Understanding of Works Culture Attitude- Older Vs Younger Employees, SBI-Salem.	Aug 2015
33	C. Kalaiselvi	M14COM108	Indian Farmers are Really in High Spirits?	Aug 2015
34	S. Premalatha	M14COM117	Identify the Status and Failure Root of Silver Anklet Business in Salem.	Aug 2015
35	M. Ramya	M14COM120	Escalation and Achievement of Real Estate Business in Salem.	Aug 2015
36	S. Umamaheswari	M14COM129	Dissimilar Effects of Crude Oil Price and Exchange Rates on Precariousness of Indian Currency Value.	Aug 2015
37	M.Bharathi	M15COM102	A Study on Financial Performance of Union Bank of India	June 2016
38	A.Esther Rajathi	M15COM108	Analysis of Global Stock Index Interrelationship Reference to India, Germany, Honk Kong, Japan, Malaysia and Turkey	June 2016
39	M.Gayathri	M15COM109	Re-acceptance Level of Maggi Noodles Consumption (with special reference to Salem)	June 2016
40	S.Suguna	M15COM125	A Study on Gold Bond Schemes (Reference to Salem District)	June 2016
41	R. Divya	M16COM101	A Study on RBI interest rate fluctuations during the period 2013 to 2016	July 2017
42	P. Rajeswari	M16COM115	A Study on CAMEL rating system Public sector and Private sector measure	July 2017

S.No	Name of the Students	Reg No	Title of the Dissertation	Year of Completion
43	G. Revathi	M16COM116	A Study of Co-Movement of Stock Indices with reference to BSE, NYSE, SSE and TSE	July 2017
44	B.Suganya	M16COM123	A Study on Merger consequences of Banks with reference to SBI with State of Patiala, Hyderabad, Trivancore, Bihani&Chaipur, Mysore.	July 2017
45	C. Nandhini	M17COM104	Investor's Attitude: Neoclassical and Behaviour Economics Approach	July 2018
46	R. Sathya	M17COM107	A Perception Study on Effectiveness of Demonetization Practices in India	July 2018
47.	S.Reshma	M18C0M04	Bitcoin Trade Practices: Developed Countries Vs. Developing Countries – India is a Reference Country	September 2019
48.	D.Ponnumani	M19COM104	Cost and Benefit Analyse: Organic Vs. Non organic Farming Practices of Salem District.	March 2021

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S.No	Name	Reg No	Title of the Thesis	Year of Completed
1	S.Kala	07PHP0217	A Study on the Impact of Corporate Announcements on Security Prices and Individual Investor's Investment Behavioral Pattern	May 2012
2	D.Murugesan	08PHF0251	Employment Generation and Well-Being of Men Self-Help Groups in Salem District	July 2012
3	M.Suguna	09PHF0397	SHGs – A Panacea for the Socio–Economic Development of Transgender in Tamil Nadu	May 2013
4	D.Bhuvana	09PHF0398	Marketing of Women Self-Help Groups Products – SWOT Analysis (with special reference to Chennai district)	May 2013
5	R.Leelavathi	07PHP0490	MSMEs in Tamil Nadu: Contemporary Developments, Administrative Problems and Key Factors for their Success (with special reference to Coimbatore)	January 2014
6	P.Geetha	07PHP0734	Salient Service Quality and Usage Pattern of SBI ATM's in Salem town.	March 2015
7	S.Mohandass	08PHP0709	Evaluation of Gold Price Trend and Investigation of Purchasing Sequential Patterns of Ornamental Gold Buyers in Tamil Nadu.	March 2015
8	S.Sivaraman	08PHP0770	An Analytical study of Net Asset Values and behavioural finance perspective of mutual funds investors in Tamil Nadu.	August 2015
9	E.Jothi	09PHP1121	A study on the Role of Luxury Behavioral Science Segmentations in Determining the Luxury Values and Purchases in Tamil Nadu with reference to Luxury Clothing, Accessories and Appliances	March 2017
10	Ganapathi Subramaniam Mahadevan	R-Ph.D.-E-2009-0820	A Study on the Influence of Inflation over Bombay Stock Exchange Consistency. (Bharathiar University, Coimbatore)	August 2017
11	N.Lakshmi Kavitha	COMDEC11 100	A Study on the of Stock Brokers on Investors' Investment Decision with Special Reference to BSE, Mumbai, (Bharathiar University, Coimbatore)	April 2019
12	M.Ganesan	05AGA1437	Rural Customers Attitude towards Internet Banking Services	November 2020
13	K.Pagavathi	R15COM04	A Study on the Impact of Foreign Direct Investments on the Economy Growth Factors of India During 1991-2019	February 2024
14	M.Priya		A Study on the Impact of Experimenter-Induced Factors on Millennial and Generation Z Using Subliminal Concepts with reference to Unilever Logo	October 2024

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S.No	Name	Title	Current Position
2	N.Padmapriya	Applicability Dimensions of Jack Welch's Leadership Theorem concerning Small and Medium Engineering works at Coimbatore	submitted
4	D.Subalakshmi	Unveiling the Efficacy: Analyzing the BSM Model's Efficiency in NSE Option price Applications across India (2011- 2022)	submitted
5	Mareena Abraham	A Study on Evaluation of Product Positioning Elements and Formulation of Product Positioning Strategies for Identical Nature of Products	Pursuing
6	M.Thilaga	Commodity Market	Pursuing

Details of Research Articles Published in National Level Journals

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
1	Banking finance –Kolkata, Vol.XVII, No.12, Dec.2004, Page No:21-23	Role of NABARD in Tamil Nadu	ISSN:0971-4498	Dr.K.Prabhakar Rajkumar
2	The Journal of Banking Information Technology and Management – Jaipur (Vol. 3, No.1, January –June 2006, Page No.72-82 UGC Listed	Refinancing Practices of NABARD for Minor Irrigation Scheme in Tamil Nadu during the period from 1996-97 to 2001-02	ISSN:0972-902X 44343, 63360	Dr.K.Prabhakar Rajkumar
3	Cooperative Perspective –Pune (Vol.40, No.4, Jan-March 2006, Page No.67-70	Appreciation for NABARD’s District rural Industries Project	Refereed Journal	Dr.K.Prabhakar Rajkumar
4	The Kashi Journal of Commerce, Department of Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi.(Vol. III, No.1, March 2006, Page No 67 -74, UGC Listed	Inflow and Outflow analysis: NABARD	ISSN:0973-3310 47844	Dr.K.Prabhakar Rajkumar
5	Peninsular Economist, Journal of the Association of Economists of Tamil Nadu (Vol.XVIII, No.1, 2005-06, Page No:20-22	Recent Achievements of Cooperative institutions in Tamil Nadu	-	1.Dr.K.Prabhakar Rajkumar 2.Dr.Sumathy 3.S.Suresh
6	Management Researcher –Institute of Management Development & Research (Vol.XIII, No.1, July-Sept 2006,Page 46-57	Emerging Trends of NABARD refinance for Poultry farming in TN	Refereed Journal	Dr.K.Prabhakar Rajkumar
7	Southern Economist, Bangalore, (Vol.45, No.6, July 15, 2006, Page No:13-16, UGC Listed	Emerging Trends of NABARD refinance for Dairy farming scheme: A case study	ISSN:0038-4046 48269	Dr.K.Prabhakar Rajkumar
8	Journal of The Indian Institute of Public Opinion –New Delhi. (Vol XLVII, No:12, July 2006, Page-22-28	Emerging Trend of NABARD refinance for farm mechanization scheme in Tamil Nadu	RNI No.14272/59 Regd.No.DL (ND)- 11/6046/ 2006-07-08	Dr.K.Prabhakar Rajkumar
9	Kisan World, Chennai (Vol.33, No.08, Aug2006 P.13 &14, UGC Listed	Land Development with Assistance from NABARD	ISSN:0971-9229 64454	Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
10	Banking finance – Kolkata (Vol. XIX, No:9, Sept.2006, P:7-15)	Refinancing support of NABARD to Self Help Groups in Tamil Nadu	ISSN:0971-4498	Dr.K.Prabhakar Rajkumar
11	Indian Agrovet & Biotech, Bangalore. (Vol.1, No.16, Sep.2006, Page No:6 -8)	NABARD's Rural Credit flow an analysis report	-	Dr.K.Prabhakar Rajkumar
12	Kurukshetra Ministry of Rural Development, Vol 54, No.11, P.17-20, Sep 2006.	Dedicated Service of NABARD to the Nation	A Journal on Rural Development	Dr.K.Prabhakar Rajkumar
13	Indian Cooperative Review –New Delhi.(Vol.44, No.2, Oct.2006, P.No.110-123)	Emerging Trend of NABARD refinance for SGSY for Tamil Nadu.	Regd.No. 10662/63	Dr.K.Prabhakar Rajkumar
14	ISDA- Journal, Institute for the study of Department Areas, Thiruvananthapuram (Vol.16, No.4, Oct.-Dec 2006, Page- 382-395, UGC Listed)	NABARD's financial Assistance to fisheries in Tamil Nadu	ISSN:0971-2550 46456	Dr.K.Prabhakar Rajkumar
15	On line journal –Banker College (www.bankercollege.com/article .htm) date: Nov 11,2006 P 1-4	Outstanding of Bank's Services	-	1.Dr.K.Prabhakar Rajkumar 2. Dr.Sumathy
16	Management and Accounting Research, The Institute of Chartered Accountants of India (Vol.10 No 2 Oct-Dec 2006, P.63-79)	An Evaluation of Refinancing Performance of NABARD on Land Development Scheme in Tamil Nadu	-	Dr.K.Prabhakar Rajkumar
17	Journal of Small Enterprises Department, Management & Extension (Sedme) Ministry of SSI, Govt. of India, Hyderabad-45, (Vol.33, No.4, Dec-2006, Page-57-76, UGC Listed)	Role of NABARD Vis-à-vis Development of Rural Non-Farm Sector in Tamil Nadu	ISSN:0970-8464 41988	Dr.K.Prabhakar Rajkumar
18	The Economic Challenger –Ajmar (Vol.33, No:09, Oct-Dec. 2006, Page:66 -70)	Tremendous Growth of SHGs –Bank linkages in India.	Refereed Journal	Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
19	The ICFAI Journal of Agricultural Economics – Hyderabad. (Vol.IV, No.1 Jan-2007, Page No:43-54	Plantation and Horticulture scheme in Tamil Nadu: Refinancing Practices of NABARD	The ICFAI Journal of Agricultural Economics – Hyderabad.	Dr.K.Prabhakar Rajkumar
20	Tamil Nadu Journal of Cooperation, Chennai (Vol.7, No.3, Jan.2007, Page No 12-14	Development of Storage and Market yards in TN through NABARD Financial Assistance	-	Dr.K.Prabhakar Rajkumar
21	Kisan World, Chennai (Vol.34, No.1, Jan.2007, Pp17– 19, UGC Listed	Consultancy Services of NABARD	ISSN:0971-9229 64454	Dr.K.Prabhakar Rajkumar
22	Marketology – Institute of Marketing and Management – New Delhi (Vol.1, No.3, Jan-Mar 2007, Page No:13-21, UGC Listed	An Empirical Study on the Cell Phone Services and Consumer Preference and Satisfaction in Salem City	ISSN:0973-7901 63872	Dr.K.Prabhakar Rajkumar
23	Vinimaya – National Institute of Bank Management, Pune (Vol.XXVII, No.4, Jan-Mar2007, P.57- 59, UGC Listed	NABARD’s Contribution to Capital Assets Formation in Farm Sector	ISSN:0970-8456 48036	Dr.K.Prabhakar Rajkumar
24	Business Economics, New Delhi, (Number: 1NS, February 15, 2007, Page No.23	A Fact Sheet of Rural Progress	A leading Magazine	Dr.K.Prabhakar Rajkumar
25	Management Trends, Dept .of Business Management, Rajkot. (Vol.4, No.1, March 2007, Page No:58-61	Retail Banking Scene in India –A Holistic approach	-	1.Dr.K.Prabhakar Rajkumar 2. Dr.Sumathy
26	Journal of Small Enterprises Development Management and Extension (Sedme) Ministry of SSI, GoI, Hyd-5. (Vol.34, No.1 March 2007, P.79 -84, UGC Listed	Have Indian Women Achieved Empowerment? A Review	ISSN:0970-8464 41988	Dr.K.Prabhakar Rajkumar
27	Agriculture and Industry Survey– (Vol.XVII, No.III, March 2007, P.34& 35	Interview – District Rural Industries Project	India’s Leading Business Magazine for Agriculture	Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
28	The Asian Economic Review – Journal of The Indian Institute of Economics, Hyderabad, (Vol.49, April 2007, No.1 Page No 149 -160	NABARD Assistant for Pig, Sheep and Goat farming – use efficiency in Tamil Nadu	Regd.No. 3315/58	Dr.K.Prabhakar Rajkumar
29	The Journal of Accounting and Finance, (Vol. 21, No.2, April-September 2007, P.66 - 77, UGC Listed	Earnings performance of private sector bank during 2005-06	ISSN:0970-9029 64047	Dr.K.Prabhakar Rajkumar
30	Southern Economist, Bangalore, (Vol.46, No.4, June 15, 2007, Page No.33&34, UGC Listed	Financing Performance of RRBs : An overview	ISSN:0038-4046 48269	Dr.K.Prabhakar Rajkumar
31	Indian Economic Panorama – New Delhi, (Vol.17, No.2, July 2007 P.38-41	The Success of Farmers' Credit Card (Kisan Credit Card) Scheme in India	A Popular Journal	Dr.K.Prabhakar Rajkumar
32	Southern Economist (Vol.46, No.10,Sept 15, 2007,Page No13– 15, UGC Listed	Empowerment of Rural Women Through NABARD and Promotional Activities	ISSN:0038-4046 48269	Dr.K.Prabhakar Rajkumar
33	Indian Economic Panorama (Vol.17, No.3, Oct 2007,P.13 -15	Successful Sales strategies for New Millennium	-	Dr.K.Prabhakar Rajkumar
34	The Economic Challenger (No.10, Issue 37, Oct-Dec 2007, Page No.64& 65	VAT: Revenue impact and usages in Tamil Nadu	Refereed Journal	Dr.K.Prabhakar Rajkumar
35	Kisan World, (Vol. 34, No: 12, Dec.2007,P53– 56, UGC Listed	Stress Management among Bank Employees in Salem City	ISSN:0971-9229 64454	Dr.K.Prabhakar Rajkumar
36	Indian Economic Panorama (Vol.17, No:3A, Dec.2007, Page No.54 -56	The NPAs and Recovery Performance of Co-operative Banks-An Analysis.	A Popular Journal	Dr.K.Prabhakar Rajkumar
37	USHUS journal of Management (Vol.6, N0.2 July- Dec 2007,Page No.18-24	Administration of Micro Finance by National Bank	-	Dr.K.Prabhakar Rajkumar
38	Indian Economic Panorama Vol.17, No:4,Jan.2008, P.29& 30	The Importance of Farmers' Club in India.	A Popular Journal	Dr.K.Prabhakar Rajkumar
39	Poultry line (Vol.8 ,issue 1, Jan.2008, P.23 -25	Business Performance appraisal of NABARD-2006	-	Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
40	The Economic Challenger (Issue.38, No:10, Jan-Mar 2008,Page No.62& 63, UGC Listed)	Global Economy-An overview	ISSN: 0975-1351 45759	Dr.K.Prabhakar Rajkumar
41	Research Digest (Vol 2,Issue No 3, Jan-Mar 2008, P.11-16)	A Study on the Development of Bio-Gas Plant through NABARD Financial Assistance in Tamil Nadu	ISSN:0973-6387	Dr.K.Prabhakar Rajkumar
42	Management Researcher Vol.XIV No.3 January-March 2008,Page No.35-48	NABARD Refinance Assistance for Rural Entrepreneurship Development Programme(REDP)-use Efficiency in Tamil Nadu	-	Dr.K.Prabhakar Rajkumar
43	Southern Economist (Vol. 46, No: 19, Feb 1,2008; Page No: 23& 24, UGC Listed)	Impact of NABARD Strategic interventions.	ISSN:0038-4046 48269	Dr.K.Prabhakar Rajkumar
44	The Indian Journal of Commerce(vol.61, No.2, April-June 2008, Page No.41– 50)	Refinancing Performance of NABARD on Pig, Sheep and Goat Farming scheme in Tamil Nadu.	-	Dr.K.Prabhakar Rajkumar
45	Indian Economic Panorama (Vol.18, No:1,Apl 2008,P.16& 17)	New Paradigms in CRM	A Popular Journal	Dr.K.Prabhakar Rajkumar
46	Research Digest (Vol 2,Issue -4&Vol-3, Issue-1 Ap- Sep 2008, PP34-38)	Suicide-A Predictable and Preventable Man-Made Tragedy.	ISSN:0973-6387	Dr.K.Prabhakar Rajkumar
47	Indian Economic Panorama (Vol.18, No:2, July.2008,P.6& 7)	Data Centers in Banks: Efficient Usages and Applications	A Popular Journal	Dr.K.Prabhakar Rajkumar
48	Mangalmay Journal of Management& Technology(vol.2,No2,Jul-Dec2008)P.60-74, UGC Listed	Customers' Trust in Services of SBI	ISSN: 0973-7251 5831	Dr.K.Prabhakar Rajkumar
49	Mangalmay Journal of Management&Technology(vol.3,No1,Jan-Jun 2009)Page No.46 -50, UGC Listed	Recent Performance of Mid & Small-Cap Stocks.	ISSN: 0973-7251 5831	Dr.K.Prabhakar Rajkumar
50	Southern Economist (Vol. 47, No: 21, March 1,2009; P: 43&44)	Indian and International Accounting Standards: A study	ISSN:0038-4046 48269	Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
51	Economic Challenger (Number-12, Issue-46, January-March, 2010, P.14-18, UGC Listed)	Review of Financial Performance of the Indian INC Highlights of Q1 & Q2- 2009	ISSN: 0975-1351 45759	Dr.K.Prabhakar Rajkumar
52	Apeejay Journal of Management & Technology (Volume 5, Number 2, July 2010, P.147- 156, UGC Listed)	Factor Influencing Consumers' Perception of Gold Purchase in Four Major Districts of Tamil Nadu.	ISSN: 0974-3294 44773	Dr.K.Prabhakar Rajkumar
53	On line journal – Articles base(http://www.articlebase.com/print/2994759 Date: Dec 8, 2010 P 1-14)	Need for Social and Cultural Environment in Advertisement with reference to Erotic Advertisements in TN	Online Publication	Dr.K.Prabhakar Rajkumar
54	Wisdom Voyage- Journal of Management Experts (Volume 1, Issue 1, March 2011 P 88-91)	Economic Meltdown, the time for strengthening SMEs through Liberal and Timely Bank Advances	ISSN No: 0975-9794	Dr.K.Prabhakar Rajkumar
55	Vidyasagar University Journal of Commerce (Volume 16, March 2011 P 84-95, UGC Listed)	A Study of Passengers' Satisfaction Provided by Bus Operators in Tamil Nadu	ISSN :0973-5917 43036	Dr.K.Prabhakar Rajkumar
56	Economic Challenger (Number- 13, Issue – 51, April – June 2011P 15-20, UGC Listed)	Financial Inclusion: Concepts and Initiatives	ISSN: 0975 – 1351 45759	Dr.K.Prabhakar Rajkumar
57	Indian Economic Panorama (April 2012, Vol.22 No.1, Apr 2012 P 17-20)	Financial Inclusion Initiatives: Role of FIF and FITF	A Popular Journal	Dr.K.Prabhakar Rajkumar
58	Indian Economic Panorama (Vol.23. No.3A, Jan – 2014 P 38-41)	Role of MSMEs- India Vs. China	A Popular Journal	1.Dr.K.Prabhakar Rajkumar 2.R.Leelavathy
59	Citizen Talk- English & Tamil Weekly (Edition:60, Vol:2, No:8, 2016)	<i>Kulandhaigalai Unaraseyungal</i>	Registered Newspaper TN WR/SLM(E)/23/2015-2017	Dr.K.Prabhakar Rajkumar
60	Indian Journal of Research In Capital Markets, Vol 4, Iss 2, April- June 2017 P 25-35 (UGC Listed no:47227)	A Study on the Influence of Stock Broker on Investor's Decision Making with Special Reference to Bombay Stock Exchange	ISSN No: 2394-3459 Indexed in Google Scholar Index Copernicus Value: 5.16	1.Dr.K.Prabhakar Rajkumar 2. N.Lakshmi Kavitha
61	Studies in Indian Place Names, Multidisciplinary UGC Care Listed Journal , Vol.40, Issue - 13, Feb 2020	An overview of issues and challenges of core banking solutions in District Central	ISSN : 2394-3114 Impact Factor: 6.30 UGC – Care List Group I Journal	1.P.Rajendran 2. Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
62	Studies in Indian Place Names, Multidisciplinary UGC Care Listed Journal , Issue 45- March 2020	Evaluation of Crude Palm Oil Commodity in Multi Commodity Exchange	ISSN : 2394-3114 Impact Factor: 6.30 UGC – Care List Group I Journal	1.M.Thilaga 2. Dr.K.Prabhakar Rajkumar
63	SAMBODHI, A quarterly Peer Reviewed, Refereed Research Journal, Vol-43, No.04 (VI) Oct-Dec 2020	A study on working profile with non-performing assets of selected DCCBs in Tamil Nadu	ISSN No: 2249-6661 UGC Care Listed Journal	1.P.Rajendran 2. Dr.K.Prabhakar Rajkumar
64	Journal of Management & Entrepreneurship Vol.16, No.2(VIII) April – June 2022	An Analytical Study on Advance and Standard Assets Positions with Non-Performing Assets of Selected District Central Co-Operative Banks in Tamil Nadu	ISSN No: 2229-5348 UGC Care Group 1 Journal	1.P.Rajendran 2. Dr.K.Prabhakar Rajkumar
65	Journal of the Oriental Institute Vol.51, Issue.01, No.16, January – March 2022	Application Impact of Jack Welch Model Reference to Engineering Works at Coimbatore, Tamil Nadu	UGC CARE LIST No: 135 ISSN 0030-5324	1. Dr.K.Prabhakar Rajkumar 2.R.Pamapriya
66	Journal of the Oriental Institute Vol.51, Issue.01, No.16, January – March 2022	Government Initiatives for Escalation of MSME through Foreign Direct Investments during Pandemic period	UGC CARE LIST No: 135 ISSN 0030-5324	1. Dr.K.Prabhakar Rajkumar 2.K.Pagavathi
67	Journal of the Oriental Institute Vol.51, Issue.01, No.16, January – March 2022	Impact of Subliminal Perception on Brand, Logo and Product Recognition	UGC CARE LIST No: 135 ISSN 0030-5324	1. Dr.K.Prabhakar Rajkumar 2.M.Priya
68	Journal of the Oriental Institute, Vol.51, Issue.01, No.16, Jan-March 2022	Theoretical aspect of Positioning in Global and Indian Market	UGC CARE LIST No: 135 ISSN 0030-5324	1. Dr.K.Prabhakar Rajkumar 2.Mareena Abraham
69	Journal of the Oriental Institute Vol.51, Issue.01, No.16, January – March 2022	A Study on the Performance of Cotton Spot and Futures Price in India with special reference to Multi Commodity Exchange	UGC CARE LIST No: 135 ISSN 0030-5324	1. Dr.K.Prabhakar Rajkumar 2.M.Thilaga
70	Journal of the Oriental Institute Vol.51, Issue.01, No.16, January – March 2022	Non – Recovery Position of Central Co-operative Banks – A Study	UGC CARE LIST No: 135 ISSN 0030-5324	1. Dr.K.Prabhakar Rajkumar 2.P.Rajendran

S.No	Details of the Journals	Title of the Article	Remarks of the Journal	Author(s)
71	Journal of the Oriental Institute Vol.51, Issue.01, No.16, January – March 2022	A Study of the Volatility Pattern Exist in BSM Model at NIFTY OPTIDX in India	UGC CARE LIST No: 135 ISSN 0030-5324	1.D.Subalakshmi. 2.Dr.K.Prabhakar Rajkumar
72	Rabindra Bharati Journal of Philosophy. Vol. :XXIII, No:31, 2022	A study on Working Profile with Non-Performing Assets of Selected DCCBs in Tamil Nadu	UGC CARE: Group I Journal ISSN No: 09730087 IF: 6.986	1. Dr.K.Prabhakar Rajkumar 2.P.Rajendran
73	Samdarshi, Vol 16, issue 4, September 2023	Analysis of Pricing Efficiency of Options Using Greeks and Bsm in Nifty Index	ISSN: 2581-3986 UGC CARE LISTED	1.D.Subalakshmi. 2.Dr.K.Prabhakar Rajkumar
74	Samdarshi, Vol 16, issue 5, October 2023	A Study on Effectiveness of Subliminal Perception on Brand, Logo and Product Recognition	ISSN: 2581-3986 UGC CARE LISTED	M.Priya Dr.K.Prabhakar Rajkumar

Details of Research Articles Published in International Level Journals

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
1	Journal of Development Research and Social Action, Global Research Publications (Vol.2, January-June 2006, No.1, Page No.129-138.	Refinancing Practices of NABARD for SC/ST Action Plans in Tamil Nadu.	An International Journal	Dr.K.Prabhakar Rajkumar
2	Third Concept, New Delhi, (Vol.20, No:235, Sept.2006, Page No: 46-48, UGC Listed	Emerging Trends in SME Sector	ISSN:0970-7247 (An International Journal of Ideas) 48883	1.Dr.K.Prabhakar Rajkumar 2. Dr.Sumathy
3	International Journal of Tropical Agriculture – Serials Publications, Delhi (Vol.25, Nos.1-2, Jan-June 2007 Pp.169-174, UGC Listed	Emerging Trend of NABARD Refinance for Forestry Scheme in Tamil Nadu	ISSN:0254-8755 7714	Dr.K.Prabhakar Rajkumar
4	An International Research Journal of Higher Education RIPPLES.(Vol-2,Issue-1, Sep.2007-Feb.2008 PP 68- 74	Scope and Development of Sericulture in Tamil Nadu with special reference to Financial Support from NABARD	ISSN:0973-6352	Dr.K.Prabhakar Rajkumar
5	South Asian Journal of Socio-Political Studies (vol.9,No.1, July- Dec 2008, Page 74& 75, UGC Listed	Attractiveness of CA Profession and its Growth in India	ISSN: 0972-4613 (An International Journal since 2000) 33386	Dr.K.Prabhakar Rajkumar
6	Ripples (March.2008-Feb.2009 P 117-121	The Good and Bad of Tamil Nadu- An opinion survey.	ISSN: 0973-6352 (An International Multidisciplinary Research Journal)	Dr.K.Prabhakar Rajkumar
7	International Review of Research in Emerging Markets and the Global Economy, online international monthly journal Vol.1. No. 1August 2013 P 22-32	Significance of Self Help Groups in Tamil Nadu	ISSN: XXXX-XXXX (An Online International Monthly Journal)	1.Dr.K.Prabhakar Rajkumar 2. R. Leelavathy
8	International Journal of Social Science & Interdisciplinary Research, Vol 3(4), pp.81-108 (April 2014)	The impact of sex appeal in advertisements in Indian Society	ISSN: 2277-3630 Impact Factor: 0.407	Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
9	International Journal of Scientific Research, Vol 03, Issue 04, April 2014, P 1& 2	Role of SBI ATMs in Salem City	ISSN: 2277-8179 Impact Factor: 1.8651	1.Dr.K.Prabhakar Rajkumar 2. P.Geetha
10	Asia Pacific Journal of Research, Vol: 1 Issue XVII, Sept 2014 P 22-32, UGC Listed	Gold price Trend and Investigation of Purchasing Patterns of Ornamental Gold Buyers in Tamil Nadu	A Peer Reviewed International Journal ISSN: 2320-5504, E-ISSN-2347-4793. Impact Factor:0.82945797	1.Dr.K.Prabhakar Rajkumar 2.S.Mohandass
11	Intercontinental Journal of Marketing Research Review, Volume 2, Issue 9, September 2014 PP 224-235	Evaluation of Ethnocentric Behavior of Tamil News Papers Readers in Salem Town (Thanthi Vs.Hindu)	ISSN:2321-0346 Online:2347-1670 Impact Factor:0.612	1.Dr.K.Prabhakar Rajkumar 2. M.Jayammal
12	Intercontinental Journal of Finance research Review, Volume 2, Issue 9, September 2014 PP 185-191	The Linkage Between IT Sector Index Value and Stock Price Movements during 2013-2014	ISSN:2321-0354 Online:2347-1654 Impact Factor:0.604	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi
13	International Journal of Empirical Finance, Vol.3, No.2, 2014, pp 90-96	A Study on Currency Trading in India INR Vs USD	ISSN: Print: 2310-3248 Online:2310-2926 Impact Factor:0.71	1.Dr.K.Prabhakar Rajkumar 2. P.Sasikumar
14	Acme Intellects International Journal of Research in Management, social Sciences & Technology Vol.9, No.9 Jan 2015 PP 163-176	A Review of the Impact of Reforms on Economy and Stock Market in India	ISSN (Print) 2320-2939 Impact Factor 1.537	1.Dr.K.Prabhakar Rajkumar 2. G.Mahadevan
15	Intercontinental Journal of Human Resource Research Review Volume 3, Issue 2, February 2015. PP 51-56	Recent Trends in Talent Acquisition	ISSN: 2320-9704(Online) ISSN:2347-1662(Print) Impact Factor:0.875	1.Dr.K.Prabhakar Rajkumar 2. R. Padma Priya
16	Intercontinental Journal of Marketing Research Review, Volume 3, Issue 2, February 2015P 140-149	Conceptually Evaluate the Presentation of Advertisements	ISSN:2321-0346(Online) ISSN:2347-1670(Print) Impact Factor:0.882	1.Dr.K.Prabhakar Rajkumar 2. M.Priya

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
17	International Research Journal of Business and Management Vol-8, Issue 4, March 2015 P 129-131, UGC Listed	Way of Increasing Retail Participation in the Indian Equity Market	ISSN: 2322 – 083X Impact Factor: 2.8646906	Dr.K.Prabhakar Rajkumar
18	International Journal of Research in Economics and Social Sciences, Vol5, Issue 4, Ap 2015 P 72-85	Retail Investors' Perception Towards Stock Brokers in Mumbai: An Empirical Study	ISSN: 2249-7382 Impact Factor: 4.992	1.Dr.K.Prabhakar Rajkumar 2. N.Lakshmi Kavitha
19	International Journal of Research in Engineering & Applied Science Vol 5, Is 5, May 2015 P 118-121	Financial Inclusion Initiatives to Small Businesses Through Field Intermediaries	ISSN: 2249-3905 Impact Factor: 5.981	Dr.K.Prabhakar Rajkumar
20	Indian Streams Research Journal, International Recognition Multidisciplinary Research Journal, Vol-5, Issue-6, July-2015. P 1-6	My Way is different – Mantra of BRAND	ISSN: 2230-7850 Impact factor: 3.1560	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
21	International Journal of Latest Technology in Engineering, Management & Applied Science, Vol4, Iss10, Oct-2015 P 42-47	Relevance of Stock Broking Industry in Capital Market with Special Reference to BSE, Mumbai	ISSN 2278-2540 Impact Factor: 2.115	1.Dr.K.Prabhakar Rajkumar 2. N.Lakshmi Kavitha
22	International Journal of Humanities, Arts, Medicine and Sciences Vol-3, Iss-11, Nov 2015 P 167-175	Luxury Attitude of Indian Consumers: A Cross Cultural Approaches	ISSN (P): 2348-0521, ISSN (E) 2454-4728 Impact factor: 1.1947 Index Copernicus Value: 3.0	1.Dr.K.Prabhakar Rajkumar 2. E.Jothi
23	International Journal of Informative and Futuristic Research Vol.3. Iss.5 Jan 2016, pp 1677-1688	Strength of Foreign Direct Investment of Equity Inflows in India	ISSN(P): 2347 – 1697 Impact Factor: 4.164 Index Copernicus Value: 3.0	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
24	International Journal of Economics, Commerce and Research, Vol-6, Iss-1, Feb 2016 P 1-9	The New Peak of Luxury Market Evolution Across the World	ISSN (P): 2250 – 0006, ISSN (E) 2319-4472 Impact Factor: 4.597, Index Copernicus Value: 3.0	1.Dr.K.Prabhakar Rajkumar 2. E.Jothi

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
25	International Journal of Research in Economics & Social Sciences, Vol: 6 Iss: 3 March 2016 pp 293-310	Conflict between the Trade and Turnover – Stock Futures Vs. National Market	ISSN : 2249 – 7382 Impact Factor: 6.225 Index Copernicus Value: 6.16	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi
26	International Journal of Recent Scientific Research, Vol.7, Iss. 5, May 2016 P 10957-10960	An Empirical Study of Relation between Inflation and Economic Growth in India	ISSN : 0976 – 3031 Impact Factor: 5.971 Index Copernicus Value: 5.72	1.Dr.K.Prabhakar Rajkumar 2. G.Mahadevan
27	International Journal of Research in Social Sciences, Vol No: 6 Iss: 11 Nov 2016, pp 131-143, (UGC Listed 48887)	The Booming Concept of Positioning for Fair & Lovely Fairness Creams	ISSN No: 2249-2496 Impact Factor: 6.278	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
28	Indian Journal of Applied Research, Vol No: 6 Iss: 11 November 2016, pp 17-20	Reality and the Impact of the Government Policy towards Entertaining the Pharmaceutical Sector through Foreign Direct Investments in India	ISSN No: 2249-555X Impact Factor: 3.919 Index Copernicus Value: 74.50	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
29	International Journal of Recent Research and Applied Studies, Vol No: 3 Iss: 12 December 2016 P 84-87	Functions and Structure of Commodity Futures Market: An Indian Prospective	ISSN : 2349 – 4891 Impact Factor: 4.665	1.Dr.K.Prabhakar Rajkumar 2. M.Thilaga
30	International Journal of Commerce and Management Research, Vol No: 3 Iss: 4 April 2017 P 97-99	India's Demonetization Exercise – 2016: An Overview	ISSN : 2455 – 1627 Impact Factor: 5.22	Dr.K.Prabhakar Rajkumar
31	International Journal of Marketing & business Communication, Vol 6, Iss 2, April 2017 P 16-21, (UGC Approved Journal)	Enlargement of Positioning Qualities: the Emotional Attribute	ISSN : 2277 – 484X A Peer Reviewed Journal of Publishing India Group	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
32	Shanlax International Journal of Management, Vol 5, Iss 3 August 2017 P 100-105 (UGC Listed no: 44278)	Product Positioning: A Conceptual Framework	ISSN : 2321 – 4643, A Peer Reviewed refereed Journal, Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
33	Shanlax International Journal of Management, Vol 5, Iss 3 August 2017 P 106-108 (UGC Listed no: 44278)	A Study on Impact of Demonetization in Indian Capital Market	ISSN : 2321 – 4643, A Peer Reviewed refereed Journal, Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. C.Karthik
34	Shanlax International Journal of Management, Vol 5, Iss 3 August 2017 P 109-112 (UGC Listed no: 44278)	Evaluation of Advantages in Derivatives Trade Practices with Reference to Reliance in Options Market	ISSN : 2321 –4643 A Peer Reviewed Refereed Journal Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi
35	Shanlax International Journal of Management, Vol 5, Iss 3 August 2017 P 113-122. (UGC Listed no: 44278)	The Impact of Foreign direct Equity Investments on Growth and Development of Service Sector in India	ISSN : 2321 – 4643, A Peer Reviewed Refereed Journal, Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
36	Shanlax International Journal of Management, Vol 5, Iss 3 August 2017 P 123-126 (UGC Listed no: 44278)	The Effectiveness of Subliminal Messages in Advertising	ISSN: 2321 – 4643, A Peer Reviewed Refereed Journal, Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. M.Priya
37	Shanlax International Journal of Management, Vol 5, Iss 3 August 2017 P 127-129 UGC Listed no: 44278)	Impact of GST on Agricultural Commodities	ISSN : 2321 – 4643, A Peer Reviewed Refereed Journal, Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. M.Thilaga
38	Shanlax International Journal of Management, Vol 5, Iss 3 August 2017 P 130-133 UGC Listed no: 44278)	Jackwelch Leadership Model in the modern Organizations	ISSN : 2321 – 4643, A Peer Reviewed Refereed Journal, Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. R. Padma Priya
39	International Journal of Recent Scientific Research, Vol 8, Iss 8, Aug 2017, p 19509-19513 (UGC Listed no: 46629)	A Study on Development and Performance of Agricultural Commodity Futures Market in Multi Commodity Exchange in India	ISSN :0976 – 3031 Impact Factor: 6.86	1.Dr.K.Prabhakar Rajkumar 2. M.Thilaga

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
40	Royal Peer Reviewed and UGC Listed journal, Vol 6, Iss 11, June- Nov 2017 (UGC Listed no:47037)	An Evaluation of the Performance of Stock Broking Industry in India Reference to BSE, Mumbai”	ISSN : 2278 – 8158 Impact Factor: 4.42	1.Dr.K.Prabhakar Rajkumar 2. N.Lakshmi Kavitha
41	KAAV International Journal of Economics, Commerce & Business Management, A Refereed Blind Peer Review Vol 4, Iss 4, 2017 (UGC Listed no:47663)	Analysis of Sector – Wise Contribution in Foreign Direct Investment Equity Inflows with Reference to High inflows Receiving Sectors in India	ISSN : 2348 – 4969 Impact Factor: 7.89	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
42	Research Explorer, Vol 6, Iss 16, p 99-99, Feb 2018 (UGC Listed no: 63185)	Analysis the Determinants of Foreign Direct Equity Investments in Indian Economy	ISSN: 2250 – 1940 Impact Factor: 7.89	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
43	An International Scholarly Research Journal for Interdisciplinary Studies, Vol 6, Iss 49, p 54-59 Feb 2018	Opportunities and Challenges of Foreign Direct Investment in Indian Agricultural	ISSN : 2278 – 8808 Impact Factor: 6.177	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
44	An International Scholarly Research Journal for Interdisciplinary Studies, Vol 6, Iss 49, p 76-79 Feb 2018	Stock Broker’s Protagonist in Investment Verdict: An Empirical Study	ISSN : 2278 – 8808 Impact Factor: 6.177	1. N.Lakshmi Kavitha 2. Dr.K.Prabhakar Rajkumar
45	An International Scholarly Research Journal for Interdisciplinary Studies, Vol 6, Iss 49, p 80-85 Feb 2018	Establishment and Sustainability of Herbal Products Through Multi Positioning Dimensions	ISSN : 2278 – 8808 Impact Factor: 6.177	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
46	An International Scholarly Research Journal for Interdisciplinary Studies, Vol 6, Iss 49, Pp 86-90 Feb 2018	Derivatives Market Operations and Performances in India	ISSN : 2278 – 8808 Impact Factor: 6.177	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi
47	An International Scholarly Research Journal for Interdisciplinary Studies, Vol 6, Iss 49, Pp 100-104 Feb 2018	Effect of Subliminal Messages and Suggestions on Memory	ISSN : 2278 – 8808 Impact Factor: 6.177	1.Dr.K.Prabhakar Rajkumar 2. M.Priya

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
48	An International Scholarly Research Journal for Interdisciplinary Studies, Vol 6, Iss 49, Pp147-153 Feb 2018	Growth and Performances of Bullion Commodity Market in NCX in India	ISSN: 2278 – 8808 Impact Factor: 6.177	1.Dr.K.Prabhakar Rajkumar 2. M.Thilaga
49	An International Scholarly Research Journal for Interdisciplinary Studies, Vol 6, Iss 49, Pp 154-157 Feb 2018	Conflict Management in the Production Sectors	ISSN : 2278 – 8808 Impact Factor: 6.177	1.Dr.K.Prabhakar Rajkumar 2. R. Padma Priya
50	ROOTS International Journal of Multidisciplinary Researches, A Peer Reviewed, Refereed & Quarterly Journal, Vol 4, Iss 1, p 110-112 Mar 2018 (UGC Listed no: 48991)	Critical Evaluation on the Impact of Indian Retail Sector with Special Reference to Foreign Direct Investments	ISSN : 2349 – 8684 Impact Factor: 3.487	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
51	Shanlax International Journal of Management, Vol 5, SpeIss 4 Mar 2018 P 173-177 (UGC Listed no: 44278)	An Integrative Review of Sensory Marketing and Positioning on Consumer Behaviour	ISSN : 2321 – 4643, A Peer Reviewed Refereed Journal, Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
52	Shanlax International Journal of Management, Vol 5, SpeIss 4 Mar 2018 P 194-197 (UGC Listed no: 44278)	Impact of the Digital India Program on Technology Transformation within the Indian Economic Scenario	ISSN : 2321 – 4643, A Peer Reviewed Refereed Journal, Impact Factor: 2.082	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
53	Emperor International Journal of Finance and Management Research (EIJFMR), Vol 4, Iss 4, p178-182 Mar 2018, (UGC Listed no: 45308)	Performance of Crude Oil Commodity Futures Market in MCX in India	ISSN: 2395 – 5929 Impact Factor: 4.253	1.Dr.K.Prabhakar Rajkumar 2. M.Thilaga
54	Emperor International Journal of Finance and Management Research (EIJFMR), Vol 4, Iss 4, p 188-191 Mar 2018 (UGC Listed no:45308)	A Study on Stock Market Volatility Compared to Index Options at NSE	ISSN : 2395 – 5929 Impact Factor: 4.253	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi
55	VEI International Journal of Social Sciences, Vol 4, SpeIss 9 Mar 2018 P 219 -224	Comparative Analysis of GST in India and Other Countries with Sectors Development of Indian Economy	ISSN: 2394 – 1316 Impact Factor: 2.385	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
56	Emperor International Journal of Finance and Management Research (EIJFMR), Vol 4, Iss 6, p Mar 2018 (UGC Listed no: 45308)	Impact of Subliminal Messages on Consumer Behavior: A Fresh Look into the Future	ISSN : 2395 – 5929 Impact Factor: 1.14	1.Dr.K.Prabhakar Rajkumar 2. M.Priya
57	Emperor International Journal of Finance and Management Research (EIJFMR), Vol 4, Iss 6, p Mar 2018. (UGC Listed no: 45308)	Employee Attitude Towards Retention Procedures Followed in India Private Companies	ISSN : 2395 – 5929 Impact Factor: 1.14	1.Dr.K.Prabhakar Rajkumar 2. R. Padma Priya
58	Emperor International Journal of Finance and Management Research (EIJFMR), Vol 4, Iss 6, p Mar 2018 (UGC Listed no: 45308)	Recent Trends of Pharmaceutical Industry for Foreign Direct Equity Investment in India-with special reference to sector wise development	ISSN : 2395 – 5929 Impact Factor: 1.14	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
59	Shanlax International Journal of Management, Vol 5, SpeIss 2 Apr 2018 P 160-167 (UGC Listed no:44278)	Strategic Positioning and Sustainable Advantage for Growth of Industry	ISSN : 2321 – 4643 Impact Factor: 3.122	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
60	Emperor International Journal of Finance and Management Research (EIJFMR), Vol 4, Iss4, Apr 2018. (UGC Listed no:45308)	A Study on Factors Influence of Internet Banking Services among Rural Customers (with special reference to Salem District)	ISSN : 2395 – 5929 Impact Factor: 1.14	1.Dr.K.Prabhakar Rajkumar 2. M.Ganesan
61	International Journal of Contemporary Commerce, Refereed, Peer-reviewed and Bi annual Journal, Vol 4, p 44-50 Jan 2015 (published on Jun 2018)	A Study on Preferred Investment Avenues among Salaried People with Reference to Kannikoil in Puducherry Region	ISSN 2319 – 4995	1. Dr. K. Prabhakar Rajkumar 2.Dr.R.Krishnakumar 3. L. Vijayakumar
62	Research Journal of Recent Sciences, Vol 7(6), p 16-20, Jun 2018	Brand Positioning through Celebrity Endorsement in an Indian Perspective	ISSN2277 – 2502	1.Mareena Abraham 2.Dr.K.Prabhakar Rajkumar
63	International Journal of Research in Humanities, Arts and Literature, Vol 6, Iss 7, p 275-284, Jul 2018 (UGC Listed no: 40893)	Yercaud tourism: Tourists' Perspectives and Identification of Established and Un-established Sightseeing Infrastructural Facilities	ISSN : 2347 – 4564 Impact Factor: 3.7985	Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
64	Journal of Management Research and Analysis, Vol 5, Iss 3, Sep 2018 (UGC Listed no:63796)	A Study of the Relationship Between Inflation and BSE Consistency	ISSN: 2394-2762 Impact Factor: 1.62	Dr.K.Prabhakar Rajkumar
65	Research Journal of Recent Sciences, Vol 7(9), p 7-12, Sep 2018	A study on futures price movement of Jeera agricultural commodity in National Commodity Derivatives Exchange (NCDEX) in India	ISSN 2277 – 2502	1.M. Thilaga 2. Dr.K.Prabhakar Rajkumar
66	IMPACT: International Journal of Research in Humanities, Arts and Literature, Vol 07, Iss 1, pp 292-297, Jan 2019 (UGC Listed no:40893)	Evaluation of Cardamom Commodity Trading in Futures Exchange in India with special reference to Multi Commodity Exchange	ISSN: 2347 – 4564 Impact Factor: 3.7985 NAAS rating: 3.10	1.M. Thilaga 2. Dr.K.Prabhakar Rajkumar
67	International Journal of Applied Social Science, Vol 6 (1), Jan 2019, p 183-185 (UGC Listed 62754)	Does Indian Economy Track to Beat China?	ISSN 2394 – 1405, Impact Factor: 5.734, NAAS rating: 2.61	Dr.K.Prabhakar Rajkumar
68	International Journal of Advance and Innovative Research, Vol 6, Iss 1(XI) Jan-Mar 2019 p 100-104. (UGC Listed no: 63571)	Review of Policy and Developments of Foreign Direct Equity Investment Inflows in Indian Economy	ISSN 2394 – 7780 Impact Factor: 7.36	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
69	International Journal of Advance and Innovative Research, Vol 6, Iss 1(XI) Jan-Mar 2019 p 105-109 (UGC Listed no: 63571)	NSE's Return Parameter in India – An Empirical Analysis	ISSN 2394 – 7780 Impact Factor: 7.36	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi
70	International Journal of Advance and Innovative Research, Vol 6, Iss 1(XI) Jan-Mar 2019 p 226-230. (UGC Listed no: 63571)	The Study on Emotional Intelligence and Leadership Styles Among Management Employees	ISSN 2394 – 7780 Impact Factor: 7.36	1.Dr.K.Prabhakar Rajkumar 2. R. Padma Priya
71	International Journal of Advance and Innovative Research, Vol 6, Iss 1(XI) Jan-Mar 2019 p 237-242 (UGC Listed no: 63571)	Evaluation of Affordable Housing Initiative with Reference to Housing for all by 2022 – Pradhan Mantri Awas Yojana (Urban)	ISSN 2394 – 7780 Impact Factor: 7.36	1. N.Lakshmi Kavitha 2. Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
72	Journal of Emerging Technologies and Innovative Research, Vol 6, Iss 5, May 2019 p 350-354 (UGC Listed no: 63975)	A Study on Ethical Issues in Subliminal Messages in Advertising: An Indian Perspective	ISSN2349 – 5162 Impact Factor: 5.87	1.Dr.K.Prabhakar Rajkumar 2. M.Priya
73	International Journal of Innovative Technology and Exploring Engineering, Vol 8, Iss 9, Jul 2019 p 454-464	Brand Positioning Statements Vs. Emotional Value Proposition: Patanjali Products are Reference	ISSN2278-3075 Impact Factor: 5.54 ELSEVIER (Scopus)	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
74	Journal of Advanced Research in Dynamical and Control System Sep 19, 2019.	A Study on Foreign Direct Investment in India: An Empirical Outlook	ISSN: 1943-023X ELSEVIER (Scopus SJR)	1. K.Pagavathi 2. Dr.K.Prabhakar Rajkumar
75	International Journal of Recent Technology and Engineering, 24.09.2019	The Progress and Achievement of Top Five Services through the Foreign Direct Investment in India	ISSN: 2277-3878 Volume – 8, Issue – 2s10 (Scopus)	1. K.Pagavathi 2. Dr.K.Prabhakar Rajkumar
76	International Journal of Recent Technology and Engineering. October 2019.	Trade Performance of Top 2 National Commodity Exchange: MCX and NCDEX	E-ISSN: 2277-3878 Volume – 8, Issue – 3S2 (Scopus)	1.Dr.K.Prabhakar Rajkumar 2.M.Thilaga
77	International Journal of Recent Technology and Engineering. October 2019.	Efficacy of Nifty Index Option through BSM Model	E-ISSN: 2277-3878 Volume – 8, Issue – 3S2 (Scopus)	1.Dr.K.Prabhakar Rajkumar 2.D.Subalakshmi
78	International Journal of Advanced Science and Technology, 21.11.2019	A Study on Job Stress among Women Employees in BPO Center	E-ISSN: 2207-6360, Vol.28, No.16.(Scopus)	1.Dr.K.Prabhakar Rajkumar 2.R.Padmapriya
79	International Journal of Recent Technology and Engineering. November 2019.	The Attainment level of Economic Empowerment of Transgender: Flesh Trade Vs. SHG Activities, Tamil Nadu is a Reference State in India	E-ISSN: 2277-3878 Volume – 8, Issue – 3S3 Impact Factor: 5.92, (Scopus)	1.Dr.K.Prabhakar Rajkumar 2. Dr.M.Suguna
80	International Journal of Recent Technology and Engineering. November 2019.	Standards of Advertisements: Misleading Effects Vs. Subliminal Understanding	E-ISSN: 2277-3878 Volume – 8, Issue – 3S3 Impact Factor: 5.92, (Scopus)	1.Dr.K.Prabhakar Rajkumar 2. M.Priya
81	International Journal of Recent Technology and Engineering. November 2019.	Examine Leadership Qualities: Jack Welch Model is a Reference	E-ISSN: 2277-3878 Volume – 8, Issue – 3S3, Impact Factor: 5.92, (Scopus)	1.Dr.K.Prabhakar Rajkumar 2. R.Padmapriya

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
82	International Journal of Recent Technology and Engineering. November 2019.	Conceptually Examine Subliminal Perception in Marketing and Strategy Terms	E-ISSN: 2277-3878 Volume – 8, Issue – 3S3 Impact Factor: 5.92, (Scopus)	1.Dr.K.Prabhakar Rajkumar 2.M.Priya
83	International Journal of Recent Technology and Engineering. November 2019.	Marketing of Women SHGs Products with special reference to Chennai city-1	E-ISSN: 2277-3878 Volume – 8, Issue – 3S3 Impact Factor: 5.92, (Scopus)	1.Dr.K.Prabhakar Rajkumar 2. Dr.D.Bhuvana
84	International Journal of Recent Technology and Engineering. November 2019.	Marketing of Women SHGs Products with special reference to Chennai city-2	E-ISSN: 2277-3878 Volume – 8, Issue – 3S3 Impact Factor: 5.92, (Scopus)	1.Dr.K.Prabhakar Rajkumar 2. Dr.D.Bhuvana
85	Journal of Information and Computational Science – Jan – 2020	Measuring the Rural Consumers' Satisfaction and Awareness level of Internet Banking Services in Salem District	ISSN: 1548-7741 Volume: 10, Issue 1-2020 Impact Factor: 0.7, (Scopus)	1.M.Ganesan 2. Dr.K.Prabhakar Rajkumar
86	GIS – Business – February – 2020	Measuring the Rural Customers' Attitude: Knowledge and Influencing Factors of Internet Banking Usages	ISSN: 1430-3663 Vol-15-Issue 2 – February 2020 Impact Factor: 0.01, (Scopus)	1.M.Ganesan 2. Dr.K.Prabhakar Rajkumar
87	Journal of Critical Review	A Study on Satisfaction of Internet Banking Services among Rural Customers in Salem District	ISSN: 2394-5125 Vol-7, Issue 17 – 2020, Impact Factor: 0.091 (Scopus)	1.M.Ganesan 2. Dr.K.Prabhakar Rajkumar
88	Solid State Technology	A Study on Awareness of Internet Banking Services among Rural Customers (with spl.ref to Salem District)	ISSN: 0038-111X, Vol-63, No.6 (2020), Impact Factor: 0.11, (Scopus)	1.M.Ganesan 2. Dr.K.Prabhakar Rajkumar
89	International Journal of Novel Research and Development	Employee performance in production Sectors on Coimbatore Area based on Jackwelch's leadership Approach	ISSN: 2456-4184 Refereed Journal, Vol 10, issue October 2020,	1. R.Padmapriya 2.Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
90	Material Today: Proceedings Science Direct ELSEVIER Dec – 2020	Identification of Uniformity and Trend of Refinancing Performance of NABARD	ISSN: 2214-7853 Journal homepage:www.elsevier.com/locate/matpr Impact Factor: 0.97, (Scopus)	Dr.K.Prabhakar Rajkumar
91	International Journal of Intelligent Enterprise (Inter science Publishers)	The Evaluation Pattern of Indian Investors on Role of Stockbrokers to Determination of Investment Decision	ISSN: 1745-3240 Vol.8, No1,2021 Impact Factor: 7.491, (Scopus)	Dr.K.Prabhakar Rajkumar
92	An International Multidisciplinary Journal SHODH SANCHAR	Factors Influencing and Usage of Internet Banking Services among Rural Customers (A Study with Special Reference to Salem District, Tamil Nadu)	UGC Approved Care Listed Journal Govt.of India RNI No: UPBIL/2015/62098 ISSN: 2229-3620	1. Dr.K.Prabhakar Rajkumar 2. M.Ganesan
93	Finance India, Vol. XXXV, No. 4, December 2021 issue.	An Evaluation of the Impact of Stock Brokers on trends in Equity Cash Segment of Bombay Stock Exchange, India	SCOPUS;ABDC; UGC's;43+ Agencies Worldwide Index 4th out of 22,000+journals indexed in the SJIF Journals Rank by the Scientific Journal Impact Factor value for 2021 as 8.257	Dr.K.Prabhakar Rajkumar
94	International Journal of Humanities, Law and Social Science Vol. IX, Issue II(e): 2022 ISSN 2348-8301	A Theoretical Study on Financial Position of Selected District Central Cooperative Bank in Tamil Nadu	UGC CARE Approved Group I Referred Journal	1.Dr.K.Prabhakar Rajkumar 2.P.Rajendren
95	Boletin De Literatura Oral (journal of oral literature) November, 2023	A Study on Training and Development in production Sectors on Coimbatore Area Based on Jackwelch's Leadership Approach	SCOPUS	1. R.Padmapriya 2.Dr.K.Prabhakar Rajkumar

S.No	Details of the Journals	Title of the Article	Remark of the Journal	Author(s)
96	The Ciência and Engenharia - Science and Engineering journal	Production Sector Talent Management in the Coimbatore Area Based on Jackwelch's Leadership Approach	SCOPUS e-ISSN: 0103-944X	1. R.Padmapriya 2.Dr.K.Prabhakar Rajkumar

Details of Contribution in Book Chapters

S.No	Title of the book	Name of the chapter	Remarks about books	Author(s)
1	Customer Relationship Management Modern Trends and Perspectives Prentice-Hall of India (P) Ltd – New Delhi 110 001 (CRM-Modern Trends and Perspectives, Page No.165-172) 2008	e-CRM update	ISBN: 978-81-203-3326-0	1.Dr. K.Prabhakar Rajkumar 2.S. Gayathri
2	Panchayat Raj System Towards Sustainable Rural Livelihood and Development	NABARD Refinance Assistance for Rural Entrepreneurship Development Program (REDP) –use Efficiency in Tamil Nadu During 1999-2000 to 2004-2005	ISBN: 978-81-8457-055-7	Dr.K.Prabhakar Rajkumar
3	Financial Management of Panchayat Raj System-Kanishka Publishers, New Delhi 2008	Financial Performance of Rural Development Banks: An Analysis.	ISBN: 978-81-8457-054-0	Dr.K.Prabhakar Rajkumar
4	Mainstreaming Indian Business and Economy (Editorial Volume, Books Way, Kolkata) 2010	Popularity of Used Cars Business in Tamil Nadu: A study	ISBN: 978-93-80145-62-4	Dr.K.Prabhakar Rajkumar
5	Emerging Research Paradigms in Social Sciences Bharathiar University, Department of Commerce- 2013 Bloomsbury Publishing India Pvt.Ltd, New Delhi	Factors Influencing Impulse Buying of Personal Care Products,	ISBN 978-93-82951-33-9	Dr.K.Prabhakar Rajkumar
6.	Innovative Banking System Theory and Practice – ShriSai Publishers’ Distributors, Chennai March 2015.	NABARD Financing Activities for Rural Infrastructure in India	ISBN: 978-81-929504-6-4	Dr.K.Prabhakar Rajkumar

Research Papers Published In Conference Proceedings

S.No	Title of the Article	Details of the proceedings	ISBN/ISSN	Author/Co-Author
1	Contemporary Corporate Social Responsibility Concepts (2012-2013) (Full-fledged Article)	Aboriginal (Monograph) Vasagan Publication, Salem.	ISBN : 978-93-83188-02-4	1.Dr.K.Prabhakar Rajkumar 2.K.Dhanasekaran
2	Investment Pattern of Salaried Employees- Concepts (2012-2013) (Full-fledged Article)	Aboriginal (Monograph) Vasagan Publication, Salem.	ISBN: 978-93-83188-02-4	1.Dr.K.Prabhakar Rajkumar 2. R.Mala
3	A Study on SBI Mutual Fund Performance of Debt and Equity (2012-2013) (Full-fledged Article)	Aboriginal (Monograph) Vasagan Publication, Salem.	ISBN: 978-93-83188-02-4	1.Dr.K.Prabhakar Rajkumar 2. K.Punitha
4	An Opinion Survey on Foreign Direct Investment in Agriculture Sector (A study special ref. to Salem district) (2012-2013) (Full-fledged Article)	Aboriginal (Monograph) Vasagan Publication, Salem.	ISBN: 978-93-83188-02-4	1.Dr.K.Prabhakar Rajkumar 2. K.M.Saranya
5	The Perception of news paper Readers in Salem city (Full-fledged Article)	Debut – 2014 Raja Publication, Salem.	ISBN: 978-93-80394-59-6	1.Dr.K.Prabhakar Rajkumar 2. M.Jayammal
6	A Study on Currency Future Trading in India: INR Vs.EURO (with special reference to NSE) (Full-fledged Article)	Debut – 2014 Raja Publication, Salem.	ISBN: 978-93-80394-59-6	1.Dr.K.Prabhakar Rajkumar 2. P.Sasikumar
7	Association Between IT Sector Index Value and Stock Price Movements (Full-fledged Article)	Debut – 2014 Raja Publication, Salem.	ISBN: 978-93-80394-59-6	1.Dr.K.Prabhakar Rajkumar 2.D.Subalakshmi
8	A Study on Analysis of Volatility on Gold Price Per gram and Value of Indian Rupees Against US Dollar (Full-fledged Article)	Debut – 2014 Raja Publication, Salem.	ISBN 978-93-80394-59-6	1.Dr.K.Prabhakar Rajkumar 2.G.Vimalkannan
9	Rural Market Position in India. (2014) (Full-fledged Article)	New Age Marketing Mantras (Realities & Emerging Trends) Vasagan Pathipagam, Salem.	ISBN 978-93-83188-15-4	1.Dr.K.Prabhakar Rajkumar 2.D.Subalakshmi

S.No	Title of the Article	Details of the proceedings	ISBN/ISSN	Author/Co-Author
10	A Study on Patient Satisfaction towards A Dental Clinic (reference to Salem city) (2014) (Full-fledged Article)	New Age Marketing Mantras (Realities & Emerging Trends) Vasagan Pathipagam, Salem.	ISBN 978-93-83188-15-4	1.Dr.K.Prabhakar Rajkumar 2.G.Vimalkannan
11	A Study on International Cross- Culture Aspects of Marketing Mix. (2014) (Full-fledged Article)	New Age Marketing Mantras (Realities & Emerging Trends) VasaganPathipagam, Salem.	ISBN 978-93-83188-15-4	1.Dr.K.Prabhakar Rajkumar 2. P.Sasikumar
12	The Effects of Emotional Intelligence, Age, Work Experience, And Academic Performance (Full-fledged Article)	Contemporary Developments and Challenges in Human Resource Management, Vijay Nicole Imprints Pvt Ltd, Chennai on March 2015	ISBN -13-978-81-8209-294-5	1.Dr.K.Prabhakar Rajkumar 2. DiviyaEvanjilin
13	Knowledge Management (Full-fledged Article)	Contemporary Developments and Challenges in Human Resource Management, Vijay Nicole Imprints Pvt Ltd, Chennai on March 2015	ISBN -13-978-81-8209-294-5	1.Dr.K.Prabhakar Rajkumar 2. C.KalaiSelvi
14	Stress Management an Analysis of Stress at Workplace (Full-fledged Article)	Contemporary Developments and Challenges in Human Resource Management, Vijay Nicole Imprints Pvt Ltd, Chennai on March 2015	ISBN -13-978-81-8209-294-5	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
15	Role of Stress Among Married And Unmarried Women in the Indian Private Sector (Full-fledged Article)	Contemporary Developments and Challenges in Human Resource Management, Vijay Nicole Imprints Pvt Ltd, Chennai on March 2015	ISBN -13-978-81-8209-294-5	1.Dr.K.Prabhakar Rajkumar 2. R.Padma Priya
16	Use of Knowledge Management Systems and the Impact on the Acquisition of Explicit Knowledge (Full-fledged Article)	Contemporary Developments and Challenges in Human Resource Management, Vijay Nicole Imprints Pvt Ltd, Chennai on March 2015	ISBN -13-978-81-8209-294-5	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
17	The Impact of Reward Management on Performance Appraisal of Employees (Full-fledged Article)	Contemporary Developments and Challenges in Human Resource Management, Vijay Nicole Imprints Pvt Ltd, Chennai on March 2015	ISBN -13-978-81-8209-294-5	1.Dr.K.Prabhakar Rajkumar 2. S.Mohandass 3.D.Subalakshmi

S.No	Title of the Article	Details of the proceedings	ISBN/ISSN	Author/Co-Author
18	Quality of Work Life an Overview (Full-fledged Article)	Contemporary Developments and Challenges in Human Resource Management, Vijay Nicole Imprints Pvt Ltd, Chennai on March 2015	ISBN -13-978-81-8209-294-5	1.Dr.K.Prabhakar Rajkumar 2.S.Umamaheswari
19	A Study on Financial Performance of Union Bank of India. (Full-fledged Article)	Premier Essai, 2015-16, Poovarashi Publications, Chennai-600 094	ISBN – 978-93-81322-37-9	1.Dr.K.Prabhakar Rajkumar 2. M.Bharathi
20	Analysis of Global Stock Index Interrelationship Reference to India, Germany, Hong Kong, Japan, Malaysia, and Turkey (Full-fledged Article)	Premier Essai, 2015-16, Poovarashi Publications, Chennai-600 094	ISBN – 978-93-81322-37-9	1.Dr.K.Prabhakar Rajkumar 2. A.EstherRajathi
21	Re-Acceptance Level of MAGGI Noodles Consumption (Full-fledged Article)	Premier Essai, 2015-16, Poovarashi Publications, Chennai-600 094	ISBN – 978-93-81322-37-9	1.Dr.K.Prabhakar Rajkumar 2. M.Gayathri
22	A Study on Awareness of Gold Bond Schemes Reference to Salem District (Full-fledged Article)	Premier Essai, 2015-16, Poovarashi Publications, Chennai-600 094	ISBN – 978-93-81322-37-9	1.Dr.K.Prabhakar Rajkumar 2. S.Suguna
23	Luxury Termed as Green: Identification Through Consumers' Attitude (2016) (Full-fledged Article)	Corporate and Business Response to Climate Change (From Awareness to Adoption Transcending the Boundaries) Poovarashi Publications, Chennai-94	ISBN – 978-93-81322-37-7	1.Dr.K.Prabhakar Rajkumar 2. E. Jothi
24	Total Quality Dimensions of Fairness Cream. (2016) (Full-fledged Article)	Total Quality Management (Advanced and Intelligent Applications), SELP Publications, Trichy – 21, Oct-2016	ISBN- 978-93-80509-91-4	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
25	Jackwelch Leadership Style in Indian Organizations. (2016) (Full-fledged Article)	Total Quality Management (Advanced and Intelligent Applications), SELP Publications, Trichy – 21	ISBN- 978-93-80509-91-4	1.Dr.K.Prabhakar Rajkumar 2. R.Padma Priya
26	Growth and the Quality of Foreign Direct Investment in India. (2016) (Full-fledged Article)	Total Quality Management (Advanced and Intelligent Applications), SELP Publications, Trichy – 21	ISBN- 978-93-80509-91-4	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
27	The Concept of Subliminalmessages in Brand Design. (2016) (Full-fledged Article)	Total Quality Management (Advanced and Intelligent Applications), SELP Publications, Trichy – 21	ISBN- 978-93-80509-91-4	1.Dr.K.Prabhakar Rajkumar 2. M.Priya
28	Quality of Trading in Stock and Option Market in India. (2016) (Full-fledged Article)	Total Quality Management (Advanced and Intelligent Applications), SELP Publications, Trichy – 21	ISBN- 978-93-80509-91-4	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi

S.No	Title of the Article	Details of the proceedings	ISBN/ISSN	Author/Co-Author
29	A Study on Total Quality Management in Commodity Market Regulations. (2016) (Full-fledged Article)	Total Quality Management (Advanced and Intelligent Applications), SELP Publications, Trichy – 21	ISBN- 978-93-80509-91-4	1.Dr.K.Prabhakar Rajkumar 2. M.Thilaga
30	Pros and Cons of Foreign Direct Investment in Indian Economy (Abstract only)	Social Science Abstracts, XLI Indian Social Science Congress (18-22 Dec 2017)		1.Dr.K.Prabhakar Rajkumar
31	Technological Developments in Agricultural Commodity Market in India (Abstract only)	Social Science Abstracts, XLI Indian Social Science Congress (18-22 Dec 2017)		1.Dr.K.Prabhakar Rajkumar 2. M.Thilaga
32	Derivative Operations in India – An Analytical Study. (2017) (Abstract only)	Recent Trends in Capital Market	ISBN 978-93-84743-28-4	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi
33	Identification of Established and Un-established Sightseeing Infrastructural Facilities in Yercaud, TN (Abstract only)	5 th Annual International Conference on Tourism and Hospitality Research (ThoR 2017)	Indexed by EBSCO, Cross Ref, Pro Quest, Ulrichsweb & will be submitted to Scopus, Science Direct and Cabell's Directoroes others	1.Dr.K.Prabhakar Rajkumar 2. Mahadevan
34	Joint Liability Group: A Key Initiative for the Growth and Development of Business Enterprise (Abstract only)	SOUVENIR (Significance of Joint Liability Group as Saviours of Rural Poor Students) (9 th & 10 th Oct 2018)	ISBN: 978-81-940797-6-7	1.Dr.K.Prabhakar Rajkumar 2. Mareena Abraham
35	Impact of Joint Liability Group to Small Farmers (Abstract only)	SOUVENIR (Significance of Joint Liability Group as Saviours of Rural Poor Students)(9 th & 10 th Oct 2018)	ISBN: 978-81-940797-6-7	1.Dr.K.Prabhakar Rajkumar 2. D.Subalakshmi
36	The Role of NABARD and FDI in Agriculture Sector in India. (Abstract only)	SOUVENIR (Significance of Joint Liability Group as Saviours of Rural Poor Students)(9 th & 10 th Oct 2018)	ISBN: 978-81-940797-6-7	1.Dr.K.Prabhakar Rajkumar 2. K.Pagavathi
37	NABARD and SEBI to Encourage Marketing of Agricultural Commodities (Abstract only)	SOUVENIR (Significance of Joint Liability Group as Saviours of Rural Poor Students)(9 th & 10 th Oct 2018)	ISBN: 978-81-940797-6-7	1.Dr.K.Prabhakar Rajkumar 2. M.Thilaga
38	The Hidden Value of Entrepreneurs with reference to Subliminal Approaches (Abstract only)	SOUVENIR (Significance of Joint Liability Group as Saviours of Rural Poor Students)(9 th & 10 th Oct 2018)	ISBN: 978-81-940797-6-7	1.Dr.K.Prabhakar Rajkumar 2. M.Priya

S.No	Title of the Article	Details of the proceedings	ISBN/ISSN	Author/Co-Author
39	Consumer's Ethics on nature (Abstract only)	Book of Abstracts (Globalization, Innovations in Technology and Consumer Protection) (29 th & 30 th July 2019)	ISBN: 97881940797 36	Dr.K.Prabhakar Rajkumar
40	Service Quality Vs. Quality Service: ATMS Services are Reference (Abstract only)	Book of Abstracts (Globalization, Innovations in Technology and Consumer Protection) (29 th & 30 th July 2019)	ISBN: 97881940797 36	Dr.K.Prabhakar Rajkumar
41	Standard Advertisements: Misleading Vs. Exaggeration Subliminal Values are Reference (Abstract only)	Book of Abstracts (Globalization, Innovations in Technology and Consumer Protection) (29 th & 30 th July 2019)	ISBN: 97881940797 36	1.Dr.K.Prabhakar Rajkumar 2. M.Priya
42	A Study on Investors Protection Against Adverse Market Condition (Abstract only)	Book of Abstracts (Globalization, Innovations in Technology and Consumer Protection) (29 th & 30 th July 2019)	ISBN: 97881940797 36	1.D.Subalakshmi 2. Dr.K.Prabhakar Rajkumar
43	Impact of Motivation on Organisational Effectiveness (Abstract only)	Book of Abstracts (Globalization, Innovations in Technology and Consumer Protection) (29 th & 30 th July 2019)	ISBN: 97881940797 36	1.Dr.K.Prabhakar Rajkumar 2. R.Padma Priya
44	Foreign Direct Investments Contributed the Indian Economy Trends and Patterns (Abstract only)	Book of Abstracts (Globalization, Innovations in Technology and Consumer Protection) (29 th & 30 th July 2019)	ISBN: 97881940797 36	1.K.Pagavathi 2.Dr.K.Prabhakar Rajkumar
45	Conceptually Evaluating Subliminal Perception in Marketing and Strategy Terms (2019) (Abstract only)	Book of Abstracts International Conference on Dimensions of Innovative Business Practices – Discerning New Perspectives	-	1.M.Priya 2.Dr.K.Prabhakar Rajkumar
46	Appraisal of NABARD's Refinance Assistance in India – reference of Rural and Agri-Commodity Developments. (2019) (Full-fledged Article)	Proceedings of Academics World International Conference	ISBN: 978-93- 89090-92-5	1.Dr.K.Prabhakar Rajkumar 2.M.Thilaga 3. R.Padmapriya

Details of Author of the Books

	Title of the Book	Author (s)	Publisher	Year of Publish	Remarks	Nature
1	Agricultural Finance in India-The Role of NABARD (Pages:232)	Dr.K.Prabhakar Rajkumar	New Century Publications, New Delhi-India (National Publication)	2008	ISBN: 978-81-7708-180-0	Reference Book
2	Fundamental Principles and Techniques of Financial Accounting (Page: 358)	Dr.K.Prabhakar Rajkumar	Ane Books Pvt.Ltd, New Delhi- India (National Publication)	2012	ISBN: 978-93-8116-251-4	Text Book
3	Financial Inclusion Empowerment of Transgenders in Tamil Nadu	Dr.K.Prabhakar Rajkumar Dr. M. Suguna	Vijay Nicole Imprints Pvt Ltd, Chennai. (National Publication)	Oct 2016	ISBN: 978-81-8209-498-7	Reference Book
4	Inflation and Stock Exchange Consistency in India (Reference to BSE)	Dr.K.Prabhakar Rajkumar	LAMBERT Academic Publishing (International Publications)	2019	ISBN: 978-613-9-85468-4	Text cum Reference Book
5.	Impact of Corporate Announcements on Security Prices	Dr.K.Prabhakar Rajkumar Dr.Kala Sankaran	LAMBERT Academic Publishing (International Publications)	2019	ISBN:978-620-0-48726-1	Text cum Reference Book
6	Global Bitcoin Trade Practices	Dr.K.Prabhakar Rajkumar	Himalaya Publishing House, Mumbai- ISO 9001:2015 (National Publication)	Nov 2024	ISBN: 978-93-5840-704-4	Reference Book

Details of Editor of the Books

S.No	Title of the Book	Publisher	Year of Publish	Remarks	Nature
1	Significance of Joint Liability Group as Saviours of Rural Poor Students	Arvind Associates, Chennai	2018	ISBN: 978-81-940797-6-7	Book of Abstracts
2	Globalization, Innovations in Technology and Consumer Protection	Arvind Associates, Chennai	2019	ISBN: 9788194079736	Book of Abstracts

Details of Paper Presented at National Level Programme

S.No	Programme	Title	Date	Organizing Agency
1	National Seminar	Art of Salesmanship in the New Millennium	1 st & 2 nd Feb 2004	Department of commerce, The American college, Madurai – 625 002.
2	National Symposium	Role of NABARD in Tamil Nadu	5 th & 6 th Feb 2004	Department of Management studies VIT, Vellore & Faculty of Rural Management, University of Sydney, Australia
3	National Seminar	New Paradigms in CRM	20 th & 21 st Feb 2004	Management Wing of Directorate of Distance Education, Annamalai University.
4	National Seminar	Practical Strategies to Mutual Funds in India	7 th & 8 th Mar 2004	Department of Commerce, Bharathidasan University, Tiruchirappalli- 620 024.
5	Seminar	Impact of NABARD on the Rural Economy of Tamil Nadu.	2 nd Feb 2005	Department of Commerce, Periyar University, Salem-11.
6	National Conference	Future Perspectives of Disinvestment in India	29 th & 30 th Mar 2005	Department of Commerce, Bharathiar University, Coimbatore – 641 046.
7	National Seminar	Co-Operative Credit in Tamil Nadu – An Overview	19 th & 20 th Aug 2005	Department of Commerce, Periyar University, Salem-11.
8	National Conference	VAT in Tamil Nadu	2 nd & 3 rd Sep 2005	Post – Graduate and Research Department of Commerce, Erode Arts College, Erode – 638 009.
9	National Seminar	Tourism Services in India	8 th , 9 th and 10 th Nov 2005	PG & Research Department of Commerce, Jamal Mohamed College, Trichy.
10	Conference	Recent Achievements of Co-Operative Institutions in Tamil Nadu	28 th & 29 th Jan 2006	Association of Economists of Tamil Nadu, Ranipettai Engineering College.
11	National Seminar	Impact of Deceptive Advertisement Features on Consumer Behaviour	11 th & 12 th Feb 2006	Department of Commerce, Bharathidasan University, Tiruchirappalli – 620 024.
12	National Seminar	HR Skills for the 21 st Century	21 st & 22 nd Feb 2006	Bangalore University teachers' Council of Commerce and Management and Faculty of Commerce and Management, Bangalore University, Bangalore.
13	National Seminar	Women Empowerment	25 th Feb2006	Department of Commerce, Vivekanandha College of Arts & Science for Women, Tiruchengode – 637 205.

S.No	Programme	Title	Date	Organizing Agency
14	National Seminar	Impact of Globalization on Human Development in India	24 th & 25 th Feb 2006	Periyar Institute of Management Studies, Periyar University, Salem – 11.
15	National Seminar	Panchayats in Action: Emerging forms and issues	5 th & 7 th Apr 2006	Annamalai University, Tamil Nadu, India.
16	National Seminar	Indo- Latin American Business opportunities & the Issues	1 st May 2006	Selvam Arts and Science College, Namakkal and Indo Latin American Chamber of Commerce & Industry, Chennai.
17	National Conference	Marketing of Financial Services	30 th Aug 2006	Department of Commerce, Vivekanandha College of Arts & Science for women Namakkal (Dt)
18	National Seminar	e-CRM	7 th & 8 th Sep 2006	Department of Commerce, Periyar University, Salem -11.
19	National Seminar	Customer Relationship Management related to Banking Sector	7 th & 8 th Sep 2006	Department of Commerce, Periyar University, Salem -11.
20	National Seminar	NABARD Services in the Country	14 th & 15 th Dec 2006	Department of Economics, Periyar University, Salem -11.
21	National Seminar	Institutional Credit and Its Growth	14 th & 15 th Dec 2006	Department of Economics, Periyar University, Salem -11.
22	National Seminar	Supply Chain Management	15 th & 16 th Feb 2007	Periyar Institute of management Studies, Periyar University, Salem – 11.
23	State Level Seminar	Customer Service in Banks	16 th & 17 th Mar 2007	Department of Management, Gopi Arts & Science College, Gopichettipalayam – 638 453.
24	National Seminar	B.P.O in Service Sector	17 th & 18 th Dec 2007	PG & Research Department of Commerce, DG Vaishnav College, Chennai 600 016.
25	National Seminar	CRM – In Insurance Sector	28 th & 29 th Feb 2008	Periyar Institute of management Studies, Periyar University, Salem – 11.
26	National Seminar	Total Quality Management in Service Sector	28 th & 29 th Feb 2008	Periyar Institute of management Studies, Periyar University, Salem – 11.

S.No	Programme	Title	Date	Organizing Agency
27	National Seminar	Effective Customer Relationship Management in India	28 th & 29 th Aug 2008	Department of Commerce, providence college for women, Springfield, Coonoor- 643 104.
28	National Seminar	Service Sector in Global Business	29 th Aug 2008	Department of Commerce (CA) and International Business, Nehru Arts & Science College, Coimbatore- 641 105.
29	National Seminar	Impact of the Current Financial and Economic Crisis on Global FDI Flows	25 th & 26 th Feb 2009	Department of Commerce, Periyar University, Salem -11.
30	National Seminar	Global financial meltdown causes, impact and remedies	25 th & 26 th Feb 2009	Department of Commerce, Periyar University, Salem -11.
31	National Seminar	Trade and Commerce in Tamil Literature	12 th & 13 th Mar 2010	Department of Commerce, Bharathiar University, Coimbatore and PeroorDhavathirySanthalingsAdigalar Arts and Science Tamil College.
32	National Seminar	Mobile Banking- A New Revolution in Customer care in Banking Sector	18 th & 19 th Mar 2010	Department of Commerce, Periyar University, Salem -11.
33	National Seminar	Mobile Banking – A New Revolution in Agriculture Through Banking Sector	18 th & 19 th Mar 2010	Department of Commerce, Periyar University, Salem -11.
34	National Seminar	Mobile Banking – A New Revolution in Banking Sector	18 th & 19 th Mar 2010	Department of Commerce, Periyar University, Salem- 11.
35	National Seminar	Growth of Service Sector	30 th Dec 2010	Department of Commerce, Navarasam Arts and Science College for Women, Erode Dt.
36	National Seminar	Microfinance and women Empowerment Through Self Help Groups in India	28 th Jan 2011	Department of Commerce, Periyar University, Salem -11.
37	National Seminar	The Impact of NABARD Refinance on Socio-Economic Development of SHG in Tamil Nadu	28 th Jan 2011	Department of Commerce, Periyar University, Salem -11.
38	National Seminar	Marketing Strategy of Self-Help Groups	28 th Jan 2011	Department of Commerce, Periyar University, Salem -11.
39	Seminar	Women Entrepreneurship in Developing Countries	4 th Mar 2011	Department of Women Studies, Bharathiar University, Coimbatore – 641 046.
40	National Seminar	Leadership Styles and Their Impact	28 th Mar 2011	Department of Commerce, Periyar University, Salem -11.

S.No	Programme	Title	Date	Organizing Agency
41	National Seminar	Consumer Protection in India	22 nd & 23 rd Jul 2011	School of Commerce, Bharathiar University, Coimbatore
42	National Conference	The Role of Media in Consumer Protection	22 nd Feb 2012	Kaamadhenu Arts and Science College, Sathyamanagalm, Erode Dt.
43	National Seminar	Rural Marketing	23 rd & 24 th Feb 2012	Periyar Institute of Management Studies, Periyar University, Salem – 11.
44	National Seminar	Global Dimensions of Human Resource Management	23 rd Feb 2013	Department of Commerce, PGP College of Arts and Science, Namakkal – 637 207.
45	National Conference	Impact of Retail Marketing in India	21 st Feb 2014	Padmavani Arts & Science College for Women, Salem – 636 011.
46	National Conference	Indian Banking Sector Challenges and Opportunities	28 th Feb 2014	Department of Commerce and Management, Karpagam University, Coimbatore – 641 021
47	National Seminar	Corporate Social Responsibility in Environmental Issues in India	10 th Mar 2014	Department of Economics, Periyar University, Salem -11.
48	National Conference	My Way is Different – Mantra of Brand	20 th Mar 2014	HajeeKaruthaRowtherHowdia College, Uthamapalayam, Theni Dt – 625 533.
49	National Conference	Scientific Marketing – Nature, Significance and Role in India	20 th Mar 2014	HajeeKaruthaRowtherHowdia College, Uthamapalayam, Theni Dt – 625 533.
50	National Seminar	Rural Market Position in India	25 th &26 th Sep 2014	Periyar Institute of Management Studies, Periyar University, Salem – 11.
51	National Seminar	Reverse Logistics	16 th Feb 2015	Dr.GRD College of Science, Coimbatore-14.
52	National Seminar	E-Commerce and its Impact on Logistics Management	16 th Feb 2015	Dr.GRD College of Science, Coimbatore-14.
53	National Multi-Disciplinary Conference	New Trends in Higher Education (In Special Reference in Commerce & Management)	13&14 th Mar 2015	Vidyalankar School of Information Technology, Mumbai-37.
54	National Seminar	Positioning is the Ultimate Boss	10 th &11 th Aug 2015	St. Stephens's College Maloor College, Pathnapuram, Kollam
55	National Seminar	Measuring Parameters of Positioning Aspects Towards Tourism and Hospitality	18 th Mar 2016	Department of Economics, Periyar University, Salem-

S.No	Programme	Title	Date	Organizing Agency
56	National Seminar	The Effects of Demonetization and its Support to Cashless Economy	17 th Feb 2017	Sri Ganesh college of Arts & Science, Salem – 14.
57	National Conference	Present Trend on the HR Activities to the Production Units	28 th Feb 2017	AJK College of Arts and Science, Coimbatore – 105.
58	National Seminar	Practices and Implications of Corporate Governance in India	25 th Mar 2017	Mahendra Arts & Science College, Namakkal– 01
59	National Seminar	Seminar on Developing New Curriculum – 2017	20 th , 21 st and 22 nd Jul 2017	State Council of Educational Research and Training, Tamil Nadu, Chennai – 600 025.
60	XLI Indian Social Science Congress	Assessment of Indian Economy System	18to 22 Dec 2017	Indian Academy of Social Sciences and Periyar University, Salem – 636 011
61	National Seminar	Effect of Subliminal Messages and Suggestions on Memory	3 rd Feb 2018	Vidyalankar School of Information Technology, Mumbai 37.
62	National Seminar	Growth and Performances of Bullion Commodity Market in NCX in India	3 rd Feb 2018	Vidyalankar School of Information Technology, Mumbai 37.
63	National Seminar	Derivatives Market Operations and Performances in India	3 rd Feb 2018	Vidyalankar School of Information Technology, Mumbai 37.
64	National Seminar	Establishment and Sustainability of Herbal Products Through Multi Positioning Dimensions	3 rd Feb 2018	Vidyalankar School of Information Technology, Mumbai 37.
65	National Seminar	Opportunities and Challenges of Foreign Direct Investment in Indian Agricultural	3 rd Feb 2018	Vidyalankar School of Information Technology, Mumbai 37.
66	National Seminar	Stock Broker’s Protagonist in Investment Verdict: An Empirical Study	3 rd Feb 2018	Vidyalankar School of Information Technology, Mumbai 37.
67	National Seminar	Conflict Management in the Production Sectors	3 rd Feb 2018	Vidyalankar School of Information Technology, Mumbai 37.
68	National Conference	Comparative Analysis of Emerging Market Economies in Indian Economy Related to Country-wise Foreign Direct Equity Investment	10 th Feb 2018	IIMT Group of College, Meerut, Greater Noida
69	National Finance Seminar	Identification & Perception of Identical Taste Food Products: An Empirical Study	25 th May 2019	Prestige Institute of Management, Gwalior

S.No	Programme	Title	Date	Organizing Agency
70	National Finance Seminar	Behavioural Finance Perspective of Mutual Funds Investor in Tamil Nadu	25 th May 2019	Prestige Institute of Management, Gwalior
71	National Seminar	The Role of the Satisfied on Encouraging pattern of Introducing new Consumers	29 th & 30 th July 2019	Department of Commerce, Periyar University with IIPA New Delhi
72	National Seminar	Service Quality Vs. Quality Services: ATMs	29 th & 30 th July 2019	Department of Commerce, Periyar University with IIPA New Delhi
73	National Seminar	Consumer's Ethics on Nature	29 th & 30 th July 2019	Department of Commerce, Periyar University with IIPA New Delhi
74	National Seminar	The Role of the Dissatisfied on Discouraging pattern of Existing Consumers	29 th & 30 th July 2019	Department of Commerce, Periyar University with IIPA New Delhi
75	National Seminar	Identifying the Characteristics of Green Consumers	29 th & 30 th July 2019	Department of Commerce, Periyar University with IIPA New Delhi
76	National Seminar	Measure the Protection of Equity Investment Consumers	29 th & 30 th July 2019	Department of Commerce, Periyar University with IIPA New Delhi
77	National Seminar	Green Literature	31 st January 2020	The Ancient Days Trade Practices to Improve the Standard of Environmental Issues.
78	National Seminar	Entrepreneurs' Role on Economic Development in Tamil Nadu	27 th February 2020	Hajee Karutha Rowther Howdia College, Uthamapalayam
79	National Seminar	Characteristics of Global Entrepreneurs	4 th March 2022	Hajee Karutha Rowther Howdia College, Uthamapalayam
80	National Seminar	Who are real Entrepreneurs	4 th March 2022	Hajee Karutha Rowther Howdia College, Uthamapalayam
81	National Seminar	Impact of Digital Money in India	24 th Feb 2023	Krishna Arts & Science College, Krishnagiri
82	National Seminar	What Are the Economic Prosperity Effects When a Single Currency Dominates the Global Economy?	1 st & 2 nd March 2023	Dr. Zakir Husain College, Ilayangudi
83	National Seminar	How Does the Arrival of Cryptocurrency Affect the Banking Sector?"	1 st & 2 nd March 2023	Dr. Zakir Husain College, Ilayangudi

Details of Paper Presented at International Level Programme

S.No	Nature of the Programme	Title	Date	Organizing Agency
1	International Conference	The Impact of Erotic Advertisement in Tamil Nadu	29 th & 30 th Sep 2005	Adaikalamatha Institute of Management, Adaikalamatha College, Thanjavur – 613 403.
2	International Conference	Value Based Education	21 st , 22 nd and 23 rd Feb 2006	Cardamom Planters' Association college, Theni Dt.
3	International Conference	World Trade Organization (WTO)	14 th & 15 th Mar 2008	St Joseph's college of Arts & Science, Cuddalore – 607 001.
4	International Conference	Institutional framework on small scale industries	14 th & 15 th Mar 2008	St Joseph's college of Arts & Science, Cuddalore – 607 001.
5	International Seminar	Global Challenges for Multi – National Corporates	17 th Oct 2008	Department of Management Studies, Nandha Engineering College, Erode – 638 052
6	International Seminar	Business Ethics & Corporate Governance and Corporate Governance in the Indian Scenario	13 th & 14 th Nov 2010	Department of Commerce, University of Kerala and Indian Accounting Association, Kerala Branch.
7	International Conference	Impact of Globalization on Financial Management	10 th & 11 th Feb 2011	Periyar Institute of Management Studies, Periyar University, Salem – 11.
8	International Conference	The Global Business Status – The Role of Business Studies	10 th & 11 th Feb 2011	Periyar Institute of Management Studies, Periyar University, Salem – 11.
9	International Conference	Women Empowerment Through Self Help Groups in India	24 th Feb 2012	Sri Ganesh School of Business Management, Salem – 636 111.
10	International Meet	Factors Influencing Impulse Buying of Personal Care Products	22 nd , 23 rd & 24 th Aug 2013	School of Commerce, Bharathiar University, Coimbatore – 641 046.
11	International Conference	Stress Management	15 th Feb 2014	Department of Commerce, PGP College of Arts and Science, Namakkal – 637 207.
12	International Conference	The Role of Derivatives on Hedging and Risk Management Efficacy	10 th & 11 th of Jan 2015	Department of commerce and Financial Studies, Bharathidasan University, Trichy.
13	International Conference	A study on Foreign Direct Investment Inflows in India	20 th Feb 2015	Sri Ganesh School of Business Management, Mettupatti, Salem.
14	International Conference	Impact of Merchant Segment in Fraudulent Transactions of M-Commerce	20 th Feb 2015	PG & Research Department of Commerce, Salem Sowdeswari College.

S.No	Nature of the Programme	Title	Date	Organizing Agency
15	International Conference	Role of Stress among married and unmarried women in Indian Private Sector	13 th & 14 th Mar 2015	PG & Research Department of Commerce, St.Joseph's College of Arts & Science, Cuddalore.
16	International Conference	Employee Involvement in Indian Private Sector	23 rd May 2015	Sri Venkateshwaraa College of Arts & Science, Dharmapuri.
17	International Conference	Cross Culture in Indian Private Companies	13 th Aug 2015	MarudharKesari Jain College for Women, Vaniyambadi, Vellore Dt.
18	International Conference	The Effects of Subliminal Advertising on Consumer Attitude and Buying Intention	13 th Aug 2015	MarudharKesari Jain College for Women, Vaniyambadi, Vellore Dt.
19	International Conference	Importance of Positioning in Growth of Business	21 st Aug 2015	AVS College of Arts & Science, Salem-636 106.
20	International Conference	Workplace Conflict Resolutions in Indian Companies	19 th Oct 2015	Anna University, BIT Campus, Tiruchirappalli-620 024.
21	International Conference	Effectiveness of Magazine Advertising in Subliminal Message	19 th Oct 2015	Anna University, BIT Campus, Tiruchirappalli-620 024.
22	International Conference	Are women Less Empowered?	4 th &5 th Feb 2016	School of Humanities and Social Sciences, Periyar University, Salem-11.
23	International Conference	Commercial Technology in the new Millennium	3 rd & 4 th Mar 2016	Vivekanandha College of Arts & Science for Women, Tiruchengode, Namakkal Dt-637 205
24	International Conference	Socio-Ecological Responsibilities of Business Houses – Measuring Parameter	9 th to 11 th Mar 2016	Department of Commerce, Periyar University, Salem -11.
25	International Conference	Brand Positioning Dimensions	29 th Jul 2016	Kailash Women's College, Nangavalli, Salem-636 502.
26	International Conference	Recent Trend in Retailing & Branding	29 th Jul 2016	Kailash Women's College, Nangavalli, Salem-636 502.
27	International Conference	An Analytical Study of Behavioral Finance Perspectives of Mutual Funds Investors in Tamil Nadu	12 th & 13 th Aug 2016	Indian Institute of Technology Madras, Chennai.
28	International Conference	A Study on Impact of Political Economy on International Trade Finance	16 th Sep 2016	Department of Commerce, University of Madras, Chepauk, Chennai-600 005.
29	International Conference	Subliminal Messages in Advertising and its Influence on Consumer Behaviour	16 th Sep 2016	Department of Commerce, University of Madras, Chepauk, Chennai-600 005.

S.No	Nature of the Programme	Title	Date	Organizing Agency
30	International Conference	Analysis of Options Market Trading with reference to Nifty Index	16 th Sep 2016	Department of Commerce, University of Madras, Chepauk, Chennai-600 005.
31	International Conference	Sector Wise Development of Foreign Direct Investment Growth in India	16 th Sep 2016	Department of Commerce, University of Madras, Chepauk, Chennai-600 005.
32	International Conference	The Era of Positioning to Increase Business Excellency	16 th Sep 2016	Department of Commerce, University of Madras, Chepauk, Chennai-600 005.
33	International Conference	Effective Leadership under Jackwelch Model in the Indian Organization	16 th Sep 2016	Department of Commerce, University of Madras, Chepauk, Chennai-600 005.
34	International Conference	A New approach of Brand Positioning Strength in Competitive Market	28 th Sep 2016	Sankara College of Arts and Science, Coimbatore.
35	International Conference	Total Quality Dimensions of Fairness Creams	26 th Oct 2016	Anna University (BIT) Campus, Tiruchirappalli – 620 024
36	International Conference	Jackwelch Leadership Style in Indian Organizations	26 th Oct 2016	Anna University (BIT) Campus, Tiruchirappalli – 620 024
37	International Conference	A Study on Total Quality Management in Commodity Market Regulations	26 th Oct 2016	Anna University (BIT) Campus, Tiruchirappalli – 620 024
38	International Conference	The Concept of Subliminal Messages in Brand Design	26 th Oct 2016	Anna University (BIT) Campus, Tiruchirappalli – 620 024
39	International Conference	Quality of Trading in Stock and Option Market in India	26 th Oct 2016	Anna University (BIT) Campus, Tiruchirappalli – 620 024
40	International Conference	Growth and the Quality of foreign Investment in India	26 th Oct 2016	Anna University (BIT) Campus, Tiruchirappalli – 620 024
41	International Conference	Women Leadership Style in Indian Organizations	10 th Feb 2017	Vellalar College for Women (Autonomous) Erode -12
42	International Conference	New Leadership Style in Indian Organizations	18 th Feb 2017	Pioneer College of Arts and Science, Coimbatore-47
43	International Conference	Best Investment Boulevard	28 th Jul 2017	AVS College of Arts & Science, Salem- 636 106.
44	International Conference	Identification of Co-Moments of Indian Capital Market Performance with GDP and Inflation-2016-17	28 th Jul 2017	AVS College of Arts & Science, Salem- 636 106.
45	International Conference	Jack Welch Leadership Model in the Modern Organizations	19 th Aug 2017	MEASI Institute of Management, Royapettah, Chennai-600 014
46	International Conference	Impact of GST on Agricultural Commodities	19 th Aug 2017	MEASI Institute of Management, Royapettah, Chennai-600 014

S.No	Nature of the Programme	Title	Date	Organizing Agency
47	International Conference	The Effectiveness of Subliminal Messages in Advertising	19 th Aug 2017	MEASI Institute of Management, Royapettah, Chennai-600 014
48	International Conference	The Impact of Foreign Direct Equity Investments on Growth and Development of Service Sectors in India	19 th Aug 2017	MEASI Institute of Management, Royapettah, Chennai-600 014
49	International Conference	Evaluation of Advantage in Derivatives Trade Practices with Reference to Reliance in Options Market	19 th Aug 2017	MEASI Institute of Management, Royapettah, Chennai-600 014
50	International Conference	Product Positioning: A conceptual Framework	19 th Aug 2017	MEASI Institute of Management, Royapettah, Chennai-600 014
51	International Conference	A Study on Impact of Demonetization in Indian Capital Market	19 th Aug 2017	MEASI Institute of Management, Royapettah, Chennai-600 014
52	International Multidisciplinary Conference	An Evaluation of the Performance of Stock Broking Industry in India Reference to BSE, Mumbai	29 th Sep 2017	St. Joseph Collge of Arts and Commerce, Satpala, Virar
53	International Conference	Identification of Established and Un-established Sightseeing Infrastructural Facilities in Yercaud, TN	11 th & 12 th Dec 2017	THOR 2017, Singapore.
54	International Conference	Analysis the Determinants of Foreign Direct Equity Investments in Indian Economy	16 th Feb 2018	AnnaiVailankanni Arts & Science College, Thanjavur – 613 007.
55	International Conference	Employee Attitude Towards Retention Procedures Followed in India Private Companies	17 th Feb 2018	St. Joseph College of Arts and Science, Manjakuppam, Cudalore – 607 001
56	International Conference	A Study on Stock Market Volatility Compared to Index Options at NSE	17 th Feb 2018	St. Joseph College of Arts and Science, Manjakuppam, Cudalore – 607 001
57	International Conference	Performance of Crude oil Commodity Futures Market in MCX in India	17 th Feb 2018	St. Joseph College of Arts and Science, Manjakuppam, Cudalore – 607 001
58	International Conference	Strategic Positioning and Sustainable Competitive Advantage for Growth of Industry	17 th Feb 2018	St. Joseph College of Arts and Science, Manjakuppam, Cudalore – 607 001

S.No	Nature of the Programme	Title	Date	Organizing Agency
59	International Conference	Recent Trends of Pharmaceutical Industry for Foreign Direct Equity Investment in India – with special references to Sector-wise development	17 th Feb 2018	St. Joseph College of Arts and Science, Manjakuppam, Cudalore – 607 001
60	International Conference	Critical Evaluation on the Impact of Indian Retail Sector with Special Reference to Foreign Direct Investments	3 rd Mar 2018	Department of International Business, Alagappa University, Karaikudi
61	International Conference	An Integrative Review of Sensory Marketing and Positioning on Consumer Behaviour	28 th Mar 2018	School of Management, Vel Tech, Avadi, Chennai
62	International Conference	Impact of the Digital India Programme on Technology Transformation within the Indian Economic Scenario	28 th Mar 2018	School of Management, Vel Tech, Avadi, Chennai
63	International Conference	Positioning Characteristics of Impulse Behaviour	28 th & 29 th Jun 2018	Kalasalingam Business School & University of Kelaniya, Sri Lanka.
64	International Conference	Joint Liability Group: A key Initiative for the Growth and Development of Business Enterprise	9 th & 10 th Oct 2018	Department of Commerce, Periyar University, Salem-11
65	International Conference	Impact of JLG on Small Farmers	9 th & 10 th Oct 2018	Department of Commerce, Periyar University, Salem-11
66	International Conference	A Managerial Ability Refer to the Concept of Joint Liability Group	9 th & 10 th Oct 2018	Department of Commerce, Periyar University, Salem-11
67	International Conference	NABARD and SEBI to Encourage Marketing of Agriculture Commodities	9 th & 10 th Oct 2018	Department of Commerce, Periyar University, Salem-11
68	International Conference	The Hidden Values of Entrepreneurs with Reference to Subliminal Approaches	9 th & 10 th Oct 2018	Department of Commerce, Periyar University, Salem-11
69	International Conference	The Role of NABARD and FDI in Agricultural Sector in India	9 th & 10 th Oct 2018	Department of Commerce, Periyar University, Salem-11
70	International Multi-disciplinary Seminar	Does Indian Economy Track to Beat China?	30 th Oct 2018	Government First Grade College, Karnataka

S.No	Nature of the Programme	Title	Date	Organizing Agency
71	International Conference	Evaluation and Reasons for Commodity Trade Deficit in India	13 th & 14 th Dec 2018	Department of Commerce, Sri Sarada College for Women, Salem-16
72	International Conference	Celebrity Endorsement and Advertising Effects on Brand Positioning: A Review Contribution	13 th & 14 th Dec 2018	Department of Commerce, Sri Sarada College for Women, Salem-16
73	International Conference	A Study on Analyse Foreign Direct Inflows Growth and Developments in India	13 th & 14 th Dec 2018	Department of Commerce, Sri Sarada College for Women, Salem-16
74	International Conference	Leadership Qualities in Production Units based on Jack Welch Theorem	13 th & 14 th Dec 2018	Department of Commerce, Sri Sarada College for Women, Salem-16
75	International Conference	Implicit Motivating Boosts the Influence of Subliminal Messages in Brand Choice	13 th & 14 th Dec 2018	Department of Commerce, Sri Sarada College for Women, Salem-16
76	International Conference	An Empirical Study of Price Volatility at NSE in India	13 th & 14 th Dec 2018	Department of Commerce, Sri Sarada College for Women, Salem-16
77	International Conference	The Impact of Crude Oil and Dollar Price Fluctuations on Economic Deficit in India	13 th & 14 th Dec 2018	Department of Commerce, Sri Sarada College for Women, Salem-16
78	International Conference	Evaluation of Cardamom Commodity Trading in Futures Exchange in India With Special Reference to Multi Commodity Exchange	3 rd & 4 th Jan 2019	Department of Economics and Cetnre for Research, St. Teresas's College, Ernakulam.
79	International Conference	Option Gain and Open Market Return : A Comparative Analysis	28 th & 29 th Jan 2019	PRIMS, Periyar University, Salem-11
80	International Conference	Role of E-Commerce on Stock Trading in India	8 th & 9 th Feb 2019	Govt Arts and Science College for Women
81	International Conference	The Study on Leadership Styles Based on Kackwelch Model Among the Conventional Managers	8 th & 9 th Feb 2019	Govt Arts and Science College for Women
82	International Conference	Sector-Wise Contribution of Gross Domestic Product with references to Foreign Direct Investment Equity Inflows in India	8 th & 9 th Feb 2019	Govt Arts and Science College for Women
83	International Conference	Agriculture Commodity Price Relationship Between Spot and Futures Market – An Over View	8 th & 9 th Feb 2019	Govt Arts and Science College for Women

S.No	Nature of the Programme	Title	Date	Organizing Agency
84	International Conference	Ethical Issues in Subliminal Mergers in Advertising	8 th & 9 th Feb 2019	Government Arts and Science College for Women, Kariamangalam, Dharmapuri.
85	International Multidisciplinary Conference	Volatility of NSE Nifty Returns in India	8 th & 9 th Feb 2019	V-CMT, Vidyalankar School of Information Technology, Mumbai
86	International Multidisciplinary Conference	Review of Policy and Developments of Foreign Direct Equity Investment Inflows in Indian Economy	8 th & 9 th Feb 2019	V-CMT, Vidyalankar School of Information Technology, Mumbai
87	International Multidisciplinary Conference	Evaluation of CPO Commodity Futures Market in India (with special reference to MCX)	8 th & 9 th Feb 2019	V-CMT, Vidyalankar School of Information Technology, Mumbai
88	International Multidisciplinary Conference	The Study on Emotional Intelligence and Leadership Styles among Management Employees	8 th & 9 th Feb 2019	V-CMT, Vidyalankar School of Information Technology, Mumbai
89	International Multidisciplinary Conference	A Study of Factors of Subliminal Advertising and its Influence on Consumer Buying Behaviour	8 th & 9 th Feb 2019	V-CMT, Vidyalankar School of Information Technology, Mumbai
90	International Multidisciplinary Conference	Evaluation of Affordable Housing Initiatives with Reference to Housing for All by 2022 – Pradhan Mantri Awas Yojana (Urban)	8 th & 9 th Feb 2019	V-CMT, Vidyalankar School of Information Technology, Mumbai
91	International Conference on Curriculum for Sustainable and Societal Development	How the Higher Education System Promote the Co-operative activities in India	30 th & 31 st March 2019	Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.
92	Dimension of Innovative Business Practices- Discerning New Perspectives	Arbitrage price Discrimination – Maximizing profits	9 th August 2019	St.Joseph's College of Arts & Science for Women, Hosur
93	Dimension of Innovative Business Practices- Discerning New Perspectives	Why Indian Currency Falling Down	9 th August 2019	St.Joseph's College of Arts & Science for Women, Hosur

S.No	Nature of the Programme	Title	Date	Organizing Agency
94	Dimension of Innovative Business Practices- Discerning New Perspectives	Role of Shadow Economy on Indian Parallel Economy	9 th August 2019	St.Joseph's College of Arts & Science for Women, Hosur
95	Dimension of Innovative Business Practices- Discerning New Perspectives	How Does Gold and Dollar Correlation?	9 th August 2019	St.Joseph's College of Arts & Science for Women, Hosur
96.	FDI and Make in India – Synergists of Transforming Indian Economy	The Progress and Achievement of Top Five Service Sectors through the Foreign Direct Investments in India	30 th & 31 st August 2019	Department of International Business, Alagappa University, Karaikudi
97.	International Conference on Business Management, Humanities and Social Science	Appraisal of NABARD's Refinance Assistance in India – Reference of Rural and Agri-Commodity Developments	16 th – 17 th October 2019	South Asian Research Center (SARC), Sri Lanka
98	International Conference on Emerging Trends in Entrepreneurship for Sustainable Social Development (Sponsored by RUSA 2.0)	Evaluation of Crude Palm Oil Commodity in Multi Commodity Exchange: A Study- Develop Financial Entrepreneurs	26 th & 27 th Sept- 2019	Alagappa Institute of Management – Alagappa University, Karaikudi
99	International Conference on MSMEs and Unorganized Sector: Prospects Challenges in the Globalised era	Impact of Subliminal Advertising on Consumer Ability to Interpret	12 th December 2019	PG and Research Department of Commerce, ST.Joseph's College of Arts and Science, Cuddalore
100.	International Conference on Emerging Challenges of Global Business and Road Map for Innovative Solutions -2019)	An overview of Issues and Challenges of core banking solution in district central Cooperative bank	26 th & 17 th Dec 2019	PG & Research Department of Commerce, Government Arts College, Dharmapuri

S.No	Nature of the Programme	Title	Date	Organizing Agency
101	Health Care Management: Today & Tomorrow	Impact of Stock Market Volatility on the Performance of Indian Mutual Fund Industry	7 th & 8 th Feb 2020	Vidyalankar School of Information Technology, Wadala (E), Mumbai
102	Two Days International Multi-Disciplinary Conference on Health Care Management: Today & Tomorrow	Recent Trends of the Pharmaceutical industry in Foreign Direct Investment in India with Reference to Make in India	7 th & 8 th Feb 2020	Vidyalankar School of Information Technology, Wadala (E), Mumbai
103	National Seminar	Entrepreneur's Role on Economic Development in Tamil Nadu	27 th Feb-2020	Hajee Karutha Rowther Howdia College, Uthamapalayam
104	2 nd International e-Conference on Recent Trends in Commerce, Management & Information Technology	Profitability Analysis of Cement Industries in Tamil Nadu	19 th March 2021	J.H.A.Agarsen College, Chennai-60
105	National Seminar	Characteristics of Entrepreneurship	6 th Mar-2022	Hajee Karutha Rowther Howdia College, Uthamapalayam
106	National Seminar	Characteristics of Entrepreneurship	6 th Mar-2022	Hajee Karutha Rowther Howdia College, Uthamapalayam
107	International Conference IEFICS-2022	Is Cryptocurrency a Boon or Curse	20 th & 21 st October 2022	Department Management Studies and Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai
108	National Seminar	A Study on Digital Money in India	24 th Feb - 2023	Krishna Arts & Science College, Krishnagiri
109	Entrepreneurship in the Post – Covid Scenario: Perspectives and Challenges	Global Entrepreneurial Competencies and Failures	9 th & 10 th March 2023	PG Department of Commerce Computer Application, St.Joseph's College, Tiruchirapalli
110	Role of Modern & Innovative Banking Technologies towards the Global Economic Growth	Cryptocurrency and its Impact on Banking	7 th March 2024	School of Commerce, KPR College of Arts Science and Research, Coimbatore

S.No	Nature of the Programme	Title	Date	Organizing Agency
111	International Conference on Business and Finance in Digital Era-trends and Challenges	Cross - Country Analysis of the Crypto-Currency Market with special reference to Bitcoin	6 & 7 March 2024	SRM Institute of Science and Technology, Kattankulathur

Details of Participation at National Level Programme

S.No	Nature of the Programme	Title	Date	Organizing Agency
1.	Local	Stress Management	17 th Mar 1995	Loyola college, Madras – 600 034.
2.	State Level Seminar	Banking in (On) The New Millennium	16 th Mar 2001	Post-graduate & research department of commerce, DG Vaishnav college, Chennai – 600 106.
3.	Workshop	One Day Sensitization Programme on STD, HIV and AIDS for College Teachers	23 rd Dec 2002	D.G. Vaishnav college campus, Arumbakkam, Chennai
4.	Workshop	Entrepreneurship Awareness Programme	21 st &22 nd Oct 2005	Periyar Institute of Management Studies, Periyar University, Salem -11.
5.	Workshop	Marketing of Banking Services in LPG – Era	28 th Dec 2005	Department of Bank Management, PGP college of Arts and Science, Namakkal – 637 207.
6.	State Level Workshop	Recent Development of Consumer Co-Operatives in Tamil Nadu	19 th & 20 th Jan 2006	Gandhigram Rural Institute-Deemed University, Dindigul, Tamil Nadu.
7.	National Workshop	GEO – IPR 2006	5 th & 6 th Oct 2006	Department of Geology and Department of Commerce, Periyar University, Salem – 11.
8.	National Conference	Recent Advances in Accounting	28 th & 29 th Mar 2007	Department of Commerce & Salem Chapter of Indian Accounting Association, Periyar University, Salem – 11.
9.	Workshop	Application of SPSS in Social Sciences Research	27 th & 28 th Jul 2007	Department of Commerce, Periyar University, Salem – 11.
10.	Faculty Development Programme	Soft Skills Training For Commerce Faculty (SSTC-2007)	24 th & 25 th 2007	Department of Commerce, Periyar University, Salem – 11.
11.	Workshop	Dynamics of Decision Analysis	31 st Mar 2008	Department of Commerce, Periyar University, Salem – 11.
12.	Workshop	Role of Environment in the Decision Taking Process of the Corporate Sector	31 st Mar 2009	Department of Commerce, Periyar University, Salem – 11.
13.	National Workshop	Methodological Metrics in Business research	23 rd & 27 th Apr 2012	Department of International Business and Commerce, Alagappa University, Karaikudi – 630 004.

S.No	Nature of the Programme	Title	Date	Organizing Agency
14.	National Workshop	Application of SPSS for Contemporary Research	12 th & 13 th Nov 2015	Department of Commerce, Periyar University, Salem – 11.
15.	State Level Workshop	Emerging Issues in Amalgamation, Absorption and Reconstruction	30 th Dec 2015	Department of Commerce, A.E.T College, Narasingapuram.
16	One Day Workshop	How to Effectively Construct Research Thesis & Dissertation	23 rd Mar 2018	Department of Commerce, Periyar University, Salem – 11.
17	Regional Level Symposium	Role of Higher Education in Social Change: Prospects and Challenges	28 th Mar 2018	Periyar Institute of Management Studies, Periyar University, Salem-11
18.	Workshop	Ranking of Universities, NAAC Accreditation and NIRF	12 th Feb 2019	Periyar University, Salem -11
19.	One day Workshop	Successful Entrepreneurs – Hands on Experience	21 st Mar 2019	Department of Commerce, Periyar University, Salem – 11.
20.	Online Quiz	International Yoga Day E-Quiz	20 th June 2020	SNS College of Technology, Coimbatore
21.	Online webinar	Challenges and Opportunities in Startup and Innovation	14 th July 2020	Mahendra Institute of Technology
22.	Online webinar	The Impact of Artificial Intelligence on the Future of Finance	12.3 2021	Loyola College, Chennai
23.	One day National Workshop	Tips for Effective Research Writing	22 nd March 2021	Department of Commerce, Periyar University, Salem
24.	Online webinar	Intellectual Property Rights – in Research and its Prominent Changes	9 th April 2021	Nizam College, Hyderabad
25.	National level Workshop	Intellectual Property Rights & IP Management for Start up	10 th April 2021	Marudhar Kesari Jain College for Women, Vaniyambadi
26.	National Seminar	Execution and Implementation of National Education Policy	17 th April, 2021	GNIOT MBA Institute, Lucknow
27.	Online webinar	CSR: Implementation and Computation	20 th June 2021	Indian Accounting Association, Jaipur Chapter & Inspira Research Association (IRA), Jaipur
28.	Online webinar	All Life is Yoga: Sri Aurobindo's Vision for an Integral Transformation	25 th June 2021	SAMBHRAM Academy of Management Studies
29.	National Level Webinar	The Future of Accounting (Cloud Based Accounting)	23 rd July 2021	Rajapalayam Raju's College, Rajapalayam

S.No	Nature of the Programme	Title	Date	Organizing Agency
30.	National Level Webinar	Business Sustainability and Digitalization in Modern Era	26 th July 2021	St.Xavier's College, Palayamkottai, Tirunelveli
31.	National Level Webinar	Entrepreneurial Opportunities and Government Subsidies in the Post Covid Era	30 th July 2021	St.Xavier's College, Palayamkottai, Tirunelveli
32.	National Level Webinar	An Insight into Tourism Industry with Special Reference to Agritourism and Rural Tourism	31 st July 2021	Aragami Institute of Computers and Advanced Management Studies
33.	National Level Webinar	Intellectual property Rights	5 th August 2021 to 7 th August 2021	St.Joseph's College of Arts and Science, Cuddalore
34.	National Level Webinar	Workshop on Structural Equation Model (SEM) using AMOS	30 th August 2021	SHASUN Jain College for Women, Chennai
35	National Level Webinar	Seminar on Emerging Trends and Development in Commerce and Management	31 th August 2021	Maharishi Arvind Institute of Science and Management Jaipur
36	National Level Webinar	ICSI Teacher's Conference on "Empowering Educators"	9 th September 2021	The Institute of Company Secretaries of India & Sona College of Arts and Science College, Salem
37	Two day Online Workshop	Empowering Rural Consumers	19, 20 November 2021	Ministry of Consumer Affairs, Government of India and School of Commerce, Bharathiar University, Coimbatore
38	One day Webinar	How to be a Wise Consumer and Smart Investor	16 th December 2021	National PG College Bhongaon Manipuri Uttar Pradesh & Consumer Guidance Society of India
39	Youth Awareness Campaign	Cooperative Enterprises Build a Better World for Youngsters Tomorrow	11 September 2022	Institute of Cooperative management Madurai with Department of Commerce, Periyar University

Details of Participation at International Level Programme

S.No	Nature of the Programme	Title	Date	Organizing Agency
1	International Workshop	Derivatives and Risk Management	11 th Dec 2015	PG & Research Department of Commerce, Cauvery College for Women, Trichy-620 018
2	International Workshop	International Research Colloquium-2016	28 th Jan 2016	Global Association of Commerce & Management, Salem
3	International Workshop	Un Sustainable Development Goals 2030	21 st & 22 nd Jun 2018	Department of Commerce, Periyar University, Salem – 11 & University of Hertfordshire, England, United Kingdom.
4	International Seminar	Research Intelligence and Database (RID – 2018)	14 th Dec 2018	Department of Library and Information Science, Periyar University, Salem-11
5	Venus International Foundation	Future shape of Higher Education, Technological Change and Expectations of the Next Generation Students	6 th July 2019	Centre for Advanced Research and Design of Venus International Foundation, Chennai.
6	One day Online International Seminar	Challenges and Opportunities in Global Trade	25 th March 2021	PSG College of Arts & Science, Coimbatore
7.	One day Online International Seminar	Communication of Affection for Healthy Work Life Integration – A Global Perspective	30 th March 2021	St.Mary's College, Thoothukudi.
8.	One day Online International Webinar	Digital Humanities	5 th April 2021	Seshadripuram Evening Degree College, Bengaluru
9.	One day Online International Webinar	Digital Humanities	17 th April 2021	Seshadripuram Evening Degree College, Bengaluru
10	One day Online International Webinar	Global Standards in Library Science	20 th April 2021	Seshadripuram Evening Degree College, Bengaluru
11	One day Online International Webinar	Market Trends – Focus on Aspirants Aiming for Growth Opportunities in Digital Era	4 th June 2021	Sindhi College, Bengaluru

S.No	Nature of the Programme	Title	Date	Organizing Agency
12	One day Online International Webinar	Sexual Harassment at Workplace	19 th June 2021	Rajapalayam Rajus' College, Rajapalayam
13	One day Online International Webinar	Marian Research Forum	22 nd July 2021	St.Mary's College, Thoothukudi
14	International Conclave	Tools and Strategies for Emerging Business	18 th August 2021	KPRCAS, Coimbatore

Research Projects Completed

	Title of the Project	Amount Rs.	Funding Agency	Period	
1	The Impact of NABARD Refinance on Socio-Economic Development of Self-Help Groups in Tamil Nadu	6,04,200	UGC	3 Years 2006-2009	Completed

Consultancy Projects Details

	Title of the Project	Amount Rs.	Funding Agency		Period	Status
1	Way to improve the Workers Efficiency	Rs.25,000	Jayam Engineering and Tools (Coimbatore)		1 yr	Completed July 2022
2	Evaluation of Workers Attitude	Rs.10,000	Aravind Engineering (Coimbatore)		1 yr	Completed July 2022
3	SWOT Analysis of Employees	Rs.15,000	Mark Preserve products (Coimbatore)		1 yr	Completed July 2022
4	The way to improve the Manufacturing Level	Rs.15,000	Nivathitha Hi-Tech (Coimbatore)		1 yr	Completed July 2022

Students' Funded Projects

	Title of the Project	Name of the Student, Registration No & Year	Amount Rs.	Funding Agency	Period	Status
1	Bakery Industry: Consumers' Preference and Acceptance Level of Sri Saravana Bakery items Name	S.Poojasri (P19COM1025) Apr-2021	Rs.5,000	Sri Saravana Bakery, Salem	6 Months	Completed
2	Comparative Analyse of Gold Schemes of AVR Jewellery in Salem	A.Fathima (P19COM1007) Apr-2021	Rs.5,000	AVR Jewellery, Salem	6 Months	Completed
3	Evaluation of logo formation-Reference to Reliance Infrastructure	Thamarai Selvi.R (P20COM1029) June 2022	Rs.5,000	Reliance Infrastructure	6 Months	Completed

Mandatory and Other Important Training Courses Attended

S.No	Program	Duration	Organized by
1	Refresher	20.11.2007 To 10.12.2007 (21 days)	UGC Academic Staff College, Bharathiar University
2	Orientation	04.09.2012 To 1.10.2012 (27 days)	UGC Academic Staff College, Madras University
3	Refresher	23.7.2014 To 12.8.2014 (21 days)	UGC Academic Staff College, Madras University
4	Zonal Level Orientation Programme	18.2.2015 To 20.2.2015 (3 days)	Indian Red Cross society Tamil Nadu and Periyar University.
5	Faculty Capacity Building Programme	17.4.2015 To 30.4.2015 (14 days)	PRIMS & ICSSR, Periyar University, Salem -11.
6	Faculty Development Programme	14.12.2016 To 21.12.2016 (8 days)	Department of English, Periyar University, Salem-11
7	Faculty Development Programme on Securities Market	03.12.2018 To 04.12.2018 (2 days)	National Institute of Securities Markets with Department of Commerce, University of Madras
8	Training of Trainers Programme	24.06.2019 To 28.06.2019 (5 days)	Indian Institute of Public Administration, Centre of Consumer Studies, New Delhi
9.	Faculty Development Programme	29 th and 30 th June 2020 (2 days, online mode)	National Institute of Securities Markets
10.	Skill Development Programme on Social Media Digital Marketing-Phase I	10.08.2020 to 21.08.2020 (10 days, online mode)	School of Commerce, Bharathiar University, Coimbatore
11	Skill Development Programme on Digital Marketing – Phase II	02.09.2020 to 12.09.2020 (10 days, online mode)	School of Commerce, Bharathiar University, Coimbatore
12	Skill Development Programme on Digital Marketing – Phase III	06.10.2020 to 16.10.2020 (10 days, online mode)	School of Commerce, Bharathiar University, Coimbatore
13	FDP on ICT Tools for Teaching and Learning	21.10.2020 to 29.10.2020 (7 days, online mode)	Department of Commerce, Periyar University, Salem
14	Professional Development Workshop	10.11.2020 (1 day, online mode)	AWAYAM Cell, Periyar University, Salem
15	FDP on Teaching Learning Practices in 2020	16.11.2020 to 21.11.2020 (6 days, online mode)	Hindusthan College of Arts and Science – Coimbatore

S.No	Program	Duration	Organized by
16	Entrepreneurship Development Programme	25.11.2020 to 02.12.2020 (7 days, online mode)	Centre for Rural Entrepreneurship Development of Periyar University and Mahatma Gandhi National Council of Rural Education, Ministry of HRD, GoI
17	Skill Development Programme on Digital Marketing – Phase VI	16.12.2020 to 28.12.2020 (10 days, online mode)	School of Commerce, Bharathiar University, Coimbatore
18	Mitigating Climate Chance,(FDP)	26 th April to 6 th May-2021 (10 days, online mode) UGC Stride Project on Climate Change	Central University of Tamil Nadu
19	Research Proposal Writing and Funding Opportunities	11 th and 12 th -June – 2021	Sengamala Thayaar Educational Trust Women's College, Sundarakkottai
20	Faculty Development Program on Capital Markets	22 nd and 23 rd June 2021	NSE Academy Ltd and School of Commerce, Bharathiar University.
21	International Entrepreneurship Development Programme	28 th June to 2 nd July 2021	Dr.S.Gopalaraju Government First Grade Collge,Anekal,Karnadaka
22	Faculty Development Program on Pedagogy of Teaching and Tools on E-Content Development for Effective Teaching	5 th to 14 th July 2021 (10 days)	Christopher Arts Science College (Women), Tirunelveli
23	Capability Enhancement Program on Recent Trends in Commerce & Management – ”Risk Based Internal Auditing – Way forward for Excellence”	15 th July 2021	Guru Nanak College, Chennai

S.No	Program	Duration	Organized by
24.	Capability Enhancement Program on Recent Trends in Commerce & Management – ”Changes in Accounting & Auditing Practices in Global Scenario”	16 th July 2021	Guru Nanak College, Chennai
25.	Capability Enhancement Program on Recent Trends in Commerce & Management – ”Building Right Business Strategy with Artificial Intelligence & Machine Learning”	17 th July 2021	Guru Nanak College, Chennai
26.	Capability Enhancement Program on Recent Trends in Commerce & Management – ”EDP for Business – A Management Decision Making Tool”	18 th July 2021	Guru Nanak College, Chennai
27.	FDP on Outcome Based Education	26 th July 2021 to 1 st August 2021	Karpagam Academy of Higher Education
28.	FDP on Investor Awareness on Stock Market	2 rd August 2021 to 7 th August 2021	Rajapalayam Rajus’ College, Rajapalayam
29.	FDP on Learning Outcomes-Based Curriculum Framework	14 th August 2021	Muthurangam Govt.Arts College, Vellore
30	4 Days FDP	13 September 2021 to 16 September 2021	Chennai National Arts and Science College, Chennai
31	One day FDP on Introduction to Security Market	16 th October 2021	Sri Devi and Science College, Ponneri

S.No	Program	Duration	Organized by
32	FDP on Innovation and New Paradigms in Education	04.03.2022	AMITY Global Business School, Chennai
33	Hands-on Training workshop on Self Learning Material (SLM) based E-Content Development	14.03.2022	Periyar Institute of Distance Education, Periyar University
34	FDP – Investors Grievance Redressal Mechanism	26.03.2022	Padmavani Arts and Science for Women, Salem
35	e-Tender – Training Programme	18.10.2023 and 19.10.2023	University of Madras and National Informatics Centre

Programme Organized

	Nature of the program	Title	Date	Funded by
1	Workshop	Dynamics of Decision Analysis	31 st Mar 2008	University
2	Workshop	Role of Environment the Decision making process of the Corporate Sector	31 st Mar 2009	University
3	National Seminar	Women Empowerment through Microfinance	28 th Jan 2011	University
4	Two days National Symposium	Trading in Security and Commodity markets as an Attractive and Safe Investment Portfolio	30 & 31 st Aug 2013	Forward Markets Commission Mumbai
5	Special Lecture Programme	How to do effective research work	7 th Apr 2014	Self
6	Special Lecture Programme	Research Dimensions in International Market	16 th Dec 2014	Self
7	Special Lecture Programme	Employment Opportunities for Commerce Students	7 th Jan 2015	Self
8	Special Lecture Programme	Soft Skill for Future Business Managers	12 th Jan 2015	Self
9	Special Lecture Programme	Formulation of Research Hypothesis and Application of Statistical Tools	12 th Mar 2015	Self
10	Special Lecture Programme	Budget and Indian Economy-2015	13 th Mar 2015	Self
11	Special Lecture Programme	Derivatives Trading Practices in India	10 th Aug 2015	Self
12	Special Lecture Programme	Various Innovative Research Dimensions in Commerce and Management	20 th Apr 2016	Self
13	Training Programme	Effectual Investment	7 th Oct 2016	Self
14	Special Lecture Programme	Padaippin Sakthi (Creating Power)	17 th Feb 2017	Self
15	Special Lecture Programme	Budget (2017) and Demonetization Effects – Discussion	21 st Feb 2017	ICAI and PGP Group, Chennai
16	Training Programme	Human Resource Skill Development	8 th Sep 2017	Self
17	Special Lecture Programme	Investment Awareness	19 th Feb 2018	Self
18	National Conference (Co-Organizer)	Commerce and Business – A Paradigm Shift to Information and Communication Technology (CBICT- 2018)	15 & 16 th Mar 2018	University
19	One day Workshop	How to Effectively Construct Research Thesis & Dissertation	23 rd Mar 2018	Self

	Nature of the program	Title	Date	Funded by
20	Investment Awareness Programme	Identify Best Investment Avenue-2018	26 th Sep 2018	Self
21	Two Day International Conference	Significance of Joint Liability Group as Saviours of Rural Poor Students	9 th & 10 th Oct 2018	Registration Fee
22	One day Workshop	India's Monetary Policy for Future Financial Prosperity	27 th Feb 2019	Self
23	Special Lecture Programme	Developments in Research Methodology	22 nd May 2019	Self
24	Two Day National Seminar	Globalization, Innovations in Technology and Consumer Protection	29 th & 30 th Jul 2019	Indian Institute of Public Administration IIPA (New Delhi)
25.	Startup Programme	Students Investors' Startup Programme	17.09.2019	Generated funds
26.	Awareness Programme	Covid - 19	13.03.2020	Own Fund
27.	One day Workshop	Tips for Effective Research Writing	22.03.2021	University Fund
28	Youth Awareness Campaign	Cooperative Enterprises Build a Better World Youngsters Tomorrow	22.09.2022	University Fund

Details of Invited Talks, Recourse person, Guest lecture, Chief Guest and others

S.No	Nature of the Programme	Title	Date	Organizing Agency
1	Training Programme for BSNL Employees	Meditation and Effective Communication	26 th Dec 2004 to 9 th Dec 2005	Department of commerce, Periyar University, Salem -11.
2	International Conference	Globalization- Impact, Challenges and opportunities	14&15 th Mar 2008	St Joseph College of Arts & Science Cuddalore -607 001.
3	Development Programme	Faculty Development Programme	9 th Mar to 20 th Mar 2011	PRIMS, Periyar University, Salem-11.
4	Guest lecture Programme	Recent Developments in Commerce Education	6 th Jul 2011	Padmavani Arts & Science College for Women, Salem-636 011.
5	Guest lecture Programme	Value Based Education in Commerce & Business Administration	9 th Sep 2011	Paavendhar College of Arts & Science, Manivilundhan-636 121, Salem.
6	Guest lecture Programme	Corporate Accounting	31 st Jan 2012	Sri VijayaVidyalaya College of Arts & Science, Dharmapuri -636 701.
7	Guest lecture Programme	Corporate Accounting	27 th Feb 2012	Sri VijayaVidyalaya College of Arts & Science, Dharmapuri -636 701.
8	Guest lecture Programme	Recent Job Opportunities in the Commerce & Management Curriculum	22 nd Jun 2012	Padmavani Arts & Science College for Women, Salem-636 011.
9	Guest lecture Programme	Accounting for B.com Students	28 th Aug 2012	Sri Vijaya Vidyalaya College of Arts & Science, Dharmapuri -636 701.
10	Entrepreneur Development Programme	EDP For SC Unemployed Youth	20,22,23 rd Feb &9,15 th Mar 2012	Entrepreneurship Development Institute, Chennai &Periyar Institute of Management Studies – PRIMS, Periyar University, Salem -11.
11	Development Programme	Entrepreneurship Development Programme	18.4.2012 to 20.4.2012	EDI Hyderabad &Periyar Institute of Management Studies – PRIMS, Periyar University, Salem -11.
12	National Conference	Emerging Trends in Advertisings (Chaired a valedictory)	12 th Oct 2012	Padmavani Arts & Science College for Women, Salem-636 011.
13	One day National Conference	Emerging Trends in Advertising (Need for social and cultural values in advertisements)	12 th Oct 2012	Padmavani Arts & Science College for Women, Salem.

S.No	Nature of the Programme	Title	Date	Organizing Agency
14	Seminar Programme	Importance of Accounting Knowledge in the New Millennium	4 th Jan 2013	Shri Sakthikailassh Women's College, Ammapet, Salem.
15	Workshop Programme	Soft Skill Development Programme	14 th Mar 2013	Vivekanandha College for Women, Tiruchengode,
16	Regional Level Workshop	Sustainable Consumption for Sustainable Development	27&28 th Mar 2013	Department of commerce, Periyar University, Salem -11.
17	National Workshop	International Financial Reporting Standards (IFRS) – 81 Indian Current Scenario.	25&26 th Jul 2013	Department of commerce, Periyar University, Salem -11.
18	Guest lecture Programme	Impact of Professional Course in Current Scenario	8 th Aug 2013	Sree Amman Arts & Science College, Erode-638 102.
19	National Level Symposium	Trading in Security and Commodity Market as an Attractive and State Investment Portfolio	30&31 st Aug 2013	Department of commerce, Periyar University, Salem -11.
20	International Conference	Business Innovation 2013	21 st Dec 2013	International Journal of Research & Business Innovation (IJRBI) Tamil Nadu, India.
21	Special Lecture Programme	How to Improve Entrepreneur Development Skill	31 st Dec 2013	Laxmi Narayana Arts & Science College for Women, Dharmapuri.
22	Guest lecture Programme	Members of Entrepreneurial Development Cell	7 th Jan 2014	Sri Vijaya Vidyalaya College of Arts & Science, Dharmapuri -636 701.
23	Guest lecture Programme	Accounting for M.com Students	7 th Jan 2014 (2pm)	Sri Vijaya Vidyalaya College of Arts & Science, Dharmapuri -636 701.
24	National Seminar	Emerging Issues of Workers in Modern India	15 th Mar 2014	Department of Commerce, PRUCAS, Pappireddipatti, Dharmapuri dt.
25	National Level Conference	Recent Trends in Marketing	20 & 21 st Mar 2014	HajeeKaruthaRowtherHowdia College, Uthamapalayam – 625 533, Theni Dt.
26	Guest lecture Programme	Recent Trends in Marketing	21 st Mar 2014	HajeeKaruthaRowtherHowdia College, Uthamapalayam – 625 533, Theni Dt.
27	International Conference	Impact of Globalization on Indian Financial System	30 th Aug 2014	Department of Commerce Vivekananda College, Tiruvedakam West, Madurai
28	Guest lecture Programme	What is Next	11 th Oct 2014	OHM RAM Charitable Trust, Sankagiri, Salem.

S.No	Nature of the Programme	Title	Date	Organizing Agency
29	Career Guidance Programme	Arts and Science and Job Opportunities	29 th Jan 2015	Govt. Hr. Sec. School, Mechari. Supported by UNICEF
30	National Seminar	Challenges and Opportunities for Online Marketing	9 th Mar 2015	Sri Sarada Niketan College of Arts & Science for Women, Salem – 636 354
31	National Multi-Disciplinary Conference	New Trends in Higher Education (In Special Reference in Commerce & Management)	13&14 th Mar 2015	Vidyalankar School of Information Technology, Mumbai-37.
32	Guest lecture Programme	Versatile Knowledge in Commerce Curriculum	19 th Sep 2015	Adhiyaman Arts & Science College for Women, Uthangarai-635 207
33	Guest lecture Programme	Versatile Opportunity in Commerce Curriculum	25 th Sep 2015	SAN I CAS International College of Arts & Science, Coimbatore.
34	State Level Workshop	Emerging Issues in Amalgamation, Absorption and Reconstruction	30 th Dec 2015	Department of Commerce, A.E.T College, Narasingapuram, Attur.
35	National Level Conference	Innovation, Trends & Concerns in the Field of Investment Management	4 th Mar 2016	Umayal Ramanathan College for Women, Karaikudi
36	National Level Conference	Bilateral Influence of Gold and Crude Oil Price on USA Dollar	5 th Mar 2016	Sri VidayaMandhir College, Neikkarapatti.
37	International Conference	Environmental Auditing and Accounting	9 th to 11 th Mar 2016	Department of commerce, Periyar University, Salem -11.
38	Guest lecture Programme	Recent Trends in Branding	29 th Jul 2016	Kailash Women's College, Nangavalli, Salem-636 502.
39	National Seminar	Consequence of FDI in India	28 th Sep 2016	AJK College of Arts and Science, Coimbatore.
40	Guest lecture Programme	Cost Accounting for MBA	21 st & 24 th Oct 2016	PRIMS, Periyar University, Salem-11.
41	Guest lecture Programme	Cost Accounting for MBA	25 th & 26 th Oct 2016	PRIMS, Periyar University, Salem-11.
42	Guest lecture Programme	Cost Accounting for MBA	27 th & 28 th Oct 2016	PRIMS, Periyar University, Salem-11.
43	Guest lecture Programme	Research Methodology for M.Phil & Ph.D	11 th Nov 2016	PRIMS, Periyar University, Salem-11.
44	Guest lecture Programme	Corporate Accounting	8 th Feb 2017	Sri VijayVidyalaya College of Arts & Science, Dharmapuri - 636 807.
45	Guest lecture Programme	Recent Development in Commerce Curriculum	21 st Jul 2017	Maisurii Women's College of Arts & Science, Salem-637 504.
46	International Conference	Capitalising on Hot Investing Trend for 2017	28 th Jul 2017	AVS College of Arts & Science, Salem- 636 106.

S.No	Nature of the Programme	Title	Date	Organizing Agency
47	International Conference	Finance and Marketing	19 th Aug 2017	MEASI Institute of Management, Royapettah, Chennai-600 014
48	Guest lecture Programme	Financial Planning for Young Investors	5 th Oct 2017	PSA College of Arts & Science, Dharmapuri- 636 704.
49	National Conference	India's Foreign Policy with Neighboring Countries	24 & 25 th Jan 2018	Vivekanandha College of Arts & Sciences for Women, Trichengode, Namakkal Dt.
50	National Seminar	Emerging Trends in Trade and Commerce	21 st Feb 2018	PG & Research Department of Commerce, St. Joseph College of Arts and Science, Manjakuppam, Cudalore
51	National Conference	Commerce and Business – A Paradigm Shift to Information and Communication Technology (CBICT – 2018)	15 & 16 th Mar 2018	Department of Commerce, Periyar University, Salem – 11
52	Refresher Course	Acumen of Research: Do's and Don'ts in an Unprecedented Loom	24 th May 2018	UGC- Human Resource Development Centre, Bharathiar University, Coimbatore – 641 046.
53	FDP Programme	How to Learn and Teach Accounting Characters	14 th Jul 2018	AVS College of Arts and Science, Salem- 636 106.
54	Guest lecture Programme	Understanding of Capital Market Operations and its Significant	20 th Jul 2018	Sengunthar Arts and Science College, Trichengode – 637 205.
55	International Conference	Significance of Joint Liability Group as Saviours of Rural Poor Students	9 th & 10 th Oct 2018	Department of Commerce, Periyar University, Salem-11
56	International Multidisciplinary Seminar	Status of India and China Economy	30 th Oct 2018	Government First Grade College, Bangalore
57	Regional Seminar	Taxation and Portfolio Management	18 th Dec 2018	Department of Commerce, Annamalai University, Annamalinagar-608 002
58	National Seminar	Globalization, Innovation in Technology and Consumer Protection	29 th & 30 th July 2019	Department of Commerce, Periyar University, Salem – 11- Collaboration with IIPA – New Delhi.
59	National Seminar	Globalization, Innovation in Technology and Consumer Protection	29 th & 30 th July 2019	Department of Commerce, Periyar University, Salem – 11- Collaboration with IIPA – New Delhi.
60	International Conference (Keynote Speaker)	Dimension of Innovative Business Practices – Discerning New perspectives	9 th August 2019	Department of Commerce, St. Joseph's College of Arts & Science for Women, Hosur.
61	International Conference	Dimension of Innovative Business Practices – Discerning New perspectives	9 th August 2019	Department of Commerce, St. Joseph's College of Arts & Science for Women, Hosur.

S.No	Nature of the Programme	Title	Date	Organizing Agency
62	National Seminar	Students' Eye - 2019	22 nd August 2019	PG & Research Department of Commerce, St. Joseph's College of Arts and Science, Cuddalore
63	Vigilance Awareness Week	Integrity – A way of Life	1.11.2019	Periyar University association with Indian Bank, Salem
64	Guest Lecture	Merger and Acquisition Accounting Practices in India	24.1.2020	Sona College of Arts and Science, Salem
65	Training Programme	Product Development Entrepreneurship Development Programme	28 th January 2020	Microbiology, Periyar University, Salem 11
66	Training Programme	Advertisement Management for Start-Ups Entrepreneurship Development Programme	29 th January 2020	Microbiology, Periyar University, Salem 11
67	National Seminar	Millennial Entrepreneurs – The Emerging Paradigm to Sustainable Development	27 th February 2020	Hajee Karutha Rowther Howdia College, Uthamapalayam
68	Guest Lecture	Students Attitudinal Changes in Present Scenario	21 Feb 2020	NSS Unit I, Periyar University, Salem
69	Guest Lecture	Project Methodology in Commerce	9 th March 2020	Sri Ganesh College of Arts & Science, Salem 14
70	Webinar (e-content)	Corona Virus Pandemic Vs. Stock Market Volatility: Identifying Meaningful Investment Avenues	17 th May 2020	Vivekanandha College of Arts and Science for Women, Tiruchaengode
71	Webinar (e-content)	How to Incorporate Scientific Implications in Social Research Domain	31 st May 2020	Vels Institute of Science, Technology & Advanced Studies, Chennai
72	Webinar (e-content)	Impact of Covid-19 Pandemic on Indian Economy	7 th June 2020	Dr.Zakir Husain College, Ilayangudi.
73	Webinar (e-content)	Social Media & Digital Marketing	10 th June 2020	Vivekanadha College of Engineering for Women
74	Webinar (e-content)	Investment Planning after Covid 19 Pandemic	20 th June 2020	SNMV College of Arts & Science Institute of Management
75	Webinar (e-content)	More Appropriate Investment Avenues for Women	29 th Oct 2020	Gonzaga College of Arts and Science for Women
76	Webinar (e-content)	Online Investment Trade Practices	6 th Jan - 2021	SNMV College of Arts and Science, Institute of Management
77	National Webinar (e-content)	Contemporary Issues in Capital Market	14 th July 2021	Mother Teresa Women's University, Kodaikanal

S.No	Nature of the Programme	Title	Date	Organizing Agency
78	Hands-on Training	Implementing Procedure of Double Entry System in Educational Institutions	10 th May 2022	Finance Office, Periyar University, Salem
79	Special Lecture Program	Double Entry Accounting System	5 th June 2022	Department of Economics, Periyar University, Salem -11
80	Special Lecture Program	Fundamentals of Accounting Techniques	23 rd August 2022	Selvamm Arts and Science College, Namakkal
81	International Conference	IEFICS-2022	20 th & 21 st October 2022	Department Management Studies and Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai
82	International Conference Entrepreneurship in the Post – Covid Scenario: Perspectives and Challenges	Entrepreneurial Competencies and Failures	9 th & 10 th March 2023	PG Department of Commerce Computer Application, St.Joseph's College, Tiruchirapalli
83	National Seminar	Impact of Digital Money in India	24 th Feb 2023	Krishna Arts & Science College, Krishnagiri
84	International Conference	G20 Moving towards Sustainable and Inclusive Growth	05&06 March 2023	Vivekanandha College of Arts and Science for Women, Tiruchengode
85	National Conference	Digital India: Revolutionizing the Economic Sector	17 th March 2023	Pachamuthu College of Arts and Science for Women, Dharmapuri
86	Seminar	Unlocking the Secrets: Mastering the Art of Stock Investment & Finathlon 1.0 (Competition of Share Trading)	10 th July 2023	Sona College of Arts and Science, Salem
87	Club Inauguration	Why Club and Associations important for students	26 th July 2024	AVS Arts and Science College, Salem

Copyrights Received

S.No	Title	Authors	Reg.No	Date
1	Behavioral Finance Perspectives With Reference To Mutual Fund Investors In Tamil Nadu	Dr. K. Prabhakar Rajkumar	L-71684/2017	26.12.2017
2	Salient Service Quality and Usage Pattern of SBI ATMs in Salem Town	Dr. K. Prabhakar Rajkumar	L-75812/2018	06.06.2018
3	Self Help Groups – A Panacea for the Socio-Economic Development of Transgenders in Tamil Nadu	Dr. K. Prabhakar Rajkumar M.Suguna	L-77355/2018	20.08.2018
4	The Impact of Corporate Announcements on Security Prices and Individual Investor's Investment Behavioural Pattern	Dr. K. Prabhakar Rajkumar S. Kala	L-78294/2018	10.10.2018
5	Employment Generation and Well Being of Men Self Help Groups in Salem District	Dr. K. Prabhakar Rajkumar	L-85411/2019	12.09.2019
6	MSMEs in Tamil Nadu: Contemporary Developments, Administrative Problems and Key Factors for their Success (with special reference to Coimbatore)	Dr. K. Prabhakar Rajkumar R.Leelavathi	L-102474/2021	17.05.2021
7	The Impact of NABARD Refinance on Socio-Economic Development of Self Help Groups in Tamil Nadu	Dr. K. Prabhakar Rajkumar	L-103272/2021	17.05.2021
8	Marketing of Women Self Help Groups Products – SWOT Analysis (with special reference to Chennai district)	Dr. K. Prabhakar Rajkumar	L-103273/2021	26.04.2021
9	A Study on the Influence of Inflation of Bombay Stock Exchange Consistency	Dr. K. Prabhakar Rajkumar	L-116923/2022	22.07.2023
10	The Role of Luxury Behavioral Science Segmentation in Developing the Luxury Values and Purchases in Tamil Nadu with Reference to Luxury Clothing, Accessories and Appliances.	Dr. K. Prabhakar Rajkumar	L-120701/2-23	18.01.2023

Patents Obtained

	Application No	Publication Date	Title of the Invention	The Patent Office Journal No.	Name of the Owner
1	.202111056332 A	: 10/12/2021	Best HR Practices in an Organized Retail Sector	50/2021	Dr.K.Prabhakar Rajkumar
2	202141057716 A	28/01/2022	Impact on Job Satisfaction	04/2022	Dr.K.Prabhakar

			in Company/Industry		Rajkumar

Awards Received

S.No	Name of the Award	Name of the Donor
1	The Best Citizens of India 2013	International Publishing House
2	Teacher Achievement Award-2014	Navraj Academy for Managerial Excellence
3	Outstanding Scientist VIFRA Award-2015	Venus International Foundation
4	Bharat Vikas Award -2016	Institute of Self Reliance
5	Distinguished Faculty in Humanities and Social Sciences – 2019	Venus International Foundation
6	Research Professor in Finance – 2022-23	Indian Institute of Finance

Best Research Paper/ Presentation Award

S.No	Nature of the Programme	Title	Date	Organizing Agency
1.	International Conference on Business Management, Humanities and Social Science	Appraisal of NABARD's Refinance Assistance in India – Reference of Rural and Agri-Commodity Developments	16 th – 17 th October 2019	South Asian Research Center (SARC), Sri Lanka

Abroad Visit

	Name of the Country	Date of Visit	Purpose of Visit	Name of the Organizer
1	Singapore	11-12 th December 2017	5 th Annual International Conference	THOR 2017, Singapore.
2	Sri Lanka	16 th – 17 th October 2019	International Conference on Business Management, Humanities and Social Science	South Asian Research Center (SARC), Sri Lanka

Membership of Societies

Organization	Year of Induction	Grade of membership
Association of Economists of Tamil Nadu	11.09.2006	Life Time
Indian Accounting Association	21.07.2010	Life Time

Title of Degree Projects

	Degree	Title	Year of Completion
1	M.Com	Recent Development in Fishery Sector of Kerala	1994
2	M.Phil	A Study on Present Trend and Developments of Fisheries (Aquaculture in Kerala)	1996
3	Ph.D	A Study on the Role of NABARD in Providing Refinance for Agriculture and Rural Development in India with Special Reference to Tamil Nadu	2005

Details of Editorial Board Member

S.No	Name of the Journals
1	International Journal of Contemporary Commerce
2	Universal Journal of Accounting and Finance
3	International Journal of Transformations in Business Management
4	International Journal of Research in Social Science & Humanities
5	International Research Journal of India
6	SMART Journal of Business Management Studies

Other Activities

Assignments carried out in Department and University

S.No	Post held	Function	Duration
1	Acted as Soft Skill Development officer	Motivator	2011-2012
2	Staff in charge of Tour and Industrial Visit	Organizer	2009 To 2018
3	Staff in charge of Time Table preparation and Department Library.	Planner	2009 To 2018
4	Staff in charge of Students Discipline and Mentoring service	Maker	2009 To 2018
5	Staff in charge of conduct of Semester Examination, Internal Assessment and Entrance Test	Observer	2009 To 2018
6	Acted as External Chief Superintendent (15 days)	Examination Conduction (2 times)	1.12.2012 To 15.12.2012 11.11.13 To 16.12.13
7	Acted as Question Paper Setter for various Universities/Colleges	Question Paper Setter	2009 to Till Date
8	Acted as Additional Superintendent in Pachamuthu College of Arts & Science, Dharmapuri.	Examination Conduction (1 time)	25.05.2015 To 30.05.2015
9	Admission Selection Committee Member	Member	8.10.2014 To 14.10.2014
10	Acted as Inspection Committee Member- PRIDE – Study Centre	Member	2014 to Till Date
11	Acted as Inspection Commission Member – Course Affiliation	Member	2013 to Till Date
12	Acted as Examiner in other Colleges/ Universities	Examiner	2011 to on Date
13	Acted as Member for Board of Studies in Periyar University	Member	2016
14	Acted as Convocation Committee Member in Periyar University	Member	2011 to Till Date
15	Acted as Doctoral Committee Member in other Colleges/ Universities	Member	2014 to Till Date
16	Acted as Editorial Board Member	Member	

Extension Activities

S.No	Post held	Duration
1	Organized Blood Donation Programme	26.03.2012
2	Organized Blood Donation Programme	15.02.2013
3	Organized Special Lecture Programme (Value Based Education)	10.10.2012

Administrative Assignments

	Post held	Duration	Experience in Years
1	YRC Program Officer	2011 to 2017	6 yrs
2	Member of Internal Compliance Committee	3.07.2018 to till date	2 yrs
3	Camp Officer (Valuation observation Duty), (2 months each time)	08.03.2013 03.06.2013 12.08.2013 13.01.2015 21.11.2015 23.04.2016 21.11.2016 28.04.2017 20.11.2017 12.11.2019	2 ½ months 2 ½ months 2 ½ months 2 ½ months 2 ½ months 2 ½ months 2 ½ months 2 ½ months 2 ½ months 2 ½ months
			2 Years
4	Staff In charge for IQAC (Member)	20.10.2016 to 2021	5 yrs
5	Community College Co-Ordinator	23.01.2019 to till date	4 ½ Years
6	Mark verification Committee Member	06.09.2022	One day
7	Finance Officer (7 month) (Full-time Additional Charge)	03.08.2020 to 01.03.2021	7 Months
	Finance Officer (7 months) (Full-time Additional Charge)	31.05.2021 to 30.12.2021	7 Months
	Finance Officer I/C	21.01.2022	1 day
	Finance Officer I/C	17.06.2022	1 day
	Finance Officer I/C	11.07.2022 to 15.07.2022	5 days
	Finance Officer I/C	29.08.2022 to 30.08.2022	2 days
	Finance Officer I/C	07.09.2022	1 day
	Finance Officer I/C	12.09.2022 to 23.09.2022	12 days
	Finance Officer I/C	06.10.2022 to 15.10.2022	10 days
	Finance Officer I/C	17.10.2022	1 day
	Finance Officer I/C	20.10.2022 to 04.11.2022	16 days
	Finance Officer I/C	05.12.2022	1 day
	Finance Officer I/C	18.01.2023 to 20.01.2023	3 days

	Finance Officer I/C	27.01.2023	1 day
	Finance Officer I/C	06.02.2023	1 day
	Finance Officer I/C	08.03.2023	1 day
	Finance Officer I/C	14.03.2023 to 15.03.2023	2 day
	Finance Officer I/C	23.03.2023 to 24.03.2023	2 day
	Finance Officer I/C	27.03.2023	1 day
	Finance Officer I/C	28.03.2023	1 day
	Finance Officer I/C	17.04.2023	1 day
	Finance Officer I/C	27.04.2023	1 day
	Finance Officer I/C	28.04.2023	1 day
	Finance Officer I/C	08.05.2023	1 day
	Finance Officer I/C	15.05.2023	1 day
	Finance Officer I/C	16.05.2023	1 day
	Finance Officer I/C	03.07.2023 to 07.07.2023	5 days
	Finance Officer I/C	17.07.2023 to 18.07.2023	2 days
	Finance Officer I/C	26.07.2023 to 31.07.2023	6 days
	Finance Officer I/C	31.07.2023 to 02.08.2023	3 days
	Finance Officer I/C	07.08.2023 to 08.08.2023	2 days
	Finance Officer I/C	10.08.2023	1 day
	Finance Officer I/C	21.08.2023	1 day
	Finance Officer (Full-time Additional Charge)	04.09.2023 to 18.01.2024	4 ½ Months
			22 Months
8	University and Industries Collaborative Programme (UICP) Coordinator	04.03.2021 to 16.10.2022	1 ½ Yrs
9	Formulator and Executor of Double Entry System	May, June and July 2022	

External Activities

	Activities	Duration
1.	Tamil Nadu Public Service Commission, Chennai (Question Paper Setting)	24.04.2019 to 26.04.2019
2.	Tamil Nadu Public Service Commission, Chennai (Question Paper Setting)	04.04.2022

Details of Executive Member

S.No	Nature of the Programme	Title	Date	Organizing Agency
1	International Conference	Corporate and Business Response to Climate Change – from Awareness to Adoption (Transcending the Boundaries)	7,8&9 th Dec 2011	Department of commerce, Periyar University, Salem -11.
2	State Level	Research Methodology for	21 st	Department of commerce,

	Workshop	Social Sciences	,22 nd &23 rd Mar 2012	PeriyarUniversity,Salem.
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Details of Co- Ordinator

S.No	Nature of the Programme	Title	Date	Organizing Agency
1	Training Programme	Behavioral and Attitudinal Changes	26 th Dec 2004 to 9 th Jan 2005	Department of commerce, Periyar University, Salem -11.
2	International Symposium	Contemporary Issues in Commerce	23 rd Aug2013	Department of commerce, Periyar University, Salem -11.
3	National Workshop	Innovative Applications of Statistical Packages for Social Sciences	7 th to 11 th Nov 2016	Department of commerce, Periyar University, Salem -11.
4	National Workshop	Reshaping HR to Meet the Changing Globalized Scenario	22 nd & 23 rd Feb 2017	Department of commerce, Periyar University, Salem -11.
5	FDP -online	ICT Tools for Teaching and Learning	21.10.2020 to 29.10.2020	Department of Commerce, Periyar University, Salem

Details of Acted as Judge

S.No	Nature of the Programme	Title	Date	Organizing Agency
1	Women's Day Celebrations	Essay Writing	18 th Feb 2013	Periyar University, Salem -11
2	Human RightsDay Celebrations	Speech Competition	8 th Dec 2014	Periyar University, Salem -11
3	MatribhashaDiwas Celebration	Singing	15 th & 16 th Mar 2016	Periyar University, Salem -11
4	Austenkeats Cornucopia - 2018	Solo Singing Instrumental/ Group singing Instrumental	31 st Jan 2018	Periyar University, Salem -11

Details of Acted as Rapporteur

S.No	Nature of the Programme	Title	Date	Organizing Agency
1	Seminar & Conference	Issues and Challenges in Financial Sectors	2 nd Feb 2005	Department of commerce, Periyar University, Salem -11.
2	Seminar & Conference	Indian Co-Operative Movement at Cross Roads	19&20 th Aug 2005	Department of commerce, Periyar University, Salem -11.

3	Seminar & Conference	Emerging Trends in Customer Relationship Management	7&8 th Sep 2006	Department of commerce, Periyar University, Salem -11.
4	National Seminar	Impact of Global Turbulence on Indian Economy	30 th & 31 st Jan 2017	PRIMS, Periyar University, Salem-11.

Details of Acted as Moderator

S.No	Nature of the Programme	Title	Date	Organizing Agency
1	Workshop	Entrepreneurial Avenues for Young Entrepreneurs	30.03.2022 to 31.03.2022	Department of Commerce, Periyar University, Salem
2				

Details of Inspection Committee Member- PRIDE –Study Centre

S.No	Date	Name of the College
1	28 th Nov 2014	Winning Point College of Distance Education, No 1, Ramalinga Nagar, Old Suramangalam Salem – 636 005
2	8 th Jun 2015	Sri Kalaivani Educational Trust, Kallakurichi, Villupuram-606 202.
3	30 th Nov 2015	Sri Arunachala Educational Trust, Gudiyattam, Vellore-632 602.
4	31 st Dec 2015	P.M Study Centre Near E.B Office Collector office opp. Dharmapuri – 636 705

Details of Commission Member – Course Affiliation

S.No	Date	Course	Name of the College
1	11 th Jun 2013	B.Com	E.R.K. college. Erumiyampatti.
2	27 th Jun 2013	B.Com	Sri Vijay Vidlralaya College. Dharmapuri.
3	22 nd Jul 2013	Commerce Permanent Affiliation	Vivekanandha Arts Ai\D Sciences For Women, Elayampalayam– 637 205. Tiruchengode,
4	23 rd Sep 2013	M.Com	Padmavani College, Salem-11.
5	17 th Apr 2014	Increase	Bharathiar Arts & Science College For Women,

		sanctioned strength	Deviyakurichi– 636 112, Attur
6	17 th Jun 2014	B.Com (CA) Continuance Provisional Affiliation	Annai Arts and Science College, Dharmapuri.
7	27 th Jun 2014	B.Com Additional Section	Vivekanandha Arts and Sciences For Women, Elayampalayam– 637 205. Tiruchengode,
8	8 th Jul 2014	M.Phil Commerce Granting Affiliation	Sivagamiammal College of Arts and Science, Krishnagiri– 635 001.
9	7 th Apr 2015	M.Phil	E.R.K Arts & Science College, Dharmapuri-636 905.
10	5 th May 2015	B.Com	A.E.T College, Attur, Salem 636 108.
11	12 th May 2015	B.com (Accounting & Finance)	Shri Sakthi Kailash Womens College, Salem-636 003.
12	13 th May 2015	B.Com (CA) Additional Section.	Arignar Anna Arts & Science College, Krishnagiri-635 001.
13	14 th May 2015	M.Com	Royal Arts & Science college, Mettur, Salem – 636 452.
14	20 th Jul 2015	B.Com	Jayam Educational Trust, Dharmapuri-636 813.
15	23 rd Jul 2015	M.Com	A.E.T College, Attur, Salem 636 108.
16	25 th Jul 2015	B.Com	Muthayammal Memorial of Arts & Science College in Namakkal-637 408.
17	31 st Jul 2015	B.Com (CA))	Adhiyaman Arts & Science College for Women in Krishnagiri-635 207.
18	4 th Aug 2015	B.Com (CA)	Sri Kailash Women's College, Salem.
19	6 th Aug 2015	B.Com (CA)	Sakthi Kailash Women's College, Dharmapuri-635 205.
20	7 th Aug 2015	B.Com (CA) Additional Section	Vivekandha Arts & Science College for Women, Salem-637 303.
21	21 st Aug 2015	M.Com	Lakshmi Narayana Arts & science College for Women, Dharmapuri-636 705.
S.No	Date	Course	Name of the College
22	25 th Aug 2015	B.com Additional Section	Shri Sakthi Kailash Womens College, Salem-636 003.
23	26 th Aug 2015	Ph. D (FT/PT)	SSM College of Arts & Science, Namakkal-638 183
24	7 th Sep 2015	B.Com	PSA College of Arts and Science, Dharmapuri-636 704.
25	16 th Nov 2015	B.Com, B.Com (CA)	Trinity College for Women (Arts and Science), Namakkal-637 002.
26	17 th Feb 2016	M.Phil	A.E.T College, Attur, Salem 636 108.

27	27 th May 2016	B.Com (New Course)	Siri PSG Arts and Science College for women, Trichengode, Salem.
28	25 th Jun 2016	M.Com	Shevorays College of Arts and Science, Yercaud.
29	19 th Jul 2016	B.Com (Continuance of Affiliation)	Kavitha's Arts and Science college, Namakkal.
30	5 th Aug 2016	B.Com (CA) (Renewal Commission)	Aringnar Anna Arts and Science college, Krishnagiri.
31	16 th Aug 2016	B.Com (CA) Additional Section Continuous Affiliation	J.K.K.Natraja Arts and Science college, Komarapalayam.
32	9 th Feb 2017	B.Com (Renewal of Permanent Affiliation)	M.G.R. College, Dr. MGR Nagar, Hosur – 635 130
33	15 th Feb 2017	B.Com Corporate Secretaryship	Govt Arts and Science College for Women, Bargur, Krishnagiri – 635 104.
34	24 th Apr 2017	M.Phil	Pachamuthu Arts & Science college for Women, Dharumapuri -
35	25 th Apr 2017	M.Com	Adhiyaman Arts & Science college for women, Othankarai – 635 207
36	15 th May 2017	UG & PG (Continuance Affiliation)	Krishna Arts & Science College, Krishnagiri – 635 001
37	9 th Jun 2017	B.Com Additional Section	Selvam Arts and Science College, Namakkal – 637 003.
38	10 th Jun 2017	B.Com and B.Com CA	Pavai Arts and Science College for Women, Namakkal – 637 401.
39	14 th Jul 2017	Commerce (UG Continuance Affiliation)	Krishna Arts & Science College, Krishnagiri – 636 001.
S.No	Date	Course	Name of the College
40	21 st Jul 2017	Commerce (Continuation Affiliation)	Maisurii Women's college of Arts & Science, Salem – 637 504.
41	3 rd Aug 2017	B.Com Accounting and Finance	Jairam Arts & Science College, Chinnathirupathi, Salem-636 008.
42	24 th Aug 2017	Fresh Affiliation of New	P.D.R.T Padmavathy Arts College, Dharmapuri- 636 902

		Programmes	
43	20 th Sep 2017	Affiliation to M.Phil&Ph.D Research Programme	Government Arts College for Women, Salem -8.
44	27 th Sep 2017	Provisional affiliation for M.Com	Government Arts and Science College, Komarapalayam- 638 183
45	5 th Oct 2017	B.Com Continuance Affiliation	PSA College of Arts and Science, Dharmapuri-636 704.
46	1 st Nov 2017	Contineous Affiliation of Community College	MuthayammalCollege of Arts & Science, Rasipuram in Namakkal-637 408.
47	26 th Jun 2018	Fresh Affiliation of New Programmes	P.D.R.T Padmavathy Arts College, Dharmapuri- 636 902
48	16 th Jul 2018	Commerce	Sr. Moogambigai Arts & Science College, Dharmapuri – 636 805.
49	24 th Jul 2018	PG Commerce Course	Jai Shree Venkatesha College of Arts and Science, Dharmapuri – 636 809.
50	30 th Jul 2018	Continuance Provisional Affiliation (B.Com) Tamil Medium	Government Arts College, Dharmapuri- 636 705
51	25 th Sep 2018	M.Com (Computer Application) Course Affiliation	Government Arts College, Dharmapuri- 636 705

Details of Examiner in other Colleges/ Universities

S.No	Date	Acted as	Course	Name of the College
1	15 th , 16 th & 19 th Dec 2011	Central Valuation Officer	Commerce	Bharathiar University, Coimbatore – 641 046
2	16 th & 17 th Feb 2012	Valuation Officer	M.Com	Alagappa University, Karaikudi – 630 003.
3	28 th Feb 2012	External	Commerce	Bharathiar University, Coimbatore –

		Examiner		641 046
4	2 nd Apr 2012	Evaluation Examiner	Commerce	Thiruvalluvar University, Vellore.
5	25 th Oct 2012	Question Paper Setter	M.Com	Thiruvalluvar University, Vellore.
6	18 th Sep 2013	External Examiner	Viva Voce M. Phil	Management Studies (PRIMS), Periyar University, Salem-11
7	18 th Dec 2013 to 19 th Dec 2013	Central Valuation Officer	Commerce	Bharathiar University, Coimbatore – 641 046
8	3 rd Jan 2014	Evaluation Examiner	M. Phil Dissertation	Bharathiar University, Coimbatore – 641 046
9	29 th Jan 2014	Evaluation Examiner	M. Phil Dissertation	Bharathiar University, Coimbatore – 641 046
10	14 th Feb 2014	PG Valuation Officer	M.Com	Alagappa University, Karaikudi – 630 003.
11	6 th Jun 2014	External Examiner	Viva-Voce M.Com M.Com (CA)	KandharswamyKandhars College, Velur- Namakkal dt.
12	10 th Feb 2015 to 12 th Feb 2015	Central Valuation Officer	M.Com	Alagappa University, Karaikudi – 630 003.
13	20 th Apr 2015	External Examiner	Project Work	Aringnar Anna College (Arts & Science), Krishnagiri, 635 101.
14	15 th May 2015 to 17 th May 2015	External Examiner	M.Com/ M.B.A (IB)	Alagappa University, Karaikudi- 630 003.
15	18 th Feb 2016	External Examiner	Viva Meeting	VIT University, Vellore.
16	11 th May 2017	External Examiner	Viva-Voce MBA (IB)	Alagappa University, Karaikudi – 630 003.
17	11 th Apr 2018	External Examiner	Theory Exam	AVS College of Arts & Science, Salem-636 106

Details of Member for Board of Studies in Periyar University

S.No	Date	Course	Name of the College
1	11 th July 2016	1. B.Com (HR and Finance) 2. Diploma in Port Management	Periyar University, PRIDE, Salem-11
2	24 th Aug 2016	1.B.Com 2.B.Com (CA) 3.B.Com (Banking and Insurance) 4.B.Com (Accounting and Finance)	Periyar University, PRIDE, Salem-11

3	16 th Sep 2016	1.B.Com 2.B.Com (CA) 3.B.Com (Banking and Insurance) 4.B.Com (Accounting and Finance)	Periyar University, PRIDE, Salem-11
4	3 rd Oct 2016	1.B.Com 2.B.Com (CA) 3.B.Com (Banking and Insurance) 4.B.Com (Accounting and Finance)	Periyar University, PRIDE, Salem-11
5	26 th Oct 2016	1.B.Com 2.B.Com (CA) 3.B.Com (Banking and Insurance) 4.B.Com (Accounting and Finance)	Periyar University, PRIDE, Salem-11
6	27 th Jun 2018	1.M.Com 2. M.Phil	Periyar University, Salem-11

Details of Member for Board of Studies in Other University

S.No	Date	Course	Name of the College
1	13 th May 2017	1. Management 2. Commerce	VeltechDr. RR &Dr. SR University, Avadi, Chennai -600 062
2	23 rd Apr 2018	1.Commerce	Selvam Arts & Science College, Namakkal – 637 003.
3	Three Years with effect from 1 st Jul 2018	1.Commerce (PG)	Bharathidasan University, Trichy-

Details of Subject Expert in Periyar University

S.No	Date	Course	Name of the College
1	13 th Sep 2017	Commerce	Periyar University, Salem-11
2	24 th Oct 2017	Commerce	Periyar University, Salem-11
3	17 th Mar 2018	Commerce	Periyar University, Salem-11

Details of Convocation Committee Member in Periyar University

S.No	Date	Committee	Name of the College
1	25 th Nov 2011	Distribution of Invitation	Periyar University, Salem-11
2	5 th Mar 2014	Distribution of Invitation	Periyar University, Salem-11
3	16 th Sep 2014	Distribution of Invitation	Periyar University, Salem-11
4	28 th Sep 2016	Distribution of Invitation	Periyar University, Salem-11
5	20 th Mar 2018	Distribution of Invitation	Periyar University, Salem-11

Details of Doctoral Committee Member in other Colleges/ Universities

S.No	Date	Name of the College
1	7 th Mar 2014	Mother Teresa University, Kodaikanal.
2	15 th Apr 2014	VIT University, Vellore.
3	11 th Dec 2014	VIT University, Vellore.
4	1 st Apr 2015	VIT University, Vellore.
5	8 th Jan 2015	VIT University, Vellore.
6	10 th Feb 2017	VIT University, Vellore.

Details of Question Paper Setter for various Universities/Colleges

S.No	Colleges/ Universities	Post held	Duration
1	Alagappa University	Question Paper Setter	2009 to Till Date
2	Bharathiar University		
3	Bharathidasan University		
4	Indian Maritime University		
5	Dr.M.G.R Educational and Research Institute University		
6	Subbalakshmi Lakshmipathy College of Science, Madurai		
7	Sri Krishna Arts and Science College, Coimbatore		

