

**CAUVERY COLLEGE FOR WOMEN**  
**(AUTONOMOUS)**  
**STAFF PROFILE**

**PERSONAL INFORMATION**

- 1. Name** : **M. GAYATHRI**  
**2. Date of Birth** : **19.08.1978**  
**3. Address** :

<b>Residential</b>	<b>Office</b>
<b>2/84, REDDY STREET, BEEMANAGAR, TRICHY – 620001.</b>	<b>CAUVERY COLLEGE FOR WOMEN, ANNAMALAINAGAR, TRICHY – 620018.</b>

**ACADEMIC INFORMATION**

- 4. Designation & Department** : **ASSOCIATE PROFESSOR &  
BUSINESS ADMINISTRATION**  
**5. Educational Qualification** :

<b>Degree</b>	<b>Year</b>	<b>College/University</b>
B.Com	1999	Holy Cross College, Bharathidasan University
M.Com	2001	Holy Cross College, Bharathidasan University
M.Phil	2004	Alagappa University, Karaikudi
MBA	2009	Annamalai University, Chidambaram.
MHRM	2015	Bharathidasan University, Tiruchirappalli.
Ph.D	2016	Bharathidasan University, Tiruchirappalli.
SET (COMMERCE)	2016	Mother Teresa Women's University, Kodaikanal
NET (COMMERCE)	2017	University Grants Commission, New Delhi
SET (MANAGEMENT)	2017	Mother Teresa Women's University, Kodaikanal

**6. Researcher ID : ID Name: gayathrim.bba@cauverycollege.ac.in**

GOOGLE SCHOLAR ID	SCOPUS ID	WEB OF SCIENCE RESEARCHER ID	ORCID ID	VIDWAN ID	MENDELEY	PUBLONS
<a href="https://scholar.google.com/citations?hl=en&amp;authuser=4&amp;user=6u8G_tIAAAAJ">https://scholar.google.com/citations?hl=en&amp;authuser=4&amp;user=6u8G_tIAAAAJ</a>	<a href="https://www.scopus.com/free/lookup/form/author.uri">https://www.scopus.com/free/lookup/form/author.uri</a>	<a href="https://mjl.clarivate.com/home">https://mjl.clarivate.com/home</a>	<a href="https://orcid.org/0000-0002-5362-3688">https://orcid.org/0000-0002-5362-3688</a>	<a href="https://vidwan.inflibnet.ac.in/profile/174749">https://vidwan.inflibnet.ac.in/profile/174749</a>	2021-03-18T14:44:17.000Z	<a href="https://publons.com/researcher/4328878/dor-m-gayathri/">https://publons.com/researcher/4328878/dor-m-gayathri/</a>

**7. Experience :**

Date of Joining	Institution	Year of Experience
JUNE 2004 - 2006	KURINJI COLLEGE OF ARTS AND SCIENCE	2 Years
15-06-2009	CAUVERY COLLEGE FOR WOMEN	14 years, 8 months years till now

**8. Areas of Specialization :** MARKETING AND HRM

**9. Languages known :** ENGLISH, TAMIL & TELUGU

**10. Subjects Taught :**

<b>UG</b>	Business Law, NME: Stock Market Practices, Advertising Management, Organisational Behaviour, Business Policy, Import and Export Procedure, SBE: Office Management, Management Concepts in Thirukkural, Management Accounting, SBE-III: Communication and Interpersonal Skills, Computer Applications in Business, Managerial Economics, Stock Exchange Practices, Mathematics & Statistics for Managers, Value Education, Managerial Communication, NME: Mutual Funds, Services Marketing, Business Environment, Environment Studies, Financial Accounting, Management Concepts, Soft Skills, Financial Management NME: Principles of Insurance NME: Salesmanship, Fundamentals of Management, Production Management, NME: Banking Practices, Digital Marketing, Business Ethics, Corporate Governance, Export Management
<b>PG</b>	Managerial Economics, Investment Security Analysis and Portfolio Management

### 11. Research Supervision:

	Thesis Completed	Pursuing
<b>M.Phil</b>	-	-
<b>P.hD</b>	01	01

### 12. Details of Publications:

Journal Name & Volume	Year of Publication	ISBN Number	Name of the Paper	Impact Factor
National Conference on the Dynamics of Management: The Plus Factors – Ideal Publishing House	2011	ISBN No: 978-81-920622-0-7	Self Help Groups and Micro Finance	--
National Seminar on Global Competitiveness in Business: Trends and Traits	2011	ISBN No: 1667-651-207	Empowering Women through Self Help Groups	--
Two Day National Seminar on E – Services and its Emerging Issues in the Global Business Environment	2011	ISSN No: 0975-1300	E-Education	--
Marketing Research- Issues and Challenges	2011	ISBN No: 978-93-80509-01-3	E – Trade for Services	--
International Journal of Applied Management Research & Volume 5	2012	ISSN No: 0974 - 8709	Role of Self Help Groups in the Economic Development	--
International Journal of Functional Management & Issue No: 2, Volume No: 2	2013	ISSN No: 2319 - 1406	Status of Women Entrepreneurs	--
International Journal of Management Review	2014	ISSN No: 2348-4373	Entrepreneurship and Social Economic Development	--
National Conference on “Impact of Retail Marketing on Indian Economy”	2014	ISBN No: 938068649-8	Emerging trends in retail marketing	--
International Journal of Business Management and Research & Special Edition	2015	ISSN(P): 2249-6920 ISSN(E): 2249-8036	Women Empowerment through Self Help Groups	Impact Factor (JCC): 4.9926 Index Copernicus Value (ICV): 3.0
Trends and Perspective in Management Research & Volume I	2015	ISBN No: 978-81-910601-0-2	Attitude of Individual Investors, Institutional Investors and Investors Stress During troubled times	--

National Conference on “Corporate Social Responsibility”	2015	ISBN No: 978-81-927886-9-2	Green Marketing	--
International Seminar on “Dimensions in Management”	2015	ISBN No: 978-81-931094-9-6	Stress Management among Kids	--
Jamal Academic Research Journal: An Interdisciplinary & Issue No: 2, Volume No: IX Special Issue	2017	ISSN No: 0973-0303	Empowering Women through Self Help Groups	--
International Conference on Business, Finance and Management Challenges in the Global Era ICBFM - 2017	2017	ISBN No: 978-93-80530-00-0	Empowering Women	--
International Journal of Education and Social Science & Volume No: 44, Special Issue: 10	2017	ISSN No: 2410-5171	Self Help Groups and Women Empowerment	<b>3.82</b>
Pezzottaite Journals: An Indexed and Refereed Quaterly Journal- International Journal of Retailing and Rural Business Perspectives & Issue No: 2, Volume No:6	2017	ISSN(P): 2249-0934 ISSN(E): 2249-0942	Self Help Groups – A Catalyst for Women in Economic Empowerment and Poverty Eradication	<b>7.452</b>
Asian Journal of Management Sciences and Economics – An International Research Journal & Special Issue No: 1, Volume No: 40	2017	ISSN(P): 2413-0591	Challenges faced by Women Entrepreneurs	<b>5.18</b>
Emperor International Journal of Finance and Management Research (EIJFMR) (UGC Jr. No. 45308) & Special Issue No: 02, Volume No: I	2018	ISSN No: 2395-5929	Systematic Investment Plan	<b>1.14</b>
International Journal of Pure and Applied Mathematics & Special Issue No: 10, Volume No: 119	2018	ISSN(P): 1311-8080 ISSN(E): 1314-3395	Capital Structure Analysis of Software Companies in India: A Structural Equation Modeling Approach	
A Journal of Intercontinental Management Research Consortium & Issue No: 1, Special Edition: I, Volume No: 6	2018	ISSN(P): 2347-1654 ISSN(E): 2321-0354	Impact of Demonetisation on Indian Economy	<b>5.414</b>

International Journal of Scientific Research in Computer Science Applications and Management Studies (UGC Jr. No. 63611) & Issue No: 5, Volume No:7	2018	ISSN(E): 2319-1953	Cross Cultural Communication	<b>0.654</b>
Our Heritage Journal UG Care List Journal, Issue 17, Volume-68	2020	ISSN 0474-9030	An Analysis of Students Perception Towards Online Campus Recruitment among Arts and Science Colleges	<b>4.912</b>
International Journal of Management (IJM), (Scopus Indexed) Volume – 11, Issue:11	2020	ISSN (P) 0976-6502 ISSN (E) 0976-6510	Students' Perspective towards E-Campus Recruitment	
<b>Chapter Publication:</b> Role of Human Resource and Customer Relationship Management in the Current scenario, Association of Global Academicians and Researchers Tamil Nadu	2021	ISBN: 978 – 81 – 948141 – 3 – 9	E – Campus Recruitment Process	-
Indian Journal of Economics and Business (Scopus Indexed) Volume – 20, Issue: 2	2021	ISSN 0972-5784	Factors Affecting Employability and Hiring Decisions of Arts and Science Graduates: A Study of Employers' Perceptions	-

#### Details of Papers Presented:

Date	Organizer	Name of the Seminar	Paper Name
12.09.2009 & 13.09.2009	Department of Commerce and Financial Studies, Bharathidasan University. Trichy	Two day national seminar on Global Financial Crisis and Its impact on Indian Financial System.	Attitude of Individual Investors, Institutional Investors and Investors Stress during troubled period
06.10.2009 & 07.10.2009	Department of Business Administration, Holy Cross College. Trichy.	International Conference on "Cross Cultural Management"	Cross Cultural Management
09.01.2010 & 10.01.2010	Department of Commerce and Financial Studies, Bharathidasan University. Trichy	UGC sponsored Two day International seminar on Recent Trends in Capital Market and Financial Innovations	Financial Engineering and Innovations
09.01.2010 & 10.01.2010	National College, Trichy	XXX Annual Conference of Association of Economists of TamilNadu	World Recession and Recovery

28.01.2010 & 29.01.2010	Arul Anandar College, Karumathur, Madurai	UGC sponsored National Conference on Global Financial Crisis and its implications on Indian Economy	Role of regulators (SEBI, RBI, IMF, World Bank)
11.12.2010 & 12.12.2010	Department of Commerce and Financial Studies, Bharathidasan University, Trichy	Two day National Seminar on Recent Trends in Commodity Derivatives and Risk Management	Role of Banks and Financial institutions in the commodity futures market
08.01.2011 & 09.01.2011	Department of Commerce and Financial Studies, Bharathidasan University, Trichy	UGC Sponsored International Seminar on Emerging Capital Markets: Issues and Challenges.	Regulations of Capital Markets- SEBI
09.03.2011 & 10.03.2011	Dept of Business Administration, St. Joseph's College, Trichy	Two Day National Conference on "The Dynamics of Management: The Plus Factor."	Self Help Groups And Micro Finance
10.03.2011	Government Arts and Science College for Women, Bargur, Krishnagiri.	National Seminar on "Global Competitiveness in Business: Trends and Traits"	Empowering Women through Self Help Groups
12.09.2011 & 13.09.2011	Dept. of Commerce, Cauvery College for Women, Trichy.	National Seminar on "E- Services and its emerging issues in the Global Business Environment"	E – Education
23.09.2011	Annai Mathammal Sheela Engineering College, Namakkal.	International Conference on "Challenges of Indian Business in Global Economy"	Customer Relationship Marketing
24.09.2011	Sri Venkateshwara College of Arts and Science, Peravurani.	International Conference on "Marketing Research in the Emerging Global Scenario"	E – Trade for Services
28.10.2011, 29.10.2011 & 30.10.2011	Mahendra Engineering College, Namakkal	International Conference on "Evergrowing and never ending managerial challenges"	E – Trade Finance Infrastructure Development
14.09.2012	Annai Mathammal Sheela Engineering College, Namakkal.	International Conference on "Impact of Global Crisis in Indian Business"	Functioning of Self Help Groups
13.12.2012 & 14.12.2012	Rajah Serfoji Government College (Autonomous), Thanjavur.	III International Seminar on "Health Economics and Management"	Role of Self Help Groups in Economic Development
13.02.2013 & 14.02.2013	Jamal Mohammed College, Trichy	Two day International Seminar on "Contemporary Issues and Challenges of Indian Business in Global Scenario"	Women Empowerment through Self Help Groups
22.02.2013	Sri Ganesh School of Business Management, Salem	International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development"	Status of Women Entrepreneur
20.09.2013 & 21.09.2013	Dept. of Commerce, Cauvery College for Women, Trichy	Two day National Level Seminar on "Contemporary trends in the Avenues of Commerce and Management"	E-Trade Finance Infra Structure Development
19.10.2013	Brahma school of management, Namakkal	International conference on "New vistas of Indian business in global scenario"	New Vistas of Green Marketing in Global Scenario

25.10.2013	Annai Mathammal Sheela engineering college, Namakkal	5 <sup>th</sup> International Conference on 'Impact of Global Crisis in Indian Business'	Talent Management
30.01.2014	Dept of HRM, St. Joseph College, Trichy	UGC Sponsored One Day National conference on "Competency Mapping and Development"	Challenges faced by Women Entrepreneur
21.02.2014	Dept of Commerce & Dept of Business Administration, Cauvery College for Women, Trichy	National Conference on "Impact of Retail Marketing"	Emerging trends in Retail Marketing
04.04.2014	Hall mark Business School, Trichy	National Conference on "Management Challenges and Strategies for Competitiveness"	Entrepreneurship and Social Economic Development
19.09.2014 & 20.09.2014	Urumu Dhanalakshmi College, Trichy	UGC sponsored National Seminar on Retail Marketing In India, Problems and Prospects	Emerging Trends in Retail Marketing
17.10.2014	Mahendra Engineering College, Namakkal	International Conference on "Excellence of Innovations in Business Organisations"	Women Empowerment through Self Help Groups
29.01.2015	AIMAN College of Arts & Science for Women, Trichy	One day National Seminar on "Marketing 3.0 – Sustainable & Inclusive Growth Oriented Marketing"	Guerrilla Marketing
06.02.2015	Hindustan College of Arts and Science, Coimbatore	International Seminar on "Emerging Trends in Global and Indian Financial Markets"	Role of regulators (SEBI, RBI, World Bank, IMF) to overcome crisis
10.02.2015 & 11.02.2015	St. Joseph's College, Trichy	National Conference on Dynamics of Entrepreneurship Development	Women Enterprises: A Step Towards Success
27.02.2015 & 28.02.2015	Vivekananda Institute of Information and Management Studies, Namakkal	International Conference on "Make in India – The Road Ahead"	Attitude of Individual Investors, Institutional Investors and Investors Stress During troubled times
31.08.2015 & 01.09.2015	Sengamala Thayaar Educational Trust Women's College, Mannargudi	National Conference on "Corporate Social Responsibility (CSR)"	Green Marketing
03.09.2015	St. Antony's College of Arts and Science for Women, Dindigul.	International Seminar on "Recent Business Trends in Globalised Era"	Social Business
04.09.2015	Sengamala Thayaar Educational Trust Women's College, Mannargudi.	International Seminar on "Dimensions in Management"	Stress Management among Kids
07.01.2017	Srimad Andavan Arts and Science College, Trichy	International Conference – "Futurology Management"	Self Help Groups – A Catalyst for Women in Economic Empowerment and Poverty Eradication

19.01.2017	Jamal Mohamed College (Autonomous), Trichy	One Day National Seminar on “Emerging Business Practices in the Global Environment”	Empowering Women through Self Help Groups
20.01.2017	Urumbu Dhanalakshmi College, Trichy	International Conference on “Business, Finance and Management: Challenges in the Global Era”	Empowering Women
25.03.2017	Mahendra Arts & Science College, Namakkal	One Day National Seminar on “Corporate Governance and Shareholder’s Value”	Self Help Groups and Women Empowerment
01.11.2017	Mahendra Arts & Science College, Namakkal	International Conference on “Empowerment of Entrepreneurs”	Challenges faced by Women Entrepreneurs
01.02.2018	Sengunthar Arts and Science, Namakkal	International Conference on “Finance & Banking (FIBA-2018)”	Systematic Investment Plan
09.02.2018	SASTRA School of Management, Thanjavur	International Conference on “Contemporary Issues and Challenges in Global Business, Economics and Management”	Capital Structure Analysis of Software Companies in India: A Structural Equation Modeling Approach
09.02.2018	Nandha Arts and Science College, Erode	National Level seminar on “Cash Vs Cashless Trade: Challenges & Opportunities”	Impact of Demonetisation on Indian Economy
27.10.2018	Adaikalamatha Institute of Management Studies, Thanjavur	8 <sup>th</sup> International Conference on SMART I <sup>5</sup> Individual, Institution, Industry, India, International	Cross Cultural Management
12.02.2019	Nehru Memorial College (Autonomous) Puthanampatti	UGC Sponsored International Conference on “Emerging Trends in Business and Management”	Examination Reforms
23.01.2020	Jamal Mohamed College (Autonomous), Trichy	International Conference on “Opportunities and Challenges of Business in the Changing Scenario” (Under UGC Autonomous Grant)	An Analysis of Students Perception towards Online Campus Recruitment among Arts and Science Colleges
06.01.2023 & 07.01.2023	Bharathidasan University and University Teknologi Mara, Malaysia and SMART Journal of Business Management Studies	Eighteenth Annual International Seminar on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR – 2023)	Factors influencing Job seekers’ adoption of E-Recruitment Technology

### 13. Details of Seminars / Conferences / Workshops Attended:

Year & Date	Organizer	Title	National / International	Topic
12.09.2009 & 13.09.2009	Department of Commerce and Financial Studies, Bharathidasan University, Trichy	Two day national seminar on Global Financial Crisis and Its impact on Indian Financial System.	National	Attitude of Individual Investors, Institutional Investors and Investors Stress during troubled period



30.09.2009	Cauvery College for Women, Trichy	One day Workshop on “The challenges of Management in the era of Global Crisis”	State level	--
06.10.2009 & 07.10.2009	Department of Business Administration,	International Conference on “Cross Cultural Management”	International	Cross Cultural Management
	Holy Cross College, Trichy.			
09.01.2010 & 10.01.2010	Department of Commerce and Financial Studies, Bharathidasan University, Trichy	UGC sponsored Two day International seminar on Recent Trends in Capital Market and Financial Innovations	International	Financial Engineering and Innovations
09.01.2010 & 10.01.2010	National College, Trichy	XXX Annual Conference of Association of Economists of TamilNadu	National	World Recession and Recovery
28.01.2010 & 29.01.2010	Arul Anandar College, Karumathur, Madurai	UGC sponsored National Conference on Global Financial Crisis and its implications on Indian Economy	National	Role of regulators (SEBI, RBI, IMF, World Bank)
11.12.2010 & 12.12.2010	Department of Commerce and Financial Studies, Bharathidasan University, Trichy	Two day National Seminar on Recent Trends in Commodity Derivatives and Risk Management	National	Role of Banks and Financial institutions in the commodity futures market
08.01.2011 & 09.01.2011	Department of Commerce and Financial Studies, Bharathidasan University, Trichy	UGC Sponsored International Seminar on Emerging Capital Markets: Issues and Challenges.	International	Regulations of Capital Markets- SEBI
09.03.2011 & 10.03.2011	Dept of Business Administration, St. Joseph’s College, Trichy	Two Day National Conference on “The Dynamics of Management: The Plus Factor.”	National	Self Help Groups And Micro Finance
10.03.2011	Government Arts and Science College for Women, Bargur, Krishnagiri.	National Seminar on “Global Competitiveness in Business: Trends and Traits”	National	Empowering Women through Self Help Groups

12.09.2011 & 13.09.2011	Dept. of Commerce, Cauvery College for Women, Trichy.	National Seminar on “E-Services and its emerging issues in the Global Business Environment”	National	E – Education
23.09.2011	Annai Mathammal Sheela Engineering College, Namakkal.	International Conference on “Challenges of Indian Business in Global Economy” in the Emerging Global Scenario”	International	Customer Relationship Marketing
28.10.2011, 29.10.2011 & 30.10.2011	Mahendra Engineering College, Namakkal	International Conference on “Ever growing and never ending managerial challenges”	International	E – Trade Finance Infra Structure Development
14.09.2012	Annai Mathammal Sheela Engineering College, Namakkal.	International Conference on “Impact of Global Crisis in Indian Business”	International	Functioning of Self Help Groups
13.12.2012 & 14.12.2012	Rajah Serfoji Government College (Autonomous), Thanjavur.	III International Seminar on “Health Economics and Management”	International	Role of Self Help Groups in Economic Development
13.02.2013 & 14.02.2013	Jamal Mohammed College, Trichy	Two day International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario”	International	Women Empowerment through Self Help Groups
22.02.2013	Sri Ganesh School of Business Management, Salem	International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development”	International	Status of Women Entrepreneur
28.06.2013 & 29.06.2013	Women Entrepreneurs Association of TamilNadu(W EAT)	Employment Opportunities for Women and Youth	State	--
20.09.2013 & 21.09.2013	Dept. of Commerce, Cauvery College for Women, Trichy	Two day National Level Seminar on “Contemporary trends in the Avenues of Commerce and Management”	National	E-Trade Finance Infra Structure Development

19.10.2013	Brahma school of management, Namakkal	International conference on “New vistas of Indian business in global scenario”	International	New Vistas of Green Marketing in Global Scenario
25.10.2013	Annai Mathammal Sheela engineering college, Namakkal	5 <sup>th</sup> International Conference on ‘Impact of Global Crisis in Indian Business “	International	Talent Management
30.01.2014	Dept of HRM, St. Joseph College, Trichy	UGC Sponsored One Day National conference on “Competency Mapping and Development”	National	Challenges faced by Women Entrepreneur
21.02.2014	Dept of Commerce & Dept of Business Administration, Cauvery College for Women, Trichy	National Conference on “Impact of Retail Marketing”	National	Emerging trends in Retail Marketing
25.02.2014	Dept of Management Studies, Indira Ganesan College of Engineering, Trichy	One day workshop on “Succeeding and Surviving with Soft Skills in Challenging Business Environment”	State	--
04.04.2014	Hall mark Business School, Trichy	National Conference on “Management Challenges and Strategies for Competitiveness”	National	Entrepreneurship and Social Economic Development
19.09.2014 & 20.09.2014	Ururu Dhanalakshmi College, Trichy	UGC sponsored National Seminar on Retail Marketing In India, Problems and Prospects	National	Emerging Trends in Retail Marketing
17.10.2014	Mahendra Engineering College, Namakkal	International Conference on “Excellence of Innovations in Business Organisations	International	Women Empowerment through Self Help Groups
29.01.2015	AIMAN College of Arts & Science for Women, Trichy	One day National Seminar on “Marketing 3.0 – Sustainable & Inclusive Growth Oriented Marketing”	National	Guerrilla Marketing
06.02.2015	Hindustan College of Arts and Science, Coimbatore	International Seminar on “Emerging Trends in Global and Indian Financial Markets”	International	Role of regulators (SEBI, RBI, World Bank,

				IMF) to overcome crisis
10.02.2015 & 11.02.2053	St. Joseph's College, Trichy	National Conference on Dynamics of Entrepreneurship Development	National	Women Enterprises :A Step Towards Success
27.02.2015 & 28.02.2015	Vivekananda Institute of Information and Management Studies, Namakkal	International Conference on "Make in India – The Road Ahead"	International	Attitude of Individual Investors, Institutional Investors and Investors Stress During troubled times
31.08.2015 & 01.09.2015	Sengamala Thayaar Educational Trust Women's College, Mannargudi	National Conference on "Corporate Social Responsibility (CSR)"	National	Green Marketing
03.09.2015	St. Antony's College of Arts and Science for Women, Dindigul.	International Seminar on "Recent Business Trends in Globalised Era"	International	Social Business
04.09.2015	Sengamala Thayaar Educational Trust Women's College, Mannargudi.	International Seminar on "Dimensions in Management"	International	Stress Management among Kids
26.02.2016 & 27.02.2016	SASTRA University, Trichy	International Conference on "Bridging Urban Rural Divide – Techno Management Perspective"	International	--
07.01.2017	Srimad Andavan Arts and Science College, Trichy	International Conference on "Futurology Management"	International	Self Help Groups – A Catalyst for Women in Economic Empowerment and Poverty Eradication
19.01.2017	Jamal Mohamed College (Autonomous), Trichy	One Day National Seminar on "Emerging Business Practices in the Global Environment"	National	Empowering Women through Self Help Groups
20.01.2017	Ururu Dhanalakshmi College, Trichy	International Conference on "Business, Finance and Management: Challenges in the Global Era"	International	Empowering Women

18.02.2017	SASTRA University, Trichy	HR Conclave on Reinventing HR practices for the current millennium	National	--
25.03.2017	Mahendra Arts & Science College, Namakkal	One Day National Seminar on "Corporate Governance and Shareholder's Value"	National	Self Help Groups and Women Empowerment
01.11.2017	Mahendra Arts & Science College, Namakkal	International Conference on "Empowerment of Entrepreneurs"	International	Challenges faced by Women Entrepreneurs
01.02.2018	Sengunthar Arts and Science, Namakkal	International Conference on "Finance & Banking (FIBA-2018)"	International	Systematic Investment Plan
09.02.2018	SASTRA School of Management, Thanjavur	International Conference on "Contemporary Issues and Challenges in Global Business, Economics and Management"	International	Capital Structure Analysis of Software Companies in India: A Structural Equation Modeling Approach
09.02.2018	Nandha Arts and Science College, Erode	National Level seminar on "Cash Vs Cashless Trade: Challenges & Opportunities"	National	Impact of Demonetisation on Indian Economy
27.10.2018	Adaikalamatha Institute of Management Studies, Thanjavur	8 <sup>th</sup> International Conference on SMART I <sup>5</sup> Individual, Institution, Industry, India, International	International	Cross Cultural Management
12.02.2019	Nehru Memorial College (Autonomous) Puthanampatti	UGC Sponsored International Conference on "Emerging Trends in Business and Management"	International	Examination Reforms
03.06.2019 & 04.06.2019	PG and Research Department of Commerce and IQAC, Cauvery College for Women (Autonomous), Trichy	Two days faculty development programme on Theory Building and Article Writing	National	--
05.06.2019 & 10.06.2019	Cauvery College for Women (Autonomous), Trichy with Collaboration with the Department of	Capacity Building Workshop on e-Content Development	--	Personality and its Characteristics

	Educational Technology, Bharathidasan University, Trichy			
23.01.2020	Jamal Mohamed College (Autonomous), Trichy	International Conference on “Opportunities and Challenges of Business in the Changing Scenario” (Under UGC Autonomous Grant)	International	An Analysis of Students Perception towards Online Campus Recruitment among Arts and Science Colleges
09.03.2022	Srimad AndavanArts and Science College (Autonomous), Trichy	One Day National Seminar on “Atmanirbhar Bharat Abhiyan Scheme through Entrepreneurship Development” sponsored by Indian Council of Social Research (ICSSR) & Ministry of Human Resource Development (MHRD), Government of India	National	--

**14. Details of Seminars / Conferences / Workshops Organized: NIL**

**15. Details of Orientation / Refresher Course Attended:**

Date	Title of the Course	Organizer
08.05.2012 to 04.06.2012	Orientation Programme	Bharathidasan University, Trichy

**16. Details of Study Materials / Books written and published: NIL**

**17. Details of Chairing as Resource Person: NIL**

Date	Title of the Seminar/Conference	Session Chaired

**18. Administrative Positions held in the College: NIL**

Nature of Position	Year

**19. Details of In-Charge / Membership in Committees for Autonomous: NIL**

**20. Details of Incharge / Participation in Extracurricular Activities :**

**( NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities):**

<b>Nature of Activity</b>	<b>Period of In-charge</b>
<b>SPORTS IN-CHARGE</b>	<b>2009-2010</b>
<b>SPORTS IN-CHARGE</b>	<b>2011-2012,2012-2013</b>
<b>CULTURAL IN-CHARGE</b>	<b>2013-2014, 2014-2015</b>
<b>SYNERGY CLUB IN-CHARGE</b>	<b>2015-2016, 2016-2017, 2017-2018</b>
<b>PLACEMENT IN-CHARGE</b>	<b>2018-2019,2019-2020,2020-2021</b>
<b>SPORTS IN-CHARGE</b>	<b>2021-2022, 2022-2023, 2023-2024</b>

**21. Details of Participation in Consultancy, Training, Development etc.: NIL**

**22. Details of Membership in Academic Bodies/ Board of Studies:**

**23. Details of Membership of Professional Bodies:**

<b>Nature of Position</b>	<b>Name of the Professional Body</b>	<b>Period</b>
Life Member	Commerce and Management Association	August 2022
Annual Member	All India Management Association	February 2024

**24. Countries visited: NIL**

**25. Any other information if any: NIL**

