

Dr. G. PARIMALARANI
PROFESSOR



Contact

Address : Department of Banking Management
Alagappa University
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Tamil Nadu, INDIA

Employee Number : 21405

Date of Birth : 26-09-1972

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Academic Qualifications: MBM , MBA, MA, PGDCA, Ph.D

Teaching Experience: 16 Years

Research Experience: 19 Years

Additional Responsibilities

- Member in Scrutiny Committee-for Faculty recruitment , 2016
- University Representative to oversee the conduct of Distance Education Examinations.
- Faculty Co co-ordinator, Alumni 2015 - 2016 to till date
- Faculty Coordinator ,Swayam Online Learning 2017-18 to till date

- Coordinator –of coaching classes for entry into services-UGC Scheme 2017-18 to Till date
- Chairperson for Valuation board of distance education examinations from may 2017- to till
- Swach Bharat –Department Supervisor 2018 to Till date
- NAD – Department level Co-ordinator 2018 to Till date
- NAD- Co-ordinator for Affiliated college- Aananda College ,Devakottai 2018.
- Stock verification officer for 2016-2019
- Member of inspection Squad to affiliated colleges 2016
- Founders day celebration committee member 2017

Area of Research

Banking & Finance

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Project	PG	160	-
	Ph.D	-	3
	M.Phil	1	-

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
52	20	27	85	10

Funded Research Projects

Ongoing Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	RUSA	2018	2019	Efficiency of payment and settlement system (Department Project)	44 Lakhs
2	Alagappa University Research Fund	2016	2018	Savings and Investment Pattern of Teaching Faculty in the Affiliated Colleges of Alagappa University	40,000

Number of Seminars / Conferences / Workshops / Events organized: 16

1. Organizing Secretary- International conference on Digital Banking for sustainable development 2K19, Sep 2019
2. Event Coordinator South Zone Inter University Folk Festival - (URUMI 2018) March 2018 Alagappa University
3. Organizing Committee member, South Zone Inter University Folk Festival - (URUMI 2018) March 2018 Alagappa University
4. Event Coordinator for Placement Preparatory Workshop, March 2018
5. Coordinator for FLAG2K18 March Alagappa University
6. Organizing Secretary One day National Conference on Payment Banks and Small Finance Banks: New Vistas for Innovative Banking, Dec 2017
7. Organizing Committee Member, International Day of Yoga, Organized by Centre for Yoga Education, Alagappa University, Karaikudi , Ministry of Human Resource , Government of India and University Grants Commission, 2017
8. Organizing Committee member, International Conference on Global Growth : Gears and Glows ,Feb 2017
9. Event coordinator ALU State Fest-2017 March,2017
10. Coordinator for Two day Training Programme on Techniques of Loan Appraisal by Banks January 2017,The Department of Bank Management, Alagappa University
11. Coordinator for Village Placement Programme, at Kadiyapatti 2015 and 2017, Alagappa University
12. Organizing Secretary One day National Seminar on Emerging Trends in Indian Insurance Sector March 2016
13. Organizing secretary One day National seminar on Emerging Trends in Indian Insurance Sector –ETIIS 2016 March 2016, at Alagappa University
14. Organizing committee member, South Zone University Hockey Tournament for Men& Women December,2016
15. Coordinator for parents teachers meet 2016
16. Coordinator for Industrial Visit – RBI, Chennai and United India Insurance, Pondicherry, September 2016

Events Participated -

Conferences / Seminars / Workshops: --

1. Workshop on GST and its implication on Business Organized by Chengalpattu district Branch of SIRC of ICAI on 9th to 15th June 2021
2. Webinar on "Let's Flatten the 2nd wave with safe COVID Vaccines" Organized by Dr.Umayal Ramanathan College for Women 12th June 2021.
3. Two Day international conference on "Techno Trends in Banking" organized by Sro Sarada Nitetan College for Women on 15th March 2021
4. National level Webinar on "Skills for a Resilient Youth in Commemoration of world youth skill day" Organized by Alagappa Institute of Skill development, Alagappa university 15th July 2021
5. Webinar on "Library and Scholarly communication services " 14th May 2020, Department of Library and information science, Alagappa University
6. Webinar on "Impact of Covid -19 in the financial services sectors" 18th to 23rd 2020 May Department of Banking Management, Alagappa University
7. Webinar on "Customer centric Digital Banking Solutions during COVID19" Organized by The Bhopal school of social sciences, Bhopal 16th July 2020
8. Webinar in Open Source Tools for Data analysis in social science Organized by Manipal Academy of Higher education, Manipal on 31th July 2020
9. Online Workshop on " Online Course design, Development and Delivery" Online Workshop on " Online Course design, Development and Delivery", 11th -13th May 2020
10. Online webinar on "Fine – Tuning Research skills for Effective writing (Thesis, Article & Proposal)" 3rd May 2020, Vivekanandha College of Arts and Science for Women
11. Online National Workshop on Fine Tuning Research Planning Using "Elsevier Tools: Science Direct, Scopus and Mendeley K.J.Somaiya College of science and Commerce, Mumbai, 25th April,2020
12. National Webinar On "Sustainable Development in Commerce, Management and Economics in the 21st Century Talent Transformation: Imperative of Upskilling and Reskilling of Banking Employees in the Age of Digitalization" Nagrik Shikshan Sanstha's College of Commerce and Economics, Tarde Mumbai, April 2020
13. National level workshop on Indian Research Information Network system (IRINS) Adaption & Promotion 8th Feb 2020, Alagappa University
14. National level Webinar on "Investment Practices in Share Market" organized by School of commerce, KPR College of Arts Science and research, Coimbatore on 31st July 2020.

15. National level Webinar on “Impact of COVID 19 on Business & Industry 31st May 2020 Vocational Education, Arumugam Pillai Seethai Ammal College.
16. National level Webinar “Scope of Entrepreneurship in value added products – COVID 19” 27th May 2020, Seethalakshmi Achi Women College, Pallathur
17. National level Webinar “Pivotal Role of banking in India’s COVID fight” 29th May 2020 EGS Pillay Arts & Science college, Nagapattinam
18. National level seminar on Green Marketing-Perspective, Prospects and Precepts Digital Payments for Sustainable development Department of Business Administration, Amanda College, Devakottai, 24th January,2020
19. International Webinar on “Differentiated Instruction and Flexible Assessment” Organized by Alagappa University college of Education, Alagappa university 15th July 2020
20. Five day Online workshop on “ Application of Econometrics in Business Research” Christ University, Bangalore, 23rd-27th June ,2020
21. FDP on Redefining Education system with Technology during Covid 19 21st Arp 2020 Geetha Jeevan Arts and Science College, Tuticorin
22. FDP on Redefining Education system with Technology during Covid 19 21st Arp 2020 Geetha Jeevan Arts and Science College, Tuticorin
23. FDP on Contemporary Tools and Technologies for Teachers and Research of using Virtual Classroom 9th May 2020, Cambridge Institute of Technology, Banglour
24. FDP on “Digital Classroom Advanced” 11th to 15th May 2020, CIRF, Chennai
25. EDSPiRE webinar series 8th May 2020,VET Institute of Arts and Science Erode\
26. National level Webinar on “Financial Innovations in the Digital Age” 9th July 2020 Bharata Mata college, Kochi
27. National level Webinar on “Career Opportunities for Actuaries in India” 8th July 2020 Shrimathi Devkunvar Nanala Bhatt Vaishnav college.
28. Three days workshop on “Research Methods and Latex 24th to 26th Jun 2019, Alagappa University, Karaikudi
29. National Conference on Facets of Digital Marketing SPREE(FDMS 2019) entitled on Digital Transformation in Life Insurance Sector Alagappa University University, 21st & 22nd February 2019.
30. National Conference on Facets of Digital Marketing SPREE(FDMS 2019) entitled on Digital marketing: Strategies Adopted by banking sector Alagappa University University, 21st & 22nd February 2019.

31. National Conference on Depth and Expanse of online Marketing Mettle Human Capital Analysis: A Game Changer for HR Professionals Alagappa Institute of Management Karaikudi, 1st&2nd August 2019
32. National Conference on Depth and Expanse of online Marketing Mettle E-Insurance a platform for Insurance Penetration in India Alagappa Institute of Management Karaikudi, 1st&2nd August 2019
33. International conference on Strategic Human Resource Management Impact of Digital Disruption on Human Capital of Banking sectors Erode Arts and Science College (Autonomous), Erode, Sep 2019
34. International conference on Recent Trends in Global sustainable Tourism Tourism: An Engine for Employment Creation Department of Tourism 7 Hospital Management, Alagappa University, Karaikudi, 6th & 7th September 2019
35. International Conference on Emerging Trends in Entrepreneurship for Sustainable Social development E commerce is Fueling the Growth of Women Entrepreneurs Alagappa Institute of Management Alagappa University, Karaikudi, 26th &27th September, 2019
36. International conference on Digital Banking For Sustainable Development(DBSD-2K19) Digitalization :Key for Cashless Economy Department of Banking Management, Alagappa University, Karaikudi, 24th and 25th September, 2019
37. International Conference FDI and Make in India-Synergists of Transforming Indian Economy Role of Foreign Direct Investment in Insurance Sector Department of International Business, Alagappa University, Karaikudi, 30th & 31st August ,2019
38. National Conference on Depth and Expanse of online Marketing Mettle Art of social media marketing for insurance companies Alagappa Institute of Management Karaikudi, 1st&2nd August 2019
39. Two day International Conference on “FDI Astute Conduit for Trade Integration and Sustainable Development” paper entitled on “FDI Promotional Initiatives in India ” 2nd & 3rd Mar 2018 Alagappa University Karaikudi.
40. One day National Conference on Contemporary Management Practices in Digital Era paper entitled on HRM in Digital Age – Digital Changes in the HR Profession 3rd May 2018, SJB Institute of Technology, Bengaluru
41. National seminar on “Issues and Challenges of managing risk in human resources”, Department of Commerce and commerce, Alagappa University, Karaikudi, on 24th and 25th September ,2018

42. International Conference on Commerce and Management in Changing Times entitled on Market Scenario of Distribution Channels of Life Insurance Sector in India Maharaja College, Ernakulam September 29, 2018
43. International Conference on Commerce and Management in Changing Times entitled on Human Resource Management and Innovative Practices in Indian Banking Sector Maharaja College, Ernakulam September 29, 2018
44. Two days Workshop on GST 24th & 25th Jan 2018 Alagappa University, Karaikudi
45. Two day National Conference on Sustainable Green Business (NCSGB 2018) paper entitled on “Study on Green Human Resource Management Practices and Sustainable Environment in workplace” 26th & 27th Mar 2018 Alagappa University, Karaikudi
46. One day National Workshop on “Emerging Trends in Customs Clearances and Logistics ” 10th Feb 2018 Alagappa University, Karaikudi
47. One day National Seminar on Insolvency and Bankruptcy code 2016 2nd Mar 2018 Alagappa University, Karaikudi
48. One Day National Conference on Management “Future Perspective” paper entitled on “Generic Skills of Graduates from the Employer Perspectives” 16th Feb 2018 Ayya Nadar Janaki Ammal College, Sivakasi
49. One Day National Conference on “Business in New Millennium – The Ever Landscape ” paper entitled on “Emerging Trends in Digital Talent Acquisition ” 15th Feb 2018 Sri Ramakrishna College, Bharathiar University
50. Two Day National Seminar on Global changes and Consumer Empowerment issues and Challenges paper entitled on “Banking Ombudsman: Grievances Redressal Mechanism of the Bank” Sep 14th & 15th 2017, Manonmanian Sundaranar University, Tirunelveli
51. Two day National Conference on Contemporary Issues in Justice and Human Rights (CIJHR 2017) paper entitled on “Data Privacy Rights in the Indian Baking Sector: Status and Issues” 25th & 26th Sep 2017, Alagappa Institute of Skill Development, Alagappa University
52. Two day National Conference on Contemporary Issues in Justice and Human Rights (CIJHR 2017) paper entitled on “Data Privacy Rights in the Indian Baking Sector: Status and Issues”
53. One Day National Seminar on “Impact of GST on Small &Medium Industry ” paper entitled on GST A New Paradigm for Insurance Operating Model 22nd Dec 2017, S.Vellaichamy Nadar College, Madurai Kamaraj University
54. One Day International Seminar on “Entrepreneurship & Development of Small and Medium Scale Enterprises (SMEs) in Global ERA” entitled on “Crowd Funding: An Innovative source of finance for Entrepreneurs” 26th Aug 2017, Mangayarkarasi College of Arts & Science for women, Madurai, Madurai Kamaraj University

55. National Conference on Changing Landscape of Indian Insurance Sector paper entitled on “Indian Insurance Sector: The New Change Agents” 27th Sep 2017, Karpagam Academy of Higher Education Karpagam University
56. Two days Workshop on Novelty for Sustainable and Green Business Management 14th & 15th Dec 2017 Alagappa University, Karaikudi
57. Two Day National Conference on Education and Empowerment of Women with Disabilities towards Sustainable Development paper entitled on “Women with Disabilities A Snap Shot ” 5th & 6th Dec 2017 Alagappa University, Karaikudi
58. One Day National Seminar on Challenging Business Intelligence and Innovation Management 26th Sep 2017 Alagappa Institute of Management, Alagappa University, Karaikudi
59. One day National Seminar on “Empowering Teachers to Prepare Professional of Tomorrow ” 21st Aug 2017 Alagappa University, Karaikudi
60. One Day National Seminar on “Changing Landscape of the Indian Non life Insurance Market” 18th Dec 2017 Alagappa University, Karaikudi
61. One Day National Conference on “Payment Banks and Small Finance Banks New Vistas for Innovation Banking (PSFB – 17) 16th Dec 2017 Alagappa University, Karaikudi
62. 2017 One Day National Conference on “Business Success things on Business Strategies” paper entitled on Payment Banks: An Innovative Step Towards Financial Inclusion 15th Dec 2017 Alagappa University, Karaikudi
63. One day International Multidisciplinary Conference Commerce, Management, Technology and Environmental Science paper entitled on “Business Correspondents Model: An Avenue for Financial Inclusion” 29th Sep 2017 St. Joseph College of Arts and Commerce, Satpala, Virar
64. One day International Conference on “Status of Women in Cashless Economy” paper entitled on “Women in Cashless Economy An Outlook” 14th Sep 2017 KSR College of Arts & Science for Women tiruchengode, Periyar University, Salem
65. One day International Conference on “Contemporary changes in Business Management” paper entitled on “Paradhan Mantri Mudra Yojna Credit for Micro Enterprises” 20th Sep 2017 Ananda College, Devakottai, Alagappa University Karaikudi.
66. One day International Conference on “Commerce and Management in the Changing Times ” paper entitled on “JAM (JANDHAN 240M M+, Aadhar 1Bt, Mobile 1B+): Trinity of Inclusion Growth” 23rd Dec 2017 Maharajas College Ernakulam, Mahatma Gandhi University.
67. One Day International Conference on “Business Opportunities and Challenges in Cashless Society ” Paper entitled on “Financial Inclusion Policy and Progress in India ” 16th Jun 2017 T. John College Bangalore

68. One day International Conference on “Strategic Innovation in Business” entitled on “Diversity and Inclusion in the Insurance Industry” 10th July 2017 AVS College of Arts & Science Periyar University Salem
69. Two days National seminar on ‘ Consumer Protection and Empowerment in India in the wake of technology Domination, Organized by the Department of Corporate secretary ship, Alagappa University, 26th and 27th August 2016.
70. National seminar on ‘Emerging Trends in Indian Insurance Sector’, Organized by the Department of Bank Management, Alagappa University, 23rd March 2016.
71. National seminar on ‘Advances in Computer science’, organized by the Department of Computer science, Alagappa University, on 21st and 22nd October 2016.
72. National Level seminar on ‘Technology Trends in Indian Banking sector’, organized by the Department of bank Management, Alagappa University, on 25th February ,2016.
73. National Conference on ‘ Entrepreneurial Resurgence and Innovations “, Organized by Entrepreneurship-cum-Skill development Centre Alagappa University, 2016.
74. International seminar on E-Commerce in the present Eon, Organized by Dr. R.k.Shanmugam college of Arts and Science,Kallakurichi, September 20th 2016.
75. International conference on Recent Trends in Business and Management ,Organized by J.J. College of Arts and Science, Pudukottai, 5th and 6th August 2016.
76. International conference on Management and information systems, organized by Informs,at Bangkok, September 23-24,2016.
77. International Conference on “Innovation, Entrepreneurship & Sustainable valuechain in a challenging environment, organized by Alagappa University, 29th and 30th July 2016.
78. Information Technology in Banks: The key for better customer services, Organized by Alagappa University Management Scholars Conference, 19TH February 2016.
79. NABARD Sponsored National conference on “Avenues in Agro-Based Industries for Rural development “, Organized by Sri vVenkateshwara college of Arts and Science for women , Pervarurani, on 30th December 2015.
80. International Conference on technology and Business Management ,Organized at the American University in the Emirates ,Dubai, March 18-20,2013
81. 10th AIMS International Conference on Management, Organized at the Indian Institute of Management Bangalore, January 6-9,2013
82. UGC sponsored two days National seminar on Micro Finance Operations and Interventions, Organized by Bharathidasan University, 18th and 19th March 2011.
83. National seminar on Banking services-Rights and Responsibility of Consumers, organized by the Federation of Consumer organization, Tamilnadu and Pondicherry, 2011.

84. International conference on Management and Behavioral Science , Organized by society of management and Behavioural science,Jodhpur,2nd and 3rd April 2011.
85. UGC Sponsored State Level seminar on Mergers and Acquisitions in Indian Banking System, Organized by B.E.S .College of Arts and commerce, Bangalore, March 2009.
86. State level seminar on ‘Investment Opportunities in Capital market’, organized by Tamilnadu Investors’ Association, Chennai and Vivekananda college Madurai, on 21st September 2007.
87. International seminar on “Case study methods of teaching in commerce/Management Education, Organized by Bharathidsan University, Trichy, January 20&21,2007.
88. Seminar on ‘Consumer Rights and Welfare’, organized by the Department of International Business and Commerce, on 16th December 2006.
89. National Seminar on Recent Trends in Insurance Sector, Organized by Gandhigram Rural University, 11th November , 2006.
90. National Seminar on Emergining Dimensions in SHGs, Organized by Sri Pushpam College ,Poondi ,17th March ,2006.
91. National conference on NPA in the Indian Banking Industry, organized by the Department of Bank Management, on 13th March 2006.
92. International Conference on Global business and Policy Modelling, Organized by Adaikalamatha Institute of Management, 21st – 22 September 2006.
93. Workshop on Revamping Banking Education, organized by the Department of Bank Management, on 09th February,2005.
94. UGC Sponsored National seminar on Emergining issues of Non-Banking Finance companies in India, Organized by A.V.V.M Sri Pushpam college, , 19th Feburary 2005.
95. Seminar on ‘Corporate restructuring-Variou Issues’, organized by the Department of Corporate Secretaryship, Alagappa university, 8th February ,2005.
96. One day seminar on Issues and Challenges in Financial Sector “,Organized by Periyar University, Salem , 2005.
97. National seminar on Transforming Customer services in Banking Industry through CRM, Organized by P.R.Group of Institutions, Global Competitveness in Business:Trends and Traits, February 25, 2005.
98. National Seminar on Service Tax , organized by the Department of Corporate Secretaryship, on 23rd October 2005.
99. National level seminar on Emergining Opportunities for Global trade for India in the post – Globalisation Era, Organized by VLB Janakiammal College of Arts and Science Coimbatore, February 11th ,2005.

100. UGC sponsored state level seminar on problems and prospects of rural entrepreneurship, organized by Urumu Dhanalakshmi college, 18th and 19th November ,2004.
101. Seminar on 'Emerging Trends in banking in the New millennium', organized by Vivekananda college, Madurai, 1st October 2004.
102. Symposium on Insurance education, organized by the Department of Bank Management, Alagappa University, 14th March 1995.
103. Seminar on 'Bank Marketing' , organized by the Department of Bank Management Alagappa university, 15TH March 1995.
104. Panel Discussion on 'Customer Friendly banking', organized by the Department of Bank Management, Alagappa University , 6th January 1995.
105. Inter-Disciplinary Seminar on 'Women and Development' organized by the Department of Women's studies ,Alagappa University ,Karaikudi, 12th January 1995.

Other Training Programs

1. FDP on Industry Institute Interaction - A Holistic Approach Insight out Organized by SRM Institute of Science and Technology, Chennai 1st June 2021 to 14th June 2021
2. Online workshop for Entrepreneurial women on Fabric Embellishment Techniques Organized by Entrepreneurship, Innovation and Career HUB, Alagappa University 28th June 2020
3. Hands on International "Training program on Application of SPSS for Data Analysis" Organized by Eudoxia Research Centre, India 11th June 2020 to 10th June 2020
4. Three Days Workshop on Research Methods and LaTeX Alagappa University, Karaikudi
5. Five day Executive development Programme on Basic Analytics Tools Organized by Pondicherry University School of Management, Pondicherry 4th July 2020 to 8th July 2020
6. Three day Online FDP on "Analysis of Time series Data using E-views" Organized by IMS Engineering College, Ghaziabad 30th July 2020 to 1st August 2020
7. Five days Workshop on Research Methodology and Data Analysis organized by Alagappa University Management research Scholars forum, Jun 2019
8. Faculty Development Programme on Entrepreneurship, Organized by the Entrepreneurship-Cum-Skill development Centre, Alagappa University, November 12th to 26, 2015.

9. Faculty Development Programme on Financial Derivatives, Organized by Indian Institute of Kozhikode, July 16-11,2009.
10. ICSSR Sponsored National Training workshop on ‘Business Research Techniques and Directions’, Organized by Sri Padmavati Mahila Visvavidyalayam,Tirupati, 23rd June to 2nd July 2005.

Overseas Exposure / Visits

1. Singapore
2. Dubai
3. Ethiopia

Membership in

Editorial Board

1. Editorial advisory Board Member- Journal of Business Economics November 2019 to till date.
2. Hon. Editorial board member consulting editor for Journal of Engineering Technology and Management science, Malaysia, October 2018 to till date
3. Editorial Board Member- International Journal of Finance and Management research (EIJMR) August 2017

Advisory Board

1. Advisory Board member for the Two day National Level Workshop on Research Methodology, Statistical Data Analysis and interpretation by using statistical Package for special science and analysis of moments structure (AMOS) , Organized by Primax Foundation Bangalore.

Academic Bodies (such as Board of Studies etc.,)

1. Committee member, Fund raising committee, Wollega University, Ethiopia.
2. Member of staff directory preparation committee, Wollega University, Ethiopia.
3. Broad based Board of Studies for MBA (B&I) & M.phil, Alagappa University, Karaikudi
4. Subject Expert for B.com (Banking and Insurance Management), Shrimathi Devkunvar Bhatt Vaishnav college for women

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 13

1. Delivered Special Lecture on NSS camp, “For Clean India” organized by Seethalakshmi Achi Women College, Pallathur Feb 5th 2020
2. Delivered Special Lecture on Valedictory Function for Arts Association – 3C’s for career

- success Dr.Umayal Ramanathan College for women 6th Mar 2020
3. Delivered Special Lecture on “Impact of COVID 19 on MSMEs” organized by Department of Banking Management, Alagappa University, 22th May 2020
 4. Delivered Special Lecture on “Techology in Banking” organized by Directorate of Distance Education, Alagappa University on 2th July 2020.
 5. Delivered Special Lecture on “ Career and Enterperuship Development Programme for Commerce Students” on 22th July 2020.
 6. Delivered Special Lecture on Swami Vivekananda: A Youth Icon, organized by Seethalakshmi Achi college for women, Pallathur,10th Jan 2019
 7. Delivered Special Lecture on UGC Sponsored Workshop on Preparing for Startup organized by Ayya Nadar Janaki Ammal College, Sivakasi, 14th March,2019
 8. Delivered Special Lecture on Credibility of soft skills in teaching profession organized by Alagappa university college of education Karaikudi 19th March,2019
 9. Chairperson in FDI Astute Conduit for Trade Integration and Sustainable Development 2nd & 3rd March 2018, Alagappa University, Karaikudi
 10. Chief Guest for Women’s Day Celebration organized by National Institute of Hotel Management & Catering Technology, March 8th 2018
 11. Delivered Special Lecture on Orientation Program for Fresher Batch organized by Department of Tourism and Hotel management, Alagappa University 13th July 2018
 12. Resource person for One day International Symposium organized by P.K.R. Arts College for Women, Gobi August 2015
 13. Delivered Special Lecture on Foreign Direct Investment organized by Ethiopia Wollega University, Nekemte, Ethiopia, 2015

Others

Articles published in Newspapers / Magazines: 3

1. “Regulatory Sandbox An Engine for Inclusive Innovation” Indian Banks Association, Vol 5, Issue 9, Apr 2018, ISSN 2349 -7483
2. “Mergers in Private sector Banks”, HRD Times, September 2008.
3. “ Reverse Mortgage”, HRD Times, September 2007
4. “HRD in Banks”, HRD Times, June 2007

Awards

1. Inspirational Women Award – 2021 by CAPE FORUM – YOU TRUST, Kanyakumari, Tamilnadu
2. Innovative Research (Management Science) and Dedicated Academician Award by Innovative Scientific Research Professional, Malaysia

Recent Publications

1. G G.Parimalarani (2020), “Insurance distribution Channels: The propeller for Insurance Penetration in India Studies” Indian Place Names (UGC Care List) ISSN 23943114, Vol 40, Issue 60 Mar 2020 Impact Factor 6.3 N J
2. G.Parimalarani (2020), “Efficiency Of Payment and Settlement” Alochana Chakra Journal ISSN NO:2231-3990 Volume IX, Issue V, 20-May N J
3. G.Parimalarani (2020), “Transformation: Talent Imperative of Upskilling and Reskilling of Banking Employees in the age of Digitalization” Shodh Sanchar Bulletin UGC Care listed ISSN- 2229-3620` Vol 10 Issue 38, April-June 2020 N J
4. G.Parimalarani (2020), “E-learning: A Digital Tool for Bridging Employability Skill Gap in Indian banking Sector “ Alochana Chakra Journal ISSN NO:2231-3990, Volume IX, Issue V, 20-May Impact Factor 6.3 N J
5. G.Parimalarani (2020), “Learner’s Satisfaction on Online Education During Covid-19 Lockdown period”, Kala Sarovar ISSN: 0975-4520 (UGC Care Group-1 Journal) Vol-23 No.04(VIII) October-December 2020 N J
6. G.Parimalarani (2020), “Tourism Sector: A Driving force of Job creation in India” Our Heritage ISSN: 0474 9030 January-2020,Vol-68-Issue-1- N J
7. G.Parimalarani (2020), “Insurance distribution Channels: The propeller for Insurance Penetration in India” Studies in Indian Place Names (UGC Care List) ISSN 23943114, Vol 40, Issue 60 Mar 2020 Impact Factor 6.3 N J
8. G.Parimalarani & M.Rathi Meena (2020), “Customer's Perception on Effectiveness of Digital Banking Services during Covid-19 Lockdown Period” South African Journal of Economic and Management Sciences ISSN: (Online) 2222-3436, (Print) 1015-8812 Volume 23, Issue 10, Oct 2020 I J

9. L.Terina Grazy & Dr.G.Parimalarani (2020), Life Insurance Policy holders perception Towards Insurance Distribution channels South African Journal of Economic and Management Sciences ISSN: (Online) 2222-3436, (Print) 1015-8812 Volume 23, Issue 10, Oct 2020 I J
10. M.Rathi Meena & Dr.G.Parimalarani (2020), "Impact Of Digital Transformation On Employment In Banking Sector" International Journal Of Scientific & Technology Research (IJSTR) ISSN 2277-8616 Volume 9, Issue 01, January 2020 I J
11. G.Parimalarani (2019), "A Paradigm Shift Towards Digital Recruitment and Selection Practices Adopted in Public sector bank" The Online International Interdisciplinary Research, ISSN 2249-9598, Vol 09, Feb 2019, Special Issue 3,pp: 218, UGC No: 46964 Impact Factor 4.318 I J
12. L.Terina Grazy & Dr.G.Parimalarani, (2019) "E-Insurance: A Platform for Insurance Penetration In India, Restaurant Business, Restaurant Business, ISSN 00978043, Vol 118, Issue 6, Jun 2019, Impact factor 2.4 I J
13. L.Terina Grazy , Dr.G.Parimalarani & M.Rathi Meena (2019) Foreign Direct Investment in Insurance Sector: A Key for Better Insurance Penetration, pp 358-362 International Journal of Recent Technology and Engineering (IJRTE),Blue Eyes Intelligence Engineering & Sciences Publication, ISSN: 2277-3878 Volume-8, Issue-3S, October 2019, Bi-Monthly Impact factor 5.92 I J
14. M.Rathi Meena & Dr.G.Parimalarani (2019), Human Capital Analytics: A Game Changer for HR Professionals International Journal of Recent Technology and Engineering (IJRTE), Blue Eyes Intelligence Engineering & Sciences Publication, ISSN: 2277-3878 Volume-8, Issue-2S11, September 2019, Bi-Monthly Impact factor 5.92 I J
15. G.Parimalarani (2019), "Gamification: A New Tool for Recruitment International Journal of Advance and Innovative" Research ISSN- 23947780 Vol 6, Issue 2, UGC.No: 63571April 2019 Impact Factor 7.36 I
16. G.Parimalarani (2019), "Technotrends In Indian Banking Sector" International Journal of Advance and Innovative Research, ISSN 2394-7780, Vol 5, Issue 4(XVI), Oct-Dec 2018, Pg,78, UGC No:63571 Impact Factor 7.12 I
17. G.Parimalarani (2019) , "Impact of Digital Distruprtion on Human Capital of Banking sectors",pp 629-636 The International journal of analytical and experimental modal analysis UGC-CARE Group A,ISSN NO: 0886-9367 Volume XI, Issue VIII, August/2019,Monthly Impact Factor 5.87 I
18. G.Parimalarani (2018), "Factors and Motives of Saving and investment of teaching faculty in the Affiliated colleges of Alagappa University" Paripex – Indian Journal of Research, A Peer Reviewed, Referred, Refereed & Indexed International Journal, ISSN: 22501991, July 2018, Vol 7, Issue 7, Pp:533, UGC No. 47532, Impact Factor 6.761 I
19. G.Parimalarani (2018), "Bancassurance: A Growing Channel For Insurance Distribution" Journal of Emerging Technologies and Innovative Research ISSN 23495162, Vol 5, Issue 12,Dec 2018 I

20. G.Parimalarani (2018), "Employment Skills in Banking Industry: A Shift in the Focus Research Explore, Indian Academic Researchers Association, ISSN 22501040, Vol 6 Special issue Sep 2018, Pg,254 Impact Factor 2.014 N
21. G.Parimalarani (2018), "Life Insurance Sectors Towards Corporate Social Reasonability" Research Explore, Indian Academic Researchers Association, ISSN 22501040, Vol 6 Special issue Sep 2018, pp:249 Impact Factor 2.014 N
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