

BIO-DATA



Dr. K. GANESAMURTHY
Assistant Professor

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Academic Qualifications:

M.Com., MBA., M.Phil., PGDCA., B.Ed., Ph.D.

Teaching Experience:

10 Years

Research Experience:

Seven Years

Additional Responsibilities

1. Deputy Coordinator – Alagappa University Youth Red Cross
2. Member – Departmental Research Committee
3. Coordinator – National Academic Depository at Department level

4. Coordinator – SWAYAM at Department Level
5. Coordinator – NIRF & NAAC at Department Level
6. Co-ordinator - Village Placement Programme (2015 Batch)
7. Member – Consumer Club, Alagappa University (2016 Batch).
8. Member – Gandhian Studies, Alagappa University (2017 Batch).
9. University Representative for Distance Education Examinations

Areas of Research

Marketing, CRM in Banking, Corporate Laws, Corporate Restructuring, Finance and Consumer Behaviour & Energy Management

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	3	4
	M.Phil.	3	1
Project	PG	50	12
	UG / Others	6	-

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
29	6	17	12	3

Cumulative Impact Factor (as per JCR) : -
h-index : - 02
i10 index : -
Total Citations : - 05

Funded Research Projects

Completed Projects:

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	AURF	2015	2017	OPPORTUNITIES AND CHALLENGES OF SOCIAL CRM IN BANKING SECTORS	0.40
2	Theme	2018	2019	SOCIETAL DEVELOPMENT THROUGH	50.00

	Based Research Project of RUSA 2.0			CORPORATE SOCIAL RESPONSIBILITY	
3	ICSSR-IMPRESS	2018	2020	ENFORCEMENT OF TRADE MARK AND PATENTS PRACTICES IN VALUE ADDED AGRO PRODUCTS IN TAMIL NADU	4.50
4	ICSSR	2019	2020	ENERGY CONSUMPTION AND UTILITY PRACTICES OF FARMERS IN SOUTHERN DISTRICTS OF TAMILNADU	3.00

Consultancy Projects: Nil

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1					

Others: Nil

Note: Budget must be rounded to two decimal places

Ongoing: One

Patents

Nil

Distinctive Achievements / Awards

Best Teacher Award, Global Management Council Ahamadabad.

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized:

- Organising Secretary - National Webinar on “Effective Energy Management Practices of Farmers in COVID-19”, Alagappa University & ICSSR, New Delhi on 3rd June 2020.
- Chaired - Two Day National Seminar on “CSR toward Societal Development – Issues and Challenges (NSCSR - 2019)” Organised by the Department of Corporate Secretaryship, Alagappa University on 28th & 29th August 2019
- Deputy Coordinator – Five Day Faculty Development Programme on “Corporate Restructuring of Public Sector Banks in India – Present Scenario”, organised by Department of Corporate Secretaryship, Alagappa University on 26-07-2021 to 30-08-2021

Events Participated (optional)

CONFERENCES / SEMINARS / WORKSHOPS:

Workshops:

1. Faculty Development Programme on “**ENTREPRENEURSHIP**”, Entrepreneurship-cum-Skill Development Centre, Alagappa University, Karaikudi from 12-11-2015 to 26-11-2015 (12 days).
2. FDP (Enrichment) program – Accreditation Quality Enhancement, organized by the IQE, Alagappa University, Karaikudi from 6th – 12th January 2017. (7 Days)
3. Short Term Course on Professional Enrichment, AUCE, Alagappa University Karaikudi, from 7th – 13th August 2017. (7 Days)
4. Orientation Programm attended on 23-08-2017 to 19-09-2017 organised by Bharathidasan University, Tiruchirappalli
5. UGC-Sponsored Refresher Course in Commerce & Management, Organized Bharathidasan University, Tiruchirappalli from 20-09-2019 to 03-10-2019.
6. UGC-Sponsored Refresher Course in Business Studies Organized Bharathidasan University, Tiruchirappalli from 11-12-2020 to 24-12-2020.

Conferences / Seminar:

International		National	
Presented	Participated	Presented	Participated
31	52	12	32

Other Training Programs

Nil

Overseas Exposure / Visits

University Tunku Abdul Rahman, Malaysia – Paper presentation entitled “Energy Management Practices of Paper Industry in India.” in the International Conference on Recent Trends in Humanities & Science, 25th & 27th October 2018.

Membership in

Professional Bodies

Life Member: Association of SELP Journal of India

Editorial Board

PEZZOTTAITE journals

Advisory Board

Nil

Academic Bodies (Such as Board of Studies etc.)

- Member, UG/PG in Management Panel of examiner for Question Paper Setting and Evaluation of Answer script in Bharathiar University, Coimbatore.
- Board of Studies Member in Corporate Secretaryship, Periyar University, Salem.
- Member, UG/PG in Management Panel of examiner in Bharathidasan University, Trichy.

Resource persons in various capacities

Number of Invited / Special Lectures delivered:

- A guest lecture on “Companies Act-2013: A key highlights and analysis” Organised by the Department of Commerce, Dr.Umayal Ramanathan College for Women, Karaikudi on 24th February 2016.
- A Special Lecture delivered and Technical session chaired on “Companies Act-2013”, organized by the Department of Business Administration and Commerce, Caussanel College of Arts & Science, Muthupettai on 5th March, 2016.
- Delivered a special Lecture on “Entrepreneurship Skill development” organized by the Department of Women’s Studies, Alagappa University on 29th March 2016.
- Chaired a session in the National Conference on “Perspectives and Prospects of Technology Enabled Learning”, organized by the Department of Education, Alagappa University on 1st April 2016.
- Delivered a Special Lecture on “Environment and Human Rights”, organized by the Department of Social Work, Alagappa University on 11th February 2017.
- Acted as a resource person “Developing Proposal for Qualitative Research” organized by the Department of Education, Alagappa University on 13th-15th June 2017.
- A Special Lecture delivered on “Financial Markets in India” Organised by A.S. Govt HSS, Tiruppattur, 24th July 2019
- A Special Lecture delivered on “Functions of SEBI” Organised by A.S. Govt HSS, Tiruppattur, 5th February 2020
- Acted as a resource person “Developing the Next Generation Teacher” Organized by Department of Commerce, Nehru arts and science college (Autonomous), 03rd Aug 2020

Others

1. Articles published in Newspapers / Magazines : Nil
2. Products developed : Nil
3. No. of Ph.D. Thesis evaluated : Nil
4. No. of Ph.D. Public Viva Voce Examination conducted : Nil
5. Sequences submitted in GenBank

**Social Interests and Initiatives / Articles in News papers etc can also be included

Recent Publications

1. Authors, (Year), "Title of the Paper", Journal / Conference Name, Publisher, Country, Volume/ Issue, page numbers. (Impact Factor:)

(A) Books

- Dr.K.Ganesamurthy (2012) **"CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES IN BANKS,"** *United Publishers, Mangalore*, ISBN: 97893-81195-21-5.
- Dr.A.Morarji & Dr.K.Ganesamurthy (2015) **"CAPITAL MARKET"**, *Today Publishers, Chennai*, ISBN: 978-93-81992-83-8.
- Dr.K.Ganesamurthy & Dr.A.Morarji (2015) **"Hand book of BANKING"**, *Today Publishers, Chennai*, ISBN: 978-93-81992-84-5.

(B) Research Articles

- **"Physical Health Effects of Employees at Work From Home- An Impact on Workplace Ergonomics"**, *International Journal of Advance and Innovative Research*, ISSN: 2394-7780.
- **"Professionals' Opinion of Corporate Administrative Reforms In India With Reference Selected Companies In Coimbatore Region"** *International Journal of Research and Analytical Reviews (IJRAR)*, Issue-2, (E-ISSN 2348-1269, P- ISSN 2349-5138.) Vol. 8, 21st Apr2021.
- **"Impact of Covid-19 On The Business Sector"**, *The International Publication of Non Olympic Times, Lucknow* (ISBN 978-81-949524-1-1), Edition-1,pp. 16-18, 2021.
- **"Disaster Management - Hospital Perspective"**, *International Journal of Research and Analytical Reviews (IJRAR)*, Issue-1, (E-ISSN 2348-1269, P- ISSN 2349-5138.) Vol. 8, Jan2021.
- **"Impact of Corporate Restructuring on Companies Business Operations in Hosur Region"**, (Scopus) ISSN 0038-111X *Solid State Technology* Volume: 63 Issue: 5 Publication Year: 2020
- **"Stakeholders View On Corporate Administration Reforms In India"** *Alochana Chakra Journal*, ISSN NO:2231-3990, Vol- 9, Issue XII pp.333-341,Dec2020.

- **“Corporate Restructuring Strategies In India – An Overview”**, Alochana Chakra Journal, ISSN NO:2231-3990, Vol- 9, Issue XII pp.333-341,Dec2020.
- **”Energy Consumption And Utility Practices In India: An Empirical Analysis”**, International Journal of Engineering Technologies and Management Research, ISSN: 2454- 1907, vol-7,pp.42-49, Jul2020.
- **“Contribution of CSR Activities for Education in Indian Companies: An Analysis”** Studies in Indian Place Names ISSN: 2394-3114, Vol-40, Issue-12 Feb2020.
- **“Incorporating the Digitalized Corporate Administrative Functions in India”** Studies in Indian Place Names, ISSN: 2394-3114, Vol-40, Issue-12, Feb2020.
- **“Intrinsic and Extrinsic Criteria of Women Consumers while Purchasing Garments”** Studies in Indian Place Names, ISSN: 2394-3114, vol.40, Issue 59, Feb.2020.
- **“Required IPR For Value Added Products In Reduction Of Agricultural Wastage In Tamil Nadu”** Indian Journal of Applied Business and Economic Research, Vol. 1, No. 2, pp. 95-108, 2020.
- **“Impact of Corporate Restructuring on Companies Business Operations in Hosur Region”** Solid State Technology, Vol-63, Issue: 5,2020. (Scopus)
- **“CSR Policy Towards Promoting Societal Benefits: An Analysis on Criticism and Favourable Arguments”**, International Journal of Advanced Science and Technology, ISSN: 2005-4238 IJAST, Vol. 28, No. 19, (2019), pp. 1283- 1290, 2019. (Scopus)
- **“Customer Satisfaction on Online Banking Services at Present Scenario in India”**, International Journal of Advanced Science and Technology, ISSN: 2005-4238 IJAST, Vol. 28, No. 19, (2019), pp. 1208- 1213, 2019. (Scopus)
- **“GDP Impact on Efficiency Gains of Transportation and Distribution of Nascent Informal Sectors in India”**, International Journal of Recent Trends in E- Supply Chain Management, ISSN: 22773878, vol-8, issue-4, PP.2992-2995, November 2019. (Scopus)
- **“Role of Logistics and Supply Chain Management in Corporate Sectors”**, International Journal of Recent Trends in E- Supply Chain Management, ISSN: 978-93-89146-71-4, PP.127-130, First Edition: September 2019.
- **“A Buying Behaviour Pattern of Modern Women”**, International Journal of Recent Technology and Engineering(TM), ISSN: 2277-3878, Vol. 8, Issue-2S4, PP.557-560, August 2019. (Scopus)

- **“Promotion Education Through CSR Activities by Banks in India”**, National Seminar proceedings on CSR towards Societal Development – Issues and Challenges (NSCSR- 2019).
- **“Corporate Social Responsibility and Corporate Governance for Societal Sustainability”**, National Seminar proceedings on CSR towards Societal Development – Issues and Challenges (NSCSR- 2019).
- **“Efficacy of Corporate Social Responsibility in Indian Apparel Industry”**, National Seminar on proceedings CSR towards Societal Development – Issues and Challenges (NSCSR- 2019).
- **“World Trade and Investment Agreements”**, International Journal of Advance and Innovative Research, ISSN: 2394-7780, Vol: 6, Issue 2 (XXXV), PP. 82-84, April – June 2019.
- **“Web Marketing Mix on E-Banking: An Analysis”**, Implications of Internet Marketing, Issue: I, ISBN: 978-93-88398-68-8, PP.73-78, February 2019.
- **“E-Shopping Attitude Vs Experience - An Analysis”**, Implications of Internet Marketing, Issue: I, ISBN: 978-93-88398-68-8, PP.85-88, February 2019.
- **“Web Marketing Mix on Digital Banking in India “**, Digital Banking for Sustainable Development, ISBN: 978-93-87865-15-0, Vol: II, PP: 93-101, 2019.
- **“New Promotional Mix Factors Influencing Emerging Social Media in India”**, International Journal of Advance and Innovative Research, ISSN: 2394-7780, Vol.5, Issue: 4 (XVI), PP.85-89, October- December 2018.
- **“Sustainable Management Practices for Effective Stock Broking in India”**, International Journal of Advance and Innovative Research, ISSN: 2394-7780, Vol.5, Issue: 4 (XVI), PP.98-101, October- December 2018.
- **“Understanding Women Through Consumer Behaviour Towards Branded Apparel”**, International Journal of Research in Engineering, IT and Social Sciences (IJREISS), ISSN: 2250-0588, Vol. 8, PP.203-206, October 2018.
- **“ Role of Foreign Direct Investment in Indian Economy”**, FDI – Astute Conduit for Trade Integration and Sustainable Development, ISBN: 978-93-86782-44-1, PP.145-148, March 2018.
- **“Energy Management in Paper Industry-A Tool for Prosperity”**, Shanlax International Journal of Management, ISSN: 2321-4643, vol. 5, Special Issue 3, pp. 27-32, March 2018.
- **“FDI in Multi-brand Retailing Sector in India”**, Roots International Journal of Multidisciplinary Researchers, ISSN: 2349-8684, vol.4, Special Issue 1, March 2018.
- Dr.K.Ganesamurthy, **“Role of FDI in Indian Economy”**, Roots International Journal of Multidisciplinary Researchers, ISSN: 2349-8684, vol.4, Special Issue 1, March 2018.

- **“FDI in Multi-brand retailing sector in India”**, Roots International Journal of Multidisciplinary Researchers, ISSN: 2349-8684, vol.4, Special Issue 1, March 2018.
- **“Consumer Behaviour and Attitude towards FDI Policy in India”**, Roots International Journal of Multidisciplinary Researchers, ISSN: 2349-8684, vol.4, Special Issue 1, March 2018.
- **“FDI in Multi – Brand Retailing Sector in India”**, FDI – Astute Conduit for Trade Integration and Sustainable Development, ISBN: 978-93-86782-44-1, PP.173-176, March 2018.
- **“A Study on Buyer Awareness towards Green Marketing in Chennai City”**, Shanlax International Journal of Management, ISSN: 2321-4643, Vol. 5 Special Issue: 3, PP.38-44, March 2018.
- **“Impact of Restructuring on Corporate Sector – A Study with Reference to Company in Hosur Region”**, Journal for Science and Advanced Research in Technology, Ahmedabad, ISSN: 23951052, Vol: 4, Issue: 3, PP.5-8, March 2018.
- **“Dynamics of Women Purchase Behaviour: A Study of Apparels in Chennai City”**, Emperorinter National Journal of Finance and Management Research [EIJFMR], ISSN: 2395-5929, Vol. IV, PP.705-714, March 2018.
- **“Impact of CRM Strategy in Service Sectors”**, Nxt Gen Global Supply Chain Management, ISBN: 978-0-6482502-3-4, PP. 71-75, Edition:1, 2018.
- **“Corporate Restructuring – An Overview”**, Business Success Hinges on Business Strategies, published by Dept. of Commerce, Alagappa University, Karaikudi, ISBN: 978-81-935783-1-5, vol.1, pp.196-201, December 2017.
- **“Corporate Legal Reforms in India: An Overview”**, Business Success Hinges on Business Strategies, published by Dept. of Commerce, Alagappa University, Karaikudi, ISBN: 978-81-935783-1-5, vol.1, pp. 182-187, December 2017.
- **“Modern Services in Banks – An Analytical Study”**, Business Success Hinges on Business Strategies, published by Dept. of Commerce, Alagappa University, Karaikudi, ISBN: 978-81-935783-1-5, vol.1, pp. 87-92, December 2017.
- **“Purchasing Behaviour Pattern of Modern Women in the Present Era”**, Business Success Hinges on Business Strategies, published by Dept. of Commerce, Alagappa University, Karaikudi, ISBN: 978-81-935783-1-5, vol.1, pp. 177-181, December 2017.
- **“Intrinsic and Extrinsic Criteria in Purchase of Women Apparel in Chennai City”**, International Management Research Review, Chennai, ISSN: 2231-2501, Vol.5, Issue II, PP. 30-33, March 2017.

- **“Energy Management Information System - A Tool for Prosperity”**, International Management Research Review, Chennai, ISSN: 2231-2501, Vol.5, Issue II, PP.42-45, March 2017.
- **“Corporate Reporting Practices”**, International Seminar proceedings, Faculty of Management, Alagappa University, Karaikudi, Global Growth: Gears & Glows, ISBN: 978-81-933316-4-4, Vol: 1, PP 221-226, February 2017.
- **“Female Buying Behaviour in Branded Apparel with reference to Chennai city”**, International Seminar proceedings, Faculty of Management, Alagappa University, Karaikudi, Global Growth: Gears & Glows ISBN 978-81-933316-4-4, Vol: 2, PP: 265-271, February 2017.
- **“Multi Intelligent Quotient (MIQ) of Entrepreneurs”**, Perspectives on Entrepreneurial Resurgence & Innovations, ISBN: 978-81-9259-745-4, PP.109-113, August 2016.
- Dr.K.Ganesamurthy, **“Customers’ Perception on Customer Contact Programmes as a CRM Tool in Banks”**, Sona Global Management Review, ISSN: 0973-9947, Vol.10, Issue 4, PP. 34-49, August 2016.
- **“Recent Developments in Banking Sector of India”**, SRM Bizad Research Review, ISSN: 0952-4957, Vol. 2, PP: 307-311, March 2016.
- **“Guidelines for Preparation of Women Entrepreneurship Project”**, Dynamics in Entrepreneurship, Today Publications, Chennai, ISBN: 978-93-81992-43-2, vol.1, PP. 77-82, March 2016.
- **“Guidelines to Women Entrepreneurs”**, Dynamics in Entrepreneurship, Today Publications, Chennai, ISBN: 978-93-81992-43-2, vol.1, PP. 158-170, March 2016.
- **“Employees View on Implementation of CRM System at Commercial Banks”**, International Journal of Applied Research, ISSN: 2394-7500, Vol. 2 , Issue: 1, PP: 766-770, January 2016.
- **“Swami Vivekananda’s Quotes on Valuable Service Provide to Delight Customer”**, Swami Vivekanandar: A Youth Icon, ISBN: 978-81-931036-9-2, PP.196-198, SVYI-2016.
- **“Credit Risk Management by Indian Banking Sector: Emerging Trends and Practices”**, International Conference on Business Research, Organized by SRM University, Chennai, Published by Vijay Nicole Imprints Private Limited, Chennai, Vol. I, ISBN 13:978-81-8209-426-0, PP.170-172, September 2015.
- **“E-Customer Relationship Management on Customer’s Behaviour in Banks”**, International Journal of Marketing, Financial Services and Management Research, ISSN 2277-3622 Vol.4 (11), November (2015), pp. 54-58.
- **“Contemporary and Emerging Era in Banking Services Through CRM to its Customers”**, International Conference on Business Research, Organized by SRM University, Chennai, Published by Vijay Nicole Imprints Private Limited, Chennai, Vol. I, ISBN 13:978-81-8209-426-0, PP.173-177, September 2015.

- **“Service Quality of Commercial Banks – An Empirical Study”**, International Journal of Applied Services Marketing Perspectives, Jammu-Tawi, J&K, ISSN(P): 2319-9032, Vol.2, No.4, PP.761-766, October -December 2013.
- **“Customer Retention Practices of Banks: Evidence from Sivagangai District of Tamilnadu”** *Journal of the IUP Journal of Bank Management*, ISSN: 0972-6918, Vol.XII, No.1, February 2013.
- **“Critical Success Factors of CRM in Banks”**, *International Journal of Applied Services Marketing Perspectives, Jammu-Tawi, J&K*. ISSN: 2279-0977, Vol.1, No.1, PP.43, July - September 2012.
- **“Customer Relationship Management Practices in Banks – A Perspective Study”**, National Conference on Innovative Marketing Trends, Issues and Challenges, ISBN: 978 93 81195 16 1, PP. 30-32, March 2012.
- **“Customer Perception on CRM Practices of Commercial Banks in Sivagangai District”** *National Journal of ‘Knowledge Economy’* Chennai, ISSN: 2231-2854, Vol.2, Issue No.1, March 2012.
- **“Customer Relationship Management Dimensions in Indian Telecom Sector”**, *The Management Spectrum*, Alagappa University, Karaikudi, vol:1, Issue 1, PP.85-94, Jan-June 2011.
- **“CRM: A Tool for Customer Attraction, Retention and Loyalty in Banking Sector”** *International Journal of ‘Tatva-the essence of excellence Karnatak Law Society’s Institute of Management Education and Research’, Belgaum*, ISSN: 0973-0974, Vol: VIII, Issue: 2, January 2011.
- **“CRM IN BANKING SECTOR: A Tool for Customer Protection”**, A Publication of Research Centre for Consumerism, Globalization & Consumer Protection, ISBN: 978-81-905380-1-5, PP.559-562, January 2011.
- **“The Customer’s Attitude on CRM Practices of Commercial Banks in India: An Empirical Study”** *International Journal of ‘SONA Global Management Review’, Salem*, ISSN 0973-9947, Vol.No.6/issue 1, November 2011.
- **“Regression Model for the improvement of Economic Status of Self Help Groups”** *International Journal of Management Prodence, Sagar, MP*, ISSN: 09758496, Vol.1, March 2010.

Papers Presented in National / International Seminars, Symposia, Conferences and Workshops

S.No.	Conference Title & Organizing Body	Date	Paper Title	Remarks
1.	e-Learning , Centre for Adult Continuing Education and Extension, Alagappa University, Karaikudi	25 th & 26 th April 2006	-	Participated
2.	National Seminar on Information Technology – Its Impact on Global Business , Department of Commerce with Computer Application & Commerce, Vidyasagar College of Arts and Science, Udumalpet.	1 st March 2008	Business model for Mobile Commerce	Presented
3.	International Seminar on Globalisation ICGICO 2008 ,	14 th & 15 th March 2008	International Environmental	Presented

	Department of Commerce & Economics, St. Joseph's College of Arts & Science, Cuddalore.		Management	
4.	National Seminar on <i>Talent Retention in Companies</i> , Department of Commerce and Business Administration, SRM University, Kattankulathur.	22 nd October 2008	-	Participated
5.	International Seminar on <i>Global Economic Ascendance Realm Upscale Propulsion to Upgrade Progress - Gear Up 2 Up</i> , School of Management, Alagappa University, Karaikudi.	31 st March to 2 nd April 2009	Factors Influencing the Growth of Customer Relationship Management Practices among Commercial Banks	Participated
6.	International Seminar on <i>Education, Culture and Literature of Greece and India</i> , Sri Venkateshwara College of Education, Peravurani	2 nd December 2009	Pragmatism: A Passage for the Development of the Commerce	Presented
7.	National Seminar on <i>Common School Curriculum: Reflections'10</i> , Department of Education, Alagappa University, Karaikudi.	11 th & 12 th February 2010	Will Common School Curriculum Supple to all Children?	Presented ISBN N.978-9380400-12-9
8.	National Seminar on <i>Common School Curriculum: Reflections'10</i> , Department of Education, Alagappa University, Karaikudi.	11 th & 12 th February 2010	Women's Education - A Tool for Rural Development	Presented
9.	National Seminar on <i>Common School Curriculum: Reflections'10</i> , Department of Education, Alagappa University, Karaikudi	11 th & 12 th February 2010	Education Services in India	Presented
10.	National Seminar on <i>Restructuring Teacher Education Curriculum for Emerging Needs</i> , Alagappa University College of Education, Karaikudi.	8 th & 9 th March 2010	Where lies Commerce Knowledge in Curriculum	Presented
11.	National Seminar on <i>Evolving Strategies for Employability of Students in Higher Education</i> , Department of Lifelong Learning, Alagappa University, Karaikudi.	23 rd & 24 th April 2010	Need of the Hour for Employment Generators	Presented
12.	<i>Expansion of Distance Education - Experiences and Expectations</i> , DDE, Alagappa University, Karaikudi	7 th & 8 th July 2010	Need for Customer Relationship Management in Enhancing	Presented

			Distance Education	
13.	National Seminar on <i>Character-Based Teacher Education – 2010</i> , Alagappa University College of Education, Karaikudi	29 th October 2010	Customer Relationship Management is an Eclectic Personality of a Teacher	Presented
14.	National Seminar on <i>Designing Curriculum for Inclusiveness in the Classroom</i> , Department of Education, Alagappa University, Karaikudi	2 nd November 2010	-	Attended
15.	<i>International Conference</i> , Sri Venkateshwara College of Education & Arts and Science, Peravurani	2 nd & 3 rd January 2011	The Place of Commerce in the Modern Literature	Presented
16.	<i>International Conference</i> , Sri Venkateshwara College of Education & Arts and Science, Peravurani	2 nd & 3 rd January 2011	Tradition of Commerce Education in India	Presented
17.	International Seminar on <i>Emerging Dimensions of Banking Sector in the Global Scenario</i> , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli	21-22 nd January 2011	CRM is an Instrument for Customer Retention: An Issue Analysis Approach	Presented
18.	International Seminar on <i>Globalization and Consumer Protection</i> , Research Centre for Consumerism, Kalasalingam University, Krishnankoil	28 th & 29 th January 2011	CRM in Banking Sector: A Tool for Customer Protection	Presented ISBN No.97881905380-1-5
19.	One Day Workshop on <i>Personality Enhancement</i> , Alagappa University, Karaikudi	3 rd February 2011	-	Attended
20.	National Seminar on <i>Teacher Education Programme for Emerging Needs</i> , Alagappa University College of Education, Karaikudi.	17 th & 18 th March 2011	-	Attended
21.	International Conference on <i>'Business Mosaic – SA RI GA MA PA DA NI'</i> Department of Management Studies, Alagappa University, Karaikudi	24 th – 26 th March 2011	-	Participated
22.	National Seminar on <i>'Professional Ethics of Teacher Educators'</i> Department of Education, Alagappa University, Karaikudi.	3 rd January 2012	Ethics and Relational Marketing with the Framework of a CRM Approach	Presented

23	National Conference on ' Innovative Marketing – Trends, Issues and Challenges ', Department of Commerce and Economics, SRM University, Chennai	6 th & 7 th March 2012	Customer Relationship Management Practices in Banks – A Perspective Study	Presented ISBN 9789381195 161
24.	National Conference on ' Emerging Entrepreneurial & Economic Environment ', Alagappa Institute of Management, Karaikudi	9 th & 10 th March 2012	-	Participated
25.	National Seminar on ' Emerging Trends in the Indian Banking Industry – Challenges and Strategic Options ', Department of Commerce, Karaikal Campus, Pondicherry University.	24 th March 2012	Discriminant Factors of CRM – An Analytical Study	Presented
26.	Workshop on ' Positive Attitude for University Non-Teaching Staff for Efficiency & Effectiveness ', DDE, Alagappa University, Karaikudi	27 th , 28 th & 29 th March 2012	-	Attended
27.	Workshop on ' Access and Expansion, Equity and Inclusion, Quality and Excellence in Higher Education – Issues and Strateiges ', Alagappa University, Karaikudi	12 th May 2012	-	Participated
28.	International Seminar on ' Business Innovations in the Globalisation Era ', A.V.V.M Sri Puspham College, Thanjavur	September 22 nd 2012	"Employees view on Implemetaion of CRM systems at commercial banks",	Presented
29.	International Conference on ' Contemporary Issues in Management ', Department of Business Management, SRM University, Chennai	28 th February 2013 to 1 st March 2013	Service Quality of Commercial Banks – A Need of the Hour	Presented ISBN No. 978-81-923607-6-8
30	One Day Training Programme on ' Stress Management ' and ' Emotional Intelligence ', DDE, Alagappa University, Karaikudi	8 th April 2013	-	Participated
31	National Seminar on " Small Water Bodies in India: Status and Impact ", Dept of Economics and Rural Development, Alagappa University, Karaikudi	11 th September 2013	-	Participated
32	International Three-in-One Conclave " A GEM IN GLIMPSE: Assertive Global	20, 21 and 22 nd	-	Participated

	<i>Economic Management Imperatively Needs Global Leadership, Investment, Markets, Peace, Stimulus & Engagement</i> , Faculty of Management, Alagappa University, Karaikudi.	September 2013		
33	ICSSR Sponsored two day National Workshop on <i>“Open Source Software for academic, Special and Public Libraries”</i> , Department of Library and Information Science, Alagappa University, Karaikudi	23, 24 th January 2014	-	Participated
34	Orientation Programme on <i>“Work Ethics”</i> , organized by Swamy Vivekanandha Centre for Higher Research and Education, Alagappa University & Vivekanandha Kendra, Kanyakumari	20 th , 21 st Sep 2014	-	Participated
35	Two day National Conference on <i>“Impact of Electronic Resources on Teaching, Learning and Research: Issues and Opportunities”</i> , Central Library & DDE, Alagappa University, Karaikudi	24 th & 25 th April 2015	The impact of Electronic Customer Relationship Management on Consumer’s behaviour in Banks	Presented
36	National Seminar on <i>“Fit and Healthy India – Vision 2023”</i> , Alagappa University College of Physical Education, Karaikudi	28 th , 29 th Sep 2015	Yoga in Stress Management	Presented
37	International Conference on <i>“Business Research – Exploring Innovations in Services Sectors”</i> , Department of Commerce and Corporate Secretaryship, SRM University, Chennai	29 th , 30 th Sep 2015	Credit Risk Management by Indian Banking Sector Emerging Trends and Practices	Presented
38	International Conference on <i>“Business Research – Exploring Innovations in Services Sectors”</i> , Department of Commerce and Corporate Secretaryship, SRM University, Chennai	29 th , 30 th Sep 2015	Contemporary and Emerging Era in Banking Services Through CRM to its Customers	Presented
39	International Conference on <i>“Innovative Management (IM 2015)”</i> , Department of Management, Anna University, Trichy	19 th Oct 2015	Innovative Services in Banks Through CRM in Banks	Presented
40	Faculty Development Programme on Entrepreneurship,	12 th to 26 th	-	Participated

	Entrepreneurship-cum-Skill Development Centre, Alagappa University, Karaikudi	Nov 2015		
41	National Seminar on “Women Empowerment and Human Rights: Transforming Their Rights in the 21st Century” , Political Science & Pub. Admin Wing, Annamalai University, Annamalai nagar.	29 th & 30 th January 2016	Women Empowerment and Human Rights in India	Presented
42	National Level Conference on Recent Trends in Management Research , AIM, Karaikudi	19 th Feb 2016	Recent Trends and Emerging Values in HRM	Presented
43	National Seminar on “Technology Trends in Indian Banking Sector” , organized by Dept of Bank Management, Alagappa University	25 th Feb 2016	-	Participated
44	National Seminar on “Paradigm in Service Sector” , organized by Caussanel College of Arts and Science, Muthupettai, Ramnad	5 th March 2016	Companies Act 2013: Importance of CSR	Presented
45	National Seminar on “Emerging Trends in Indian Insurance Sector” , organized by Dept of Bank Management, Alagappa University.	23 rd March 2016	-	Participated
46	International conference on “Managing Global Business: Challenges & Strategies” organized by Dept of Business Administration, SRM University, Chennai.	31 st March 2016.	Recent Developments in Banking Sector of India	Presented
47	National Conference on “Perspectives and Prospects of Technology Enabled Learning” , organized by Dept of Education, Alagappa University.	1 st April 2016	Knowledge, Information and Document Management	Presented
48	National Conference on “Paradigm in Service Sector” and “Companies Act – 2013” organized by Caussanel College of Arts and Science, Muthupettai	5 th March 2016	Companies Act, 2013: Importance of CSR	Presented
49	National Seminar on Entrepreneurial Resurgence and Innovations , organized by Entrepreneurship-cum-skill Development Centre, Alagappa University	19 th August 2016	Multi Intelligent Quotient of Entrepreneurs	Presented

50	National Seminar on Consumer Protection and Empowerment in India in the Wake of Technology Domination , organized by Dept of Corporate Secretaryship, Alagappa University	26 th – 27 th August 2016	Causes, Effects and Solution of Consumerism at Global Level	Presented
51	National Seminar on Information for All: Changing role of public Libraries in Digital India , organized by Alagappa University	2 nd – 3 rd Sep 2016	E- Resource for Management Research	Presented
52	National Seminar on Educational Practices in Chola Kingdom(850-1279) organized by Dept of History&DDE, Alagappa University	6 th -7 th Oct 2016	Business Administration in Cholas Period	Presented
53	National Conference on Swami Vivekanandar: A Youth Icon (SVYI-2016) organized by SVCHRE, Alagappa University	24 th Oct 2016	Swami Vivekananda's Quotes on Valuable Services Provided to Delight Customer	Presented
54	National Conference on Emerging Trends on Entrepreneurial Opportunities and Challenges, organized by Caussanel College of Arts and Science, Ramanathapuram	26 th Oct 2016	Marketing Strategies for Banks Products	Presented
55	National Conference on Global Strategies for Inclusive Growth, organized by Department of Logistics Management, Alagappa University	19 th Jan 2017	Multi Intelligent Quotient of Entrepreneurs in Sivagangai District	Presented
56	Two Day Workshop on ICT Based Innovative Teaching Methods in Business Studies, Dept of Commerce, Alagappa University	23 rd -24 th Jan 2017	-	Participated
57	International Conference on Global Growth: Gear & Glows	2 nd – 4 th Feb 2017	Corporate Reporting Practices	Presented
58	International Conference on Global Growth: Gear & Glows	2 nd – 4 th Feb 2017,	Female Buying Behaviour in Branded Apparel with reference to Chennai city	Presented
59	One day seminar on “ Recent Developments in Accounting and Taxation” organized by Dept of Corp. Sec ship & ICAI Alagappa University	20 th July 2017	-	Participated
60	Teacher's Congruence on the theme of “Empowering Teachers to Prepare	21 st August	-	Participated

	Professionals of Tomorrow”, organized by ICSI-SIRC, Chennai & Dept of Corp Sec.	2017		
61	National Seminar on “Components and Methods of a Qualitative Research”, organized by Dept of Library and Information science, Alagappa University	21 st & 22 nd Sep 2017	-	Participated
62	National Conference on “Contemporary Issues in Justice and Human Rights”, organized by Dept of History, Alagappa University.	25 th – 26 th Sept 2017	Human Rights of Women in Work Place	Presented
63	National Seminar on “Challenging Business Intelligence and Innovations Management”, organized by AIM	26 th Sept 2017	-	Participated
64	International Conference on “GST”, organized by Dept of Commerce, Vidhyaa Giri College of Arts and Science, Puduvayal	5 th October 2017	GST-An Indirect Tax Reform in India	Presented
65	Workshop on “Novelty for Sustainable and Green Business Management”, organized by AIM	14 th & 15 th Dec 2017	-	Participated
66	National Conference on “Business Success Hinges on Business Strategies”, organized by Dept of Commerce, Alagappa University	15 th Dec 2017	Corporate Restructuring- An Overview	Presented
67	National Conference on “Business Success Hinges on Business Strategies”, organized by Dept of Commerce, Alagappa University	15 th Dec 2017	Modern Services in Banks - An Analytical study	Presented
68	National Conference on “Business Success Hinges on Business Strategies”, organized by Dept of Commerce, Alagappa University	15 th Dec 2017	Corporate Reforms in India Overview	Presented
69	National Conference on “Business Success Hinges on Business Strategies”, organized by Dept of Commerce, Alagappa University	15 th Dec 2017	Purchasing Behaviour Pattern of Modern Women	Presented
70	National seminar on “Changing Landscape of the Indian Non-Life Insurance Market”, organized by Dept of BM, Alagappa University	18 th December 2017	-	Participated

71	Workshop on "GST", organized by UBCC&Alagappa University	24 th – 25 th Jan 2018	-	Participated
72	Orientation Programme on "Marketing Strategies for Business Excellence", organized by Dept of Commerce & UBCC.	8 th & 9 th Feb 2018	-	Participated
73	National Workshop on "Emerging Trends in Customs Clearances and Logistics", organized by Dept of Corp Sec	10 th Feb 2018	-	Participated
74	Research Day on "A study on Apparel Buying Behaviour of Indian Women Professionals", organized by SRM Institute of Science, Chennai.	1 st March 2018	A Study on Apparel Buying Behaviour of Indian	Presented
75	Seminar on "Insolvency and Bankruptcy Code 2016", organized by Dept of CS & ICSI-SIRC, Chennai	2 nd March 2018	-	Participated
76	International Conference on "FDI-Astute Conduit for Trade Integration and Sustainable Development", organized by Dept of International Business, Alagappa University	2 nd & 3 rd March 2018	FDI in Multi-brand retailing sector in India	Presented
77	International Conference on "FDI-Astute Conduit for Trade Integration and Sustainable Development", organized by Dept of International Business, Alagappa University	2 nd & 3 rd March 2018	Consumer Behaviour and Attitude towards FDI Policy in India	Presented
77	International Conference on "FDI-Astute Conduit for Trade Integration and Sustainable Development", organized by Dept of International Business, Alagappa University	2 nd & 3 rd March 2018	Role of FDI in Indian Economy	Presented
78	International Conference on "FDI-Astute Conduit for Trade Integration and Sustainable Development", organized by Dept of International Business, Alagappa University	2 nd & 3 rd March 2018	FDI in Multi-brand retailing sector in India	Presented
79	Seminar on "Insolvency and Bankruptcy code 2016", organized by Faculty of Management & ICSI, Karaikudi	2 nd March 2018	-	Participated
80	International conference on "Nxt Gen Logistics & SCM 4.0", Organized by Dept of Logistic Management, ALU.	28 th March 2018	Impact of CRM strategy in service Sector	Presented

81	International Conference on Recent Trends in Humanities & Science, Malasiya. Organized by University Tunku Abdul Rahman, Malaysia	25 th & 27 th Oct 2018	Energy Management in Paper Industry in India	Presented
82	Two Day International Conference on Contemporary Management Innovations and Intelligence (ICCMII – 2018), Organized by Alagappa Institute of Management Alagappa University	13 th & 14 th Dec 2018	Sustainable Management Practices For Effective Stock Broking In India	Presented
83	Two Day International Conference on Contemporary Management Innovations and Intelligence (ICCMII – 2018), organized by Alagappa Institute of Management Alagappa University	13 th & 14 th Dec 2018	New Promotional Mix Factors Influencing Emerging Social Media In India	Presented
84	International Conference on Emerging Trends and Challenges in Commerce, organized by NPR Arts & Science College, Natham, Dindigul District	31 st Jan 2019	BIT COIN / CRYPTO Currency impact in Indian Economy	Presented
85	One – Day Workshop on “Technical and Scholarly Writing”, Organized by Technical and Academic Writing Centre, Alagappa University	14 th Feb 2019	-	Participated
86	Two Day International Conference on “Strategies for Global Business Finance and Management for Sustainable Societal Development”, Organized by Department of Corporate Secretaryship & Commerce, Alagappa University	19 th & 20 th Feb 2019	A Study on Global Marketing Strategies and Marketing Mix that Lead to Sustainable Global Market Development In India	Presented
87	Two Day International Conference on “Strategies for Global Business Finance and Management for Sustainable Societal Development”, Organized by Department of Corporate Secretaryship & Commerce, Alagappa University	19 th & 20 th Feb 2019	World Trade and Investment Agreements	Presented
88	Two Day International Conference on “Strategies for Global Business Finance	19 th & 20 th	CSR For Sustainable Green	

	and Management for Sustainable Societal Development”, Organized by Department of Corporate Secretaryship & Commerce, Alagappa University	Feb 2019	India	Presented
89	Two Day International Conference on “Strategies for Global Business Finance and Management for Sustainable Societal Development”, Organized by Department of Corporate Secretaryship & Commerce, Alagappa University	19 th & 20 th Feb 2019	Strategies for Sustainable Corporate Growth in India	Presented
90	Two Day National Conference on Facets of Digital Marketing Spree (FDMS 2019), Organized by Alagappa University	21 st & 22 nd Feb 2019	E-Shopping Attitude Vs Experience- an Analysis	Presented
91	Two Day National Conference on Facets of Digital Marketing Spree (FDMS 2019), Organized by Alagappa University	21 st & 22 nd Feb 2019	Web Marketing Mix on E-Banking- an Analysis	Presented
92	Symposium on Companies Act 2013, Organized by Dept of Corporate Secretaryship, Alagappa University	1 st March 2019	-	Participated
93	Three Day Workshop on “Research Methods and LaTeX”, Organized by Technical and Academic Writing Centre, Alagappa University	24 th to 26 th June 2019	-	Participated
94	Five Day Workshop on Research Methodology and Data Analysis, Organized by Faculty of Management, Alagappa University	10 th to 14 th June 2019	-	Participated
95	International Conference on “Digital Banking For Sustainable Development”, organised by Dept of BM, Alagappa University, Karaikudi	24 th & 25 th Sep 2019	Web Marketing Mix on Digital Banking in India	Presented
96	Three Days Workshop on “Research Methods and Latex organised by Technical And Academic Writing Centre , Alagappa University	24 th to 26 th June 2019	-	Participated

97	One – Day Workshop on “ Tops and Tricks of Publishing in High Impact Journals” organised by Department of Internation Business, Alagappa University	26 th August 2019	-	Participated
98	Two Day National Seminar on “CSR toward Societal Development – Issues and Challenges (NSCSR - 2019)” Organised by the Department of Corporate Secretaryship, Alagappa University	28 th &29 th August 2019	Promoting Education through CSR Activities by banks in India	Participated
99	Two Day National Seminar on “CSR toward Societal Development – Issues and Challenges (NSCSR - 2019)” Organised by the Department of Corporate Secretaryship, Alagappa University	28 th &29 th August 2019	Efficacy of Corporate Social Responsibility in india apparel Industry	Participated
100	Two Day National Seminar on “CSR toward Societal Development – Issues and Challenges (NSCSR - 2019)” Organised by the Department of Corporate Secretaryship, Alagappa University	28 th &29 th August 2019	Corporate Social Responsibility and corporate Governance for societal sustainability	Participated
101	One Day National Conference on “Institution – Industry Linkage” organised by the Department of Commerce, Alagappa University	30 th August 2019	-	Participated
102	Two day International Conference on “FDI and Make in India- Synergists of Transforming Indian Economy” organised by Department of international Business, Alagappa University	30 th & 31 st August 2019	Foreign Direct investment and Environmental Issues in India	Presented
103	Three-day International workshop on “E-Content Development for MOOCs among the Faculty Members” organised by Digital Education Cell, Alagappa University, Karaikudi	10 th , 12 th & 13 th Sep 2019	-	Participated
104	Three-day International workshop on “E-Content Development for MOOCs among the Faculty Members”	10 th , 12 th & 13 th Sep	-	Participated

	organised by Digital Education Cell, Alagappa University, Karaikudi	2019		
105	Two day International Conference on “Digital Banking for sustainable Development (DBSD-2K19) “ organised by Department of Banking Management, Alagappa University	24 th & 25 th Sep 2019	“Web Marketing Mix on Digital Banking in India”	Presented
106	Two day International Conference on “Universal Design for learning embedded with assistive technology for children with special needs-udlat 2019” organised by Department of Special Education and Rehabilitation Science, Alagappa University	4 th & 5 th Sep 2019		Presented
107	Two day International Conference on “ Recent Trends in Global Sustainable Tourism and Hospitality Research” organised by Department of Tourism and Hotel Management, Alagapp University	6 th & 7 th Sep 2019	CSR of Tourism in India	Presented
108	Two day International Conference on “E-Logistics & Supplyt Chain Management” organised by Department of Logistics Management, Alagappa University	12 th & 13 th Sep 2019	Role of Logistics, SCM in Corporate sectors	Presented
109	Two day International Conference on “E-Logistics & Supplyt Chain Management” organised by Department of Logistics Management, Alagappa University	12 th & 13 th Sep 2019	GDP impact on efficiency gains of transportation & Distribution of Nascent informal Sectors in India	Presented
110	One Day International Workshop on “Publishing In Scopus Indexed, ERA and ABDC Journals” Orgained by the Department of Corporate Secretaryship, School of Management, Alagappa University	18 th October		Participated
111	Two day International Conference on “ Re-Engineering	12 th & 13 th December	Emerging Trends and Challenges on	

	Business Environment for Sustainable Development in India (REBSD)" organised by the Alagappa Institute of Management, Alagappa University		Promoting Education through CSR Activities by banks in India	Presented
112	Two day International Conference on " Re-Engineering Business Environment for Sustainable Development in India (REBSD)" organised by the Alagappa Institute of Management, Alagappa University	12 th & 13 th December	Customer Satisfaction on online Banking Services at present scenario in India	Presented
113	One Day National Workshop on "Indian Research Information Network System (IRINS): Adaption & Promotion" organised by Information and Library Network(INFLIBNET) centre with Alagappa University	8 th Feb 2020	-	Participated
114	One Day Trainers Programme on "Train the Trainers" Organised by Placement Cell & Entrepreneurship, Innovation and Career Hub, Alagappa University	25 th Feb 2020	-	Participated
115	One Day National Seminar on "Recent Trends in Digital Marketing Strategies – Isasues and challenges organised by the PG Department of Commerce with computer Applications, Ananda College, Devakottai and Indian Accountiong Association – Tiruchirappalli Branch	28 th Feb 2020	Contribution of CSR Activities for Education in Indian Companies An analysis	Presented
116	One Day National Seminar on "Recent Trends in Digital Marketing Strategies – Isasues and challenges organised by the PG Department of Commerce with computer Applications, Ananda College, Devakottai and Indian Accountiong Association – Tiruchirappalli Branch	28 th Feb 2020	Incorporating the digitalized corporate Administrative function in India	Presented
117	One Day Webinar on "Business Opening and Challenges for Start-ups AMIDST Novel Covid-19 Pandemic" Organized by Department of Alagappa Institute of Management, Alagappa	22 nd May 2020	-	Participated

	University, Karaikudi.			
118	One day International Webinar on “COVID 19 and Continuing Relevance” Organized by Department of Commerce, The American College, Madurai.	23 rd May 2020	-	Participated
119	One Day Webinar on “GST –Return and Compliances” Organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi.	27 th May 2020	-	Participated
120	One Day Online Programme on “Effective Energy Management Practices of Farmers in Covid-19” Organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi.	03 rd Jun 2020	-	Participated
121	Five Day International Webinar Series Beyond the Covid-19 Pandemic: Development and Challenges “ jointly Organized by Social Work – Wing , Directorate of Distance Education Alagappa University and Department of Social Work ,Central University of TamilNadu , Thiruvarur.	13 th Jun to 17 th Jun 2020	-	Participated
122	Webinar on “Road Map to Success”, Organized by the Department of Commerce, St.Justin Arts and Science College for Women	20 th Jun 2020	-	Participated
123	One Day awareness Programme on “Indian Citation Ind user awareness online training program” Organized by Diva Enterprises Pvt. Ltd	24 th Jul 2020	-	Participated
125	One Day Webinar on “Emerging India with Resilience and Perseverance Organized by Department of International Business, Alagappa University, Karaikudi.	9 th Sep 2020	-	Participated
126	26 th Training of Trainers Programme on “Consumer Protection Act, 2019”	9 th Nov 2020		

	for Faculty Members / Trainers organized by Centre for Consumer Studies, Indian Institute of Public Administration New Delhi Sponsored by - Department of Consumer Affairs (Government of India)		-	Participated
127	One Week International Webinar Series On Indian Philosophy On The Occasion Of INDIAN PHILOSOPHER'S DAY, 2021, organised by ICPR & Social work wing-DDE, Alagappa University	19 th July 2021 – 23 rd July 2021	-	Participated

The information given above is true to the best of my knowledge.

SIGNATURE