



**Dr. A. MUTHUSAMY**  
**Professor & Head**

**Contact**

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**Academic Qualifications: M.Com, M.Phil.,MBA, CGT, PGDCA, Ph.D**

**Teaching Experience: 25 Years**

**Research Experience: 20 Years**

**Additional Responsibilities**

1. M. Phil-Programme (2018-19) Co-ordinator, Faculty of Management, Alagappa University, Karaikudi.
2. Mentor-Mentee,
3. Student Cells on Extra-curricular Activities
4. Bridge Course
5. Remedial Coaching (Department of International Business)
6. Coordinator of **UGC-Equal Opportunities Cell**, Alagappa University

## Areas of Research

Foreign Trade, Finance and Export Management

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	05	06
	M.Phil.	34	01
Project	PG	76	08
	UG / Others	--	--

## Publications - 120

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
93	08	27	10	Xx

Cumulative Impact Factor (as per JCR) :	--
h-index	: 04
i10 index	: 01
Total Citations	: 36

## Funded Research Projects

### Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1.	AURF	Sep 2017	Sep 2019-	A STUDY ON SKILLS DEVELOPMENT AS PART OF SOCIAL PROTECTION PROGRAMMES	0.25

### Ongoing Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1.	RUSA 2.0	Sep 2018	-	FDI AND ECONOMIC GROWTH – AN INDIAN PERSPECTIVE	

## Consultancy Projects

S. No	Agency	Period		Project Title	Budget (Rs. in lakhs)
		From	To		
-	-	-	-	-	-

## Others

Note: Budget must be rounded to two decimal places

## Patents

1. —

## Distinctive Achievements / Awards

1. Qualified UGC - JRF in 1995

## Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized:

1. Assisted the Department in discharging roles assigned in about **30** programs.
2. Organized **Seven** Webinars as Organizing Secretary, Convener and Organizing Committee.
3. Organized **Two** Workshops on Research Methodology and Publications.
4. Organized Five Days AICTE Training and Learning (ATAL) online FDP on **Block Chain in FinTech** as FDP Co-ordinator.

## Events Participated (optional)

Conferences / Seminars / Workshops: **67**

1. Participated - 09
2. Presented Papers – 60  
International conference - 26  
National conference - 34

## Other Training Programs

## Overseas Exposure / Visits

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## Membership in

### Professional Bodies

1. Life Member: Association of Indian Academic Researchers

### Editorial Board/Reviewer

1. Amity Journal of Management Research, “Amity University, UP”.
2. Journal of Knowledge Economy, Springer Publication.
3. DDE Course Material for PG Diploma in HRM “Training and Development”- Dec.2018

### Advisory Board

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

1. Board of Studies Member in Commerce – DDE.
2. Board of Studies Member in International Business.
3. Board of studies Member in Firebird Research Institute of Management, Coimbatore
4. Board of Studies Member in Kerala University
5. Board of Studies Member in Periyar University, Salem
6. Board of Studies Member in Hindusthan College of Arts and Science, Coimbatore

### Others

1. UG & PG Examiner, Question Paper Setter in Annamalai University.
2. PG Examiner, Question Paper Setter in Anna University.
3. PG Examiner, Question Paper Setter in Kochin University.
4. PG Examiner, Question Paper Setter in Alagappa University.
5. Chairman of MBA (IB), MBA (Tourism) – DDE.
6. Question Paper Setting Chairman – BBA (IB).
7. Question Paper Setting Chairman – MBA (IB).

## Resource persons in various capacities

1. Number of Invited / Special Lectures delivered: 06

## Others

1. Articles published in Newspapers / Magazines : --
2. Products developed : --
3. No. of PhD Thesis evaluated : **20**
4. No. of PhD Public Viva Voce Examination conducted : **13**
5. Sequences submitted in GenBank : --

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

## Recent Publications

S. No.	Title with page nos.	Journal	ISSN/ ISBN No	IN\N	Impact Factor
1.	Business Performance of Export Credit Guarantees Corporation	Facts for you,32	June 2004	N	-
2.	Winds of Change Mark Life Insurance Marketing in India	Facts for You	March 2008	N	-
3.	Information Technology and its implications in the Banking Sector Services, 29	IPSAR Management Insight,vo.19.No.2 (May – August, 2009)	ISSN0974 - 8083	N	-
4.	India: Socio-Economic Impact of Terrorism and Compacting Terrorism using Technology, 56	Vikas Vani Journal. (Oct – Dec,2009)	ISSN- 0974-8083	N	-
5.	A Study on Consumer Behavior towards Beauty Parlours in Dindugal, Tamilnadu.	Marketology – A quarterly Journal of Institute of Marketing and Management (July –Sep,2010)	ISSN 0973-7901	N	-
6.	A Study on Export Performance of Indian Spices	SONA Global Management Review. (Nov,2010)	ISSN- 0973-9947	N	-
7.	A Study on Evaluation of Intrinsic Value of Selected Private Steel Companies in India, 321	College Sadhana –Journal for Bloomers of Research. (August,2011)	ISSN- 0974-6838	N	-
8.	A study on Evaluation of Intrinsic Value of Selected Oil Marketing Companies in India, 49	Management Dynamics- Journal of Management. Alagappa University. (Jan- June,2011)	Edited Volume	N	-
9.	Strategies for Managing Work Place Stress	St. Michael College of Engineering and Technology, Kalayarkovil- (04.11.11)	Edited volume	N	-
10.	A Study of Sales Trend and Cost Structure of Indian Fertilizer Industry	Management Insight, School of Management Science- Varanasi, (Dec,2011)	ISSN 0973-936X	N	-

11.	Consumer Exploitation and Awareness	International Journal of Consumerism Kalasalingam University, Krishnankovil, vol.1 Issue.1	Dec,2011	IN	-
12.	A Study on Financial Performance of Selected Private Sugar Industry in India	Rai Journal of Management Vol VIII Issue II Dec,2011	ISSN.0975 - 4326	N	-
13.	A study on Risk – Return Analysis of Telecommunication Companies in India	Edited Volume National conference on emerging Trends in service sector Amman college of Arts and Sci. Dindigul Sept,2011	ISBN.778-81. 922811-0-0.	N	-
14.	Strategic Green Marketing Need of the Hour (E- Journal)	International Journals of Management, IT and Engineering, Multidisciplinary Research Academy.vol2 issue3. (March,2012)	ISSN:22 4 9- 0558	IN	-
15.	A Study on Market Performance of Selected Private Sector Fertilizer Companies in India	Journal of Commerce and Management Research, Dr.N.G.P.Arts and Science College, CBE. (January,2012)	ISSN: 2249-0442	N	-
16.	Financial Performance through Market Value Added(MAV) Approach	KAIM Journal Management and Research,vol4 no,1-2 May-April 2012	ISSN:09 7 4- 9462	N	-
17.	Impact of Mahatma Gandhi National Rural Employment Guarantee Scheme on Socio-Economic Development of Rural People in Sivaganga Region	International Journals of Multidisciplinary Research Academy, International journal of Finance and Management. May,2012	ISSN:22 4 9- 2496	IN	-
18.	A study on Market Performance of Selected Telecommunication Companies in India	International Journal of Research in Finance marketing E-Journal Vol.2, Issue-5, May.2012	ISSN- 2231-5985	IN	-
19.	Performance Appraisal of Hindustan Petroleum Corporation Ltd.,	International Journal of Research in Finance and Marketing E- Journal Vol.2, Issue 6 June, 2012	ISSN 2231-5985	IN	-
20.	A Study on Job Stress among the Bank Employees	International Journal of Management, IT,& Engineering E-Journal .vol.2,Issue7 July2012	ISSN:22 4 9- 0558	IN	-
21.	A Financial Analysis of Selected Telecommunication Companies in India	International Journal of Marketing & Technology, August, 2012	ISSN 2249-1058	IN	-
22.	Sales Trend and Cost Structure of Indian Oil Industry – An Analysis	Indian Journal of Applied Research (Peer Reviewed International Journal), October 2012	ISSN 2249 – 555X	IN	-

23.	Investor's Attitude towards Post office Saving Schemes	IJMRA, October 2012	ISSN 2249 – 555X	IN	-
24.	Liquidity, Profitability performance of Private Fertilizer Companies in India	IJRIM, October 2012	ISSN 2249 – 555X	IN	-
25.	Impact of Globe Mel down on the India Economy	International Journal of Applied Research, Nov. 2012	ISSN 2249 – 555X	IN	-
26.	Export Performance of Turmeric in India	International Journal of Applied Research, April 2013	ISSN 2249 – 555X	IN	0.8215
27.	Finance Scales of Private Life Insurance Market in India	Madras University, Journal of Business and Finance vol.1.No.2 July,2013	ISSN:23 2 0- 5857	N	-
28.	A Study on Impact of Global Recession on Indian Economy with reference to India's Export	International Journal of Research in Commerce & Management E-Journal vol. No 3 Issue 8 Aug 2013,	ISSN:2231-5756	IN	0.976
29.	A Study on Export Performance of Marine Products in India	Zenith International Research & Academic Foundation E- Journal vol.1,3(10) Oct,2013, p68-86	ISSN:2249-8826	IN	5.29
30.	A Study on Production and Export Performance of Indian Automobile Industry	International Journal of Entrepreneurship & Business Environment Perspectives- Pezzottaite Journals vol.2,No 4, Oct-Dec,2013,	ISSN:22 7 9- 0918	IN	3.624
31.	An Evaluation of Service Quality Gap in Selected Private Sector Banks	International Journal of Research in Finance & Marketing vol.4,Issue 2 Feb 2014, p.1-13	ISSN:2 2 31- 5985	IN	2.214
32.	A Study on Export Performance of Engineering Goods in India	International Journal of Trade & Global Business Perspectives, Pezzottaite Journal, Vol 3 No.2, April-June 2014, p.1050-1054	ISSN 2319-9059	IN	5.271
33.	Risk- Return Association of Selected Corporate Hospitals in India	Kaim Journal of Management and Research.vol.7 no.1 May –Oct 2014 p.9-17	ISSN 0974-9462	N	-

34.	Profitability and Efficiency of Private Life Insurance Companies in India	Zenith International Journal of Business Economics and Management Research E- Journal vol.4(6) June 2013, p.143-156	ISSN:22 4 9- 8826	IN	4.134
35.	A Study on Customers Perception and Satisfaction towards Private Life Insurance	Contemporary Practices in Business Management, March 2014 p.13-36	ISBN: 978-93-81723-22-7	N	-
36.	A Study on Comparative Operational Performance of Corporate Hospitals in India	GE-International Journal of Management Research Vol.2, Issue – II Nov.2014, p.269-280	ISSN 2321-1709	IN	3.142
37.	Performance Appraisal and its Effectiveness of Corporate Hospitals in India	Excel International Journal of Multidisciplinary Management Studies Vol4(12) Dec,2014	ISSN 2249-8834	IN	3.25
38.	Analysis of Working Capital Management of Selected Corporate Hospitals in India	International Journal in Management and Social Science Vol 3, Issue 3, March 2015, p.190-204	ISSN 2321-1784	IN	3.25
39.	Comparative Operational Efficiency of Private Airlines in India	International Journal of Management and Social Science Research Review Vol 1, Issue – 9, March 2015,	ISSN 2349-6738	IN	0.348
40.	Financial Performance of Selected Private Airlines in India	Zenith International Journal of Business Economic and Management Research Vol 5(5) May 2015,	ISSN 2249 – 8826	IN	5.29
41.	A Study on Production and Export Performance of Engineering Goods Exports in India	Indian Journal of Applied Research, vol 5, Issue 6, June 2015,	ISSN 2249-555X	IN	3.6241
42.	A Study on Profitability of New Generation Private Sector Banks in India	Uttaranchal Business Review Vol.5, Issue.1 [Uttaranchal Institute of Management] June, 2015 p.125-134	ISSN 2277-1816	N	-

43.	Service Quality Gap of Private Life Insurance Companies with reference to Sivagangai District	Emerging Issues & Challenges in Management (Indra Gandhi National Rural University) Edited by Pavnesh Kumar, First Edition 2014	ISBN:978-93-5142-530-4	N	-
44.	Does B-SM Model Act as a canopy to the Investors in Options Market?	Pacific Business Review International Vol,8 Issue 3 Sep 2015		N	1.064
45.	Liquidity Management of selected Private Wind Mills in India	International Journal of Research in IT & Management Vol-5. Issue 11 Nov 2015		IN	4.961
46.	A study on export Performance of Leather Products in India	International Journal of Research in Commerce Economics and Management Vol no.5 Issue no 12	ISSN-2231-4245	IN	-
47.	A Study on Operational Proficiency of Wind Mills in India	Advanced Management Practice in Business Book Hill Publishing House Braunschweig Germany 38126	ISBN-978-9383241-64-4	N	-
48.	Delta Hedging Strategy- An analysis	SELP Journal of Social Science Vol. VI Oct-Dec 2015 Issue 26	ISSN 0975-9999	N	1.056
49.	Capital Structure and Long Term Solvency Position of Chennai Petroleum Corporation Ltd-A Case Study	International Journal of Multidisciplinary Research Review.( International Journal of Multidisciplinary Research Review) p-148-152		IN	2.262
50.	Performance Analysis of Non-Life insurance Companies in India through CAMEL Parameter	International Journal of Applied financial management perspectives (Referred Journal) p- 1995- 2002 Vol-No:4 Oct-Dec 2015		IN	5.81
51.	Performance Evaluation of Selected Spirits Companies in India	Shanlax International Journal of Management -Recent Trends in Management Research (ALUMASC-2016) p- 371-374 Vol- 2 Feb-2016)	ISSN: 2321-4643	IN	-

52.	Export Performance of Agricultural Products with reference to BRICS Countries	Shanlax International Journal of Management - Recent Trends in Management Research (ALUMASC-2016) p- (122)-126 Vol-2 Feb-2016	ISSN: 2321-4643	IN	-
53.	Market Proficiency of Wind Mills in India	International Journal in Management and Social Science(IJMSS) April,2016	ISSN : 2321-1784	IN	5.276
54.	Enforcement of Intellectual Property Rights with reference to Trademark	Consumer Protection and Empowerment in India ,Edited Book pp-18	ISBN: 978-81928690-1-8	N	-
55.	A Study on Business Profile and Role of EEPC For Engineering in Southern States of India	International Journal of Engineering and Management Research Vol.6 Issue-5 Sep-Oct 2016 pp 26-34	ISSN: 2250-0758	IN	-
56.	Economic Scale of Non-Life Insurance Companies in India	International Journal of Research in Commerce, Economics and Management Vol.no.6 Issue-10 Oct 2016 pp 11-18	ISSN: 2231-4245	IN	-
57.	Financial Performance of Selected Automobile Companies- A Comparative Study	International Journal of Business Administration and Management Vol.6,No.1(2016) pp 1-10	ISSN: 2278-3660	IN	-
58.	Working Capital Management of Liquor Manufacturing Companies in India	International Journal of Management and Social Science Research Review	ISSN: 2349-6738	IN	3.996
59.	Testing Volatility for Selected Indian Indices	Pacific Business Review International, vol .8 Issue 10 , 2016, PP: 35-42	ISSN: 2249-3668	IN	-
60.	Role of Skill Development in Overcoming Social Disadvantage.	Shanlax Publications, Feb.(2017), PP: 71-78	ISBN: 978-9383241-64	IN	-
61.	Impact of Demonetization on GDP Growth	Sigma Publications, , Feb.2017, PP: 117-120	ISBN 987-81	N	-

62.	Business Performance of Selected Non-Life Insurance Companies in India	National Conference on PRIDE of Commerce, Shanlax publications Feb.2017, PP:144-152,	ISSN: 2320-4168	IN	-
63.	Comparative Analysis of Selected Liquor Manufacturing companies in India	International Journal of Management and Social Science Research Review May.2017, PP:234-245, Vol:1, Issue-35.	E-ISSN: 2349-6746 ISSN: 2349-6738	IN	4.695
64.	A Study on Market Share of Non-Life Insurance Companies in India	International Journal of Commerce, Business And Management (IJCBM),PP:40-47 Vol.6, No.3 May-June 2017	ISSN: 2319-2828	IN	-
65.	Working Capital Management of Telecommunication Companies in India.	International Journal of Multidisciplinary Educational Research, PP:141-153vol.6 Issue 9(2), September 2017	ISSN:2277-7881	IN	4.527
66.	Financial and Non-Financial Problems Faced by Engineering Goods Exporters in Southern States of India	International journal of Multidisciplinary Educational Research, vol.6 Issue 9(2), PP:118September 2017	ISSN:2277-7881	IN	4.527
67.	A Study on Dynamics of Exports Earnings of Engineering Goods Export in India	International Journal of Research Culture Society, PP:180-184,Volume -1, issue -7, Sept 2017	ISSN: 2456-6683	IN	-
68.	Impact of GST on Indian Automobiles Industry	Conference Proceedings, Department of Commerce and Management ,Government First Grade college(GFGC) Malur, Bangaore .23.09.2017,(P)43-46	ISBN: 978-93-5281-583-8	IN	-
69.	Impact of GST on Indian Aviation Industry	Shanlax Publication, PP:78-83,October 5 2017	ISBN: 978938-7102064	IN	-
70.	Impact of Demonetization with reference to Export	International Journal of Management and Social Science Research Review. Dec 2017 Vol.1, Issue 42, pp: 76-82	ISSN: 2349-6738	IN	4.695
71.	A study on travellers performance of International and domestic scheduled service Airlines in India	Conference Proceedings, Department of Commerce. Alagappa University, Karaikudi. Dec 2017, pp: 19-26	ISBN: 978-81-935783-1-5	N	-

72.	Operational and Productivity Efficiency of International Airlines in India	International Journal of Research Culture Society Vol.2, Issue -1, Jan 2018, pp:35-40	ISSN: 2456-6683	IN	3.449
73.	A Study on Sector-Wise FDI Inflows in India	International Conference Proceeding , Department of International Business, Alagappa University, Karaikudi. March 2018 ,Vol.2, pp:157-166	ISBN: 93-86782-44-1	IN	-
74.	Sector-Wise and Country-Wise Performance of FDI Equity Inflows in India	International Conference Proceeding , Department of International Business, Alagappa University, Karaikudi. March 2018 ,Editor Volume,pp: 121-129	ISBN: 93-86782-44-1	IN	-
75.	FDI and Export Performance of GEMS and Jewellery in India	International Journal of Multidisciplinary Researches , March 2018 ,Vol.4 Special Issue 1.	ISSN: 2349-8684	IN	-
76.	Successful Women Entrepreneurs in India	Shanlax International Journal of Commerce, Vol.6 Issue: 3, March 2018	ISSN: 2320-4168	IN	3.017
77.	Analysis of Corporate Financial Distress with special reference to Automobile Industry in India	Shanlax International Journal of Commerce, Vol.6 Issue: 3, March 2018	ISSN: 2320-4168	IN	3.017
78.	The Changing Status of Women in India: Impact of LPG of Economy in India	International Conference Proceeding, Department of History Alagappa University Karaikudi. 28th 29th March 2018	ISBN: 978-9383241-64-4	IN	-
79.	An Emprical analysis of Working Capital Management of Selected Airline Companies in India	International Journal of Management Studies, Vol.5, Issue 2, April 2018, pp: 65-70 (DOI:10.18843/ijms/v5i2(5)/08)	ISSN: 2249-0302	IN	2.26
80.	Overview of Green Aviation	Shanlax International Journal of Management. March 2018, Vol.3	ISSN: 2320-4168	IN	-
81.	Exponential Smoothing Forecast on FDI Equity Inflows in India	International Conference Proceeding , Department of International Business, Alagappa University, Karaikudi. March 2018 ,Editor Volume, pp:149-156	ISBN: 93-86782-44-1	IN	-
82.	Foreign Direct Investment in India :Issues and Challenges	International Journal of Multidisciplinary Researches Vol.4 Special Issue 1, March -2018.	ISSN: 2349-8684	IN	-
83.	A Study on financial Appraisal of Pharmaceutical Companies in Inida	International Journal of Research Culture Society, Vol.2, Issue:4 April 2018	ISSN: 2456-6683	IN	3.449
84.	A Study on Performance of Micro-Insurance in India	International Journal of Scientific Research in Computer Science Applcations and Management	ISSN:2319-1953	IN	0.654

		studies. Vol.7, Issue 4, July 2018.			
85.	A Study on Financial Performance of Private Sector General Insurance Companies in India	Research Review International Journal of Multidisciplinary, Special Issue, Sep 2018, pp: 329-331	ISSN: 2455-3085	IN	4.184
86.	A Study on Airline Revenue Management	Research Review International Journal of Multidisciplinary, Special Issue, PP: Sep 2018, pp: 117-120	ISSN: 2455-3085	IN	4.184
87.	Impact of Demonetization on Private Life Insurance Companies in India	International Journal of Scientific Research and Reviews, Vol.7 Issue 3, July-Sep 2018, pp: 2178	ISSN; 2279-0543	IN	-
88.	Macro Economic factors of Public sector Non-Life Insurance Companies in India.	Zenith International Journal of Multidisciplinary Reserch. Vol.8(11), November 2018. PP: 194-208	ISSN: 2231-5780	IN	
89.	A Study on category –wise production, Domestic Sales and Export of Automobile Industry in India	Asian Journal of Multidimensional Research. Vol.7, Issue.11, November 2018.	ISSN: 2278-4853	IN	5.443
90.	Export Performance of India Automobile Industry	Zenith International Journal of Multidisciplinary Reserch. Vol.8, Issue 12, December 2018. PP: 119-127	ISSN: 2231-5780	IN	
91.	Policyholder’s Attitude toward ICICI Lombard General Insurance Company – Factor Analysis	International Journal of Advance and Innovative Research. Vol 5, Issue 4 (XVI), Oct-Dec. 2018, PP: 52-59. UGC – 63571	E ISSN: 2394-7780	IN	7.12
92.	Global Investment Scenario of Artificial Intelligence (AI) : A Study with reference to China, India and United States.	International Journal of Advance and Innovative Research. Vol 5, Issue 4 (XVI), Oct-Dec. 2018, PP: 52-59. UGC – 63571	E ISSN: 2394-7780	IN	7.12
93.	A Study on Financial Efficiency of Public Sctor Non-Life Insurnace Companies in India – CAMEL Model.	International Conference on Emerging Trend and Challenges - Proceeding. NPR Arts and Science College-Dindigul.	ISBN : 978-81-909344-8-0	IN	
94.	A Study on Export Performance of COCOA Products in India	International Journal for Innovative Research in Multidisciplinary Field Vol 5, Issue 2, Feb 2019, PP: 101-106.	ISSN: 2455 0620	IN	
95.	A Comparative Analysis of Airline Productivity of Selected International Airlines	International Journal of Scientific Development and Research Vol. 4, Issue 3, Feb 2019	ISSN: 2455 2631	IN	5.47
96.	A Comparative Analysis: Operating Income and Operating Expenses of Airline Industry.	Zenith International Journal of Multidisciplinary Research Vol. 9, Issue 3, March 2019, PP: 37-47.	ISSN: 2231 5780	IN	
97	Battle of Business Primacy in Global Market Between South Asian Countries.	International Journal of Research in Humanities, Arts and Literature Vol. 7, Issue 1, March 2019, PP: 292-297. UGC Approved : 40893	ISSN (P): 2347 4564 ISSN (O): 2321 8878	IN	3.7985 ICV Factor: 42.56 NAAS Rating:

					3.10
98	CARAMEL Analysis of Financial Efficiency of Public Sector Non- Life Insurance Companies in India.	ZENITH International Journal of Business Economics and Management Research Vol. 9, Issue 6, June 2019, PP: 16-34.	ISSN: 2249-8826	IN	
99	A Comparative Statement Analysis of Selected Oil Marketing Companies in India.	ZENITH International Journal of Business Economics and Management Research Vol. 9, Issue 6, June 2019, PP: 35-45.	ISSN: 2249-8826	IN	
100	Financial Risk Ananalysis of Selected Paper Industries in India	Pramana Research Journal Vol. 9, Issue 4, 2019, PP: 225-232.	ISSN: 2249-2976	IN	
101	A Study on Efficiency of Working Capital Management of Selected IT Companies.	International Journal of Scientific Development and Research Vol. 4, Issue 6, June 2019, PP: 167-172.	ISSN: 2455-2631	IN	
102	Search Engine Advertisement : Revamping Marketing World in 21st Century (A Race Between BING, BAIDU and GOOGLE)	Facets of Digital Marketing organized by Alagappa Institute of Management, Shanlax Publication. 2019 PP: 175-187	ISBN: 978-93-88398-52-7	N	
103	A Study on National Accounts on BRICS Countries: Sector-wise Share Analysis	International Journal of Advance and Innovative Research Vol.6, Issue.2 (XXXV), April-June 2019 (Conference special)	ISSN: 2394-7780	IN	SJIF IF: 2018:7.36
104	A Study on Economic Performance of Airline Industry	International Journal of Advance and Innovative Research Vol.6, Issue.2 (XXXV), April-June 2019 (Conference special)	ISSN: 2394-7780	IN	SJIF IF: 2018:7.36
105	Performance Scrutinization of Companies on Corporate Social Responsibility (CSR) culture in Tamilnadu	International Journal of Advance and Innovative Research Vol.6, Issue.2 (XXXV), April-June 2019 (Conference special)	ISSN: 2394-7780	IN	SJIF IF: 2018:7.36
106	Study on Direction of Indian Automobile Industry	Asian Journal of Multidimesional Research Vol.8, Issue.7, July 2019 DOI: 10.5958/2278-4853.2019.00247.7	Indian Citation Index (ICI)	IN	SJIF 2018:6.053
107	The Development Rate and the Commitment of Different Chose Parts towards the Collision of FDI Inflow in India	International Journal of Innovative Technology and Exploring Engineering (IJITEE) Retrieval Number J98050881019/2019©BEIESP DOI: 10.35940/ijitee.J9805.0881019 Volume-8 Issue-10, August 2019, PP: 4008-4014	ISSN: 2278-3075	IN	B Impact Factor: 5.54
108	FDI, GDP and CO2 Emission: ARDL Bound Cointegration Relationship Examination	International Journal of Recent Technology and Engineering (IJRTE) Retrieval Number B10220982S1019/2019©BEIESP	ISSN: 2277-3878	IN	B Impact Factor: 5.92

		DOI: 10.35940/ijrte.B1022.0982S1019 ISSN: 2277-3878, Volume-8 Issue-2S10, September 2019, PP: 132-138			
109	Sector -Wise Performance of FDI Equity Inflows in India	International Journal of Recent Technology and Engineering (IJRTE) Retrieval Number B10220982S1019/2019©BEIESP DOI: 10.35940/ijrte.B1022.0982S1019 ISSN: 2277-3878, Volume-8 Issue-2S10, September 2019, PP: 139-144	ISSN: 2277-3878	IN	B Impact Factor: 5.92
110	Foreign Direct Investment and Economic growth in Member Countries of Asia Pacific Trade Agreement	International Journal of Recent Technology and Engineering (IJRTE) Retrieval Number B10220982S1019/2019©BEIESP DOI: 10.35940/ijrte.B1022.0982S1019 ISSN: 2277-3878, Volume-8 Issue-2S10, September 2019, PP: 145-155	ISSN: 2277-3878	IN	B Impact Factor: 5.92
111	Foreign Direct Investment on Export of Leather and Leather Products in India	International Journal of Recent Technology and Engineering (IJRTE) Retrieval Number B10220982S1019/2019©BEIESP DOI: 10.35940/ijrte.B1022.0982S1019 ISSN: 2277-3878, Volume-8 Issue-2S10, September 2019, PP: 214-217	ISSN: 2277-3878	IN	B Impact Factor: 5.92
112	Impact of FDI Inflows on Export and Growth of an Indian Economy	International Journal of Recent Technology and Engineering (IJRTE) Retrieval Number B10220982S1019/2019©BEIESP DOI: 10.35940/ijrte.B1022.0982S1019 ISSN: 2277-3878, Volume-8 Issue-2S10, September 2019, PP: 228-232	ISSN: 2277-3878	IN	B Impact Factor: 5.92
113	The Influence of FDI with GDP its Impact of FDI in Civil Aviation Sector in India	International Journal of Recent Technology and Engineering (IJRTE) Retrieval Number B10220982S1019/2019©BEIESP DOI: 10.35940/ijrte.B1022.0982S1019 ISSN: 2277-3878, Volume-8 Issue-2S10, September 2019, PP: 699-704	ISSN: 2277-3878	IN	B Impact Factor: 5.92
114	Impact of Foreign Direct Investment on Industrial Growth of India	International Journal of Recent Technology and Engineering (IJRTE)	ISSN: 2277-3878	IN	B Impact Factor:

		Retrieval Number B10220982S1019/2019©BEIESP DOI: 10.35940/ijrte.B1022.0982S1019 ISSN: 2277-3878, Volume-8 Issue- 2S10, September 2019, PP: 165- 199			5.92
115	Financial Performance of Selected Cement Companies in India	International Journal of Research in Commerce & Management Volume-10 Issue-9, September 2019, PP: 1-5	ISSN:0976- 2183	IN	Impact Factor: 5.09
116	An Investigation on Money Related Execution of Media and Entertainment Organisation	Internationf Journal of Scientific & Technology Research Volume-8 Issue-11, November 2019, PP: 2684-2686	ISSN:2277- 8616	IN	Impact Factor: 7.466
117	Preference of Vehicle Insurance Based on Premium, Retention and Claim	International Journal of Advanced Science and Technology Vol. 29, No. 3, (2020), pp. 10899 - 10907	ISSN: 2207- 6360	IN	IF: 0.41
118	Economic Growth Indicators and FDI effect in Indian Economies : Evidence from a Panel and OLS	International Journal of Advanced Science and Technology Vol. 29, No.4, (2020), pp. 3626 – 3635	ISSN: 2207- 6360	IN	IF: 0.41
119	Contemplation Of The Nation Savvy Execution Of FDI Equity Inflows In India	International Journal of Creative Research Thoughts (IJCRT) Volume No -08(2019), issue no. 05 (May) PP: 1689-1696	ISSN 2320- 28820	IN	7.97
120	Does Foreign Direct Investment Induces Societal Development in India?	GATR Journal of Finance and Banking Review, 5 (1): 32 – 38 <a href="https://doi.org/10.35609/jfbr.2020.5.1(4)">https://doi.org/10.35609/jfbr.2020 .5.1(4)</a>	ISSN 2636- 9176 (print), 0128-3103 (online)	IN	
121	Corporate Social Responsibilities: A Tool for Social Inclusion in Turbulent Times	Revisiting CSR in the Post Covid Era- Stature Guidelines under Societal Concerns. Shanlax Publication, pp. 272-276	ISBN 9789390082 704	IN	
122	Export Performance of Bicycle and Parts in India	Sodh Saritha, Vol 7, Issue 28, Oct- Dec 2020, 151-156  UGC Care List Journal	ISSN : 2348- 2397	IN	
123	Challenges and Benefits of Digital Business in SCM	Edited Book: Chapter 1 of the book 'Digital Business and E-Commerce Management' Pages 1-10	ISBN : 978- 81-94925-6-4	IN	
124	Non-Life Insurance Gross Direct Premium in India – A Critical Analysis	Journal Name: SAMBODHI, 2021 Vol 44 Issue 1 , 126-133	ISSN : 2249- 6661	IN	
125	Corporate Social Responsibility of Freight Forwarding Companies on Labour Market	Scopia International Journal of Science, Commerce and Arts – Vol 1, Issue 06, 2021		IN	
126	Role of CSR in Rural Development	International Journal of Multi- disciplinary Research and Technology Impact Factor – 6.328	ISSN : 2582- 7359	IN	

## Conferences/Seminar/Workshops Organised and Participated

<b>a) Events Organized</b>				
<b>Sl. No</b>	<b>Name of the Conference/Seminar/WorkShop</b>	<b>Date and Place of Conference/Workshop/Seminar/Webinars, etc</b>	<b>Role</b>	<b>Funds/Funding Agency</b>
i.	One Day Workshop on “Tips and Tricks of publishing in high impact journals”	26 <sup>th</sup> August, 2019 School of Management, Alagappa University,	<b>Organizing Secretary</b>	<b>MHRD RUSA</b>
ii.	International Day of Peace	23 <sup>rd</sup> September, 2019 School of Management, Alagappa University	<b>Organizing Secretary</b>	-
iii.	Webinar on “Global Economic Scenario: A Boon or Bane for FDI and Supply Chain Management?”	20 <sup>th</sup> May, 2020 Department of International Business, Alagappa University	<b>Organizing Committee</b>	-
iv.	Webinar on “Global Trade Challenges and Opportunities in the Current Economic Scenario”	22 <sup>nd</sup> June, 2020 Department of International Business, Alagappa University	<b>Organizing Secretary</b>	-
v.	Webinar on “Export Competitiveness of Indian Textile Industry”	26 <sup>th</sup> June, 2020 Department of International Business, Alagappa University	<b>Convener</b>	-
vi.	Webinar on “Logistics Intermediaries in Global Trade – Challenges and Opportunities”	17 <sup>th</sup> July, 2020 Department of International Business, Alagappa University	<b>Organizing Secretary</b>	-
vii.	Webinar on “Emerging India with Resilience and perseverance”	16 <sup>th</sup> September, 2020 Department of International Business, Alagappa University	<b>Convener</b>	-
viii.	Webinar on “Contemporary Relevance of International Finance”	7 <sup>th</sup> October, 2020 Department of International Business, Alagappa University	<b>Convener</b>	-
ix.	Four Days Online Workshop on “Econometric Models: Theory & Practice”	13 <sup>th</sup> to 16 <sup>th</sup> October, 2020 Department of International Business, Alagappa University	<b>Organizing Secretary</b>	<b>Department Funding</b>
x.	International Webinar on “Global Trade Risks: Strategies & Challenges”	7 <sup>th</sup> October, 2020 Department of International Business, Alagappa University	<b>Organizing Secretary</b>	-
xi.	Five Days AICTE Training and Learning (ATAL) online FDP on “Blockchain in FinTech”	11 <sup>th</sup> to 15 <sup>th</sup> December, 2020 Department of International Business, Alagappa University	<b>FDP Co-ordinator</b>	<b>AICTE (0.93 lakh)</b>
xii.	Ten-Day ICSSR Sponsored Workshop on Research Methodology and Data Analysis.	19.02.2021 to 28.02.2021 Department of International Business, Alagappa University	<b>FDP Co-ordinator</b>	<b>ICSSR (5.50 Lakhs)</b>

<b>b) Participated in paper presentation</b>			
<b>Sl. No</b>	<b>Name of the Conference/Seminar/WorkShop</b>	<b>Date and Place of Conference, etc</b>	<b>Title of Paper Presented / Attended</b>
xii.	Centre on Swachh Bharat and Swasth Bharat	15 <sup>th</sup> September 2018 Alagappa University, Karaikudi.	<b>Attended</b>
xiii.	Innovation in Management Practices (ICIMP-2018)	26 <sup>th</sup> September 2018  Sankara College of Science and Commerce, Coimbatore.	<b>Presented</b>  A Study on Airline Revenue Management
xiv.	Innovation in Management Practices (ICIMP-2018)	26 <sup>th</sup> September 2018 Sankara College of Science and Commerce, Coimbatore.	<b>Presented</b> A Study on Financial Performance of Private Sector General Insurance Companies in India
xv.	National Conference	4 <sup>th</sup> October 2018 Department of Commerce, Idhaya College for Women, Sarugani.	<b>Presented</b> Emerging Trend of E-Learning in India
xvi.	International Conference on Contemporary Management Innovations and Intelligence (KCMII-2018)	13 <sup>th</sup> & 14 <sup>th</sup> December 2018 Alagappa  Institute of Management, Alagappa University, Karaikudi.	<b>Presented</b>  Policyholder's Attitude toward ICICI Lombard General Insurance Company- Factor Analysis
xvii.	International Conference on Contemporary Management Innovations and Intelligence (KCMII-2018)	13 <sup>th</sup> & 14 <sup>th</sup> December 2018 Alagappa  Institute of Management, Alagappa University, Karaikudi.	<b>Presented</b>  Global Investment Scenario of Artificial Intelligence (AI): A Study with reference to China, India and United States.
xviii.	International Conference on Emerging Trends and Challenges	31 <sup>st</sup> January 2019  NPR Arts & Science College, Dindigul.	<b>Presented</b>  <i>A Study on Financial Efficiency of Public Sctor Non-Life Insurnace Companies in India – CAMEL Model.</i>
xix.	National Conference on Emerging Issue in E-Commerce Marketing, Finance and Banking	10 <sup>th</sup> February 2019  Sambhram College, BEMIL Nagar KGF.	<b>Presented</b>  Digital Marketing in the Automotive Industry
xx.	Strategies for Global Business Finance and Management for Sustainable Societal Development	19 <sup>th</sup> & 20 <sup>th</sup> February 2019  Department of Commerce & Corporate Secretaryship, Alagappa University, Karaikudi.	<b>Presented</b>  Financial Performance of Selected Cement Companies in India
xxi.	Strategies for Global Business Finance and Management for Sustainable Societal Development	19 <sup>th</sup> & 20 <sup>th</sup> February 2019  Department of Commerce & Corporate Secretaryship, Alagappa University, Karaikudi.	<b>Presented</b>  A Study on National Accounts on BRICS Countries: Sector-wise Share Analysis

xxii.	Strategies for Global Business Finance and Management for Sustainable Societal Development	19 <sup>th</sup> & 20 <sup>th</sup> February 2019  Department of Commerce & Corporate Secretaryship, Alagappa University, Karaikudi.	<b>Presented</b>  A Study on Economic Performance of Airline Industry
xxiii.	Strategies for Global Business Finance and Management for Sustainable Societal Development	19 <sup>th</sup> & 20 <sup>th</sup> February 2019  Department of Commerce & Corporate Secretaryship, Alagappa University, Karaikudi.	<b>Presented</b>  Performance Scrutinization of Companies on Corporate Social Responsibility (CSR) Culture in Tamilnadu
xxiv.	Strategies for Global Business Finance and Management for Sustainable Societal Development	19 <sup>th</sup> & 20 <sup>th</sup> February 2019  Department of Commerce & Corporate Secretaryship, Alagappa University, Karaikudi.	<b>Presented</b>  Export and Import Performance of Steel in India
xxv.	National Conference on “Facets of Digital Marketing Spree”	21 <sup>st</sup> and 22 <sup>nd</sup> February 2019  Alagappa Institute of Management, Karaikudi	<b>Presented</b>  Search Engine Advertisement : Revamping Marketing World in 21 <sup>st</sup> Century (A Race Between BING, BAIDU and GOOGLE)
xxvi.	Role of Youth Red Cross Programme Officers in Service to Humanity	5 <sup>th</sup> March 2019  Youth Red Cross & Indian Red Cross Society, Alagappa University, Karaikudi.	<b>Attended</b>
xxvii.	The Three-Day International Seminar Trade War-Does it Affect the Global Free Trade Order?	26 <sup>th</sup> – 28 <sup>th</sup> March 2019  Dept. of Commerce, School of Business Management and Legal Studies, University of Kerala, Kerala.	<b>Presented</b>  Battle of Business Primacy in the Global Market Between the South Asian Countries
xxviii.	Five-Day Workshop on Research Methodology and Data Analysis	10 <sup>th</sup> - 14 <sup>th</sup> June 2019  Alagappa University Management Research Scholars Forum,  Alagappa University, Karaikudi.	<b>Attended</b>
xxix.	Technical and Academic Writing Centre Three-Day Workshop on Research Methods and LaTeX	24 <sup>th</sup> - 26 <sup>th</sup> June 2019  Alagappa University, Karaikudi.	<b>Attended</b>
xxx.	The One Day National Seminar on Emerging Developments in Business and Management	21 <sup>st</sup> July 2019  Organised by PG & Research Department of Commerce  Dr.Zakir Husain College, Illayangudi	<b>Presented</b>  A Study on Oil Marketing Company in India

xxxi.	One Day Workshop on Tips and Tricks of Publishing in High Impact Journals	26 <sup>th</sup> August 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Attended</b>
xxxii.	FDI and Make in India – Synergists of Transforming Indian Economy	30 <sup>th</sup> & 31 <sup>st</sup> August 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Presented</b>  FDI, GDP and CO2 Emission: ARDL Bound Cointegration Relationship Examination
xxxiii.	FDI and Make in India – Synergists of Transforming Indian Economy	30 <sup>th</sup> & 31 <sup>st</sup> August 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Presented</b>  Sector -Wise Performance of FDI Equity Inflows in India
xxxiv.	FDI and Make in India – Synergists of Transforming Indian Economy	30 <sup>th</sup> & 31 <sup>st</sup> August 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Presented</b>  Foreign Direct Investment and Economic growth in Member Countries of Asia Pacific Trade Agreement
xxxv.	FDI and Make in India – Synergists of Transforming Indian Economy	30 <sup>th</sup> & 31 <sup>st</sup> August 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Presented</b>  Foreign Direct Investment on Export of Leather and Leather Products in India
xxxvi.	FDI and Make in India – Synergists of Transforming Indian Economy	30 <sup>th</sup> & 31 <sup>st</sup> August 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Presented</b>  Impact of FDI Inflows on Export and Growth of an Indian Economy
xxxvii.	FDI and Make in India – Synergists of Transforming Indian Economy	30 <sup>th</sup> & 31 <sup>st</sup> August 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Presented</b>  The Influence of FDI with GDP its Impact of FDI in Civil Aviation Sector in India
xxxviii.	FDI and Make in India – Synergists of Transforming Indian Economy	30 <sup>th</sup> & 31 <sup>st</sup> August 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Presented</b>  Impact of Foreign Direct Investment on Industrial Growth of India
xxxix.	Two-Day Workshop on Basics of Forecasting and Demand Planning	10 <sup>th</sup> & 14 <sup>th</sup> September 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Attended</b>
xl.	International Day of Peace	23 <sup>rd</sup> September 2019  Department of International Business  Alagappa University, Karaikudi.	<b>Attended</b>

xli.	One Day International Workshop on Publishing in Scopus Indexed, ERA and ABDC Journals	18 <sup>th</sup> October 2019 Department of Corporate Secretaryship Alagappa University, Karaikudi.	<b>Attended</b>
xlii.	National Conference on Emerging Perspectives of Finance and Changing Economic Scenario	29 <sup>th</sup> February 2020 Institute of Management Studies, Ghaziabad	<b>Presented</b>  A Comparative Study on Export-Import Performance of Bicycle and Parts in India.
xliii.	Two Days International Virtual Conference on “Revisiting CSR in the Post Covid Era- Statutory Guidelines and Societal Concerns”	12 <sup>th</sup> to 13 <sup>th</sup> October, 2020 Department of Corporate Secretaryship, Alagappa University, Karaikudi	<b>Attended</b>
xliv.	AICTE Sponsored One Week National E-Conference – 2020 “The Role of Management Practices in Business Sustainability in the Era of Technology Disruptions”	12 <sup>th</sup> to 17 <sup>th</sup> October, 2020 Department of Management Studies, New Horizon College of Engineering, Bangaluru	<b>Presented</b>  The Age of Imagination is Here: Technology Disruptions through Design Thinking Approach.