



Dr. G. PARIMALARANI
PROFESSOR

Contact

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Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D	Alagappa University, Karaikudi	2008	Bank Management	Awarded
MBM	Alagappa University, Karaikudi	1996	Bank Management	First
MBA	Pondicherry University, Pondicherry	2016	General Management	First
MA	Annamalai University, Chidambaram	2012	Economics	First
B.Com	Alagappa Arts College, Karaikudi Affiliated to Madurai Kamaraj University	1994	Commerce	First
PGDCA	Alagappa University, Karaikudi	1996	Computer	First

Teaching Experience

Total Teaching Experience	15 Years	
Position	Institution	Duration
Professor	Alagappa University, Karaikudi	August 2018 - Till date
Associate Professor	Alagappa University, Karaikudi	August 2015 - August .2018
Associate Professor	Wollega University, Ethiopia	October ,2013 - July, 2015
Assistant Professor	Dayananda Sagar Business Academy, Bangalore	October, 2008- October ,2013
Teaching Assistant	Department of Bank management, Alagappa University, Karaikudi	2007-2008

Research Experience

Total Research Experience	:	19 Years
Position	Institution / University	Duration
Full Time Research Scholar	Department of Bank management, Alagappa University, Karaikudi	3 Years
Ph.D Guidance	Department of Bank management, Alagappa University, Karaikudi	7 Years
Project guidance for MBA students	Alagappa University,Karaikudi Dayananda sagar Business Academy, Bangalore Wollega University, Ethiopia	9 Years

Academic and Additional Responsibilities:24

S.No	Position	University Bodies	Period	
			From	To
1.	Chief Warden, Woman's Hostel	Alagappa University,Karaikudi	July 2022	Till Date
2.	University Representative to oversee faculty recruitment	Seethalakshmi Womens College, Pallathur	January 2024	--
3.	Member of inspection squad for DDE,Examination,2023	Alagappa University	Feb 2004	---
4.	Committee Member -Criterion II, IQAC	Alagappa University	2023	Till date
5.	Coordinator for education tour	Department of Banking Management, Alagappa University	March 2023	-

6.	Committee member Pradan Mantri Anusuchit Jaati Abhyuday Yojana scheme,2022	Alagappa University	2022	2022
7.	Academic Auditor	Alagappa University	2021	2023
8.	Department Coordinator	To oversee ,online examination	2020	2021
9.	Coordinator	Coaching classes for entry into services- UGC Scheme	2018	Till date
10.	Swatch Bharat	Department Supervisor ,Alagappa university	2018	Till date
11.	Department Coordinator	NAD, Alagappa University	2018	2019
12.	NAD Coordinator for Affiliatedcollege- Ananda college ,Devakottai	Alagappa University	2018	2019
13.	Chairperson	Valuation Board- Distance education for MBA(CM), PGDPM &IR, MM, Alagappa University	2017	Till date
14.	Chairperson	Question paper setting board forMBA(HM), MBA(CM), MBA (Logistics Management) &MBA (Marketing Management),Alagappa University	2017	Till date
15.	Member Question paper setter	Anna University, Bharathiyar university, Bharathidsan university	2016	Till date
16.	Competition- Committee member	Founder day celebration , Alagappa University	2017	Till date
17.	Department Coordinator	Swayam, Online learning prograamme	2017	Till date
18.	Member in Scrutiny Committee for Faculty recruitment	Alagappa University	2016	
19.	University Representative	To oversee the conduct of Distance education examination	2016	--
20.	Stock verification Officer	Alagappa University	2016	2021
21.	Member of inspection squad to affiliated colleges of Alagappa University	Alagappa University	2016 & 2022	---
22.	Coordinator for industrial visit-RBI, Chennai and United India Insurance Pondicherry	Department of Banking Management, Alagappa University	2016	2016

23.	Coordinator , Village placement programme	Department of Banking management, Alagappa University	2015,2017 & 2023	---
24.	Faculty coordinator Alumni meet	Department of Banking Management, Alagappa University	2015	Till date

Areas of Research: Banking , Finance & Insurance

- Financial Performance of New Generation Private Sector Banks In India
- Savings and Investment Habits of Teaching Faculty in the Affiliated Colleges of Alagappa University
- Financial literacy and Financial inclusion
- SHGs and women empowerment
- Insurance Distribution channels
- Agricultural Finance
- Corporate Social Responsibilities Practices
- Telematic Insurance
- Unfair business Practices in Insurance Business.

Research Supervision/Guidance

Program of Study		Completed	Ongoing
Research	Ph.D	3	5
	M.Phil	1	-
Project	PG	220	9

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books/Chapters/Monographs/Manuals
33	3	31	2	Edited Books:3 Chapters: 29

h-index (Google Scholar) 3

i10 index(Google Scholar) 1

Scopus h-index 1

Total Citations (Google Scholar) 72

Other University Theses Evaluation

Theses Evaluated : 7

Viva voce Examiner : 7

Funded Research Projects

Ongoing Projects:

S.No	Agency	Period		Project Title	Budget (Rs.in lakhs)
		From	To		
1.	TBP - RUSA 2.O (Phase I)	2018-	Till date	Efficacy of payment and settlement system	17.6
2.	TBP- RUSA2.O (Phase II)	2022-	Till date	Efficacy of payment and settlement system	5.0

Completed Projects:

S.No	Agency	Period		Project Title	Budget (Rs)
		From	To		
1.	Alagappa University Research Fund	2016	2018	Savings and Investment Pattern of Teaching Faculty in the Affiliated Colleges of Alagappa University	RS.40,000

Distinctive Achievements / Awards

1. Certificate of Excellence for outstanding contribution in Peer-Reviewing the quality of the book Published by BP International, Kolkata, India, 2024.
2. Distinguished Faculty Award-2023 by R.K. Foundation, Vellore, Tamil Nadu
3. Inspirational Women Award- 2021 by CAPE FORUM- YOU TRUST, Kanyakumari, Tamilnadu

4. Innovative Research (Management Science)and Dedicated Academician Award by Innovative Scientific Research Professional, Malaysia,2019
5. Certificate of Appreciation for contribution towards the community engagement for the event Gandhi Jayanthi celebration, Organised by Centre for Gandhian Studies, Alagappa University, October 2022.
6. Received the Certificate of Appreciation for the services rendered during the Third Cycle of NAAC Accreditation from Alagappa University on 30.04.2018
7. Received the Certificate of Appreciation for the contribution made to Theme Based Research Project of RUSA 2.0 towards the Quality Enhancement in Teaching and Research from Alagappa University

Number of Seminars /Conferences /Workshops/ Events organized: 20

Position	Programme	Duration	Institution
Organizing Secretary	National Seminar on Central Bank Digital Currency (CBDC): A New Frontier in Financial Inclusion	April2023	Department of Banking management, Alagappa University
Organizing Secretary	Pre placement training programme for MBA (B&I) students– Boot Camp, March 2023.	March 2023	Department of Banking management
Organizing secretary	Swachhata Pakhwada 2023 Programme	September 2023	Faculty of management, Alagappa University
Co-coordinator for education Tour	Tour to Kochi and Munnar	March 2023	Department of Banking management
Organizing Secretary	National Seminar on "Beyond COVID-19: Towards A stronger Inclusive and Sustainable Banking	April2022	Department of Banking management
Joint Secretary	International Conference on ABCD Technologies in the Indian Financial services sector	April 2022	Department of Banking management
Organizing Secretary	National webinar on Challenges of banking sector after the COVID-19 Crisis	November 2021	Department of Banking management
Organizing Secretary	Webinar on Mutual Fund Management	February 2021	Department of Banking management

Organizing Secretary	International conference on Digital Banking for sustainable development	September 2019	Department of Banking management
Organizing Committee member & Event Coordinator	South Zone Inter University Folk Festival-(URUMI 2018)	March 2018	Alagappa University
Event Coordinator	Placement Preparatory Workshop	March 2018.	Alagappa University
Coordinator	FLAG 2K 18	March 2018	Alagappa University
Organizing Secretary	National Conference on “Payment Banks and Small Finance Banks: New Vistas for Innovative Banking	Dec 2017	Alagappa University
Organizing Committee Member	International Day of Yoga, Organized by Centre for Yoga Education	-2017	Alagappa University
Organizing Committee member	International Conference on Global Growth : Gears and Glows	2017	Alagappa University
Event coordinator	ALU State Fest-2017	March 2017	Alagappa University
Coordinator	Training Programme on Techniques of Loan Appraisal by Banks	January 2017	Department of Banking Management, Alagappa University
Organizing Secretary	National Seminar on Emerging Trends in Indian Insurance Sector	March 2016	Department of Banking Management, Alagappa University
Coordinator	Parents Teachers Meet	2016 & 2022	Department of Banking Management, Alagappa University
Organizing Committee Member	South Zone University Hockey Tournament for Men 7 Women	December ,2016	Alagappa university

Number of Conferences/Seminars/Workshops: 116

Events Participated /Presented Papers

1.	“Sustainable development in insurance sector: Green insurance products, ICSSR sponsored by International seminar on D.P.B.S (PG) College, Anupshar, Bulandshahar – (UP)
2.	"Impact of Artificial Intelligence in Insurance Industry – Transformative Possibilities and practical Application”, International conference on Digital Transformation in Business.
3.	Virtual International Conference on Metamorphosis of Modern management and Research entitled “A Social Media Platform spurs women entrepreneurs”,17 th March2023 Organized by Bannari Amman Institute of Technology, Sathyamangalam, Tamil Nadu.
4.	National Level conference on Emerging trends in Business & Management ,organized by Department of Business Administration, Alagappa Government Arts College and Research centre in Association with Indian Academic Researcher Association (IARA) Trichirapalli-Non -Olympic Times10 th March 2023 , presented a paper on " NPA In Priority Sector Lending in India: An Analysis”,
5.	National Level conference on Emerging trends in Business & Management, organized by Department of Business Administration, Alagappa Government Arts College, 10 th March 2023, presented a paper entitled on “An Assessment of Financial Inclusion status in India”,
6.	National Level conference on Emerging trends in Business & Management ,organized by Department of Business Administration, Alagappa Government Arts College,10 th March 2023., presented a paper entitled on “Micro insurance – A tool for Financial Inclusion”,
7.	National Conference on Women Empowerment and Equality towards an Equitable Future-A Key for Economic Development, Department of Business Administration, PSGRKrishnammal College for women, 14 th October 2022.
8.	National Seminar on Economic Empowerment of Tiny Agricultural Sectors in India, entitled on “Agricultural credit sanctioned by Financial Institutions India and Tamil Nadu”, St.Joseph University, Dimapur – Nagaland, on 28 th and 29 th January 2022.
9.	International Level conference on ABCD Technologies in the Indian Financial Services Sector entitled on “Digital Lending: A Transformation in Farming Sector”, Department of Banking Management, Alagappa University, 26 th & 27 th April 2022.
10.	International Level conference on ABCD Technologies in the Indian Financial Services Sector entitled on “Financial Innovation in Brick and Mortar Banking”, Department of Banking Management, Alagappa University, 26 th & 27 th April 2022.

11.	International Level conference on ABCD Technologies in the Indian Financial Services Sector entitled on “Technology Trend Towards Digitalization in Insurance sector”, Department of Banking Management, Alagappa University, 26 th & 27 th April 2022.
12.	International Level conference on Entrepreneurship in agriculture and Business Management entitled on “Agri Entrepreneurship Business & Management”, Department of Commerce, Idhaya College for Womens, on 23 rd Janaury 2022.
13.	Workshop on GST and its implication on Business Organized by Chengalpattu district Branch of SIRC of ICAI on 9th to 15 th June 2021.
14.	Webinar on "Let's Flatten the 2nd wave with safe COVID Vaccines"Organized by Dr.Umayal Ramanathan College for Women 12 th June 2021.
15.	Two Day international conference on “Techno Trends in Banking” organized by Sri Sarada Niketan College for Women on15 th March 2021.
16.	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 15thJuly 2021.
17.	Webinar on “Library and Scholarly communication services”, Department of Library and information science, Alagappa University, 14 th May 2020.
18.	Webinar on“ImpactofCovid-19inthefinancialservicessectors”18th to23rd 2020 May Department of Banking Management, Alagappa University.
19.	Webinar on "Customer centric Digital Banking Solutions during COVID19"Organized by The Bhopal school of social sciences, Bhopal 16th July 2020
20.	Webinar in Open Source Tools for Data analysis in social science Organized by Manipal Academy of Higher education, Manipal on 31th July 2020.
21.	Online Work shop on“Online Course design ,Development and Delivery” Online Workshop on “Online Course design, Development and Delivery”, 11th -13th May 2020.
22.	Online webinar on “Fine-Tuning Research skills for Effective writing (Thesis, Article& Proposal)”3rdMay2020, Vivekanandha College of Arts and Science for Women.
23.	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.
24.	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, Trade Mumbai, April 2020
25.	National level work shop on Indian Research Information Network system (IRINS)Adaption& Promotion 8th Feb 2020, Alagappa University.
26.	National level Webinar on"Investment Practices in Share Market" organized by School of commerce, KPR College ofArts Science and research, Coimbatore on31 st July2020.
27.	National level Webinar on" Impact of COVID 19 on Business & Industry31st May 2020 Vocational Education ,Arumugam Pillai Seethai Ammal College.
28.	National level Webinar "Scope of Entrepreneurship in value added products–COVID19" 27th May2020, Seethalakshmi Achi Women College, Pallathur
29.	National level Webinar"Pivotal Role of banking in India"s COVID fight"29th May2020 EGS Pillay Arts & Science college, Nagapattinam
30.	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
31.	International Webinar on" Differentiated Instruction and Flexible Assessment"Organized by Alagappa University college of Education, Alagappa university 15 th July2020
32.	Five day Online workshop on"Application of Econometrics in Business Research "Christ University,Bangalore,23rd-27thJune ,2020
33.	FDP on Redefining Education system with Technology during Covid19, 21stArp2020 Geetha Jeevan Arts and Science College, Tuticorin
34.	FDP on Contemporary Tools and Technologies for Teachers and Research for using in Virtual Classroom ,9th May 2020, Cambridge Institute of Technology, Bangalour FDP on "Digital Classroom Advanced" 11 th to15th May 2020,CIRF, Chennai
35.	EDSPIRE webinar series 8th May2020,VET Institute of Arts and Science Erode
36.	National leve lWebinar on"Financial Innovations in the DigitalAge"9th July 2020 Bharata Mata college, Kochi
37.	National level Webinar on "Career Opportunities for Actuaries in India" 8 th July 2020 Shrimathi Devkunvar Nanala Bhatt Vaishnav college.
38.	Three days work shop on "Research Methods and Latex 24th to26 thJun2019,Alagappa University, Karaikudi
39.	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.
40.	National Conference on Facets of Digital Marketing SPREE(FDMS 2019) entitled on Digital marketing: Strategies Adopted by bankings ector AlagappaUniversityUniversity,21st&22nd February 2019.
41.	National Conference on Depth and Expanse of online Marketing Mettle Human Capital Analysis: A Game Changer for HR Professionals Alagappa Institute ofManagement Karaikudi, 1st&2nd August 2019
42.	National Conference on Depth and Expanse of online Marketing MettleE-Insuranceea platform for Insurance Penetration in India Alagappa Institute of Management Karaikudi, 1st&2nd August 2019
43.	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
44.	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
45.	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
46.	International conference on Digital Banking For Sustainable Development (DBSD-2K19) Digitalization :Key for Cashless Economy Department of Banking Management, Alagappa University, Karaikudi, 24th and 25thSeptember, 2019
47.	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
48.	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
49.	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.

50.	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.
51.	National seminar on “Issues and Challenges of managing risk in humanr esources”, Department of Commerce and commerce, Alagappa University, Karaikudi, on 24th and 25th September,2018.
52.	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.
53.	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.
54.	Two days Workshop on GST24th &25thJan 2018AlagappaUniversity, Karaikudi.
55.	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.
56.	OnedayNationalWorkshopon“EmergingTrendsinCustomsClearancesandLogistics” 10 th Feb 2018 Alagapp aUniversity,Karaikudi.
57.	One day National Seminar on Insolvency and Bankruptcy code 2016 2nd Mar 2018 Alagappa University, Karaikudi.
58.	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.
59.	One Day National Conference on“Business in NewMillennium –The Ever Landscape” paper entitled on “Emerging Trends in Digital Talent Acquisition ” 15th Feb 2018 Sri Ramakrishna College, Bharathiar University.
60.	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.
61.	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, AlagappaInstitute of Skill Development, Alagappa University.

62.	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”
63.	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..
64.	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.
65.	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.
66.	Two days Workshop on Novelty for Sustainable and Green Business Management, Alagappa University, Karaikudi, 14 th & 15 th Dec 2017.
67.	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.
68.	One Day National Seminar on Challenging Business Intelligence and Innovation Management 26th Sep 2017 Alagappa Institute of Management, Alagappa University, Karaikudi.
69.	One day National Seminar on “Empowering Teachers to Prepare Professional of Tomorrow” 21st Aug 2017 Alagappa University, Karaikudi.
70.	One Day National Seminar on “Changing Landscape of the Indian Nonlife Insurance Market” 18th Dec 2017 Alagappa University, Karaikudi.
71.	One Day National Conference on “Payment Banks and Small Finance Banks New Vistas for Innovation Banking (PSFB- 17), Alagappa University, Karaikudi, 16th Dec 2017.
72.	One Day National Conference on “Business Success things on Business Strategies” paper entitled on Payment Banks: An Innovative Step Towards Financial Inclusion, Alagappa University, Karaikudi, 15th Dec 2017.
73.	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
74.	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.
75.	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.
76.	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.
77.	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.
78.	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.
79.	Two days National seminar on „ Consumer Protection and Empowerment in India in the wake of technology Domination, Organized by the Department of Corporate secretaryship, Alagappa University, 26th and 27th August 2016.
80.	National seminar on „Emerging Trends in Indian Insurance Sector“, Organized by the Department of Bank Management, Alagappa University, 23rd March 2016.
81.	National seminar on „Advances in Computer science“, organized by the Department of Computer science, Alagappa University, on 21st and 22nd October 2016.
82.	National Level seminar on„ Technology Trends in Indian Banking sector“,organized by the Department of bank Management, AlagappaUniversity,on25th February,2016.
83.	NationalConferenceon„EntrepreneurialResurgenceandInnovations”,OrganizedbyEntrepreneurs hip-cum-Skill development Centre Alagappa University, 2016.
84.	InternationalseminaronE-CommerceinthepresentEon,OrganizedbyDr.R.k.Shanmugam college of Arts and Science, Kallakurichi,September20th 2016.
85.	International conference on Recent Trends in Business and Management ,Organized by J.J. College of Arts and Science, Pudukottai, 5th and 6th August 2016.
86.	International conference on Management and information systems, organized by Informs,at Bangkok, September 23-24, 2016.

87.	International Conference on “Innovation, Entrepreneurship & Sustainable value chain in a challenging environment, organized by Alagappa University, 29th and 30th July 2016.
88.	Information Technology in Banks: The key for better customer services, Organized by Alagappa University Management Scholars Conference, 19TH February 2016.
89.	NABARD Sponsored National conference on “Avenues in Agro-Based Industries for Rural development “, Organized by Sri Venkateshwara college of Arts and Science for women , Pervarurani, on 30th December 2015.
90.	International Conference on technology and Business Management ,Organized atthe American University in the Emirates ,Dubai, March 18-20,2013.
91.	10th AIMS International Conference on Management, Organized at the Indian Institute of Management Bangalore, January 6-9,2013.
92.	UGC sponsored two days National seminar on Micro Finance Operations and Interventions, Organized by Bharathidasan University, 18th and 19th March 2011.
93.	National seminar on Banking services-Rights and Responsibility of Consumers, organized by the Federation of Consumer organization, Tamil Nadu and Pondicherry, 2011.
94.	International conference on Management and Behavioral Science , Organized by society of management and Behavioural science,Jodhpur,2 nd and 3 rd April 2011.
95.	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.
96.	Statelevelseminaron,,InvestmentOpportunitiesinCapitalmarket”,organized by Tamilnadu
97.	Investors “Association, Chennai and Vivekananda collegeMadurai,on21stSeptember2007.
98.	International seminar on“ Case study methods of teaching in commerce/Management Education, Organized by Bharathidsan University, Trichy, January 20&21,2007.
99.	Seminaron,,ConsumerRightsandWelfare”,organizedbytheDepartmentofInternational Business and Commerce, on 16th December 2006.
100	National Seminar on Recent Trends in Insurance Sector, Organized by Gandhigram Rural University, 11th November, 2006.
101	National Seminar on Emerging Dimensions in SHGs, Organized by Sri Pushpam College ,Poondi,17thMarch,2006.
102	National conference on NPA in the Indian Banking Industry ,organized by the Department of Bank Management, on 13th March 2006.
103	International Conference on Global business and Policy Modelling, Organized by

	Adaikalamatha Institute of Management, 21st – 22 September 2006.
104	Workshop on Revamping Banking Education, organized by the Department of Bank Management, on 09th February,2005.
105	UGC Sponsored National seminar on Emerging issues of Non-Banking Finance companies in India, Organized by A.V.V.M Sri Pushpam college,19th February 2005.
106	Seminar on „Corporate restructuring-Variou s Issues“, organized by the Department of Corporate Secretary ship, Alagappa university, 8th February,2005.
107	One day seminar on Issues and Challenges in Financial Sector “, Organized by Periyar University, Salem , 2005.
108	National seminar on Transforming Customer services in Banking Industry through CRM, Organized by P.R.Group of Institutions, Global Competitiveness in Business: Trends and Traits, February 25, 2005.
109	National Seminar on Service Tax ,organized by the Department of Corporate Secretaryship, on 23rd October 2005.
110	National level seminar on Emerging Opportunities for Global trade for India in the post – Globalisation Era, Organized by VLB Janakiammal College of Arts and Science Coimbatore, February 11th ,2005.
111	UGC sponsored state level seminar on problems and prospects of rural entrepreneurship, organized by Urumu Dhanalakshmi college, 18th and 19th November, 2004.
112	Seminar on ”Emerging Trends in banking in the New millennium”, organized byVivekananda college, Madurai, 1st October 2004.
113	Symposium on Insurance education, organized by the Department of Bank Management, Alagappa University,14th March 1995.
114	Seminar on „Bank Marketing“,organized by the Department of Bank Management Alagappa university,15 th March 1995.
115	Panel Discussion on "Customer Friendly banking", organized by the Department of Bank Management, Alagappa University, 6th January1995
116	Inter-Disciplinary Seminar on "Women and Development" organized by the Department of Women's studies, Alagappa University, Karaikudi, 12 th January1995

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

- Singapore
- Dubai
- Ethiopia

Membership

Professional Bodies

1. The Society of Innovative Educationalist & Scientific Research Professional, Chennai

Advisory Board

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2019&2022	Member of Broad based Board of Studies for MBA(B&I)& M.phil, Alagappa University, Karaikudi	Revamping the syllabus
2022	Member of board of studies for B.Voc Banking and financial services, Alagappa University	Revamping the syllabus

Academic Bodies in Other Institutes/Universities

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2019-22	Subject Expert for B.com (Banking and Insurance Management), Shrimathi Devkunvar Bhatt Vaishnav college for women, Chennai	Framing syllabus
2014	Committee member, Fund raising committee, Wollega University, Ethiopia, 2014	Designing project
2014	Member of staff directory preparation committee, Wollega University, Ethiopia, 2014	Designing and preparing staff directory

Editorial Board

1. Editorial advisory Board Member-Journal of Business Economics from November 2019 to till date, Published by South Eastern University, Srilanka.
2. Technology and Management science, Malaysia, October 2018 to till date Hon. Editorial board member consulting editor for Journal of Engineering
3. Editorial Board Member for International Journal of Finance and Management research(EIJMR) from August 2017 to till date.
4. Reviewer for Inter Science Publisher, for the year 2023.

Advisory Board

1. Advisory Board member for the Two day National Level Work shop 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.
2. Member of Editorial Advisory Board, National Level conference on Emerging trends in Business & Management, Alagappa Arts College, and March 2023.

Ph.D. Thesis Guided: Completed :3 & On going: 5

S.No	Name of theScholar	Title of theThesis	Year of Completion
1.	M.Rathi meena	Triadic Analysis of Education, Employability Skills and Job Satisfaction of Bank Employees in Madurai District	2022
2.	L.Terina Grazy	Efficiency of Distribution Channels in Life Insurance Businesses in Sivaganga District	2022
3.	M.Soundarya	Impact of Institutional Credit on Agricultural Sector in Tamil Nadu	2023

List of Research Articles / Recent Publications: 98

S. No	Authors/Title of the paper/Journal	Impact Factor
1.	"Key Antecedents of Online Purchase Behaviour of Customers: Application of Theory of Reasoned Action, Journal of Informatics Education and Research , ISSN: 1526-4726, Vol 3 Issue 2, December 2023, pp 2324-2331 - C Category	----
2.	"Skill gap analysis of bank employees based on Branch managers perceptions" Bank Quest ,ISSN 00194921,October-December ,2022,UGC CARE listed Journal	----
3.	"Farmers opinion towards kissan credit card ' International journal of scientific research in engineering and management, Vol 07, Issue 04, April 2023,ISSN-2582-3930	8.176
4.	"Customer Awareness And Accessibility Of Rural Insurance Among Rural People In Sivaganga District" International journal of scientific research in engineering and management, Vol 07, Issue 04, April 2023,ISSN-2582-930,PP1-13	8.176

5.	"Life Insurance Awareness among women in Sivagangai District" International journal of multidisciplinary education research,ISSN-2277-7881,Vol 12,Issue 2(1),February 2023	----
6.	"Health insurance policies and its awareness among the policyholders in Sivagangai district in Tamil Nadu: An analysis " International Journal of Science and Research archive, 11/05/2023, e-ISSN:2582-8185,PP 68-72	8.017
7.	"Sustainable development in insurance sector: Green Insurance products" Dogo Rangsang Research Journal, UGC CARE Approved Journal, ISSN:2347-7180, Vol 13,Issue 5,No.3,May 2023,	5.127
8.	"Career Preference of graduates in Tamil Nadu: An empirical study", Dogo Rangsang Research Journal, UGC CARE Approved Journal, ISSN:2347-7180, Vol 13, issue 3,No.4,March 2023,PP129-138	5.127
9.	Digital transformation trend in insurance sector, <i>Emperor journal of finance</i> . ISSN :2583-4312 Vol IX., I -9, 2023	-----
10.	Perception of Farmers in Tamil Nadu for the default in the agriculture credit repayment" Paripex, Indian Journal of Research, ISSN: 2347-7180,Vol.11,Issue5,May2022.N	6.761
11.	“ Problems faced by farmers while availing agriculture credit sanctioned by Financial Institutions in Tamil Nadu, Global Journal of Research analysis, ISSN: 2250 – 19 91,Vol.11,Issue4, April 2022.	---
12.	“Farmers opinion towards the Impact of Agricultural credit in Tamil Nadu, Dogo Ransang Research Journal (DRSR) ISSN 0972-7175, Volume 12, Issue 05, No 1, May 2022, UGC Care Group I Journal.	5.127
13.	“Trends Prevailing in the Agriculture credit system in Tamil Nadu, Journal of Management & Entrepreneurship”, ISSN: 2229-5348, Vol.16, No.1, Janaury – March, pp 50-58. UGC Care Group I Journal.	---
14.	“E-Sakthi - A Tool for Digital Evolution of under developed community in India” Journal of Management & Entrepreneurship, ISSN: 2229-5348, Vol.16, No.1, Janaury – March, pp 41-46.UGC Care Group I Journal.	---
15.	“ COVID -19 Transformation in Indian Life Insurance Sector, Indian Journal of Natural Sciences”, ISSN: 0976 -0997, Vol.12, Issue 68, October 2021.	---
16.	“Life Insurance policyholders opinion on the modern distribution channel : A study on Bancassurance”, Dogo Ransang Research Journal (DRSR) ISSN 2437- 7180 Volume 11, Issue 08, No 3, August 2021, UGC Care Group I Journal.	---
17.	An Empirical Investigation on the relationship between educational qualification and Job satisfaction of bank employees”, Dogo Ransang Research Journal (DRSR) ISSN 2437- 7180Volume 11, Issue 08, No 3, August 2021, UGC Care Group I Journal.	---
18.	'Insurance distribution channels: The propeller for insurance penetration in India"Indian place Names (UGC Care List) ISSN ISSN23943114,Vol40, Issue	6.3

	60,Mar2020	
19.	“Efficiency Of Payment and Settlement ”Alochana Chakra Journal ISSNNO:2231-3990 Volume IX,IssueV,20-May	----
20.	“Transformation: Talent Imperative of Up skilling and Re skilling of Banking Employees in the age of Digitalization” Shodh Sanchar Bulleting UGC Care listed ISSN- 2229-3620`Vol 10 Issue 38, April-June 2020	----
21.	“Gamification :A New Tool for Recruitment" International Journal of Advance and Innovative”, Research ISSN-23947780Vol6, Issue2,UGC.No:63571April2019	7.361
22.	“E-learning: A Digital Tool for Bridging Employability Skill Gap in Indian banking Sector“ Alochana Chakra Journal ISSNNO:2231-3990,VolumeIX,IssueV,20-MayImpact Factor6.3NJ(UGC CARE listed Journal)	---
23.	Learner`s Satisfaction on Online Education During Covid-19 Lock down period”,Kala Sarovar ISSN: 0975-4520 (UGC Care Group-1 Journal) Vol-23 No.04(VIII) October- December 2020	----
24.	“Customer's Perception on Effectiveness of DigitalBanking 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.	---
25.	“ 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	----
26.	“Impact Of Digital Transformation On Employment In Banking Sector” International Journal Of Scientific & Technology Research(IJSTR) ISSN2277-8616Volume9,Issue01,January2020.	----
27.	“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	4.318
28.	Tourism Sector: A Driving force of Job creation in India” Our Heritage ISSN: 0474 9030 January- 2020,Vol-68-Issue-1	5.935
29.	“E-Insurance: A Platform for Insurance Penetration In India, Restaurant Business, ISSN00978043,Vol118,Issue6,Jun2019	2.4
30.	“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,	5.921
31.	“HumanCapitalAnalytics:AGameChangerforHRProfessionals”InternationalJournalof Recent Technology and Engineering (IJRTE), Blue EyesIntelligence Engineering & Sciences Publication,ISSN:2277-3878Volume-8,Issue-	5.921

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32.	Techno trends In Indian Banking Sector” International Journal of Advance and Innovative Research, ISSN 2394-7780, Vol 5, Issue 4(XVI), Oct-Dec 2018, Pg,78, UGCNo:63571	7.121
33.	“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,	5.871
34.	“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,	6.761
35.	Regulatory Sandbox An Engine for Inclusive Innovation” Indian Banks Association, Vol 5,Issue 9, Apr 2018, ISSN 2349 -7483	----
36.	“Bancassurance: A Growing Channel For Insurance Distribution” Journal of Emerging Technologies and Innovative Research ISSN 23495162, Vol 5, Issue 12,Dec 2018	5.87
37.	“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	2.014
38.	“Life Insurance Sectors Towards Corporate Social Reasonability” Research Explore, Indian Academic Researchers Association, ISSN 22501040, Vol 6 Special issue Sep 2018,pp:249	2.014
39.	Micro Insurance: Innovation for Uplifting Rural Sector” International Journal of Advance and Innovative Research, ISSN 2394-7780, Vol 5, Issue 4(XVI), Oct-Dec 2018, Pg,16 UGC No:63571	7.12
40.	Factor Influencing Job satisfaction of Bank Employees in Madurai City”. Journal of Emerging Technologies and Innovative Research, ISSN 23495162,Vol 5, Issue 12,Dec 2018 Pg 13 UGC No:63975	5.871
41.	“Savings and Investment Pattern of Teaching Faculty in the Affiliated College of Alagappa University” Paripex India Journal of Research, Vol 7, Issue 5,May 2018, ISSN 2250-1991	6.761
42.	“Green Insurance: A New Vista for Insurers” An International Multi disciplinary Quarterly Research Journal, Peer Reviewed Referred and UGC Listed Journal No:40776,ISSN2277-5730,Vol7,Issue 2Apr–Jun2018	5.2
43.	“FDI And Promotional initiatives in India” Roots International Journal of Multi disciplinary research, UGC Approved Journal Number – 48991, Vol 4/ Special issue 1 / Mar 2018, ISSN 2349 – 8684	3.487

44.	“Gender gap in financial inclusion in SADC” Shanlax international Journal of Commerce, UGC Approved Journal Number –44120, Vol.6/Special issue 2/Jan 2018,ISSN 2320-4168	3.0171
45.	Study on Green Human Resources Management Practices and Sustainable environment in Workplace” Shanlax international Journal of Management, ,UGC Approved Journal Number – 44278,Vol.5/SpecialIssue3/March2018,ISSN2321-4643	2.082
46.	Indian Insurance Sector: The New Change Agents” Bonfring International Journal of industrial Engineering and Management Science, Special Issue on Landscape of India Insurance Sector, ISSN– 2250 – 1096I	---
47.	Saving Habits of Teaching Faculty in the Affiliated College of Alagappa University” An International Multidisciplinary Quarterly Research Journal, Peer Reviewed Referred and UGC Listed Journal No:40776, ISSN 2277-5730, Vol 7, Issue 2 Apr – Jun 2018 Part 1	5.2
48.	“ Business Correspondents Model : An Avenue for Financial Inclusion” Royal Peer Reviewed referred, An International Multidisciplinary Half yearly Research Journal, UGC Listed Journal No: 47037, ISSN – 2278- 8158, Vol 6, Issue 2, Part VI, June to Nov 2017	4.421
49.	“Women in Cashless Economy and Outlook” Shanlax international Journal of Commerce UGC Approved Journal Number:44120 Vol.5/ Special Issue 1/ Sep 2017	3.017
50.	“Crowd Funding An Innovative Source of finance for Entrepreneur” Shanlax international Journalof Commerce, , UGC Approved Journal Number – 44120, Vol 5/ Special issue –3/Sep2017,ISSN–2320-4168	3.017
51.	A Study on Block chain Technology in Banking Industry” International Research Journal of business and Management– RJBm,Vol10/Dec2017/Issue13/ISSN2322-083	5.172
52.	"GST : A new paradigm for insurance operating model: SVNC Research Journal,Vol 2 Dec 2017 ISSN-0769-2949,Vol2 Dec 2017	---
53.	“Pradhan Mantri Jan DhanYojana:End Financial Untouchability for freedom from Poverty”, International Research journal of commerce and Behavioral Science, Singapore, ISSN:2251-1547 , October,2016.	6.879
54.	“Assessment of Farmers Satisfaction with Direct Seed Marketing: The caseo f Sibu Sire Woreda Eastern Wollega Zone, Ethiopia”, International Research Journal of Commerce & Behavioural Science, Singapore, pp.16-26, ISSN:2251 1547.	6.879
55.	“Terrorism Insurance: The Order of the Day”, International research Journal of Social Science & Management, Singapore June 2016 ,vol:02 , pp.87-93. I	----
56.	“Crowd funding: A Booster for Budding Entrepreneurs”. PRIMAXInternational Journal of Finance, July 2016,.PP.43-46, ISSN: 2348-	3.017

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57	“E- Commerce: Shopping Beyond Brick and Mortar”, DR.R.K.S. International Journal of Science and Humanities, 2016, ISSN:9810-7291. I	4.347
58.	Foreign Direct Investment :Is it Lure in Ethiopia?, The International journal research publications „research journal of Economics and Business studies, ISSN 22511555,Vol04,Nu04.I	---
59.	Deployment of Institutional Credit for Agricultural development in Ethiopia: Need of the Hour”, The International Journals-Research Journal of Social Sciences and management, Vol 4,No 2(2014), June 2014,ISSN: 2251-1571.I	---
60.	Mobile Banking In India: A Comparative Study on State Bank of India & ICICI Bank”,GITAM Journal of Management,V isakhapatnam. ISSN:0972-740X, Vol11,Number 2,pp.169-180.I	---
61.	“Performance of Commercial Banks in Priority sector lending”, Asia Pacific Journal of Research in Business Management, , ISSN 2229-4104 I	---
63.	Institutional Credit and rural development in India”, International Journal of Business Economics and Management Research, ISSN 2229-4848. I	---
64.	Technology trend towards digitalization in insurance sector, <i>ABDC Technologies in the Indian Financial services sector</i> ,ISBN : 978-93-93737-71-7, PP 237-243,2022, Shanlax,2023	---
65.	NPA In Priority Sector Lending in India: An Analysis”, Non –Olympic Times, ISBN: 978-93- 94293-14-4, 10 th March 2023, pp 305-309.N	---
66.	An Assessment of Financial Inclusion status in India”, Non –Olympic Times, ISBN: 978-93- 94293-14-4, 1 ^{0th} March 2023.N	---
67.	Microinsurance– A tool for Financial Inclusion”,Non–OlympicTimes,ISBN:978-93-94293-14- 4, 10 th March 2023.N	----
68.	Digital Lending: A Transformation in Farming Sector”, Shanlax publications, 26 th & 27 th April 2022. ISBN : 978-93-93737-71-7, pp 21-28IN	---
69.	“Financial Innovation in Brick and Mortar Banking”, Shanlax publications, Alagappa University,26 th & 27 th April 2022. ISBN: 978-93-93737-71-7, pp 29-37. IN	----
70.	Technology Trend Towards Digitalization in Insurance sector”, Shanlax publications,26 th & 27 th April 2022. ISBN : 978-93-93737-71-7, pp 237-243. N	---
71.	“Pradhan Mantri Mudra Yojna Credit for Micro Enterprises Contemporary Changes in Business Management”, Sep 2017, Published by Department of Business Administration ISBN – 987-81- 92597-40-9N	---
72.	Microfinance the Driving force for Rural development, NABARD”Sponsored National Conference on avenues in agro based industry for Rural Development, ISBN:978-821- 909104-4-6 N	----

73.	Grievances Management and Settlement System in Indian Insurance Sector Consumer Protection and Empowerment in India”, August 2016, ISBN:978-81- 86690-1-8 N	----
74.	“Tourism: An Engine for Employment Creation”,pp 225-232 Recent Trends in Global Sustainable Hospitality Research,ISBN:9789389146660, Karaikudi Sep 2019 N	----
75.	“Inclusive Education for Girls with Disabilities – Issues and Remedies, Education System in the Nation Perspectives & Approaches”, Dream Maker Publishing House, Jan 2018 ISBN – 978- 81935866-0-0N	----
76.	“Generic Skills of Graduates from the Employee Perspectives” , PP 63-66 Management -A Future perspective, ISBN: 978-93- 83191-28-4, , 2018 March ,ISBN: 978-93-83191-28-4	----
77.	Indian Start Ups: Issues and Challenge” ,Shanlax Publications, Jan 2018ISBN – 978-93-87102-45-3 N	----
78.	“Environment and Energy: Latest Progress, Environmental Finance: A Healthy Sign for Environmental Protection” International Research Publication House, Delhi ISBN –978-93-873888-11-6N	----
79.	“Payment Bank :An Innovative Step Towards Financial Inclusion Business Success ”,Published by Department of Commerce ISBN–978–81-935783–1-5N	----
80.	“Glimpses of Logistics Performance Index and Its Indicators”, Ganecon Publications,ISBN:978-0- 6482502-1-0I	---
81.	“Critical Issues of Logistics in Construction Industry”, Ganecon Publications,ISBN:978-0-6482502- 1-0I	----
82.	Renewable energy sources & Environment Protection,Climate Change and Its Impact on Environment”,International Research Publication House, Delhi, ISBN-978-93-87388-19-12I	---
83.	Banking Ombudsman: Grievances Redressal Mechanism of Bank Consumer Empowerment: Issues and Challenges”, ISBN – 978-81-929959-4-6 N	----
84.	Pradhan Mantri Mudra Yojna Credit for Micro Enterprises Contemporary Changes in Business Management”, Sep 2017, Published by Department of Business Administration ISBN – 987-81- 92597-40-9 N	----
85.	“Demonetization and its impact on Indian Economy Pride of Commerce, Shanlax Publications”,pp: 131-136Mar2017ISBN:978-93-86537-25-6N	----
86.	Women with Disabilities :A Snap Shot Education and Empowerment of Women with disability towards Sustainable Development (EEWSD – 17)”, Dec 2017 ISBN – 978-8-81-920462-3-5 N	----
87.	“Intermediaries: The Growth potentials for insurance industry Global Growth :Gears & Glows”,.Vol 1Shanlax Publications, Madurai ISBN-978-81-933316-4-4	---
88.	Resinsurance in India: A Snap shot Global Growth: Gears &Glows”,2017,Vol	---

	2 Shanlax Publications, Madurai ISBN-978-81-933316-4-4	
89.	“A study on payment and settlement system in Indian banks “, International Conference on Management and Information Systems organized at Bangkok , on September 23- 24,2016 , ISBN:978-1-943295-04-3 I	----
90.	“Social Entrepreneurship: The Change Agent for Better Society, Perspective on Entrepreneurial Resurgence & Innovations, 2016, ISBN:978-81-9286690-1-8 N	---
91.	“A Study on the Performance of Insurance Business Providers in India:with special reference to Health Insurance Business”, Emerging Trends in Indian Insurance Sector,ISBN:978-81-929581-7-0 N	---
92.	Digital Inclusion in India- A case of Mobile Banking”, Published in International Conference on technology& Business Management, proceedings- American University Emirates, Dubai, UAE. ISBN:978-81-924713-2-7. I	----
93.	Post Office Financial Services: Is it Lure in India?”, Published in AIMS International Conference proceedings-Indian Institute of Management Bangalore(IIMB), ISBN: 978-81-924713-1-0. I	----
94.	Sustainable Global Economy through Green Finance”, Proceedings of the National Conference n GO Green, pp. 151-155, isbn:978-81-8371-382-5. N	---
95.	“Non-Performing Assets Management in Indian Banks: Need of the hour, Hand book of Management and BehavioralScience”VolII,ISBN-978-81-89547N	----
96.	“Sustainable Global Economy through Green Finance”, Proceedings of the National Conference on Go Green, ISBN-978-81-8371-382-5	----
97.	Self Help Groups:A gate way for Rural Development in India”,ISBN-978-81-87364-40- 5.	----
98.	Bancassurance-The most challenging insurance distribution channel with special reference to ICICI Prudential Life”,pp.125-132,ISBN:978-81-89886-26-4.	----

Resource persons in various capacities

National Conferences	:	1
International Conferences	:	7
Invited Lectures	:	11

Resource Person for National Conference:

1. National Conference on "Impact of Global Recession on Booming Indian Economy- Myth & Reality",Organized by Sastra Deemed to be University, Srinivasa Ramanujam Centre,Kumbakonam,22.04.2023.

Resource Person for International Conference:

1. Resource person for Two day international Conference META-2023, Organized by Sri Sarada Niketan College for Women, Amaravathipur, 27th & 28th January, 2023.
2. Chairperson for the Technical sessions, International conference on ABCD Technologies in Indian Banking 26th and 27th April 2022.
3. Resource person for Two day international Conference META-2023, Organized by Sri Sarada Niketan College for Women, Amaravathipur, 2020
4. Resource person for 10 days webinar sponsored by RUSA-2.0, Title as "Career Avenues and skills for commerce professionals", organized by school of commerce, Bharathiar university, Coimbatore, July 2020.
5. Resource person for webinar organized by DDE, titled as "Emerging Technology trends to Disrupt banking in 2020 and beyond", 2020.
6. Chairperson for technical session in International seminar on "FDI Astute Conduit for Trade Integration and Sustainable Development" 2nd & 3rd March 2018, Alagappa University, Karaikudi
7. Resource person for One day International Symposium organized by P.K.R. Arts College for Women, Gobi August 2015

Invited Special Lectures:

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 "Career and Enterpruship Development Programme for Commerce Students", on 22nd July 2020.
4. Delivered Special Lecture on "Impact of COVID 19 on MSMEs" organized by Department of Banking Management, Alagappa University, 22th May 2020
5. Delivered Special Lecture on "Technology in Banking" organized by Directorate of Distance Education, Alagappa University on 2th 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. Chief Guest for Womens' Day Celebration organized by National Institute of Hotel Management & Catering Technology, March 8th 2018
10. Delivered Special Lecture on Orientation Program for Fresher Batch organized by Department of Tourism and Hotel management, Alagappa University 13th July 2018
11. Delivered special lecture on Foreign Direct Investment in Ethiopia, organized by Wollega University, Nekemete, Ethiopia, 2015.

Date : 26.02.2024

Place : Karaikudi

G.Parimalarani

Professor