



Dr.G.NEDUMARAN
PROFESSOR

Contact

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Academic Qualifications

YEAR OF PASSING	DEGREE	UNIVERSITY/INSTITUTE
2012	Ph.D	Bharathidasan University

2000	M.Phil	Bharathidasan University
1998	M.Com	Bharathidasan University
2014	MBA	Alagappa University
2020	M.Sc (Psychology)	Alagappa University
2000	PGDCA	Madurai Kamaraj University
2011	SLET	Bharathiyar University

Teaching Experience : 26

Position	Institute/University	Period
Professor	Alagappa University	05.12.18 to till date
Associate Professor	Alagappa University	04.12.2015 to 04.12.2018
Assistant Professor	Bharathidasan University Colleges	19.08.1999 to 03.12.2015

Research Experience

Position	Institute/University	Period
Professor	Alagappa University	05.12.18 to till date
Associate Professor	Alagappa University	04.12.2015 to 04.12.2018
Assistant Professor	Bharathidasan University Colleges	19.08.1999 to 03.12.2015

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Academic and Additional Responsibilities

S.No	Position	University Bodies	Period	
			From	To
1.	University Placement officer	Alagappa University	2022	Till Date
2.	University SC/ST Cell-Coordinator	Alagappa University	2016	2020
3.	Career guidance and placement cell-Coordinator	Alagappa University	2018	Till Date
4.	Stock verification Officer	Alagappa University	2017	Till Date
5.	Member of Board of Studies,	Alagappa University and affiliated College	2017	Till Date
6.	Chairperson of Valuation Board	DDE,Alagappa University	2018	Till Date
7.	University Inspection Committee Member	DDE Centre, ALU	2017	Till Date
8.	University Inspection Committee Member	Alagappa University and affiliated College	2016	Till Date
9.	Member of Board of Studies	Bharatidasan University, Trichy	2019	Till Date
10.	Chairperson of Valuation	Alagappa University	2017	Till Date

	Board			
11.	NIRF Department Coordinator	Alagappa University	2019	Till Date

Areas of Research

- Marketing Management
- Accounting and Finance
- Human Resource Management

Research Supervision / Guidance

Program of study		Completed	Ongoing
Research	Ph.D	06	08
	M.Phil	48	---
Project	PG	52	10

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
50	40	68	52	20

Cumulative Impact Factor (as per JCR)	No
h-index	: 12

i10 index	: 17
Total Citations	: 403

Publications

Thesis Evaluated : 52

Viva voce Examiner : 61

Funded Research Projects

Ongoing Projects:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	RUSA 2.0	2022-2024		Institution Industry Linkage	5.0

Completed Projects:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	RUSA	2019-2021		Institution Industry Linkage	17.0
2	AURF	2016-2017		Mini Project	0.25

Distinctive Achievements / Awards

- CERTIFICATE OF EXCELLENCE IN REVIEWING IN REVIEWING OF ARTICLE.

- INTERNATIONAL ACADEMIC EXCELLENCE AWARDS- 2020.

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 56

S.NO	Position	Programme	Duration	Institution
1.	Organizer	Business Success Hinges on Business Strategies	2018	Alagappa University
2.	Organizer	Constitution Day	2017	Alagappa University
3.	Organizer	Constitution Day	2018	Alagappa University
4.	Organizer	GUEST LECTURE SERIES (VALUE EDUCATION IN BAKTHI ILAKKIYAM)	2022	Alagappa University
5.	Organizer	GUEST LECTURE SERIES (KNOW THYSELF)	2022	Alagappa University
6.	Organizer	GUEST LECTURE SERIES (HEALTH AND HYGIENE)	2023	Alagappa University
7.	Organizer	GUEST LECTURE SERIES (READ TO LEAD)	2023	Alagappa University
8.	Organizer	GUEST LECTURE SERIES (SOFT SKILLS)	2023	Alagappa University
9.	Organizer	GUEST LECTURE	2023	Alagappa University

		SERIES (UNDERSTANDING INDIAN SOCIETY)		
10.	Organizer	GUEST LECTURE SERIES (MIND YOUR MIND)	2023	Alagappa University
11.	Organizer	GUEST LECTURE SERIES (புதியதோர் உலகு செய்வோம்)	2023	Alagappa University
12.	Organizer	GUEST LECTURE SERIES (THE MIRACLE MAKERS)	2023	Alagappa University
13.	Organizer	GUEST LECTURE SERIES (SOCIAL RESPONSIBILITIES)	2023	Alagappa University
14.	Organizer	GUEST LECTURE SERIES (LEARNING RESOURCES)	2023	Alagappa University
15.	Organizer	GUEST LECTURE SERIES (விண்ணை தொட வருவாயா)	2023	Alagappa University
16.	Organizer	MANTRA	2023	Alagappa University
17.	Organizer	GUEST LECTURE SERIES (INVESTMENT AWARENESS IN SHARE MARKET)	2023	Alagappa University

18.	Organizer	GUEST LECTURE SERIES (CRACK COMPETITIVE EXAMS)	2023	Alagappa University
19.	Organizer	GUEST LECTURE SERIES (GUIDANCE TO BECOME A CHARTERED ACCOUNTANT)	2023	Alagappa University
20.	Organizer	GUEST LECTURE SERIES (பார்க்கத் தெரிந்தால் பாதை தெரியும்)	2023	Alagappa University
21.	Organizer	GUEST LECTURE SERIES (ONAM CELEBRATION)	2023	Alagappa University
22.	Organizer	GUEST LECTURE SERIES (ROLE OF INDIVIDUAL IN SOCIAL SERVICE)	2023	Alagappa University
23.	Organizer	GUEST LECTURE SERIES (KNOWLEDGE IS POWER)	2023	Alagappa University
24.	Organizer	GUEST LECTURE SERIES (சிற்பியும் நீ சிலையும் நீ)	2023	Alagappa University
25.	Organizer	GUEST LECTURE SERIES (HOW TO SELL	2023	Alagappa University

		YOUR SELF)		
26.	Organizer	GUEST LECTURE SERIES (POWER OF POSITIVE THINKING)	2023	Alagappa University

Events Participated

Number of Conferences / Seminars / Workshops:110

1. International : 72
2. National : 38

Other Training Programme

1. National- 25
2. State level- 10

Overseas Exposure / Visits

- SRI LANKA
- SINGAPORE
- MALAYSIA
- DUBAI

Membership

Professional Bodies

- INDIAN ACCOUNTING ASSOCIATION
- INDIAN COMMERCE ASSOCIATION

Advisory Board

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2017 To till date	Board of Studies, Alagappa University Department	Member

2017 To till date	Board of Studies, Alagappa University, Affiliated Colleges	Member
2017 To till date	Valuation DDE Commerce Board, Alagappa University,	Chairperson
2018 To till date	University Inspection Committee Member DDE Centres, ALU	Member
2017 To till date	University Inspection Committee Member, Alagappa University affiliated Colleges	Member
2018 To till date	DDE (Chairperson in Central Valuation), Alagappa University	Chairperson

Academic Bodies in Other Institutes/ Universities

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2018 To till date	Board of Studies, JJ College, Puthukottai	Member
2018 To 2020	Board of Studies, Bharathidasan University, Trichy.	Member
2019 To 2022	Board of Studies Ayya Nadar Janaki Ammal College, Sivakasi.	Member
2019 To till date	Board of Studies GOVT. RAJAHS College, Puthukottai	Member
2022 To till date	Board of Studies National College, Trichy	Member
	Board of Studies EGS Pillay arts and science college	Member

2022 To till date	Board of Studies Sublakshmi Lakshmipathy college of arts and science, Madurai	Member
2021 To till date	Board of Studies, Vivekananda college, Madurai	
2023 To till date		Member

Ph.D. Thesis Guided

- No. of PhD Thesis evaluated : **52**
- No. of PhD Public Viva Voce Examination conducted : **61**

S. No	Name of the Scholar	Title of the Thesis	Year of Completion
1.	M. BALADEVI	IMPACT OF ONLINE BANKING SERVICES IN SIVAGANAGA DISTRICT	2021
2.	K. ILAYARAJA	A STUDY ON SOCIO ECONOMIC STATUS OF FISHERIES IN TAMILNADU	2021
3.	M. MANIDA	PRODUCTION AND MARKETING OF GREEN BASED AGRICULTURE PRODUCTS IN VIRUDHUNAGAR DISTRICT	2022
4.	C. RANI	IMPACT OF DIVERSITY MANAGEMENT ON WOMEN EMPLOYEE RETENTION IN INFORMATION TECHNOLOGY	2023

		COMPANIES	
5.	D.MEHALA	CONSUMER RIGHTS AND PRODUCTION : A STUDY WITH REFERENCE TO WOMEN STUDENTS IN ARTS AND SCIENCE COLLEGE IN SIVANGA DISTRICT	2023
6.	M. ALAGURAJA	GROWTH DIMENSIONS OF MICRO, SMALL AND MEDIUM ENTERPRISES IN PUDUKOTTAI DISTRICT	2023

List of Research Articles / Recent Publications

S. No	Authors/Title of the paper/Journal
1.	Dr.G.Nedumaran,“customer perception and usage intention on mobile payment”, International Journal of Business and Administration Research Review , Vol.- 1.
2.	Dr.G.Nedumaran & Priyanga.M, “Determinants of Environmental Product and Process Innovation” International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN: 8193331648, page no. 188-191
3.	Dr.G.Nedumara.& Sugashini. D (2016) “Social Entrepreneurship and Regional Economic Development: Conceptual Frame Work” International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN: 8193331648, page no. 1199
4.	Dr.G.Nedumaran(2016), “M-commerce in India; Customer Perception and usage Intention on Mobile Payment”, National Conference on “the Dynamics of Commerce in the 21 st Century.
5.	Dr.G.Nedumaran(2016),“Challenges of E-Commerce on Consumer Protection”, National Seminar, Consumer Protection An Empowerment in India in the Week of Technology Domination

6.	Dr.G.Nedumaran .(2016), “Consumer protection: A study on Difference Media options towards Rural and Urban perspective” National Seminar, Consumer Protection An Empowerment in India in the Week of Technology Domination.
7.	Dr.G.Nedumaran. (2016), “Digital Marketing trends in India”, ALUMASC on Recent Trends in Management Research.
8.	Dr.G.Nedumaran.(2016), “Tamil Panpaattu Vanigamuraigal”, National Seminar, Tamil Panpaattu Maiyam.
9.	Dr.G.Nedumaran. (2016), “Vocational Education in Chola Kingdom”, Educational Practices Chola kingdom (850-1279 AD) EPICK-2016
10.	Dr.G.Nedumaran.(2017), “Online Marketing”, One Day National Level Seminar on Innovative Practices in Modern Business.
11.	Dr.G.Nedumaran.(2017), “Customer Relationship Management”, One Day National Level Seminar on Innovative Practices in Modern Business.
12.	Dr.G.Nedumaran,&Baladevi.M (2018) EMERGING TRENDS IN MARKETING OF FINANCIAL SERVICES IN INDIA.
13.	Dr.G.Nedumaran,&M.Manida (2018) “Green Marketing on customer behaviour towards usage of Green Products” International Journal of Advanced Scientific Research and Development, ISSN 2394-8906 (Print), ISSN 2395-6089 (Online), Volume 05, Issue 03, September 2018 pp 329-333.
14.	Dr.G.Nedumaran,&Baladevi (2018) Trends and Impacts of Digital Communication International Journal Of Advanced.
15.	Dr.G.Nedumaran, & Baladevi (2018) Pros and Cons of Online Banking Services Bodhi International Journal of Research in Humanities, Arts and Science, Vol-2, Issue: 13, ISSN-2456-5571, pp.106-109.
16.	Dr.G.Nedumaran, & Baladevi (2018)An Evaluate the Current Technology in Terms of E-Commerce Security Shanlax International Journal of Commerce”, ISSN No: 2320-4168, Volume No: 06, Issue No.3, March 2018, pp. 29-34
17.	Dr.G.Nedumaran, Scientific Research & Development (IJASRD): Vol 5, Issue 03, ISSN No: 2395 – 6089, Septemper 2018, pp.212- 216.
18.	Dr.G.Nedumaran,M.Manida,(2019), Impact of E-Communication on Agriculture Development through CSR in Agri-Farmer in Rajapalayam Taluk , The International journal of analytical and experimental modal analysis, Volume XI, Issue X, October/2019 pp-106-114

19.	Dr.G.Nedumaran,M.Manida,(2019), The Theoretical Study of Green Marketing in Tamilnadu: Its Importance and Challenges , International journal of analytical and experimental modal analysis, Volume XI, Issue IX, September/2019. ISSN NO: 0886-9367, Pp: 3833-3840.
20.	Dr.G.Nedumaran,M.Manida.,(2019), “Impact of FDI in Agriculture Sector in India: Opportunities and Challenges” International Journal of Recent Technology and Engineering (IJRTE) Volume- 8, Issue-3S, October 2019, ISSN: 2277-3878.
21.	Dr. G. Nedumara, M. Baladevi, M. Manida (2019), “Impact of Foreign Direct Investment in Indian Banking Sector” International Journal of Recent Technology and Engineering (IJRTE), Volume -8, Issue – 3S, October 2019, ISSN: 2277-3878.
22.	Dr.G. Nedumaran, M. Manida (2019), “E-Marketing Strategies for Organic Food Products” International journal of Advance and Innovative Research, ISSN 2394-7780, 12 th June 2019, Vol-6, Issue 2, pp 57-60.
23.	Dr. G. Nedumaran, M.Manida (2019), Green Marketing: Impact of the Agriculture Products , International Journal of Advance and Innovative Research, ISSN 2394-7780, 12 th June 2019, Vol-6, Issue 2, pp 61-65.
24.	Dr.G.Nedumaran,D.Mehala(2019), “Consumer Awareness among College Students:An Overview” International journal of Advance and Innovative Research (IJAIR)Volume-6,Issue - 2, April – June 2019, ISSN No: 2394 – 7780, Page No: 200- 205.
25.	Dr.G.Nedumaran,D.Mehala(2019), “The Relationship between Women Entrepreneurship and Gender Equality” Science, Technology and Development, Volume -VIII ,Issue - XII ,December - 2019 ,ISSN : 0950-0707,Page No : 345-353.
26.	Dr.G.Nedumaran,& Baladevi, M. (2019). A CRITICAL REVIEW ON ADOPTION OF ONLINE BANKING SERVICES. <i>Advance and Innovative Research</i> , 19.
27.	Dr.G.Nedumaran,M.Baladevi, M.Manida, M. (2019). Impact of Foreign Direct Investment in IndianBanking Sector. International Journal of Recent Technology and Engineering, 8, 250-253.
28.	Dr.G.Nedumaran,M.Baladevi, (2019). An Analysis of Internet Banking Among SMEs Entrepreneurs. Science, Technology and Development, 8(12), 253-262.
29.	Dr.G.Nedumaran,&Baladevi.M. (2020). Impact on customer perceptions of green banking process with special reference in Rajapalayam Taluk.
30.	Dr.G. Nedumaran, M. Manida(2020), The Rural Development Planning in Indian Economy- A New Century , International Journal of Management (IJM) Volume 11, Issue12,December2020,pp.2856-2863,ArticleID:IJM_11_12_267Available Onlineat http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=11&IType=12 ISSN Print:0976-6502 and ISSN Online: 0976-6510 DOI: 10.34218/IJM.11.12.2020.267

31.	Dr.G. Nedumaran,M. Manida, M. Baladevi (2020), “Impact on Customer Perceptions of Green Banking Process with Special Reference in Rajapalayam Taluk” Test Engineering and Management, Vol: 82, January-February 2020 ISSN: 0193-4120 Page No. 9376 – 9382
32.	Dr.G. Nedumaran,M. Manida (2020) “Role of Business Incubation Centres in Promoting Entrepreneurship With Special Reference to Tamilnadu” International Journal of Scientific & Technology Research, Volume 9, Issue 01, January 2020, ISSN 2277-8616 pp-4344-4346.
33.	Dr. G. Nedumaran,M.Manida (2020), Effect of Mobile Applications on Farming in Virudhunagar District -A Study , Our Heritage, Vol-68-Issue-1-January-2020, ISSN: 0474-9030, Pp:12718-12727.
34.	Dr. G. Nedumaran, M. Manida (2020), Customer Attitude and Perception Towards Aavin Milk , Studies in Indian Place Names, Vol-40-Issue-23-February-2020, ISSN: 2394- 3114, pp: 343-352.
35.	Dr.G. Nedumaran,M.Manida (2020), Challenges of Organic Farming on Rural Development in Tamilnadu , Dogo Rangsang Research Journal, UGC Care Group I Journal ISSN: 2347- 7180, Vol-10 Issue-08 No. 02 August 2020.
36.	Dr. G. Nedumaran, M. Manida (2020), “Students Awareness of Industrial Linkages among the Universities” , Our Heritage, Vol-68, Issue-1, January-2020, ISSN: 0474-9030, Pp: 3534-3541.
37.	Dr.G. Nedumaran,Mr. P.Mani, M. Manida (2020) “Motivational Factors and Employees’ Job Satisfaction in Agri – Farms in Trichy District” , Our Heritage, Vol 68, Issue 17, Jan 2020, ISSN: 0474-9030. Pp- 182-190.
38.	Dr.G. Nedumaran,M. Manida,D. Mehala, M.Baladevi, “Factors Affecting The Marketing of Organic Agricultural Products in Tamilnadu” , Mukta Shabd Journal, Volume IX, Issue VI, June/2020, ISSN No: 2347-315, pp: 4387-4395.
39.	Dr.G. Nedumaran,Shaik Shakeel, K. Sreekanth,M. Manida, “Impact of Brand Name on Customer Buying Decision Towards an Emerging Mobile Phone Market In Hyderabad” , Aegaeum Journal, Volume 8, Issue 4, 2020, ISSN NO: 0776-3808, pp: 1679-1689.
40.	Dr.G. Nedumaran,K. Sreekanth, Shaik Shakeel,M. Manida, “A Study on Online Shopping Behaviour of College Students in Hyderabad Region” , Aegaeum Journal, Volume 8, Issue 4, 2020, ISSN NO: 0776-3808, pp: 911-920.
41.	Dr.G. Nedumaran,M. Manida “Agriculture in India: Information about Indian Agriculture & Its Importance” , Aegaeum Journal, Volume 8, Issue 4, 2020, pp: 729-736, ISSN NO: 0776-3808.

42.	Dr.G. Nedumaran,M.Manida (2020), Performance of Khadi and Village Industries Commission Through Micro, Small, & Medium Enterprise , Aegaeum Journal, Volume 8, Issue 3, 2020, ISSN NO: 0776-3808
43.	Dr.G. Nedumaran,Manida, M., Mehala, D., & Baladevi, M. (2020). Factors Affecting the Marketing of Organic Agricultural Products in Tamilnadu. <i>Mukt Shabd Journal</i> , 9(06), 4387-4395
44.	Dr.G.Nedumaran,D.Mehala(2020),“Consumer Protection - Problems and Prospects” A Journal of composition theory, Volume – XIII, Issue - I ,January 2020, ISSN : 0731-6755, Page No: 116-121.
45.	Dr. G. Nedumaran, M. Manida (2020), E-Agriculture and Rural Development in India , A Journal Of Composition Theory, Volume XIII, Issue I January 2020, ISSN: 0731-6755, Page No: 105-114.
46.	Dr.G. Nedumaran,M.Manida (2020), Challenges and Possible of Organic Farming , Journal of Xidian University, Volume 14, Issue 3, 2020 pp 154-162, ISSN No 1001-2400.
-47.	Dr.G.Nedumaran,D.Mehala (2020), “ Waste Management Initiatives In India” International Journal of Scientific & Technology Research Volume - 9, Issue - 03, March – 2021, ISSN: 2277-8616, Page No : 145 – 149.
4-8.	Dr.G.Nedumaran, D.Mehala (2020), “Consumer Protection Act 2019 – An Overview” Mukt Shabd Journal, Volume -IX, Issue - IX, September-2020, ISSN No : 2347 – 3150, Page No : 290 -299.
49.	Dr.G.Nedumaran&D.Mehala “Factors affecting the marketing of Organic Agricultural Products in Tamilnadu” Mukt Shabd Journal, Volume- IX ,Issue - VI, June-2020 ,ISSN No : 2347-3150,Page no:4387-4395.
50.	Dr.G. Nedumaran,Shakeel, S., Sreekanth, K. (2020). Impact of Brand Name on Customer Buying Decision Towards an Emerging Mobile Phone Market in Hyderabad. Aegaeum Journal, 8(4).
51.	Dr.G. Nedumaran,Sreekanth, K., Shakeel, S., (2020). A Study on Online Shopping Behavior of College Students in Hyderabad Region. Aegaeum Journal, 8(4).
52.	Dr.G. Nedumaran, Manida, M. Prabakaran, M. V., Arul Kumar, M. M., & Alaguraja, M.M.(2020).Challanges And Possible Of Organic Farming. <i>Journal of Xidian University</i> , 14(3), 156-165.
53.	Dr.G. Nedumaran, & Baladevi Consumer Protection Act 2019 – An Overview Mukt Shabd Journal, ISSN: 2347-3150, Vol: IX Issue: IX SEP- 2020.
54.	Dr.G. Nedumaran,& Baladevi Online Banking Services -An Overview (2020) Shanlax International Journal of Commerce. A Peer reviewed journal, Vol-6, Issue-3, ISSN-2340-4168, pp: 100-103.

55.	Dr.G. Nedumaran,Kumar, M. A., & Alaguraja, M. (2020). Effect of mobile applications on farming in Virudhunagar District-a study.gf.
56.	Dr.G. Nedumaran,& Chittiveli, Rani. (2020) Consumer Buying Behaviour towards Dairy Products: Exploring the Motivation and Trends with Special Reference to Andhra Pradesh, OUR HERITAGE .ISSN NO:0776-3808
57.	Dr.G. Nedumaran,& Chittiveli, Rani. (2020), Emerging Trends in Recruitment and Sele,ction ProcessesIJMER(INTERNATIONAL JOURNAL Of MULTIDISCIPLINARY EDUCATIONAL RESEARCH) ISSN NO:0776-3808.
58.	Dr.G. Nedumaran,& Chittiveli, Rani. (2020), STUDY ON HR PLANNING & DEVELOPMENT IN IT INDUSTRIES.
59.	Dr.G. Nedumaran,& Chittiveli, Rani. (2020, COVID-19:IMPACT AND CHALLENGES FOR INFORMATION TECHNOLOGY INDUSTRY IN INDIA, AJ(Aegaeum Journal) ISSN NO:0776-3808 Volume8, Issue 12, 2020 , Page no:361-368.
60.	Dr.G. Nedumaran,& Chittiveli, Rani. (2020), CONCEPTUAL STUDY ON LEADERSHIP AND MANAGEMENT PRACTICES IN THE ORGANIZATION, JCT(JAC : A Journal Of Composition Theory) ISSN NO: 0731-6755.
61.	Dr.G. Nedumaran,& Chittiveli,Rani.(2020)EFFECTIVE PARTICIPATION OF EMPLOYEES AND ORGANISATIONAL DEVELOPMENT, AJ(Aegaeum Journal) ISSNNo:0776-3808 Volume8, Issue 12, 2020 , Page no:461-467.
62.	Dr.G. Nedumaran,& Chittiveli, Rani. (2020), A STUDY ON IMPACT OF E-HRM ACTIVITIES IN THE COMPANIES GROWTH, ZIJMR(ZENITH INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH) ISSN No: 2231-5780.
63.	Dr.G. Nedumaran, Chittiveli, Rani (2021), INFLUENCING FACTORS OF WORK-LIFE BALANCE TRENDS IN WOMEN EMPLOYEE LIFE, Wesleyan Journal of Research, ISSN NO: 0975-1386.
64.	Dr.G. Nedumaran, Chittiveli, Rani (2021), A study on level of awareness of college students on consumer protection practices, Palarch's Journal of Archaeology of Egypt/Egyptology ISSN NO: 1567-214X.
65	Chittiveli, Rani & Nedumaran, D.G., (2021), Factors impact on effective strategic planning in it/ites for women employee retention, Palarch's Journal of Archaeology of Egypt/Egyptology ISSN NO: 1567-214X.
66	Dr.G. Nedumaran,Chittiveli, Rani (2021), Diversity Managemen impact on Women Employee Retention in IT companies, Shodhsamhita (Journal of Fundamental & Comparative Research) ISSN : 2277-7067.
67	Dr.G.Nedumaran, D.Mehala (2021), "An Investigation on Awareness of College Women Students on Consumer Rights and Protection" Sambothi Journal, Volume 44, Issue - XIX, March - 2021, ISSN No: 2249-6661, Page No: 33-37.

68	Dr.G.Nedumaran, D.Mehala (2021),, “An Assessment Of Consumer Awareness and Protection” Wesleyan journal of Research Journal, Volume -14, Issue - XXIII, ISSN No: 0975-1386, Page No: 143-148.
69.	Dr.G. Nedumaran,D.Mehala(2021), “Diversity Management Impact on Women Employee Retention in it Companies”, Shodhsamhita: Journal of Fundamental & Comparative Research, Volume - VII, Issue No - 12(III),ISSN No : 2277-7067, Page No: 143-148.
70	Dr.G.Nedumaran,D.Mehala (2021), “A Study on Level of Awareness of College Students on Consumer Protection Practices” Palarch’s journal of Archaeology of Egypt/Egyptology, Journal Volume -18, Issue - 1, April – 2021, ISSN: 1567-214X ,Page no: 4695- 4702.
71	D.Mehala & G.Nedumaran (2021), “Consumer Rights and Protection in Cyber Security”Vidyabharati International Interdisciplinary Research Journal (Special Issue) ,ISSN: 2319 – 4979,Page no: 3165 -3169.
72.	Dr.G.Nedumaran & D.Mehala “Factors impact on Effective Strategic Planning in It/Ites For Women Employee Retention” Palarch’s journal of Archaeology of Egypt/Egyptology, Journal Volume- 18, Issue -1, April - 2021 ,ISSN :1567-214X Page no: 4695-4702.
73.	Dr.G. Nedumaran,M. Manida (2021), Fin-Tech in Indian Agricultural Sector , Empirical Economics Letters, Volume 20, Special Issue 3, November 2021, ISSN 1681-8997, http://www.eel.my100megs.com/volume-20-number-november-3-special-issue.htm .
74.	Dr.G. Nedumaran,M. Manida, (2021), Sustainable Organic Farming Practices , International Journal of Agricultural Sciences and Technology, Vol 1, Issue- 1, (2021) 28- 33, doi.org/10.51483/IJAGST.1.1.2021.28-33.
75.	Dr.G. Nedumaran, M. Manida, (2021), “ Problems and Feasible of Green Based Agriculture Products ” International Journal of Public Health and Safety, Vol-6, Issue-3, (2021), Page 2-4, ISSN: 2736-6189.
76.	Dr.G. Nedumaran,M. Manida (2021), Organic Farming – Current Status and Opportunities for Future Development , Agriculture & Food: e-NEWSLETTER, Vol-3, Iss-5, Page No: 14-18, 2021, www.researchgate.net/publication/350904462_Organic_Farming .
77.	Dr.G. Nedumaran,M.Manida, (2021), Pros and Cons of New Agriculture Policy 2020 , Agriculture & Food: e-NEWSLETTER, Vol-3, Iss-4, Page No: 159-162,2021, www.researchgate.net/publication .
78.	Dr.G. Nedumaran,M. Manida (2021), Zero Budget Natural Farming in Tamil Nadu , Agriculture & Food: e NEWSLETTER, Vol-3, Iss-4, Page No: 305-307, 2021.
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