



Dr. M. GURUPANDI
ASSOCIATE PROFESSOR

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Academic Qualifications

Degree	Institution	Year	Branch	Class
SET	Bharathiar University, Coimbatore	February 2013	Commerce	First
Ph.D.	Madurai Kamaraj University, Madurai.	September 2008	Commerce	Commanded
M.Phil	Madurai Kamaraj University, Madurai	August 2003	Commerce	First class
M.Com	Vivekananda College, Madurai	April 2002	Commerce	First Class with Distinction

Teaching Experience: 16

Position	Institution	Duration
Associate Professor	Department of Commerce, Alagappa University, Karaikudi	03 rd March 2022 to till Date
Assistant Professor	Department of Commerce, Alagappa University, Karaikudi	26 th May 2016 to 3 rd March 2022
Assistant Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	03 rd March 2010 to 25 th May 2016
Lecturer	Sri Kaliswari College, Sivakasi, Virudhunagar District	02 nd June 2008 to 2 nd March 2010

Research Experience: 14 Years

Position	Institution	Duration
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Associate Professor	Department of Commerce, Alagappa University, Karaikudi	3 rd March 2022 to till date
Assistant Professor	Department of International Business and Commerce, Alagappa University, Karaikudi	3 rd March 2010 - 2 nd March 2022

Additional Responsibilities

S.N	Position	Institution	Duration
1	Program Officer, National Service Scheme (NSS) Unit AU 01	Alagappa University, Karaikudi	14 th February 2023 to Till Date
2	Co-ordinator, Consumer Club	Alagappa University, Karaikudi	4 th Nov 2022 to Till Date
3	Co-ordinator, Small Industries Service Unit (SISU),	Alagappa University, Karaikudi	4 th November 2022 to Till Date
4	Member, Multi Model Materials Production for Differently Abled Centre	Department of Special Education, Alagappa University, Karaikudi	2016- to 2019
5	Advisory Committee Member	National Service Scheme, Alagappa University, Karaikudi	2013-2017
6	Zonal Coordinator, Youth Red Cross (YRC)	Alagappa University, Karaikudi	11 th September 2012 to 30 th June 2018

Area of Research

1. Accounting and Finance
2. Entrepreneurship
3. Logistics Management

Patents

1. **Application Number:**202241023087A **Date of Filing:**19.04.2022 **Date of Publish:**06.05.2022

Title: Retail Distribution Outlet Management System using Block Chain Approach

Inventor Are: Mr.Ghangesh Gunaseelan, Dr.D.Vidhya, Dr.Shilpa Bhaskar, Dr.Sonal Sexana, Dr.M.Gurupandi, Dr.Chinmoya Ghosh, Mrs.Gowsalya, Mrs.R.Suryaprabha, Dr.C.Daniel Nesakumar, Dr.Jitendra Sharma and Dr.V.Kannan

Research Supervision/Guidance

Program of the Study		Completed	Ongoing
Research	Ph.D	1	6
	M.Phil	22	--
Project		PG	75

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs /Manuals
20	45	32	41	40

Cumulative Impact Factor (as per JCR) : 88.9682

H-Index : 3

Total Citations : 19

Funded Research Projects

Completed Projects

S.N	Agency	Period		Project Title	Budget (Rs. in Lakhs)
		From	To		

1	The UGC, New Delhi	2012	2016	Awareness of Patent Rights among the Students of Universities in Tamilnadu	Rs.2,79,000
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Combined Department Projects

S.N	Agency	Period		Project Title	Budget (Rs. in Lakhs)
		From	To		
1	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2022	2024	Establishing Industry Linkage and Industrial Park	5,00,000
2	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0	2018	2020	Establishing Industry Linkage and Industrial Park	17,00,000

Funds Received from ICSSR/AICTE for Various Programs

S.N	Agency	Period	Program Title	Budget (Rs. in Lakhs)
1.	ICSSR, New Delhi	20.02.2024 to 29.02.2024	Research Methodology Course	5.50,000
2.	ICSSR, New Delhi	21.09.2023 & 22.09.2023	National Conference on Innovative Entrepreneurship for Sustainable Development	3.00,000
3.	AICTE/ATAL, New Delhi	13.03.2023 to 17.03.2023	FDP on Capacity Building Dimensions of Teaching and Research Skills	3.00,000
4.	ICSSR, New Delhi	02.11.2022 to 11.11.2022	Research Methodology Course	5.50,000
5.	ICSSR, New Delhi	30.03.2022 to 08.04.2022	Research Methodology Course	5.50,000
Total (Rs.)				22,50,000

Other Fund Received as Research Mentor (Travel Grants Received)

S. N	Agency	Period	Details	Budget (Rs.)
1.	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0 Alagappa University, Karaikudi	2023	74 th All India Commerce Conference - 2023, NEW DELHI	0.20 lakhs
2.	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0 Alagappa University, Karaikudi	2021	72 nd All India Commerce Conference 2021, Bhuvanewar	0.15 Lakhs
3.	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0 Alagappa University, Karaikudi	2020	Visited Industrial Park, Coimbatore and Chennai	0.60 Lakh
4.	Rashtriya Uchcharat Shiksha Abhiyan (RUSA) 2.0 Alagappa University, Karaikudi	2020	Gulf American University, Dubai	1.0 Lakh
5.	Alagappa University, Karaikudi	2017	Post Graduate Institute of Agriculture, University of Peradeniya, Srilanka	0.25 Lakh
6.	Alagappa University, Karaikudi	2016	SIAM Technology College, Bangkok, Thailand	0.40 Lakh
7.	Alagappa University, Karaikudi	2016	Bukit Bintang, Kuala Lumpur, Malaysia	0.30 Lakh

Distinctive Achievements / Awards

- Regular Voluntary Blood Donor Award-** Tamilnadu State Blood Transfusion Council, Chennai and Tamilnadu State AIDS Control Association, Chennai.

2. **Bharat Jyoti Puraskar** Awarded by Best Citizen Publishing House, New Delhi in the year 2017

Events organized in Leading Roles

S.N	Position	Program Name	Organized By	Date
1	Organizing Secretary & Course Director	ICSSR, New Delhi Sponsored Ten Days Workshop on Research Methodology Course	Department of Commerce, Alagappa University Karaikudi	20 th to 29 th March 2024
2	Convener	World Consumer Rights Day Celebrations	Consumer Club, Alagappa University, Karaikudi	15 th March 2024
3	Organizing Committee Member	Blood Donation Camp (Science Block)	NSS & YRC, Alagappa University, Karaikudi	10 th January 2024
4	Organizing Secretary	Constitution Day Celebrations 2023	Department of Commerce, Alagappa University, Karaikudi	30 th November 2023.
5	Convener & Organizing Secretary	Two Days ICSSR Sponsored National Conference on Innovative Entrepreneurship for Sustainable Development	Department of Commerce, Alagappa University Karaikudi	21 st & 22 nd September 2023
6	Organizing Secretary & Co-Coordinator	Two-Week AICTE Training And Learning (ATAL) Academy Approved FDP on Capacity Building Dimensions of Teaching and Research Skills	Department of Commerce, Alagappa University Karaikudi	6 th March to 11 th March 2023 (Online) and 13 th March 2023 to 17 th March 2023 (Offline)
7	Convener	World, Consumer Rights Day Celebrations	Consumer Club, Alagappa University, Karaikudi	15 th March 2023
8	Organizer Secretary	Educational Tour to Bangalore, Coorg and Mysore	Department of Commerce, Alagappa University Karaikudi	1 st March 5 th March 2023
9	Organizing Secretary & Co-Course Director	ICSSR New Delhi Sponsored Ten Days Workshop on Research Methodology Course	Department of Commerce, Alagappa University Karaikudi	02 nd to 11 th November 2022
10	Organizing Secretary & Co-Course Director	ICSSR New Delhi Sponsored Ten Days Workshop on Research Methodology Course	Department of Commerce, Alagappa University Karaikudi	30 th March to 8 th April 2022
11	Organizing Secretary	Industrial Visit to Kodaikanal, Dindugal District	Department of Commerce, Alagappa University Karaikudi	30 th September and 1 st October 2022
12	Organizing Secretary	Industrial Visit Cum Educational Tour to Pondicherry and Karaikal	Department of Commerce, Alagappa University Karaikudi	21 st and 22 nd April 2022
13	Member of Organizing Committee	Constitution Day Celebrations 2021	Department of Commerce, Alagappa University, Karaikudi-63004	26 th November 2021
14	Member of Organizing	National Webinar on Consumer Protection	Department of Commerce, Alagappa University Karaikudi	23 rd October 2021

	Committee	Under Consumer Protection Act 2019	and Consumer Advisory Group, New Delhi	
15	Member of Organizing Committee	Online Two Weeks Capacity Building Program on “Data Analysis and Research Methodology in Social Sciences	Sponsored by ICSSR, New Delhi and Organized by Department of Commerce, Alagappa University Karaikudi	3 rd -14 th September 2021
16	Organizing Secretary	Webinar on Career Planning	Department of Commerce, Alagappa University Karaikudi	19 th July 2021
17	Organizing Secretary	Webinar on Current Trends in Commerce Education	Department of Commerce, Alagappa University Karaikudi in Association with E-Box Colleges Coimbatore	18 th February 2021
18	Member of Organizing Committee	National Webinar on “ Research Methodology in Social Sciences-Quality Dimensions	Department of Commerce, Alagappa University, Karaikudi-63004	20 th January 2021.
19	Member of Organizing Committee	Two Day International Webinar on “ Innovative Strategies in Marketing	Department of Commerce, Alagappa University, Karaikudi-63004	28 th and 29 th December 2020
20	Organizing Secretary	Five Day Online FDP on Leadership and Excellence	Department of Commerce, Alagappa University Sponsored by AICTE Training and Learning (ATAL) Academy Scheme 2020-21	25 th -29 th September 2020
21	Conference Committee Member		SciTech Management 2020, Thailand	June 29-30, 2020
22	Member of Organizing Committee	Constitution Day Celebrations 2019	Organized by Department of Commerce, Alagappa University, Karaikudi-63004	29 th November (Friday) 2019
23	Organizing Secretary	Industrial Visit to Pondicherry	Department of Commerce, Alagappa University, Karaikudi	5 th & 6 th October 2019
24	Organizing Secretary	Indian Management Modal	Department of Commerce, Alagappa University, Karaikudi	25 th September 2019
25	Co-ordinator	Village Placement Program, O.Siruvayal, Karaikudi Taluk	Department of Commerce, Alagappa University, Karaikudi	20 th to 22 nd September 2019
26	Examiner	Academic Audit	Department of Commerce, Periyar E.V.R.College (Autonomous),(Affiliated to Bharathidasan University,Tiruchy)Tiruchy	15 th April 2019
27	Organizing Secretary	Industrial Visit cum Educational Tour to Tamilnadu Tea Plantation Corporation, Coonoor and Ooty	Department of Commerce, Alagappa University, Karaikudi	22 nd & 23 rd March 2019
28	Member of Organizing	Two Day International Conference on “	Department of Commerce, School of Management,	19 th & 20 th February

	Committee	Strategies for Global Business Finance and Management for Sustainable Development	Alagappa University, Karaikudi	2019
29	Organizing Secretary	,Education Tour to Mysore, Coorg and Bangalore	Department of Commerce, Alagappa University, Karaikudi	22 nd to 25 th March 2018
30	Co-Convener	COMFEST 2018	Department of Commerce, Alagappa University, 'Karaikudi	13 th March 2018
31	Member of Advisory Board,	International Conference on Technology for Education, Training and Business (ICTETB 18),	School of Education, Noida International University, G.B.Nagar, Uttarpradesh	5 th &6 th April 2018
32	Organizing Secretary	Two Day Workshop on Marketing Strategies for Business Excellence	Department of Commerce, Alagappa University, Karaikudi	8 th &9 th February 2018
33	Organizing Committee Member	One-Day National Conference on "Business Success Hinges on Business Strategies	Department of Commerce, Alagappa University, Karaikudi	15 th December 2017
34	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Alagappa Institute of Skill Development Centre, Alagappa University, Karaikudi	24 th October 2017
35	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of Commerce, Alagappa University, Karaikudi	19 th September 2017
36	Organizing Secretary	Industrial Visit at GAINUP Industries , Bathlagundu, Dindugul Dist and Eucalyptus oil Manufacturing Unit, Kodaikanal	Department of Commerce, Alagappa University, Karaikudi	17 the 18 th August 2017
37	Advisory Organizing Secretary	Three -Day Zonal Level orientation Training program to YRC Students and Program Officers	Alagappa Chettiar College of Engineering and Technology, Karaikudi	20 th to 22 nd March 2017
38	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of English and Foreign Languages, Alagappa University, Karaikudi	28 th February 2017
39	Organizing Committee Member , organized by on	Two-Day Workshop on ICT Based Innovative Teaching Methods in Business Studies	Department of Commerce, Alagappa University, Karaikudi	23 rd &24 th January 2017
40	Board Member	National Level Workshop on Research Methodology, Statistical	Primax Foundation, Bangalore, Karnataka	21 st & 22 nd October 2016

		Data Analysis and Interpretation by using Statistical Package for Social Science (SPSS) and Analysis of Moments Structure (AMQS) ,		
41	Organizing Secretary	One Day Orientation Program to Youth Red Cross Program Officers	Youth Red Cross, Alagappa University, Karaikudi	7 th October 2016
42	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of Commerce, Alagappa University, Karaikudi	30 th September 2016
43	Organizing Secretary,	Alumni Association Meeting	Department of International Business and Commerce, Alagappa University, Karaikudi	12 th February 2016
44	Organizing Secretary,	Blood Donation Camp	Youth Red Cross at College of Education, Alagappa University, Karaikudi	4 th September 2015
45	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of International Business and Commerce, Alagappa University, Karaikudi	10 ^h September 2015
46	Organizing Secretary	One Day Orientation Program to Youth Red Cross Program Officers	Youth Red Cross, Alagappa University, Karaikudi	30 th September 2015
47	Co-ordinator	Village Placement Program, K.Velangudi, (Near Kottayur), Karaikudi	Department of International Business and Commerce, Alagappa University, Karaikudi	25 th to 27 th September 2014
48	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of International Business and Commerce, Alagappa University, Karaikudi on	27 th September 2014
49	Co-ordinator	Industrial Visit cum Educational Tour, Cochin Port Trust, Kerala State	Department of International Business and Commerce, Alagappa University, Karaikudi	22 nd & 23 rd March 2014
50	Organizing Secretary	Three Day Trainers Training Program to Youth Red Cross Program Officers and Volunteers	Youth Red Cross, Alagappa University, Karaikudi	12 th to 14 th February 2014
51	Organizing Secretary	Blood Donation Camp	Youth Red Cross, Alagappa University, Karaikudi	19 th September 2013
52	Organizing Secretary,	Role of YRC Program Officers in Service to Humanity	Youth Red Cross, Alagappa University, Karaikudi	21 st August 2013
53	Organizer	Industrial Visit cum Educational Tour	Department of International Business and Commerce,	21 st to 26 th March 2023

		Organizer at Indian Oil Corporation, Madura, New Delhi	Alagappa University, Karaikudi	
54	Organizing Committee Member	Tourism Day Celebrations -2012	Department of International Business and Commerce, Alagappa University, Karaikudi	27 th September 2012
55	Organizing Committee Member	National Workshop on Methodological Metrics in Business Research	Department of International Business and Commerce, Alagappa University, Karaikudi	23 rd to 27 th April 2012.
56	Organizing Secretary	Alumni Association Meeting	Department of International Business and Commerce, Alagappa University, Karaikudi	12 th August 2011
57	Co-ordinator	Village Placement Program , Chokkalingam Pudur Sivagangai District	Department of International Business and Commerce, Alagappa University, Karaikudi	25 th to 27 th March 2010
58	Organizing Secretary	One Day National level Workshop on Research Methodology in Social Science Research	Department of Commerce, Sri Kaliswari College, Sivakasi, Virudhunagar District	18 th September 2009

Papers presented in the National and International events

Papers Presented (International Level)

1. Paper Entitled “**Strategic Entrepreneurship in Small Businesses: A Comparative Analysis of Success Factors**” presented in the International Conference on Innovative Sustainable Development in Management-ICISDM 2024 Organized by SONA College of Technology, Salem in Association with Muscat College, Oman held on 6th & 7th March 2024
2. Paper Entitled “ **Challenges and Advantages of Implementation of Digital Transformation in Oman Higher Education**” presented in the International Conference on Strategies for Empowering Oman as a Competitive Economy, Organized by Faculty of Business Studies, Arab Open University, Oman on 21st February 2024 (Online Mode)
3. Paper Entitled “ **The Entrepreneurial Mindset in Corporate Strategy: Promoting Success through in Innovation**” presented in the International Conference on Economics , Business and Sustainability (ICEBS 2024), Department of Economics, Kristu Jayanti College , Bangalore on 18th & 19th January 2024
Paper Entitled “ **Problems and Prospects of Startups in Tamilnadu**” presented in the International Conference on Thriving Turbulent Times: Sustainable Growth Through Innovative Practices” , Organized by Department of Commerce, Women’s Christian College, Chennai on 9th & 10th August 2023
4. Paper Entitled “ **Factors Influencing the Emanation of University-Industry Linkages**” presented in the International Conference on Entrepreneurship and Innovation in the Digital Era , Organized by PG Department of Commerce with Computer Applications, Dr.Zakir Husain College, Ilayangudi, Sivagangai District on 3rd August 2023
5. Paper Entitled “**Factors Responsible for Women Entrepreneurship- An Analytical Study**” presented in the Two Days ICCSR Sponsored International Conference on Sustainable Entrepreneurial Dynamism for India 2.0, Organized by Alagappa Institute of Management, Alagappa University, Karaikudi on 29th & 30th September 2022
6. Paper Entitled “ **Determinants of Logistics Cost of Manufacturer Exporters**” presented in the Two Days International Conference on Innovative Practices in Commerce, Management, Humanities and Technology-IPCMHT-22 Organized by Patrician College of Arts and Science, Adayar, Chennai held on 25th & 26th August 2022

7. Paper Entitled "***Institutional and Industry Linkages with Higher Educational Institutions***", presented in the Fifth Multidisciplinary International Conference on Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment (IEH 2020) Organized by Primax Foundation, Bangalore, KARNATAKA State in association with Gulf American University, Dubai from 22nd February to 26th February 2020
8. Paper Entitled "***Role of Women Entrepreneurship in Sivagangai-District***", Presented in the International Conference on Role of Management Education in Promoting Entrepreneurship in the Globalised Business Environment (RMEPEGBE-2020) Organized by Department of Management Studies, Periyar University, Salem on 27th & 28th January 2020
9. Paper Entitled "***Export of Agricultural Goods in India-With Reference to SAARC Countries***", Presented in International Conference on SAARC Countries Relationship with India: Policies, Challenges and Strategies (ICSIPS-2020) Sponsored by Indian Council of World Affairs, New Delhi organized by School of Management Studies, Kongu Engineering College, Perundurai, Erode-638060 On 30th & 31st January 2020
10. Paper Entitled "***Role of Information Technology on Supply Chain Management***", Presented in the International Conference on E-Logistics and Supply Chain Management, held at Department of Logistics Management, Alagappa University, Karaikudi on 12&13th September 2019
11. Paper Entitled "***Make in India: Impact on Medical Tourism***", Presented in the International Conference on Recent Trends in Global Sustainable Tourism Research, held at Department of Tourism and Hotel Management, Alagappa University, Karaikudi on 6th & 7th September 2019
12. Paper Entitled "***FDI in Agricultural Industries in India***", Presented in the International Conference on FDI and Make in India- Synergists of Transforming Indian Economy, held at Department of International Business, Alagappa University, Karaikudi on 30th & 31st August 2019
13. Paper Entitled "***Emerging of Agriculture Sustainability Through Environmental Protection***", Presented in the International Conference on Environmental protection , Food Security and Precision Agriculture for Sustainability, held at Department of Commerce, Manonmaniam Sundaranar University, Thirunelveli on 13&14th February 2019
14. Paper Entitled "***International Marketing Logistics***", Presented in the International Conference on Strategic for Global Business Finance and Management for Sustainable Societal Development, held at Department of Commerce , Alagappa University, Karaikudi on 19th & 20th February 2019
15. Paper Entitled "***Green Entrepreneurship in the Changing Market in India***", Presented in the International Conference on Emerging Trends in Green Entrepreneurship 2018, held at Department of Commerce , Manonmaniam Sundaranar University, Tirunelveli on 13&14th December 2018
16. Paper Entitled "***Traffic Performance and Efficiency of Major Ports in India***", Presented in the International Conference on NxT Gen Logistics & SCM 4.0, held at Department of Logistics Management, Alagappa University, Karaikudi on 28th February & 1st March 2018
17. Paper Entitled "***Contemporary Changes in Business Management***", Presented in the International Conference on Contemporary Changes in Business Management, held at Department of Business Administration, Ananda College, Devakottai on 20th September 2017
18. Paper Entitled "***Challenges of E-Commerce in Supply and Logistics Management in India***", Presented in the International Conference on Contemporary Issues in Agriculture, Engineering, Management, Information Technology and Life Sciences, organized by Nehru College of Management , Coimbatore at Post Graduate Institute of Agriculture, University of Peradeniya, Srilanka from 11th May to 15th May 2017
19. Paper Entitled "***Make in India-An Ambitious Project to revive Indian Economy***", Presented in the International Conference on Global Growth: Gears & Glows, held at School of Management, Alagappa University, Karaikudi from 2nd to 4th February 2017
20. Paper Entitled "***Climate Change and Food Productions Inequality in India***", Presented in the International Conference on Global Growth: Gears & Glows, held at School of Management, Alagappa University, Karaikudi from 2nd to 4th February 2017
21. Paper Entitled "***Liquidity Performance of Unit Trust Of India***", Presented in the International Conference on Contemporary Issues in Engineering, Management, Information Technology and Life Sciences Organized by Nehru College of Management , Coimbatore held at SIAM Technology College, Bangkok, Thailand from 7th to 11th November, 2016

22. Paper Entitled "***Determinants of Supply Chain Responsiveness in Supply and Distribution Industries in Tamilnadu***", Presented in the International Conference on Contemporary Issues on Management and Information Technology, organized by Nehru College of Management , Coimbatore at Hotel Soleil, Bukit Bintang, Kuala Lumpur, Malaysia on 9th and 10th March, 2016
23. Paper Entitled "***Emerging of Nutrition and Health Fitness in the 21st Century***", Presented in the International Conference on Health Indicators for Physical & Cognitive Fitness Education, Faculty of Education, Alagappa University, Karaikudi on 26th & 27th February 2016
24. Paper Entitled "***Present Scenario in E-Marketing***", Presented in the International Conference on Achieving Excellence in Commerce and Management Practices, held at Post Graduate and Research Department of Commerce and Management Studies, Krishnagiri on 29th and 30th January 2016
25. Paper Entitled "***Leverage Performance of Bharat Petroleum Corporation Limited and Reliance Industries Limited***", Presented in the International Conference on Emerging Research Paradigms in Social Sciences, held at School of Commerce and Research Development Centre, Bharathiar University, Coimbatore from 22 to 24th August 2013
26. Paper Entitled "***Liquidity Performance of Bharat Petroleum Corporation Limited-An Analysis***", Presented in the International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario held at Post Graduate and Research Department of Commerce, Jamal Mohamed College, Tiruchy on 13th & 14th February 2013
27. Paper Entitled "***Issues and Challenges of Tamil Culture***", Presented in the International Seminar on Educational Thoughts in Tamil Grammar and Literature held at Sri Raaja Raajan College of Education for Women, Karaikudi and International Movement for Tamil Culture, Pudukkottai on 8th and 9th February 2013
28. Paper Entitled "***Investment Scenario of Foreign Direct Investment in Automobile Industry***", Presented in the International Conference on Emerging Trends in Commerce and Management: Challenges and Strategies in the Global Scenario, held at Post Graduate Department of Commerce, Sri Kaliswari College, Sivakasi-626130 on 14th & 15th February, 2012
29. Paper Entitled "***Rural Tourism***", Presented in the International Conference on World Tourism Day 2011, held at Department of International Business and Commerce, Alagappa University, Karaikudi-4 on 27th September, 2011
30. Paper Entitled "***Customer Relationship Management- A Tool for Performance Enhancement in Business Process Outsourcing Sector***", Presented in the International Conference on Marketing Research in the Emerging Global Scenario, held at Department of Commerce and Business Administration, Sri Venkateswara College of Arts and Science, Peravoorani on 24th September 2011
31. Paper Entitled "***Progress of Microfinance on Self Help Groups***", Presented in the International Conference on Women in Governance (ICWIG-2011), held at Department of Women Studies, Alagappa University, Karaikudi-630003 on 4th April 2011
32. Paper Entitled "***SWOT Analysis Information Technology Sector in India***", Presented in the International Conference on Business Mosaic :SA RI GA MA PA DA NI, held at Faculty of Management Studies, Alagappa University, Karaikudi-630004 on 24th to 26th March 2011
33. Paper Entitled "***A Growth Analysis of Gems and Jewellerys in India***", Presented in the International Conference on Business Mosaic :SA RI GA MA PA DA NI, held at Faculty of Management Studies, Alagappa University, Karaikudi-630004 on 24th to 26th March 2011
34. Paper Entitled "***Export Level in India***", Presented in the International Conference on META Trends in Global Business, held at Department of Commerce, Sri Saradha Niketan College for Women Amaravathipur, Karaikudi on 22nd & 23rd March 2011
35. Paper Entitled "***Challenges and Opportunities to Indian Banking Sectors in the Backdrop of Global Financial Crisis***", Presented in the International Conference on Emerging Dimensions of Banking Sector in the Global Scenario, held at Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli-12 on 21st & 22nd January 2011
36. Paper Entitled "***Awareness of Consumer Rights and Protection among the College Students of Virudhunagar District***", Presented in the International Conference on Globalization and Consumer Protection- Challenges and Strategies, held at Department of Management Studies, Kalasalingam University, Krishnankoil on 28th & 29th January 2011

37. Paper Entitled "**Consumer Awareness towards Consumer Rights- An Analytical Study**", Presented in the International Conference on Globalization and Consumer Protection- Challenges and Strategies, held at Department of Management Studies, Kalasalingam University, Krishnankoil on 28th&29th January 2011
38. Paper Entitled "**Global Financial Crisis in Developing Countries**", Presented in the International Conference on Global Business- Issues and Challenges, held at Department of Commerce, Sri Kaliswari College, Sivakasi on 27th & 28th May 2010
39. Paper Entitled "**Global Financial Crisis: A Curse or Bliss**", Presented in the International Conference on Global Financial System in the Post-Crisis Era – Issues, Challenges and Opportunities, held at Department of Commerce, University of Madras, Chennai on 16th & 17th March 2010
40. Paper Entitled "**Global Financial Recession in Information Technology**", Presented in the International Conference on Global Recession and its Impact, held at Department of Commerce, Fatima College, Madurai on 22nd January 2010
41. Paper Entitled "**Empowerment of Women by Nurturing Self Help Groups**", Presented in the International Conference on Survival and Growth Strategies in Changing Business Scenario, held at Department of Commerce DDE, Annamalai University, Chidambaram on 28th&29th December 2009
42. Paper Entitled "**Investors Attitude towards Stock Invest in Primary Capital Markets**", Presented in the International Conference on Recent Trends in Capital Markets and Financial Innovations, held at Department of Commerce and Financial Studies, Bharathidasan University, Tiruchy on 10th & 11th January 2009
43. Paper Entitled "**Indian Insurance Industry – in the Present Scenario**", Presented in the International Conference on Kanyakumari Academy of Arts and Science 2008, held at Women's Christian College, Nagercoil on 5th & 6th December 2008
44. Paper Entitled "**Indian Banking Industry Recent Trends and Policy**", Presented in the International Conference on Emerging Paradigm in Financial Services, held at Department of Commerce and Financial Studies, Bharathidasan University, Tiruchy on 7th & 8th April 2007
45. Paper Entitled "**Evolution of Case Study Method**", Presented in the International Conference on Case Study Method of Teaching in Commerce and Management Education, Department of Commerce and Financial Studies, held at Bharathidasan University, Tiruchy on 20th & 21st January 2007.

Papers Presented (National Level)

1. Paper Entitled "**Factors Responsible for Establishing University-Industry Linkages in Tamilnadu**" presented in the 74th All India Commerce Conference on "One Earth, One Family One Future" Organized by All India Commerce Association, Hosted by University of Delhi and O.P.Jindal Global University, Haryana from 13th to 15th December 2023
2. Paper Entitled "**Problems and Prospects of Young Entrepreneurs in Sivagangai District**" presented in the National Seminar on "Entrepreneurial Traits and Trends , 2023" Organized by The Research Centre of Commerce, Fatima College(Autonomous), Madurai on 29th September 2023
3. Paper Entitled "**University-Industry Collaboration-A Guide for Innovation**" presented in the One day National Level Conference on "E-Commerce, Management and Social Innovation- Embracing, Changes , Transformation 2023" Organized by Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram Campus, Chennai held on 25th August 2023
4. Paper entitled "**Opportunities of Start-Ups in India**" Presented in the National Conference on "Independence 2.0 achieving Economic Development through make in India" Sponsored by ICSSR New Delhi organized by Department of Management Studies, K.S.Rangasamy College of Technology , Thiruchengode on May 2023
5. Paper entitled "**Export Performance of the Agricultural Products in India –With Special Reference to BRICS Countries**" presented in the NABARD Sponsored Two-Day Seminar on "Economic Empowerment of TINY Agricultural sector in India" organized by Department of Commerce, St.Joseph's University, Nagaland on 28th and 29th January 2022

6. Paper entitled "**Export Performance of the Agricultural Products in India –With Special Reference to Brazil Countries**" presented in the NABARD Sponsored Two-Day Seminar on "Economic Empowerment of TINY Agricultural sector in India" organized by Department of Commerce, St. Joseph's University, Nagaland on 28th and 29th January 2022
7. Paper Entitled, **Problems faced by the E-Wallet Users –An Analytical Study**, Presented in the National Conference on 72nd All India Commerce Conference 2019 organized by Kalinga Institute of Industrial Technology (Deemed to be University, Bhubaneswar from 22nd to 24th December 2019
8. Paper Entitled, **Factors Influencing the Customers Towards Service Quality of Shopping Malls in Chennai City**, Presented in the National Conference on Re-Engineering Business Environment for Sustainable Development of India, organized by Alagappa Institute of Management, Alagappa University, Karaikudi on 12th and 13th December 2019
9. Paper Entitled, **Recent Developments in Marketing**, Presented in the National Conference on Emerging Trends in Commerce and Management in the Present Decade, Dhanraj Baid Jain College, Thoraipakkam, Chennai on 21st February 2019
10. Paper Entitled, **Stock Performance of Blue Chip Companies**, Presented in the National Conference on Sustainable Green Business, Alagappa Institute of Management, Alagappa University, Karaikudi on 26th and 27th March 2018
11. Paper Entitled, **Contemporary Issues in Commercial Banking**, Presented in the National Conference on Contemporary Issues in Commercial Practices in India, Department of Commerce, Ananda College, Devakottai on 25th January 2018
12. Paper Entitled, **Green Marketing In India: Strategies, Opportunities and Challenges**, Presented in the National Conference on Business Success Hinges on Business Strategies, Department of Commerce, Alagappa University, Karaikudi on 15th December 2017
13. Paper Entitled, **Goods and Service Tax in India-A Boon or Curse**, Presented in the National Conference on Business Success Hinges on Business Strategies, Department of Commerce, Alagappa University, Karaikudi on 15th December 2017
14. Paper Entitled, **Role of Cybercrime in Women Harassments**, Presented in the National Conference on Women Issues in the Digital Era, Department & Centre for Women Studies and Department of Computer Science, Mother Teresa Women's University, Kodaikanal on 31st October 2017
15. Paper Entitled, **Goods and Service Tax in India-A SWOT Analysis**, Presented in the National Conference on GST in India, Department of Commerce, Sri Vidhyagiri College of Arts and Science, Karaikudi on 5th October 2017
16. Paper Entitled, **Customer Satisfaction Towards Brand: A study on Patanjali Products**, Presented in the National Conference on Intelligence and Innovation in Business Management, Alagappa Institute of Management, Alagappa University, Karaikudi on 1st March 2017
17. Paper Entitled, **Green Marketing in India: Emerging Opportunities and Challenges**, Presented in the National Conference on Innovative Practices in Modern Business, Department of Commerce, Ananda College, Devakottai on 28th February 2017
18. Paper Entitled, **Problems and Prospects of Workers in Unorganized Sectors in Tamilnadu**, Presented in the National Conference on Problems and Prospects of Workers in Unorganized Sectors in Tamilnadu, Department of Commerce and Applied Commerce, Parks College, Tirupur -641605 on 4th March 2016
19. Paper Entitled, **Performance Of Non-Life Insurance Policies in India**, Presented in the National Conference on Emerging Trends in Indian Insurance Sector, Dept. of Bank Management, Alagappa University, Karaikudi on 23rd March 2016
20. Paper Entitled, **Profitability Performance of TATA Steel Limited**, Presented in the National Conference on Recent Trends in Management Research, Alagappa University Management Scholars, 2016, Alagappa University, Karaikudi on 19th February 2016
21. Paper Entitled, **Private Labels in Indian Retail Industry**, Presented in the National Conference on Recent Trends in Management Research, Alagappa University, Management Scholars 2016, Alagappa University, Karaikudi on 19th February 2016
22. Paper Entitled, **Foreign Direct Investment in Retailing**, Presented in the National Conference on Indian Retail Sector in the Global Economy: Emerging Trends, Issues and Challenges,

Department of Commerce, Sri Kaliswari College, Sivakasi and ICSSR , New Delhi on 16th and 17th December 2015

23. Paper Entitled, ***Issues and Challenges in Implementing the International Financial Reporting Standard in India***, Presented in the National Conference on International Financial Reporting Standard-A Global Accounting Language for Local Implications in India, Post Graduate and Research Department of Commerce, Vivekananda College, Thiruvudakam-West, Madurai on 5th and 6th February,2015
24. Paper Entitled, ***India's Current Account Deficit and Fiscal Deficit in the Present Scenario***, Presented in the National Conference on Current Account Deficit and Fiscal Deficit in India, Post Graduate Department of Commerce, Sri Kaliswari College, Sivakasi on 25th and 26th July 2014
25. Paper Entitled, ***Dividend Distribution of Selected Cement Industries in India***, Presented in the National Conference on Management in 21st Century, Department of Business Administration, St.Michael College of Engineering and Technology, Kalayarkovil on 12th October 2012
26. Paper Entitled, ***Awareness of Micro Insurance among Micro Insurers***, Presented in the National Conference on Role of Banking Sector in Rural Economic Development, Post Graduate Research Department of Commerce, Dr.N.G.P.Arts and Science College, Coimbatore on 23rd September 2011
27. Paper Entitled, ***Impact of Global Financial Crisis on Indian Collateral Damage and Response***, Presented in the National Conference on Sixth All India Conference of KAAS 2010, Scott Christian College, Nagarcoil Kanyakumari Academy of Arts and Sciences(KAAS 2010) on 23rd December 2010
28. Paper Entitled, ***Customers Perception towards Aroky Milk- An Analytical Study***, Presented in the National Conference on Research Methodology in Social Sciences, Department of Commerce, Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar on 6th & 7th August 2010
29. Paper Entitled, ***Modern Marketing Approach in Life Insurance Industries***, Presented in the National Conference on Emerging Issues in Banking and Insurance Sector, Department of Commerce, Sri S.Ramasamy Naidu Memorial College, Sattur on 4th & 5th March 2010
30. Paper Entitled, ***Global Financial Meltdown in the Indian Housing Sector***, Presented in the National Conference on Global Financial Crisis and Its Implication on Indian Economy, Department of Commerce, Arulanandar College, Madurai on 28th & 29th January 2010
31. Paper Entitled, ***Constraints and Problems of Women Members in Self Help Groups***, Presented in the National Conference on Micro Credit: A Tool to Eradication of Poverty in Rural Areas, Department of Economics, Devanga Arts College, Aruppukkottai on 24th & 25th September 2009
32. Paper Entitled, ***Customers Perception Towards the Services Rendered by State Bank of India in Madurai City***, Presented in the National Conference on Business and Investment Vision, Department of Commerce, Nadar Saraswathi College of Arts and Science, Theni on 12th September 2009
33. Paper Entitled, ***Impact of Financial Crisis in India and Rescue Measures***, Presented in the National Conference on Indian Financial services sector: Integration, Strategies and Challenges, Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli on 5th & 6th September 2009
34. Paper Entitled, ***Factors Influencing the Purchase of LIC Products by Policyholders - An Analytical Study***, Research Methodology for Researchers in Commerce and Management, Department of Commerce, The Standard Fireworks Rajarathnam College for Women, Sivakasi from 4th to 6th August 2009
35. Paper Entitled, ***Impact of financial crisis in the Mutual Fund Industry- a study with reference to Unit Trust of India***, Emerging Financial Crisis of India- Issues and Challenges, Department of Commerce, Sri Kaliswari College, Sivakasi on 17th December 2008
36. Paper Entitled, ***Bancassurance- An Emerging Distribution Model***, Presented in the National Conference on Glimpses of Kalis Research, Research Committee , Sri Kaliswari College, Sivakasi on 27th September 2008
37. Paper Entitled, ***Ethics and Human Values In service Sector - A Study with Special Reference to State Bank of India***, Presented in the National Conference on Ethics and Human Values, Department of Commerce, Yadava College, Madurai on 17th September 2008

38. Paper Entitled, ***Human Rights and Women Empowerment in India***, Presented in the National Conference on Human Rights Advocacy and Training, Department of Commerce, Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar from 7th to 9th August 2008
39. Paper Entitled, ***Banking Sector Reforms in India***, Presented in the National Conference on Reforms in Banking Sector – Trend and Impact, Department of Commerce, Kamaraj College, Thoothukudi on 16th & 17th February 2007
40. Paper Entitled, ***Mass Media and Social Development***, Presented in the National Conference on Marginal Groups – Political Participation and Social Development, Department of Social Science, Madurai Kamaraj University, Madurai on 6th & 7th January 2005
41. Paper Entitled, ***E-Advertising***, Presented in the National Conference on Recent Trends in Advertising, Department of Commerce, Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar on 13th March 2002

Number of Conferences / Seminars / Workshops Attended: 82

Various Training Programs Attended

1. ***Online FDP on “ Outcome Based Education”*** Department of Management, Karpagam Academy of Higher Education, Coimbatore from 26.07.2021 to 1.8.2021
2. ***Excellence in Research***, Sponsored by UGC-STRIDE, Organized by Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore from 27-01-2021 to 09-02-2021
3. ***Research Methodology and Data Analysis***, sponsored by RUSA 2.0, MHRD, New Delhi, Organized by Alagappa University Management Research Forum, Alagappa University, Karaikudi from 10th to 14th June 2019
4. ***Faculty Development Program on “ Entrepreneurship”*** Sponsored by NSTEDB, Science and Technology, Government of India, New Delhi organized by PSG-STEP, PSG College of Technology, Coimbatore from 13th to 24th May 2019
5. ***Refresher Course in Commerce and Management***, Sponsored by The UGC, New Delhi , Organized by Human Resource Development Centre, Bharathidasan University, Tiruchy from 13.07.2018 to 02.08.2018 (21 Days)
6. ***Training Program on Techniques of Loan Appraisal by Bank (TLAB-2017)*** organized by Department of Bank Management and University Business Collaborative Centre, Alagappa University, Karaikudi on 18th & 19th January 2017
7. ***Faculty Development (Enrichment) Program- Accreditation Quality Enhancement***, organized by IQAC, Alagappa University, Karaikudi from 6th to 12th January 2017(7 Days)
8. ***Faculty Development Program on Research Orientation and Philosophy: Challenges and Way Forward***, organized by Thiyagarajar School of Management, Madurai on 13.8.2016
9. ***Faculty Development Program on Entrepreneurship***, Sponsored by Entrepreneurship- cum Skill Development Centre, Government of Tamilnadu, organized by EDP Cell, Alagappa University, Karaikudi from 12.11.2015 to 26.11.2015(15 Days)
10. ***Refresher Course in Commerce***, Sponsored by The UGC, New Delhi , Organized by Academic Staff College, Madurai Kamaraj University, Madurai from 07.11.2013 – 27.11.2013 (21 Days)
11. ***Orientation Program*** Sponsored by The UGC, New Delhi , Organized by Curriculum Development Cell, Alagappa University, Karaikudi from 24-08-2012 to 31-08-2012(8 Days)
12. ***Methodological Metrics in Business Research***, Sponsored by The UGC, New Delhi , Organized by Department of International Business and Commerce, Alagappa University, Karaikudi from 23-04-2012 to 27-04-2012(5 Days)
13. ***Orientation Program*** Sponsored by The UGC, New Delhi , Organized by Academic Staff College, University of Madras, Chepauk Campus, Chennai from 08-11-2011 to 05-12-2011(28 Days)
14. ***Research Methodology and Computer Applications in Social Sciences Research***, Sponsored by The ICSSR, New Delhi at C.P.A College, Bodinayakanur, Theni District from 18th to 29th April 2005 (12 Days)

1. Fifth Multidisciplinary International Conference on “ **Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment (IEH 2020)**” Organized by Primax Foundation, Bangalore, Karnataka State in association with Gulf American University, **Dubai** from 22nd February to 26th February 2020.
2. Five Day International Conference on “**Contemporary Issues in Agriculture, Engineering, Management, Information Technology and Life Sciences**” organized by Nehru College of Management , Coimbatore and Post Graduate Institute of Agriculture, University of Peradeniya, **Srilanka** from 11th May to 15th May 2017.
3. Five Day International Conference on “**Contemporary Issues in Engineering, Management, Information Technology and Life Sciences**” organized by Nehru College of Management , Coimbatore and SIAM Technology College, Bangkok, **Thailand** from 7th to 11th November, 2016
4. Two Day International Conference on “**Contemporary Issues on Management and Information Technology**” organized by Nehru College of Management , Coimbatore organized at Hotel Soleil, Bukit Bintang, Kuala Lumpur, **Malaysia on 9th and 10th March, 2016**

Membership in Professional Bodies

S.No	Membership Type	Organization	Duration
1	Life Time Member (TN179)	Indian Commerce Association, Nehru Place, New Delhi, Delhi 110019	October 2019 to Till Date
2	Life Member	Pt.Deenadayal Upadhyaya Chair Alagappa University, Karaikudi -630004	July 2019 to Till Date
3	Lime Time Member	Bharatiya Shikshan Mandal, Tamilnadu(Dakshin) Tamilnadu State , India	June 2019 to Till Date
4	Life Time Member	Euro Asia Research and Development Association , Ramesh Nagar, New Delhi	May 2019 to Till Date
5	Life Time Member (IACRD-LTM-002)	International American Council for Research and Development, USA	November 2018 to Till Date
6	Member	South Asian Network for Development and Environmental Economics , PO Box:8975, EPC:1056,Kathmandu, Nepal	15th March 2018 to Till Date
7	Life Time Member (SL-80)	Indian Accounting Association , Tamilnadu Branch	February 2016
8	Life Time Member (M037)	Indian Academic Researchers Association ,5A, Sathya Sai Street, Kurunji Nagar (w),K.K.Nagar, Tirchy-620021	January, 2012 to Till Date

Board of Studies/Academic Council Meeting

S.N	Role	Name of the BoS/Administrative Committee / Academic Committee	Year/Period
1	Member	Inspection Commission , Ranippettai Arts, Sciences and Management College, Thenkadappanthangal (Affiliated to Thiruvalluvar University, Vellore)	2024-25
2	(Subject Expert)	Member of Board of Studies for B.Com (Vocational) Community College, Central University, Tiruvarur, Tamilnadu	October 2023
3	Subject Expert	Member of Board of Studies for Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore	2022-25 (Even Semester
4	Subject	Member of Board of Studies for M.Com, Shrimathi	15 th September

	Expert	Devkunvar Nanalal Bhatt (SDNB) Vaishnava College for Women (Affiliated to University of Madras) Chrompet, Chennai	2023
5	Subject Expert	Member of Board of Studies for Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore	10 th June 2023 (Odd Semester)
6	Subject Expert	Member of Board of Studies for M.Com (Computer Applications) offered to Affiliated Colleges of Alagappa University, Karaikudi on 19 th May 2023	
7	Subject Expert	Member of Inspection Commission for conversion of BBA Program to B.COM at Nachiyappa Swamigal Arts and Science College (Affiliated to Alagappa University, Karaikudi)	April 2023
8	Subject Expert	Member of Board of Studies for B.Com (Vocational) Community College, Central University, Tiruvarur, Tamilnadu	December 2022
9	Subject Expert	Member of Board of Studies for Programme under Management Studies , Centre for Distance and Online Education, Bharathidasan University, Tirchy	November 2022
10	Subject Expert	Member of Board of Studies for Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore	2022-23 to 2024-25
11	Member (Subject Expert)	Board of Studies for Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore	2022-25 (Odd Semester)
12	Member (University Nominee),	Board of Studies Department of Commerce, PARKS College (Affiliated to Bharathiar University, Coimbatore)	2022-25
13	Member	Broad Based Board of Studies (Internal Member), Department of Commerce, Alagappa University, Karaikudi	2022-25
14	Member	Board of Studies in M.Phil, Alagappa University, Karaikudi	2022-25
15	Member	Board of Studies for M.Com (CA), Alagappa University, Karaikudi	2022-25
16	Academic Councillor	MBA (Production & Operation Management) offered by DDE, Alagappa University, Karaikudi	26.04.2022 to Till Date
17	Member	Board of Studies, Diploma in Accounting with Computer Programmes, , Alagappa University , Karaikudi	23 rd September 2021
18	Member (University Nominee),	Board of Studies , Department of Commerce, PARKS College (Affiliated to Bharathiar University, Coimbatore	2019-22
19	Member	Board of Studies M.Com, Department of Commerce, Alagappa University , Karaikudi	2019-22
20	Member	Board of Studies ,B.Com(Regular), Sri Kaliswari College,Sivakasi-626130	25 th April 2018
21	Subject Expert	Standing Committee Meeting for B.Com, B.B.A, M.Com, M.Phil at Thassim Beevi Abdul Kader College for Women, Kilakarai-623517	9 th March 2013

1. **Reviewer**, International Journal of Innovative Studies in Sociology and Humanities, Nellore, Andhra Pradesh, ISSN: 2456-4931, www.ijissh.org from the year 2021
2. **Member of Editorial Board**, Edwin Group of Journals, Naiper Town, Jabalpur-482002, www.edwin.co.in 2020.
3. Reviewer, NOLEGEIN Journal of Financial Planning and Management, Noida, ISSN: 2581-4087, www.mbajournals.in from the year 2019
4. **Editorial Board Member**, Tryaksh International Journal of Multidisciplinary, Manikonda, Telangana, www.tryakshpublications.com from the year 2019
5. **Editorial Board Member**, Shanlax International Journal of Commerce, Madurai, Tamilnadu, ISSN: 2320-4168 (Impact Factor-2.130), www.shanlaxjournals.com from the year 2019
6. **Editorial Board Member (Special Volume)**, International Journal of Advance and Innovative Research, Assam, ISSN:2394-7780(Volume 6.Issue 2(XXXV), April-June 2019) www.iaraedu.com
7. **Editorial Board Member**, International Journal of Marketing and Financial Management, ISSN:2348-3954 (P),2349-2546 (O), www.arseam.com from the year 2018
8. **Editorial Board Member**, International Journal of Accounting, Finance and Risk Management, ISSN: 2578-9368 (P), 2578-9376 (O),Science Publishing Group, USA, www.sciencepublishinggroup.com/j/ijafrm from the year 2018
9. **Editorial Review Board Member**, Amity Journal of Management Research- An International Biannual Refereed Journal of Management Research, Uttarpradesh, ISSN:2455-9881, www.amity.edu from the Year 2017
10. **Editorial Board Member**, Journal of Business and Economics(Business Research Review), Bangladesh, ISSN: 2518-6698(P),2519-9811(O), www.brr-net.com from the year 2017
11. **Associate Editor**, International Journal of Commerce and Management Research, Gupta Publications Delhi, ISSN: 2455-1627 (Impact Factor 5.22), www.managejournal.com from the year 2017
12. **Reviewer**, International Journal of Business and Social Sciences, (Dr. Nozar Hashemzadeh, Radford University) USA, ISSN: 2219-1933 (P), 2219-6021 (O), www.ijbssnet.com from the year 2017
13. **Editorial Board Division**, International Journal of Engineering and Management Research, Vandhana Publications, Lucknow, ISSN: 2250-0758 (P),2394-6962(O), www.ijemr.net from the Year 2016
14. **Editorial Board Member**, Trends in Kalis Research, Sivakasi, Tamilnadu,ISSN: 0974-701X, www.kaliswaricollege.org from the year 2016

Member of Doctoral Committee

1. **Research Advisory Committee (RAC) Member** to conduct RAC meeting to Ms.M.Athista Lakshmi , Full Time Research Scholar, Department of Commerce, Sri Parasakthi College for Women, Tenkasi on the topic of “Resource Management in Agriculture Industry- A study with reference to Tenkasi District” on 28th July 2023
2. **Doctoral Committee Member** to conduct Ph.D Synopsis Viva-Voce Examinations to Ms.S.Maheswari (Reg no. 24563) at Department of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tiruchy), Tirchy on the topic of “ A Study on Consumer Awareness and their Purchasing Behaviour Towards Green Marketing in Thanjavur District” 12th September 2022.
3. **Subject Expert (External)** to conduct Doctoral Meeting to Sister. Ligy V.K (Guide Dr.P.Chellasamy, Associate Professor)Department of Commerce, Bharathiar University, Coimbatore on 28th March 2019
4. **Doctoral Committee Member** to conduct Doctoral Meeting to D.Vaishnavi (Guide Dr.S.Revathi, Associate Professor of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tirchy) (Autonomous), Tirchy on 26th March 2019
5. **Subject Expert (V.C.S' Nominee)** to conduct Doctoral Meeting to B.Chitrakala (Guide Dr.Sundar, Assistant Professor), Post Graduate and Research Department of Commerce, Government Arts College (Affiliated to Bharathiar University, Coimbatore) Udumalpet-642126 on 27th October 2018.

6. **Doctoral Committee Member** to conduct Doctoral Meeting to S.Maheswari (Guide Dr.S.Revathi, Associate Professor of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tirchy) (Autonomous), Tirchy on 3rd October 2018
7. **Doctoral Committee Member** to conduct Doctoral Meeting to D.Vaishnavi (Guide Dr.S.Revathi, Associate Professor of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tirchy) (Autonomous), Tirchy on 5th April 2018
8. **Subject Expert (External)** to conduct Doctoral Meeting to Sister. Ligy V.K (Guide Dr.P.Chellasamy, Associate Professor)Department of Commerce, Bharathiar University, Coimbatore on 27th March 2018
9. **Doctoral Committee Member** to conduct Doctoral Meeting to S.Maheswari (Guide Dr.S.Revathi, Associate Professor of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tirchy) (Autonomous), Tirchy on 15th February 2017
10. **Research Advisory Committee Member** for conducting Doctoral Meeting to S.Raja (Guide Dr.P.Ponram, Assistant Professor), Department of Management Studies, St.Peter's University, Avadi, Chennai on 21st March 2015
11. **Doctoral Committee Member** to conduct Doctoral Meeting to D.Vaishnavi (Guide Dr.S.Revathi, Associate Professor of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tirchy) (Autonomous), Tirchy on 21st March 2015
12. **Subject Expert (V.C.S' Nominee)** to conduct Doctoral Meeting to B.Chitrakala (Guide Dr.Sundar, Assistant Professor), Post Graduate and Research Department of Commerce, Government Arts College (Affiliated to Bharathiar University, Coimbatore) Udumalpet-642126 on 16th February 2015.

Ph.D. Thesis Evaluated/Viva-Voce Conducted

1.	No. of PhD Thesis Evaluated	5
2.	No. of PhD Public Viva Voce Examination Conducted	10

Ph.D Theses Evaluated

1. **A S HARINIE** Submitted her Doctoral Research work Under the Guidance of **Dr.V.POONGODI**, Associate Professor & Head, Department of Commerce, Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science (Affiliated to Bharathiar University, Coimbatore) Coimbatore, Tamilnadu on the topic of **"An Emprical Analysis on Consumers Awareness and Perception towards Green Products with Special Reference to Coimbatore City"** Submitted on December 2023
2. **K.S.MAHALAKSHMI** Submitted her Doctoral Research work Under the Guidance of **Dr.V.POONGODI**, Associate Professor & Head, Department of Commerce, Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science (Affiliated to Bharathiar University, Coimbatore) Coimbatore, Tamilnadu on the topic of **"A Study on Brand Switching Behaviour of Consumer Towards Instant Food Products with Special Reference to Coimbatore City "** Submitted on July 2023
3. **M.KAVITHA** Submitted her Doctoral Research work Under the Guidance of **Major Dr.B.KANAGARAJ**, Assistant Professor, PG and Research Department of Commerce, Chikkanna Government Arts College (Affiliated to Bharathiar University, Coimbatore) Tirupur - 641602 Tamilnadu on the topic of **"Awareness and Satisfaction of Policy Holders in Private Health Insurances in Rural Areas Of Tirupur"** Submitted on February 2022
4. **N.Vinodha (1403)**, Part-Time Scholar, Department of Commerce, Alagappa University, Karaikudi **Awarded** her Doctoral work on the topic of **"Performance and Satisfaction of Consumer Services of Shopping Malls in Chennai City"** Submitted on July 2021
5. **M.SATHIS KUMAR** (Reg.2013PR828) submitted his Doctoral Research work under the Guidance of **Dr.E.Muthukumar**, Associate Professor, Nehru College of Management (Affiliated to Bharathiar University, Coimbatore), Coimbatore 641105on the Topic of **"Consumer Attitude, Purchase Intention and Behaviour Towards Organic Food Products"** and the report Submitted on November 2018

Ph.D Public Viva-Voce Examination Conducted

1. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **Ms.K.S. Mahalakshmi** has Submitted her Doctoral Research work under the **Dr.V.POONGODI**, Associate Professor and Head, Department of Commerce, Sri Jayandra Saraswathy Maha Vidyalaya College of Arts and Science, Coimbatore (Affiliated to Bharathiar University, Coimbatore) Tamilnadu on the topic of **“A Study on Brand Switching Behaviour of Consumer Towards Instant Food Products with Special Reference to Coimbatore City”** and the public viva-voce examinations was conducted on 15.03.2024
2. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **Ms.R.Beulah (Reg.No P3078)** Part Time Scholar has submitted the Doctoral Research under the Guidance of **Dr.B.Manoharan**, Associate Professor & Principal (Rtd) PG & Research Department of Commerce, Mannar Thirumalai Naicker College(Affiliated to Madurai Kamaraj University, Madurai), Madurai on the Topic of **“A Study on Customer Satisfaction Towards AAVIN Products in Madurai District”** and viva-voce was conducted on 21.12.2023
3. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **Mr.K.Mohamed Ilayas (F9683)** Part Time Research Scholar has submitted the Doctoral Research under the Guidance of **Dr.M.Syed Meera Lebbai**, Associate Professor (Rtd), PG & Research Department of Commerce, Hajee Karutha Rowther Howdia College(Affiliated to Madurai Kamaraj University, Madurai), Uthamapalayam on the Topic of **“A Study on Production and Marketing of Mango in Theni District, Tamilnadu ”** and viva-voce was conducted on 7th November 2023
4. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **Mrs.J.Sujitha Parveen (P5399)** has submitted the Doctoral Research under the Guidance of **Dr.A.Sultan Mohaideen**, Assistant Professor, PG & Research Department of Commerce, Hajee Karutha Rowther Howdia College(Affiliated to Madurai Kamaraj University, Madurai), Uthamapalayam on the Topic of **“Production and Marketing of Coconut in Theni District, Tamilnadu”** and viva-voce was conducted on 7th November 2023
5. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **Mr.K.Rasool Mydeen (Reg.No P8500)** Part Time Scholar has submitted the Doctoral Research under the Guidance of **Dr.S.Hasan Banu**, Associate Professor, PG & Research Department of Commerce, Hajee Karutha Rowther Howdia College(Affiliated to Madurai Kamaraj University, Madurai), Uthamapalayam on the Topic of **“Role of Public Sector Banks in Retail Credit- A study with Reference Theni District”** and viva-voce was conducted on 25th October 2023
6. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **Mr.K.Mohamed Irshad (Reg.No F9576)** has submitted the Doctoral Research under the Guidance of **Dr.M.Syed Meera Lebbai**, Associate Professor (Rtd), PG & Research Department of Commerce, Hajee Karutha Rowther Howdia College(Affiliated to Madurai Kamaraj University, Madurai), Uthamapalayam on the Topic of **“A Study on Organizational Climate and Job Satisfaction of Employees in BHEL Tiruchirapalli, Tamilnadu”** and viva-voce was conducted on 25th October 2023
7. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **Mrs.S.Manjula Gayatri (Reg.No P4494)** Part Time Scholar has submitted the Doctoral Research under the Guidance of **Dr.B.Manoharan**, Associate Professor & Principal (Rtd) PG & Research Department of Commerce, Mannar Thirumalai Naicker College(Affiliated to Madurai Kamaraj University, Madurai), Madurai on the Topic of **“Customers’ Attitude Towards Mobile Application Usage in the Selected Districts of Tamilnadu”** and viva-voce was conducted on 25th September 2023
8. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **M.KAVITHA** has Submitted her Doctoral Research work under the Guidance of **Major Dr.B.KANAGARAJ**, Assistant Professor, PG and Research Department of Commerce, Chikkanna Government Arts College (Affiliated to Bharathiar University, Coimbatore) Tirupur - 641602 Tamilnadu on the topic of **“Awareness and Satisfaction of Policy Holders in Private Health Insurances in Rural Areas Of Tirupur”** and the public viva-voce examinations was conducted on 19.12.2022(Monday) at 10.30 am through online mode.

9. **External Examiner** to conduct Ph.D Viva-Voce Examinations to **M.Sathis Kumar (Reg.2013PR828)** has submitted the Doctoral Research under the Guidance of **Dr.E.Muthukumar**, Associate Professor, Nehru College of Management (Affiliated to Bharathiar University), Coimbatore 641105 on the Topic of “**Consumer Attitude, Purchase Intention and Behaviour Towards Organic Food Products**” and viva-voce was conducted on 7th January 2019

Recent Publications

1. **Mrs.K.Priya and Dr.M.Gurupandi (2024)** paper entitled “A Study on Rural Startups- Challenges and Opportunities” published in *International Journal of Emerging Knowledge Studies (Open Access Peer Reviewed)*, Vol.03, Issue 02, ISSN: 2583-7354 (IF:6.625) in the year February 2024
2. **Mrs.K.Priya and Dr.M.Gurupandi (2023)** paper entitled “A Study on Impact of Corporate Social Responsibility on Banks Sustainability: A Literature Review” published in *Juni Khyat (UGC Care Approved Group I Listed Journal)*, Vol.13, Issue 12, No.01, ISSN: 2278-4632 (IF:6.625) in the year December 2023
3. **Mr.S.Akilan and Dr.M.Gurupandi (2023)** paper entitled “ Major Determinants of Logistics Cost of Manufacturer Exporters in Dubai” Published in *Journal of Research Administration (Scopus Indexed)*, Virginia, Vol.5.No.3 ISSN:1539-1590 & E-ISSN:2573-7104 (IF:0.34) in the year 2023
4. **Ms.K.Priyanka and Dr.M.Gurupandi (2023)** paper entitled “Problems and Prospects of Young Entrepreneurs in Sivagangai District” published in *ComFin Research- Shanlax International Journal (A Peer Reviewed)*, Madurai, Vol.11, Special Issue-1, ISSN:2582-6190 (IF:4.118 Refer the Certificate) in the year September 2023
5. **Ms.M.Sangeetha and Dr.M.Gurupandi (2023)** paper entitled “University and Industry Linkages” published in *Humanities and Social Science Studies Journal (UGC Care Approved Group I)*, Rajasthan Vol.12, Issue 1, No.12, ISSN: 2319-829X (IF:7.28) in the year June 2023
6. **Ms.K.Priyanka and Dr.M.Gurupandi (2023)** paper entitled “A Study on Women Entrepreneurs of Digital Startups in India ” published in *Humanities and Social Science Studies Journal (UGC Care Approved Group I)*, Rajasthan, Vol.12, Issue-1, No.12, ISSN: 2319-829X (IF:7.28) in the year June 2023
7. **Ms.M.Sangeetha and Dr.M.Gurupandi(2023)** paper entitled “Customer Satisfaction Towards Electric Bikes in Karaikudi Taluks” published in *Dogo Rangsang Research Journal (UGC-CARE Group I)* Published by Dogo Rangsang Research Society, Gauhati University Campus, Guwahati, Vol.13, Issue-4, No.8, Pages 241 to 250, ISSN: 2347-7180 in the year April 2023
8. **Dr.M.Gurupandi(2023)** paper entitled “Factors Responsible for Women Entrepreneurs- An Analytical Study” published in *Dogo Rangsang Research Journal (UGC-CARE Group I)* Published by Dogo Rangsang Research Society, Gauhati University Campus, Guwahati, Vol.13, Issue-4, No.7, Pages 149-160, ISSN: 2347-7180 in the year April 2023
9. **S.Akilan and Dr.M.Gurupandi (2023)** paper entitled “Cost Optimization Strategy of Merchant Exporters” in Review process in the *Journal of “Res Militaries (Q4) Scopus Indexed Journal*, ISSN: 2265-6294 published by Association of Res Militaries. Scopus Link: www.scopus.com/sourceid/21100908447
10. **S.Akilan and Dr.M.Gurupandi (2023)** paper entitled “Cost Optimization Strategy of Manufacturer Exporters” accepted to Publish in “ *MUKT SHABD JOURNAL*” (UGC CARE LIST GROUP –I Journal) in Volume XII, Issue 1, January 2023, ISSN: 2347-3150 (Impact Factor 4.6)
11. **Dr.S.Sudhagar, Dr.M.Gurupandi and Mr.S.Eswaran (2022)** paper entitled “Export Performance of Agricultural Products in India-With Reference to BRICS Countries” published in *Kanpur Philosophers: International Journal of Humanities, Law and Social Sciences (UGC CARE Approved, Group I)*, Kanpur, Vol.IX, Issue.1.No.4, Pages 10-16, ISSN:2348-8301 in the year 2022
12. **Dr.M.Gurupandi, Dr.S.Sudhagar and Mr.S.Eswaran (2022)** paper entitled “Export Performance of Agricultural Products in India-With Reference to Brazil Countries” Published in the *Shodhsamhita: Journal of Fundamental and Comparative Research (UGC CARE Approved)* Vol.VIII, No.1(vii), Pages 108-112, ISSN:2277-7067 in the year 2022

13. **Mrs.N.Vinodha and Dr.M.Gurupandi (2020)** "Impact of Shopping Malls Services On Customers Satisfaction In Chennai City" Published in Pal Arch's Journal of Archaeology of Egypt/Egyptology(**Scopus Indexed**), Volume 17,No.6 Pages- 13165-13186, ISSN:1567-214X, (Impact Factor 1.5)November 2020
14. **Mrs.N.Vinodha and Dr.M.Gurupandi (2020)** "Customer Preference Towards Services Rendered by Shopping Malls in Chennai City" Published in Pal Arch's Journal of Archaeology of Egypt/Egyptology (**Scopus Indexed**), Volume 17,No.6 Pages- 13121 -13137, ISSN:1567-214X (Impact Factor 1.5)November 2020
15. **Dr.M.Gurupandi, Mrs. B.Nandhini (2020)**, "Study on Role of NGOs in Development of India"(**UGC Care Group I Journal**), Published in Dogo Rangsang Research Journal, Volume.10, Issue.6, No.6, Pages 312-316, ISSN:2347-7180, June 2020
16. **Dr.M.Gurupandi (2019)**, "Institutional and Industry Linkages with Higher Educational Institutions"(**UGC Care Listed Journal**), Published in CLIO An Annual Interdisciplinary Journal of History, Volume.6, Issue.2, ISSN:0976-075X (Impact Factor 5.60), April 2020
17. **Dr.M.Gurupandi ,N.Vinodha (2019)**, "Factors Influencing the Customers Towards Service Quality of Shopping Malls in Chennai City", Published in International Journal of Advanced Science and Technology, USA(**Scopus Indexed**), Volume 28, No.19, Pages 1034-1040, ISSN:2005-42389(Impact Factor 0.475), December 2019
<http://www.scopus.com/inward/record.url?eid=2-s2.0-85080135048&partnerID=MN8TOARS>
18. **Dr.M.Gurupandi(2019)** , "Entrepreneurs Opinion Towards Government Support for Technology Adoption", Published in International Journal of Scientific and Technology Research (**Scopus Indexed**), Volume 8, Issue 10,ISSN: 2277-8616(Impact Factor 3.023) December 2019. <http://www.scopus.com/inward/record.url?eid=2-s2.0-85077060825&partnerID=MN8TOARS>
19. **Dr.M.Gurupandi (2019)**, "Effectiveness of Skill Development Programme for Entrepreneurs in Coimbatore", Published in Restaurant Business, (**Scopus Indexed**) Volume 118, Issue 9, Pages 313-322, ISSN: 0097-8043 (Impact Factor 5.12) September 2019
20. **Dr.M.Gurupandi , S.Eswaran(2019)**, "FDI in Agricultural Industry in India", Published in International Journal of Recent Technology and Engineering (**Scopus Indexed**), Volume 8, Issue 2S10, Pages 686-694, ISSN: 2277-3878(Impact Factor 5.92) September 2019
<http://www.scopus.com/inward/record.url?eid=2-s2.0-85073501260&partnerID=MN8TOARS> <https://doi.org/10.35940/ijrte.b1122.0982s1019>
21. **Dr.M.Gurupandi and S.Abipriya (2019)**, "International Marketing Logistics", Published in International Journal of Advance and Innovative Research, Assam, (UGC Approved No: 63571), Vol.6, Issue 2(XXXV), PP 1-7, ISSN: 2394-7780(Impact Factor 7.36) April-June 2019
22. **Dr.M.Gurupandi and S.Abipriya (2019)**, "E-Retailing", Published in International Journal of Scientific Research and Review , Pune (UGC Approved-64650), Vol.8.Issue 1, PP 785-791, ISSN: 2279-543X (Impact Factor 6.1) January 2019
23. **Dr.M.Gurupandi and A.Sindhuri(2018)**, "Stock Performance of Blue Ship Companies", Published in Shanlax International Journal of Management, Madurai , ISSN: 2312-4643 (Impact Factor 2.082) March 2018
24. **Dr.M.Gurupandi and Dr.M.Rajaguru (2018)**, "Traffic Performance and Efficiency of Major Ports in India", Published in International Research Journal of Management and Commerce (Euro Asia Research and Development Association) New Delhi, ISSN: 2348-9766 (Impact Factor5.564) March 2018
25. **Dr.M.Gurupandi(2016)**, "Market Performance of Unit Trust of India", Published in Research Inspiration-An International Multidisciplinary e-journal, Vol:1 Issue IV, pp 228-238, ISSN: 2455-443X (Impact Factor 4.012) September 2016
26. **Dr.M.Gurupandi(2016)**, "Turnover (Or) Activity Performance of Unit Trust of India", Published in International Journal of Advanced Research in Management and Social Sciences, New Delhi, Vol: 5,Issues 9, pp101-109, ISSN: 2278-6236 (Impact Factor 6.284) September 2016

27. **Dr.M.Gurupandi(2016)**, *“Present Scenario of E-Marketing”*, Published in International Journal of Science Technology and Humanities, Uthangarai, Krishnagiri-Dist. Vol.1(Special Issue), pp 398-399, ISSN: 2394-7209, January 2016
28. **Dr.M.Gurupandi(2016)**, *“Private Labels in Indian Retail Industry”*, Published in Shanlax International Journal of Management (A-Peer Reviewed-Refereed Scholarly Quarterly Journal) Madurai Vol :3, Special Issue 2, pp 112-114, ISSN: 2321- 4643 (Impact Factor 2.082) February 2016
29. **Dr.M.Gurupandi(2016)**, *“Issues and Challenges of Electronic Payment Systems”*, Published in The Management Spectrum (A bi-Annual Journal of Faculty of Management, Alagappa University, Karaikudi) January – June 2016
30. **Dr.M.Gurupandi(2016)**, *“Profitability Performance of TATA Steel Limited”*, Published in Shanlax International Journal of Management (A-Peer Reviewed-Refereed Scholarly Quarterly Journal) Madurai Vol :3, Special Issue 2,pp169-172, ISSN: 2321-4643 (Impact Factor 2.082) February 2016

Books Chapter Published

1. **M.Sangeetha and Dr.M.Gurupandi (2023)** published an article entitled *“Problems and Prospects of Young Entrepreneurs in Sivagangai District”* Organized by Department of Commerce, Alagappa University Karaikudi and Published by Mayas Publication, Emperor Research Foundation, Kanchipuram, ISBN:9788119716890 in the year 2023
2. **M.Sangeetha and Dr.M.Gurupandi (2023)** published an article entitled *“Factors Influencing the Emergence of University-Industry Linkages”* Organized by Department of Commerce, Alagappa University Karaikudi and Published by Mayas Publication, Emperor Research Foundation, Kanchipuram, ISBN:9788119716890 in the year 2023
3. **M.Sangeetha and Dr.M.Gurupandi (2023)** published an article entitled *“University Industry Linkages”* in the conference proceeding entitled *“E-Commerce, Management and Social Innovation-Embracing, Changes, Transformation 2023”*, Organized by PG& Research Department of Commerce, SRM Institute of Science and Technology, Ramampuram Campus, Chennai and Published by PG& Research Department of Commerce, SRM Institute of Science and Technology, Ramampuram Campus, Chennai ,ISBN:978-93-92063-70-1 in the year 2023
4. **K.Priyanka and M.Gurupandi (2023)** published an article entitled *“Opportunities of Start-Ups in India”* in the Conference proceedings entitled *“ Independence 2.0: Achieving Economic Development Through Make in India”* Organized by Department of Management Studies, K.S.Rangasamy College of Technology, Tiruchengode-637215 and published by Alpha Printers Thiruchengode, ISBN:978-93-935181-4-9 in the year 2023
5. **K.Priyanka and Dr.M.Gurupandi (2023)** published an article entitled *“ Problems and Prospects of Startups in Tamilnadu”* in the conference proceedings entitled *“ Thriving Turbulent Times: Sustainable Growth Through Innovative Practices”* organized by Department of Commerce, Women’s Christian College, Chennai and published by Quiny Publications, Keezha Nedungadu , Pondicherry , ISBN: 978-81-963865-4-2 in the year 2023 (Soft Copy)
6. **M.Sangeetha and Dr.M.Gurupandi (2023)** published an article entitled *“Consumer Behaviour on Fast-Moving Consumer Goods”* in the conference proceeding entitled *“ Emerging Trends Business and Management*, Organized by Department of Business Administration, Alagappa Government Arts College, Karaikudi and Published by Non Olympic Times, Coimbatore, ISBN:978-93-94293-14-4 in the year 2023 (Soft Copy)
- 7.**B.Nandhini and Dr.M.Gurupandi (2020) , “ Export of the Agricultural Goods in India-With Special Reference to SAARC Countries”** Organized by School of Management Studies, Kongu Engineering College, Perundurai, ISBN:978-93-89515-05-3 on January 2020
8. **Dr.M.Gurupandi (2020) “ Institutional and Industry Linkages with Higher Educational Institutions”** Information Technology , Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment, Primax Publications, Bengaluru, Karnataka, ISBN:978-81-941390-4-1

9. **Dr.M.Gurupandi and S.Eswaran (2019)**, *“Make in India: Impact on Medical Tourism”*, Recent Trends in Global Sustainable Tourism Research, Shanlax Publications, Madurai, ISBN: 978-93-891466-4-6 on September 2019
10. **Dr.M.Gurupandi (2019)**, *“Role of Information Technology on Supply Chain Management”*, E-Logistics and Supply Chain Management, Shanlax Publications, Madurai, ISBN: 978-93-89146-1-4 on September 2019
11. **Dr.M.Gurupandi & Ms.A.Sinduri (2018)**, *“Traffic Performance and Efficiency of Major Ports in India”*, Nxt Gen Logistics Management 4.0 , Ganecon Publications , Queensland, Australia, 978-0-6482502-1-0
12. **Dr.M.Gurupandi (2017)**, *“Green marketing in India- Strategies , Opportunities and Challenges”*, Business Success Hinges on Business Strategies, Department of Commerce, Alagappa University, Karaikudi, ISBN: 978-81-935783-1-5 on December 2017
13. **Dr.M.Gurupandi (2017)**, *“Goods and Service Tax in India- A Boon or Curse”*, Business Success Hinges on Business Strategies, Department of Commerce, Alagappa University, Karaikudi, ISBN: 978-81-935783-1-5 on December 2017
14. **Dr.M.Gurupandi (2017)**, *“Challenges of E-Commerce in Supply Chain and Logistics Management in India”*, Contemporary Issues in Agriculture, Engineering, Management, Information Technology and Life Sciences, Varshaa Publications, Dharapuram (Nehru College of Management , Coimbatore and Post Graduate Institute of Agriculture, University of Peradeniya, Srilanka) ISBN: 978-81-909197-9-1 on 11th May to 15th May 2017
15. **Dr.M.Gurupandi (2017)**, *“Goods and Service Tax in India-A SWOT Analysis”*, Shanlax Publications, Madurai-625003, ISBN: 978-93-87102-06-4 on March 2017
16. **Dr.M.Gurupandi and M.Rajaguru (2017)**, *“Make in India-An Ambitious Project to revive Indian Economy”*, Global Growth: Gears & Glows, Shanlax Publications, Madurai-625003, Volume.2, ISBN: 978-81-933316-4-4 on February 2017
17. **Dr.M.Gurupandi and Dr.G.Vinayagamoorthi (2017)**, *“Climate Change and Food Productions Inequality in India”*, Global Growth: Gears & Glows, Shanlax Publications, Madurai-625003. Volume.1, ISBN: 978-81-933316-4-4 on February 2017
18. **Dr.M.Gurupandi (2017)**, *“Green Marketing in India- Emerging Opportunities and Challenges”*, Innovative Practices in Modern Business, Sigma Publications, Chennai, ISBN: 978-81-92361-08-1 on February 2017
19. **Dr.M.Gurupandi (2016)**, *“Liquidity Performance of Unit Trust Of India”*, Contemporary Issues in Engineering, Management, Information Technology and Life Sciences, Varshaa Publications, Dharapuram (Nehru College of Management , Coimbatore and SIAM College of Technology , Thailand), ISBN: 978-81-90917-7-7 on November 2016
20. **Dr.M.Gurupandi (2016)**, *“Performance of Non-Life Insurance in India”*, Emerging Trends in Indian Insurance Sector, Mayas Publications, Salem, ISBN:978-81-929581-7-0 on October 2016
21. **Dr.M.Gurupandi (2016)**, *“Determinants of Supply Chain Responsiveness in Supply and Distribution Industries in Tamilnadu”*, Contemporary Issues on Management and Information Technology, Varshaa Publications, Dharapuram (Nehru College of Management , Coimbatore organized at Hotel Soleil, Bukit Bintang, Kuala Lumpur, Malaysia) on 9th and 10th March, 2016
22. **Dr.M.Gurupandi (2015)**, *“Issues and Challenges in Implementing the International Financial Reporting Standard (IFRS) in India”* IFRS- A Global Accounting language for Local Implications in India Shanlax Publications, Madurai, pp 1-7, ISBN: 978-93-80657-89-9 on February 2015
23. **Dr.M.Gurupandi (2013)**, *“Leverage Performance of Bharat Petroleum Corporation Limited and Reliance Industries Limited”*, Emerging Research Paradigms in Social Sciences, School of Commerce and Research Development Centre, Bharathiar University, Coimbatore, pp 237-251, ISBN: 978-93-82338-48-2 on August 2013
24. **Dr.M.Gurupandi (2012)**, *“Dividend Distribution of Selected Cement Industries in India”*, Managerial Herald (Bi-Annual Journal of Thoughts) Shanlax Publications, Madurai, Volume 1, No.1, pp 43-49, ISBN: 978-93-80657-78-3 on January –June 2012
25. **Dr.M.Gurupandi (2012)**, *“Investment Scenario of Foreign Direct Investment in Automobile Industry”*, Emerging Trends in Global Trade and Management, Agasthiar Publications, Trichy, pp 180-186, ISBN: 978-93-80530-42-0 on February 2012

26. **Dr.M.Gurupandi (2011)**, "Awareness of Micro Insurance among Micro Insurers", Role of Banking Sector in Rural Economic Development, Published by Dr.N.G.P. Arts and Science College, Coimbatore, pp 87-90, ISBN: 978-81-920808-1-9 on September 2011
27. **Dr.M.Gurupandi (2011)**, "Customer Relationship Management- A Tool for Performance Enhancement in BPO Sector", Marketing Research (Issues and Challenges), SELP Publication, Tirchy, p-387, ISBN:978-93-80509-01-3 on September 2011
28. **Dr.M.Gurupandi (2011)**, "Consumer Awareness towards Consumer Rights- An Analytical Study", Globalization and Consumer Production, Wisdom Educational Services Chennai, pp 159-160, ISBN:978-81-905380-1-5 on January 2011
29. **Dr.M.Gurupandi (2011)**, "Challenges and Opportunities to Indian banking sectors in the backdrop of Global Financial Crisis", Banking Sector in the Global Scenario, Srimaruthi Publisher Chennai, pp 131-135 , ISBN:978-93-80812-05-2 on January 2011
30. **Dr.M.Gurupandi (2011)**, "Awareness of Consumer Rights and Protection among the College Students of Virudhunagar District", Globalization and Consumer Production, Wisdom Educational Services Chennai, PP189-190, ISBN:978-81-905380-1-5 on January 2011
31. **Dr.M.Gurupandi (2010)**, "Customers Perception towards Aroky Milk- An Analytical Study", Research Methodology in Social Sciences, Ashwini Printers, Virudhunagar, PP 193-195, ISBN:978-81-910426-1-0 on August 2010
32. **Dr.M.Gurupandi (2010)**, "Factors Influencing the Effective Functioning of the Self Help Groups – An Analytical Study", Himalaya Publishing House, New Delhi, pp 253-258,ISBN: 978-81-8488-894-2 on 2010
33. **Dr.M.Gurupandi (2010)**, "Global Financial Crisis in Developing Countries", Global Business: Challenges and opportunities, Agasthiar Publications, Trichy, PP 289-291, ISBN: 978-93-80530-14-7 on May 2010
34. **Dr.M.Gurupandi (2010)**, "Impact of Global Financial Crisis on Indian Collateral Damage and Response", Social Sciences, KAAS 2010, Nagercoil, Vol-II, pp14-18,ISBN: 978-81-909710-8-9 on December 2010
35. **Dr.M.Gurupandi (2010)**, "Global Financial Crisis: A Curse or Bliss", Global Financial System in the Post –Crisis Era, Vijay imprints Private Limited, Chennai, PP 242-247, ISBN:978-81-82092679 on March 2010
36. **Dr.M.Gurupandi (2010)**, "Global Financial Meltdown in the Indian Housing Sector" Global Financial Crisis and its Implication on Indian Economy, Britto Publishing House, Madurai, PP 596-602, ISBN:978-81-90604-22 on January 2010
37. **Dr.M.Gurupandi (2009)**, "Empowerment of Women by Nurturing Self Help Groups", Social and Human Resources Developmental Issues in Contemporary Business, SciTech publications, Chennai, PP 69-79, ISBN:978-81-83712637 on December 2009
38. **Dr.M.Gurupandi (2008)**, "Life Insurance Industry in the present scenario", Human and Social Science, Vol.II KAAS 2008, Nagercoil, pp 67-73, ISBN:978-81-909710-3-4 on Dec 2008

Monographs

Name of the Faculty	Title of the Monograph/Course Material	Name of the Publisher	Year	ISBN/ISSN
M.GURUPANDI	MBA-Technology Management	Alagappa University	2013	978-81-928690-8-7

DDE Course Materials Reviewed

Degree	Title	Year	Publisher	Theory/Practical
B.Com	10221-Financial Management 10213- Business Environment (Tamil Medium)	2019	Alagappa University	Theory
B..B.A	10414-Financial Management (Tamil	2019	Alagappa	Theory

	Medium)		University	
M.Com	31023-Advanced Cost Accounting,31014-Business Environment (Tamil Medium) Marketing Management	2019	Alagappa University	Theory

Resource Persons in Various Capacities

S.N	Position	Name of the Event	Organization	Date
1	Chief Guest Address	Union Budget 2023-24- A Discussion	Department of Commerce, Sri Vidhyagiri College of Arts and Science, Puduvayal, Sivagangai District	17 th February 2023
2	Chief Guest Address	Union Budget 2022-23 -A Discussion	Department of Commerce, Sri Vidhyagiri College of Arts and Science, Puduvayal, Sivagangai District	5 th April 2022
3	Inaugural Address	Two Day ICSSR Sponsored National Level Seminar on "Designing Samples and Deciding Statistical Tools for Social Science Research	PG Department of Commerce, Sri Kaliswari College, Sivakasi	21 st September 2022
4	Chief Guest	Union Budget 22 -A Discussion	Department of Commerce & Commerce with Computer Application , Vidhya Giri College of Arts and Science , Puduvayal , Karaikudi	5 th April 2022
5	Inaugural Address	Day ICSSR Sponsored National Level Workshop on "Application of Statistical Packages for Social Science Research"	PG Department of Commerce, Sri Kaliswari College, Sivakasi , Virudhunagar District	22 nd April 2019
6	Resource Person	National Seminar on Emerging Trends in Business and Management	Department of Commerce & Department of Commerce (CA) Idhaya College for Women, Sarugani-630411	4 th November 2018
7	Resource Person	Three day National Level Workshop on Adoptability of SPSS in Social Science Research	PG Department of Commerce, Sri Kaliswari College, Sivakasi	12 th to 14 th October 2017
8	Resource Person,	YRC Orientation Program	Alagappa Chettiar College of Engineering and Technology, Karaikudi	22 nd September 2017
9	Rapporteur,	Human Rights Education	Department of History, Alagappa University, Karaikudi	14 th &15 th March 2017
10	Chairperson,	International Conference on Contemporary Issues on Management and Information Technology	Nehru College of Management, Coimbatore organized at Hotel Soleil, Bukit Bintang Kuala Lumpur, Malaysia	9 th & 10 th March 2016

11	<i>Chairperson</i>	Indian Retail Sector in the Global Economy: Emerging Trends, issues and Challenges,	PG Department of Commerce, Sri Kaliswari College, Sivakasi ,Virudhunagar Dist	16 th & 17 th December 2015
12	<i>Co-Chairperson</i>	International Conference on Impact of Globalization on Indian Financial System	PG and Research Department of Commerce, Vivekananda College, Thiruvadakam, Madurai	30 th August 2014
13	<i>Chairperson,</i>	Current Account Deficit and Fiscal Deficit in India	PG Department of Commerce, Sri Kaliswari College, Sivakasi, Virudhunagar Dist	25 th to 26 th July 2014

Number of Invited / Special Lectures Delivered: 19

S.N	Name of the Event	Organized By	Date
1	<i>Identification and Formulation of Research Problem</i>	PG and Research Department of Commerce, Sri Parasakthi College for Women, Courtallam	28 th July 2023
2	<i>Budgeting as a Basic for Decision Making</i>	Sree Narayana Guru Endowment Lecture Series, Sree Narayana Guru College, Coimbatore	11 th February 2021
3	<i>Equitable and Inclusive Education - National Education Policy 2019-Draft</i>	Bharatiya Shikshan Mandal(BSM) Dakshin Tamilnadu at Cauvery College for Women, Tirchy	27 th July 2019
4	<i>Orientation Program on Accounting for Food Managers</i>	Department of Tourism and Hotel Management, Alagappa University, Karaikudi	12 th July 2018
5	<i>One Day District Level Youth Red Cross Student Study Camp</i>	Sree Sevugan Annamalai College(Affiliated to Alagappa University) Devakottai	25 th January 2018
6	<i>One Day District Level Youth Red Cross Student Study Camp</i>	Alagappa Chettiar College of Engineering and Technology, Karaikudi	23 rd September 2016
7	<i>Orientation Program for YRC Volunteers</i>	Alagappa Chettiar College of Engineering and Technology, Karaikudi	8 th September 2016
8	<i>Current Account Deficit and Fiscal Deficit</i>	Dr.Umayal Ramanathan College for Women, (Affiliated to Alagappa University), Karaikudi	19 th September 2016
9	<i>Role of Accounting in Entrepreneurship</i>	Department of Women Studies, Alagappa University, Karaikudi	25 th April 2014
10	<i>Emerging of Accounting and Finance</i>	Department of Women Studies, Alagappa University, Karaikudi	17 th February 2014
11	<i>Global Investors Meet 2015</i>	Sri Saradha College for Women, (Affiliated to Alagappa University, Karaikudi) Amaravathi Pudur	7 th October 2015
12	<i>One Day District Level Youth Red Cross Student Study Camp</i>	Dr.Zakir Hussain College(Affiliated to Alagappa University, Karaikudi), Ilayangudi	5 th October 2015
13	<i>Geneva Convention Day 2015</i>	Seethalakshi Achi College for Women, (Affiliated to Alagappa University, Karaikudi) Pallathur	12 th August 2015

14	<i>Geneva Convention Day 2013</i>	Seethalakshi Achi College for Women, (Affiliated to Alagappa University, Karaikudi) Pallathur	12 th August 2013
15	<i>One Day District Level Youth Red Cross Student Study Camp</i>	Raja Duraisingam Mannar College (Affiliated to Alagappa University, Karaikudi) Sivagangai	29 th September 2014
16	<i>One Day District Level Youth Red Cross Student Study Camp</i>	Sivakasi Nadar Meenakshi Pioneer College for Women (Affiliated to Alagappa University, Karaikudi), Poovanthi	30 th September 2013
17	<i>Accounting and Finance</i>	Department of Women Studies, Alagappa University, Karaikudi	11 th February, 2015
18	<i>Importance of Blood Donation</i>	Dr.Umayal Ramanathan College for Women, (Affiliated to Alagappa University), Karaikudi	27 th August 2013
19	<i>Uniform Education</i>	National Service Scheme Camp, Countampatti, Virudhunagar District (Organized by Sri Kaliswari College, Sivakasi)	26 th December ,2009