



Dr. M. GURUPANDI
ASSOCIATE PROFESSOR

Address	:	Department of Commerce School of Management Alagappa University Karaikudi – 630 003 Sivagangai Dist Tamilnadu, India
Employee Number	:	20411
Contact Phone (Office)	:	+91 4565 225208
Contact Phone (Mobile)	:	+91- 9443684404/ 9944273707
Contact e-mail(s)	:	gpandimalagappauniversity.ac.in gurupandi80@gmail.com
Skype id	:	M Gurupandi
Website	:	https://www.alagappauniversity.ac.in

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: 15 Years

Position	Institution	Duration
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
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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 23 rd June 2025
2	Co-ordinator, Consumer Club	Alagappa University, Karaikudi	2022-2025
3	Co-ordinator, Small Industries Service Unit (SISU),	Alagappa University, Karaikudi	November 2022 to June 2024
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	ICSSR -PDF	--	2
	Ph.D	3	6
	M.Phil	22	--
Project	PG	75	6

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs /Manuals
33	71	46	60	48

Cumulative Impact Factor (as per JCR) : 19.94

H-Index : 4

Total Citations : 42

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 Uchchatar Shiksha Abhiyan (RUSA) 2.0	2022	2024	Establishing Industry Linkage and Industrial Park	5,00,000
2	Rashtriya Uchchatar 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	Program Title	Period	Budget(Rs. in Lakhs)
1	ICSSR-SRC, Hyderabad	National Conference on Sustainable Economic Empowerment through Innovation and Entrepreneurship	13.03.2025 to 14.03.2025	80,000
2	ICSSR, New Delhi	Research Methodology Course	20.02.2024 to 9.02.2024	5,50,000
3	ICSSR, New Delhi	National Conference on Innovative Entrepreneurship for Sustainable Development	21.09.2023 & 22.09. 2023	3.00,000
4	AICTE/ATAL, New Delhi	FDP on Capacity Building Dimensions of Teaching and Research Skills	06.03.2023 to 11.03.2023 & 13.03. 2023 to 17.03 2023	3.00,000
5	ICSSR, New Delhi	Research Methodology Course	02.11.2022 to 11.11.2022	5.50,000
6	ICSSR, New Delhi	Research Methodology Course	30.03.2022 to 08.04.2022	5.50,000
7	RUSA 2.0 Scheme (Phase I)	Establishing Industry Linkage and Industrial Park	2022 to 2024	5,00,000
8	RUSA 2.0 Scheme (Phase II)	Establishing Industry Linkage and Industrial Park	2019 to 2022	2,38,000
9	The UGC, New Delhi	Major Project on “Awareness of Patent Rights among the Students of Universities in Tamilnadu”	2012 to 2016	2,79,000
			Total Rs.	33,47,000

Other Fund Received as Research Mentor (Travel Grants Received)

S. N	Agency	Period	Details	Budget (Rs.)
1.	Alagappa University, Karaikudi	2025	International Conference on Integrating Digital Technology into Business and Economics, Chihlee University, Taiwan (26 th to 28 th May 2025)	0.40 Lakhs
2.	Rashtriya Uchchatar Shiksha Abhiyan (RUSA) 2.0	2023	74 th All India Commerce Conference - 2023, New Delhi	0.20 Lakhs

3.	Rashtriya Uchchatar Shiksha Abhiyan (RUSA) 2.0 Alagappa University, Karaikudi	2021	72 nd All India Commerce Conference 2021, Bhuvanewar	0.15 Lakhs
4.	Rashtriya Uchchatar Shiksha Abhiyan (RUSA) 2.0 Alagappa University, Karaikudi	2020	Visited Industrial Park, Coimbatore and Chennai	0.60 Lakh
5.	Rashtriya Uchchatar Shiksha Abhiyan (RUSA) 2.0 Alagappa University, Karaikudi	2020	Gulf American University, Dubai	1.0 Lakh
6.	Alagappa University, Karaikudi	2017	PG Institute of Agriculture, University of Peradeniya, Srilanka	0.25 Lakh
7.	Alagappa University, Karaikudi	2016	SIAM Technology College, Bangkok, Thailand	0.40 Lakh
8.	Alagappa University, Karaikudi	2016	Bukit Bintang, Kuala Lumpur, Malaysia	0.30 Lakh
Total				2.40 Lakh

Distinctive Achievements / Awards

1. **SAGE Best Case Award 2025** entitled “**From Lamps to Limits: Understanding Entrepreneurial Apathy in Ariyakudi’s Brass Crafting Industry**” Presented at 14th International Conference on Management Cases 2025 organized by Birla Institute of Technology, University of Eastern Finland and University of South Florida from 26th to 28th November 2025.
2. **Best Paper Award** entitled “**Public Policy for Decentralized Insurance: AI and Block Chain in Governance Innovation**” presented at the Two Day International Conference on Innovation and Challenges in Law, Management and Social Sciences Organized by Department of Research and Development, Savitha School of Law, Chennai in collaboration with Education Research and Development Association held on 22nd 23rd August 2025
3. **Certificate of Appreciation** for National Service Scheme Program Officer, Alagappa University, Karaikudi on 24th September 2025
4. **Academic and Research Excellence Award 2025** honored by Alagappa University, Karaikudi-630003
5. **Life Time Achievement Award** under the category of National Award of IEP Inspiring Educators Bharata Ratna Dr.Sarvepalli Radhakrishnan Awards 2025 honored by Inspire Eduversity Publications (Registered under the Ministry of MSME), Tamilnadu
6. **Teaching and Research Excellence Award** under the category of Mahatma Gandhi Memorial Award-2025, LKP Academy, Madurai in Association with Indian Research and Innovation Professionals Association (IRIPA) on 15th August 2025
7. **IARF Research Excellence Award-2025** under the category of International Educational Research Scientists Award 2025 by International Academic & Research Foundation (Registered under MSME Udyan-TN-08-0095052), Tamilnadu on 30th March 2025.
8. **Academic Excellence Award-2025** under the category of National Educator Excellence Award 2025 by Global Edushiksha Skill Academy (Registered under MSME Udyan-TN-09-0095052), Tamilnadu on 3rd March 2025
9. **International Best Researcher Award** under the category of Research & Excellence in Commerce awarded by International Research Awards and Congress 2024 on 23rd June 2024.
10. **Best Academician Award-2024** under the Category of International Achievers Award-2024 awarded by Silampoli Foundation (Govt.Registration Number TN-21-003241) on 3rd June 2024

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

12. Regular Voluntary Blood Donor, Tamilnadu State AIDS Control Society and Tamilnadu State Blood Transfusion Council, Chennai on April 2015

Events organized in Leading Roles

S.N	Position	Program Name	Organized By	Date
1	Organizing Secretary	One Day Workshop on Role of E-Commerce in Agropreneurship	Department of Commerce, Alagappa University Karaikudi and Sethu Bhaskara Agricultural College and Research Foundation, Visalayankottai	15 th October 2025
2	Convener	World Consumer Rights Day Celebrations	Consumer Club, Alagappa University, Karaikudi	17 th March 2025
3	Convener & Organizing Secretary	Two Days ICSSR –SRC Sponsored National Conference on Sustainable Economic Empowerment Through Innovation & Entrepreneurship	Department of Commerce, Alagappa University Karaikudi	13 & 14 th March 2025
4	Convener	National Webinar on Consumer Issues (Online)	Consumer Advocacy Group, New Delhi and Consumer Club, Alagappa University, Karaikudi	24 th December 2024
5	Member of Organizing Committee	Constitution Day Celebration -2024	Department of Commerce, Alagappa University, Karaikudi	26 th September 2024
6	Organizing Secretary	National Level Symposium on Integral Humanism: Indian Thought for the 21 st Century	Pandit Deendayal Upadhyay Chair in Collaboration with Department of Commerce, Alagappa University, Karaikudi	25 th September 2024
7	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
8	Convener	World Consumer Rights Day Celebrations	Consumer Club, Alagappa University, Karaikudi	15 th March 2024
9	Member of Organizing Committee	ACT NEXT: Noble Prize in Peace 2023	Department of Commerce, Alagappa University, Karaikudi	24 th January 2024
10	Organizing Committee Member	Blood Donation Camp (Science Block)	NSS & YRC, Alagappa University, Karaikudi	10 th January 2024
11	Organizing Secretary	Constitution Day Celebrations 2023	Department of Commerce, Alagappa University, Karaikudi	30 th November 2023.
12	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
13	Organizing Secretary &	Two-Week AICTE Training And Learning (ATAL)	Department of Commerce, Alagappa University Karaikudi	6 th March to 17 th

	Co-Coordinator	Academy Approved FDP on Capacity Building Dimensions of Teaching and Research Skills		March 2023 (Online & Offline)
14	Convener	World, Consumer Rights Day Celebrations	Consumer Club, Alagappa University, Karaikudi	15 th March 2023
15	Organizer Secretary	Educational Tour to Bangalore, Coorg and Mysore	Department of Commerce, Alagappa University Karaikudi	1 st March 5 th March 2023
16	Organizing Secretary	One Day Seminar on Pt.Deendayal Upadhyay's Philosophy of Humanism	Department of Commerce & Pt.Deendayal Upadhyay Chair, Alagappa University Karaikudi	23 rd January 2023
17	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
18	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
19	Organizing Secretary	Industrial Visit to Kodaikanal , Dindugul District	Department of Commerce, Alagappa University Karaikudi	30 th September & 1 st October 2022
20	Organizing Secretary	Industrial Visit Cum Educational Tour to Pondicherry and Karaikal	Department of Commerce, Alagappa University Karaikudi	21 st and 22 nd April 2022
21	Member of Organizing Committee	International Conference on “ Emerging Trends in Business Strategies” (Online)	Department of Commerce, Alagappa University, Karaikudi-63004	16 th March 2022
22	Member of Organizing Committee	Constitution Day Celebrations 2021	Department of Commerce, Alagappa University, Karaikudi-63004	26 th November 2021
23	Member of Organizing Committee	National Webinar on Consumer Protection Under Consumer Protection Act 2019	Department of Commerce, Alagappa University Karaikudi and Consumer Advisory Group, New Delhi	23 rd October 2021
24	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
25	Organizing Secretary	Webinar on Career Planning	Department of Commerce, Alagappa University Karaikudi	19 th July 2021
26	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

27	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.
28	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
29	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
30	Member of Organizing Committee	Constitution Day Celebrations 2019	Department of Commerce, Alagappa University, Karaikudi-63004	29 th November (Friday) 2019
31	Organizing Secretary	Industrial Visit to Pondicherry	Department of Commerce, Alagappa University, Karaikudi	5 th & 6 th October 2019
32	Organizing Secretary	Indian Management Modal	Department of Commerce, Alagappa University, Karaikudi	25 th September 2019
33	Coordinator	Village Placement Program, O.Siruvayal, Karaikudi Taluk	Department of Commerce, Alagappa University, Karaikudi	20 th to 22 nd September 2019
34	Member of Organizing Committee	One Day National Conference on “Institution- Industry Linkage”	Department of Commerce, Alagappa University, Karaikudi-63004	30 th August 2019
35	Examiner	Academic Audit	Department of Commerce, Periyar E.V.R.College (Autonomous),(Affiliated to Bharathidasan University, Tiruchy)Tirchy	15 th April 2019
36	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
37	Member of Organizing Committee	Two Day International Conference on “ Strategies for Global Business Finance and Management for Sustainable Development	Department of Commerce, School of Management, Alagappa University, Karaikudi	19 th & 20 th February 2019
38	Organizing Secretary	,Education Tour to Mysore, Coorg and Bangalore	Department of Commerce, Alagappa University, Karaikudi	22 nd to 25 th March 2018
39	Co-Convener	COMFEST 2018	Department of Commerce, Alagappa University, Karaikudi	13 th March 2018
40	Member of	International Conference	School of Education, Noida	5 th &6 th

	Advisory Board,	on Technology for Education, Training and Business (ICTETB 18),	International University, G.B.Nagar, Uttarpradesh	April 2018
41	Organizing Secretary	Two Day Workshop on Marketing Strategies for Business Excellence	Department of Commerce, Alagappa University, Karaikudi	8 th & 9 th February 2018
42	Organizing Committee Member	One-Day National Conference on "Business Success Hinges on Business Strategies	Department of Commerce, Alagappa University, Karaikudi	15 th December 2017
43	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Alagappa Institute of Skill Development Centre, Alagappa University, Karaikudi	24 th October 2017
44	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of Commerce, Alagappa University, Karaikudi	19 th September 2017
45	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
46	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
47	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of English and Foreign Languages, Alagappa University, Karaikudi	28 th February 2017
48	Organizing Committee Member	Two-Day Workshop on ICT Based Innovative Teaching Methods in Business Studies	Department of Commerce, Alagappa University, Karaikudi	23 rd & 24 th January 2017
49	Board Member	National Level Workshop on Research Methodology, Statistical Data Analysis and Interpretation by using SPSS and Analysis of Moments Structure (AMQS)	Primax Foundation, Bangalore, Karnataka	21 st & 22 nd October 2016
50	Organizing Secretary	One Day Orientation Program to Youth Red Cross Program Officers	Youth Red Cross, Alagappa University, Karaikudi	7 th October 2016
51	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of Commerce, Alagappa University, Karaikudi	30 th September 2016
52	Organizing Secretary,	Alumni Association Meeting	Department of International Business and Commerce, Alagappa University, Karaikudi	12 th February 2016
53	Organizing	Blood Donation Camp	Youth Red Cross at College of	4 th

	Secretary,		Education, Alagappa University, Karaikudi	September 2015
54	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of International Business and Commerce, Alagappa University, Karaikudi	10 ^h September 2015
55	Organizing Secretary	One Day Orientation Program to Youth Red Cross Program Officers	Youth Red Cross, Alagappa University, Karaikudi	30 th September 2015
56	Coordinator	Village Placement Program, K.Velangudi, (Near Kottaiyur), Karaikudi	Department of International Business and Commerce, Alagappa University, Karaikudi	25 th to 27 th September 2014
57	Organizing Secretary	Blood Donation Camp	Youth Red Cross at Department of International Business and Commerce, Alagappa University, Karaikudi on	27 th September 2014
58	Coordinator	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
59	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
60	Organizing Secretary	Blood Donation Camp	Youth Red Cross, Alagappa University, Karaikudi	19 th September 2013
62	Organizing Secretary,	Role of YRC Program Officers in Service to Humanity	Youth Red Cross, Alagappa University, Karaikudi	21 st August 2013
63	Organizer	Industrial Visit cum Educational Tour Organizer at Indian Oil Corporation, Madura, New Delhi	Department of International Business and Commerce, Alagappa University, Karaikudi	21 st to 26 th March 2013
64	Organizing Committee Member	Tourism Day Celebrations - 2012	Department of International Business and Commerce, Alagappa University, Karaikudi	27 th September 2012
65	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.
66	Organizing Secretary	Alumni Association Meeting	Department of International Business and Commerce, Alagappa University, Karaikudi	12 th August 2011
67	Coordinator	Village Placement Program , Chokkalingam Pudur Sivagangai District	Department of International Business and Commerce, Alagappa University, Karaikudi	25 th to 27 th March 2010
68	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 **"From Lamps to Limits: Understanding Entrepreneurial Apathy in Ariyakudi's Brass Crafting Industry"** (Best Case Paper Award Received) Presented at 14th International Conference on Management Cases 2025 organized by Birla Institute of Technology, University of Eastern Finland and University of South Florida from 26th to 28th November 2025.
2. Paper Entitled **"The Role of Strategic Entrepreneurship in Enhancing SME Performance : Descriptive and Inferential Analysis "** presented in the International Conference on "Innovations in Architecture, Design, Business, Society, Language and Literature (ICAADBSL-2025) Jointly organized by V-SPARC, V-SIGN, V-SMART, VIT-BS and SSL, Vellore Institute of Technology, Vellore on 30th and 31st October 2025
3. Paper Entitled **"Public Policy for Decentralized Insurance: AI and Block Chain in Governance Innovation"** (Best Paper Award Received) presented in the International Conference on "Innovation and Challenges in Law, Management and Social Sciences" Organized by Department of Research and Development , Savitha School of Law, Chennai in collaboration with Education Research and Development Association held on 22nd 23rd August 2025
4. Paper Entitled **"Weaving Tradition into the Digital Economy: Financial Inclusion for Heritage Based Entrepreneurs"** presented in the International Conference on "Innovation and Challenges in Law, Management and Social Sciences" Organized by Department of Research and Development , Savitha School of Law, Chennai in collaboration with Education Research and Development Association held on 22nd 23rd August 2025
5. Paper Entitled **"Pilgrimage Tourism and Indigenous Enterprises: Exploring Sustainable Trade Opportunities Across Tamilnadu"** presented in the International Conference on "Fostering Indigenous Entrepreneurship, Innovation and Sustainability" Organized by Kalinga Institute of Social Sciences (KISS) , Bhubaneswar, Odissa on 17th & 18th July 2025
6. Paper Entitled **" Strategic Entrepreneurship as a Catalyst for SME Growth in Tamilnadu State: An Emprical Study"** presented (Online) in the 14th International Mardin Artuklu Scientific Conference Organized IKSAD Institute held at Mardin Turkiye on 1st March 2025
7. Paper Entitled **" Innovation and Technology Adoption in Sustainable Entrepreneurship: Insights from Tamilnadu's MSME Sector"** presented in the International Conference on "Business, Economics and Management 2025 Integrating Digital Technology into Business & Economics " Organized by Chihlee University of Technology Taipei , Taiwan from 26th to 28th May 2025
8. Paper Entitled **" Strategic Entrepreneurship in the Digital Age: Analyzing the Impact of Digital Transformation on Small Businesses"** presented in the International Conference on "Business, Economics and Management 2025 Integrating Digital Technology into Business & Economics " Organized Chihlee University of Technology Taipei , Taiwan from 26th to 28th May 2025
9. Paper Entitled **" Strategic Entrepreneurship in the Digital Age: Analyzing the Impact of Digital Transformation on Small Businesses"** presented in the International Conference on "Business, Economics and Management 2025 Integrating Digital Technology into Business & Economics " Organized Chihlee University of Technology Taipei , Taiwan from 26th to 28th May 2025
10. Paper Entitled **" Bridging Academia and Industry: A Pathway to Innovation and Societal Progress"** presented in the International Conference on *"Education 5.0:Enabling Aspects and Trajectories (EAT-5.0)"* Organized by the Department of Education, Alagappa University, Karaikudi on 6th & 7th February 2025
11. Paper Entitled **" Exploring the Impact of Gender-Based Violence on Female Entrepreneurs in the MSME Sectors in Tamilnadu"** Organized Centre for Women's Development Studies-An Autonomous Research Institute Supported by ICSSR, New Delhi from 3rd to 5th March 2025
12. Paper Entitled **" AI and Block chain Technology as a catalyst for cyber security Transformation in the Insurance Sector "** Organized Jamal Institute of Management, Jamal Mohamed College, Tiruchirapalli on 22nd January 2025

13. Paper Entitled “ **Factors Influencing Entrepreneurial Intention Among College Students in Sivagangai District**” Organized by Jain (Deemed to be University), Bengaluru, India in Association with Cape Peninsula University of Technology, South Africa & Ulster University, United Kingdom on 2nd & 3rd December 2024
14. Paper Entitled “**Agri-Startups – An Analytical Study**” presented in the International Conference on *Digital Transformation and Change Management for Sustainability*, Organized by Asian School of Business, Noida on 29th & 30th November 2024
15. Paper Entitled “**Strategies to Develop Industrial Linkage and Industrial Park in Academic Curriculum**” presented in the International Conference on *Digital Transformation and Sustainable Environmental, Social and Governance*, Organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi Sponsored under RUSA Phase II held on 21st & 22nd March 2024.
16. 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.
17. 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)
18. 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), Organized by Department of Economics, Kristu Jayanti College , Bangalore on 18th & 19th January 2024
19. Paper Entitled “ **Factors Influencing the Emerging of University-Industry Linkages in Tamilnadu**” presented in the International Conference on Business and Finance in Digital-Era-Trends and Challenges” Organized by Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chennai on 6th & 7th March 2024
20. 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
21. 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
22. 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
23. Paper Entitled “ **Factors Responsible for Women Entrepreneurs- An Analytical Study**” presented in the 3rd International Conference Organized by Department of Commerce, SRM Institute of Science and Technology, Ramapuram Chennai On 27th & 28th March 2023
24. 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
25. 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

26. 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
27. 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
28. Paper Entitled ***“Problems faced by the E-Wallet Users- An Analytical Study ”***, Presented in the International Seminar on Global Business: Emerging Issues and Challenges” Organized by 72th
29. All India Commerce Association held at KIIT Deemed to be University, Bhubaneswar from 22nd to 24th December 2019
30. 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
31. 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
32. 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
33. Paper Entitled ***“Effect of Information Systems and Technology on Foreign Direct Investment 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
34. 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, Tirunelveli on 13&14th February 2019
35. 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
36. 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
37. 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
38. 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
39. 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
40. 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

41. Paper Entitled "***Climate Change and food Production 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
42. Paper Entitled "***Goods and Service Tax in India-A SWOT Analysis***", Presented in the International Conference on GST (ICGST-2017) Organized by Department of Commerce, Vidhyaa Giri College of Arts and Science, Pudukkottai on 5th October 2017
43. 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
44. 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
45. 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
46. 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
47. 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
48. 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, Tiruchirappalli on 13th & 14th February 2013
49. 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
50. 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
51. 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
52. 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
53. 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
54. 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
55. 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

56. 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 Amaravathipudur, Karaikudi on 22nd & 23rd March 2011
57. 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
58. 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
59. 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
60. 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
61. 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
62. 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
63. 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
64. 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
65. Paper Entitled "**Life 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
66. 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
67. 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 "**Determinants of Entrepreneurial Intentions among College Students in Sivagangai District: An Empirical Analysis**" presented in Three Day National Conference on "76th All India Commerce Conference" Organized by Garden City University, Bengaluru on 19th-21st December 2025
2. Paper Entitled "**Strategic Entrepreneurship and Firm Performance: An Empirical Analysis of Key Dimensions in Dynamic Business Environments**" presented in Three Day National Conference on "76th All India Commerce Conference" Organized by Garden City University, Bengaluru on 19th-21st December 2025

3. Paper Entitled “ **From Intension to Enterprise- A TPB Based Analysis of Entrepreneurial Motivation** ” presented in Three Day National Conference on “76th All India Commerce Conference” Organized by Garden City University, Bengaluru on 19th-21st December 2025
4. Paper entitled “**Scaling Cultural Boundaries: Regional Heritage and National Brand Expansion in India- The Case of Ramraj Cotton**” Presented at National Conference on “ Innovating Sustainable Entrepreneurship: Shaping the Future of Business Opportunities and the Environment” organized by International Institute of Business Studies (IIBS) on 6th & 7th November 2025.
5. Paper Entitled “**Integrating Innovation Business Models and Technological Advancements for Scalable Rooftop Solar Solutions**” presented in Two Day National Conference on “Digital Transformation: Challenges and Opportunities in the Global Business and Service Sectors” Organized by Department of Commerce, VHNSN College, Virudhunagar on 21st & 22nd August 2025
6. Paper Entitled “**Empowering Tribal Communities Through Sustainable Entrepreneurship Challenges and Opportunities**” presented in Two Day ICSSR –SRC sponsored National Conference “Sustainable Economic Empowerment through Innovation and Entrepreneurship” Organized by Department of Commerce Alagappa University, Karaikudi on 13th & 14th March 2025
7. Paper Entitled “**Building the Future with the Past: How Innovation in Heritage Entrepreneurship Fuels Economic Empowerment through Urban Development**” presented in Two Day ICSSR –SRC sponsored National Conference “Sustainable Economic Empowerment through Innovation and Entrepreneurship” Organized by Department of Commerce Alagappa University, Karaikudi on 13th & 14th March 2025
8. Paper Entitled “**What is done? What has to be? Mapping the Research Landscape on Street food vendors- A Bibliometric Perspective**” ” presented in Two Day ICSSR –SRC sponsored National Conference “Sustainable Economic Empowerment through Innovation and Entrepreneurship” Organized by Department of Commerce Alagappa University, Karaikudi on 13th & 14th March 2025
9. Paper Entitled “**Unleashing AI & Block chain for Sustainable Economic Empowerment in the Insurance Sector: Innovations for a Democratized Fintech Landscape**” presented in Two Day ICSSR –SRC sponsored National Conference “Sustainable Economic Empowerment through Innovation and Entrepreneurship” Organized by Department of Commerce Alagappa University, Karaikudi on 13th & 14th March 2025
10. Paper Entitled “**Empowering Women through Pilgrimage Tourism: A Comparative study of Rural-Urban Economic Opportunities in Tamilnadu** ” presented in Two Day ICSSR –SRC sponsored National Conference “Sustainable Economic Empowerment through Innovation and Entrepreneurship” Organized by Department of Commerce Alagappa University, Karaikudi on 13th & 14th March 2025
11. Paper Entitled “**Trailblazing Women Entrepreneurs – Stories of Innovation and Impact in Tamil Nadu**” presented in Two day National Seminar sponsored by ICSSR –SRC on “Empowering Women: Bridging the Gap through Entrepreneurship” Organized by Alagappa Institute of Management, Alagappa University, Karaikudi on 13th & 14th February 2025
12. Paper Entitled “ **The Role of Fintech in Empowering Rural Women: Driving Micro-Business Development and Financial Inclusion**” presented in Two day National Seminar sponsored by ICSSR –SRC on “Empowering Women: Bridging the Gap through Entrepreneurship” Organized by Alagappa Institute of Management, Alagappa University, Karaikudi on 13th & 14th February 2025
13. Paper Entitled “**Determination of Success in Startups: Challenges and Growth Strategies**” presented in Two day National Seminar sponsored by ICSSR –SRC on “Empowering Women: Bridging the Gap through Entrepreneurship” Organized by Alagappa Institute of Management, Alagappa University, Karaikudi on 13th & 14th February 2025
14. Paper Entitled “**Pilgrimage Tourism to women’s Economic Empowerment: Insights from the Indian**” presented in Two day National Seminar sponsored by ICSSR –SRC on “Empowering Women: Bridging the Gap through Entrepreneurship” Organized by Alagappa Institute of Management, Alagappa University, Karaikudi on 13th & 14th February 2025
15. Paper Entitled “**Exploring the Strategic Approaches and Business practices Adopted by Women Entrepreneurs in the Street Food Industry**” presented in Two day National Seminar sponsored

- by ICSSR –SRC on “Empowering Women: Bridging the Gap through Entrepreneurship” Organized by Alagappa Institute of Management, Alagappa University, Karaikudi on 13th & 14th February 2025
16. Paper Entitled “**Digital India: Perspective among undergraduate and postgraduate students in Bangalore City**” presented in the National Conference on “Public Administration and Digital Transformation-Efficiency, Reliability and Effectiveness” Organized by Indian Institute of Public Administration, New Delhi on 21st & 22nd November 2024
 17. Paper Entitled “**Revitalizing Indigenous Agricultural Practices and Traditional Water Management Systems For Sustainable Ecology: A Study of Local Communities in Thanjavur Delta**” presented in the One day National Conference on “Indian Knowledge System (IKS)” Organized by Bharatiya Shikshan Mandal, Dakshin Tamilnadu in Association with Vivekananda College, Madurai 28th September 2024
 18. Paper Entitled “ **Industry Perspective Strategies to Develop University-Industry Linkage** ” presented in the National Conference on “Digital Evaluation and its impact on Indian Business Environment” Organized by Department of Commerce, Nandha Arts and Science College, Erode on 7th March 2024
 19. 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
 20. 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
 21. 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
 22. 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
 23. 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
 24. Paper Entitled, **Study on Role of NGO’s in Economic Development in India**”, 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
 25. 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
 26. 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
 27. 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
 28. 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

29. 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
30. 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
31. Paper Entitled, ***"Impact of Digital Marketing on the Business"*** , Presented in the National Conference Pride of Commerce organized by Department of Commerce, Alagappa University, Karaikudi on 17th March 2017
32. Paper Entitled, ***"Demonetization Boom and Curse"*** , Presented in the National Conference Pride of Commerce organized by Department of Commerce, Alagappa University, Karaikudi on 17th March 2017
33. Paper Entitled, ***"Marketing Challenges of Patanjali Industry"*** , Presented in the National Conference Pride of Commerce organized by Department of Commerce, Alagappa University, Karaikudi on 17th March 2017
34. 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
35. 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
36. 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, Tirpur - 641605 on 4th March 2016
37. Paper Entitled, ***Performance Of Non-Life Insurance Policies in India***, Presented in the National Conference on Emerging Trends in Indian Insurance Sector, Department of Bank Management, Alagappa University, Karaikudi on 23rd March 2016
38. 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
39. 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
40. 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
41. 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, Thiruvadakam-West, Madurai on 5th and 6th February, 2015
42. Paper Entitled, ***Women Empowerment in India***, Presented in the UGC Sponsored National Conference on Human Rights Duties Education organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi during 25th and 26th February 2014
43. 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
44. 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

45. 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
46. 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, Nagercoil Kanyakumari Academy of Arts and Sciences(KAAS 2010) on 23rd December 2010
47. Paper Entitled, ***Customers Perception towards Arokya 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
48. 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
49. 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
50. 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
51. 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
52. 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
53. 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 Rajarathinam College for Women, Sivakasi from 4th to 6th August 2009
54. 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
55. 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
56. 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
57. 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
58. 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
59. 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
60. 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

1. State Level Seminar on “ **Emerging Trends in Retail Marketing**” organized by Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 20th December 2007.
2. **VISETORM 2002 (Exhibition)**, Vivekananda College, Thiruvudakam west, Madurai 4th to 7th February 2002
3. **Expansion and Enrichment of Distance Learning (EEDL-2012)**, Directorate of Distance Education, Alagappa University, Karaikudi-4 on 27th & 28th March 2012
4. **Furthering Financial inclusion through Financial Literacy and Credit Counseling**, Department of Bank Management, School of Management, Alagappa University, Karaikudi on 4th December 2010
5. **International Symposium on Labourization**, organized by International Labour Organization (ILO) & Department of Commerce, Vivekananda College, Thiruvudakam West, Madurai on 14th & 15th January 1998
6. **Catch the Budget – 2001**, Post Graduate Department of Commerce Association, Virudhunagar Hindu Nadar Sendhi Nadar College, Virudhunagar on 7th March 2001
7. **Resurgent India**, Department of Commerce, Vivekananda College, Thiruvudakam West, Madurai on 22nd December 2001
8. **Central Excise and Customs – Procedure and Practice**, Department of Commerce, Vivekananda College, Thiruvudakam West, Madurai on 29th December 2001
9. **Entrepreneurial Development**, Department of Commerce, Vivekananda College, Thiruvudakam West, Madurai on 3rd January 2002
10. **Contribution of Income Tax to Indian Economy**, Department of Commerce, Vivekananda College, Thiruvudakam West, Madurai on 18th January 2002
11. **Internet and E-Commerce**, Department of Commerce, Vivekananda College, Thiruvudakam West, Madurai on 21st January 2002
12. **Impact of Economic Reforms on Commerce Education**, Department of Commerce, Madurai Kamaraj University, Madurai and the Institute of Chartered Accountants of India, New Delhi on 21st September 2002
13. **Property Rights in India**, Department of Commerce, Vivekananda College, Thiruvudakam West, Madurai on 1st February 2003
14. **VAT – Its Impact of Economy**, Department of Commerce Manonmaniam Sundaranar University, Tirunelveli on 29th November 2006
15. **Effective Teaching and Classroom Management**, Department of Education, Manonmaniam Sundaranar University, Tirunelveli on 9th & 10th March 2007
16. **Personality Enhancement**, Personality Development Cell, Alagappa University, Karaikudi on 3rd February 2011
17. **Training on Security Market**, BSE Institute Limited on March, 2013
18. Training Program on “ **Automation of Examination Process**” Organized by Examination Section & Curriculum Development Cell, Alagappa University, Karaikudi on 17th September 2013
19. Two day national seminar on “ **Emerging Developments in Accounting and Taxation**” Organized by Faculty of Management, Alagappa University and The Institute of Chartered Accounts of India, New Delhi on 17th & 18th September 2013
20. International Three in one enclave and shared/gained Rich Experience” organized by faculty of management, Alagappa University, Karaikudi on 20 – 22 September 2013.
21. **Impact of Foreign Direct Investment on Indian Economy**, Post Graduate and Research Department of Commerce, Government Arts College, Paramakudi on 2nd May 2014
22. Three Day National Seminar on “ **LEARNED (Language, E-Skills, Arithmetic, Reasoning, Network, Entrepreneurship, Distinction) Multi Skilling for Mighty Success**” Organized by Department of International Business and Commerce, Alagappa University, Karaikudi from 16th to 18th March 2014
23. **Global Challenges in Marketing**, Department of Business Administration, Aringar Anna College (Arts & Science), Krishnagiri on 20th February, 2015

24. ***Colloquium-Traid on Higher Education Quality***, Internal Quality Assurance Cell, Alagappa University, Karaikudi on 9th January, 2015
25. ***Financial Inclusion***, Post Graduate and Research Department of Commerce, Government Arts College, Paramakudi on 7th February, 2015
26. ***Contemporary Accounting and Taxation Synergy***, The Institute of Chartered Accounts of India, New Delhi and The Faculty of Management, Alagappa University, Karaikudi on 18th and 19th September 2015
27. ***Safety and Security of Women and Girls in Public Spaces: Planning and Designing Mechanism***, Department of Women's Studies, Alagappa University, Karaikudi and National Commission for Women, New Delhi on 4th and 5th December 2015
28. ***One Day District Level YRC Students Study Camp***, Indian Red Cross Society (IRCS), Tamilnadu Branch and Dr. Zakir Hussain College, Ilayangudi on 5th October 2015
29. ***Emerging Trends in Social Science Research***, Department of Social Work and Department of Women's Studies, Alagappa University, Karaikudi on 1st September 2016
30. ***Participated in One Day Orientation Program*** to YRC Program Officers, Alagappa University, Karaikudi on 7th October 2016
31. ***Two-Day Workshop on ICT Based Innovative Teaching Methods in Business Studies***, Department of Commerce, Alagappa University, Karaikudi on 23rd & 24th January 2017
32. ***Emerging Strategies in Green Textiles and Sustainable Fashion***, Alagappa Institute of Skill Development, Alagappa University, Karaikudi on 10th and 11th January 2017
33. ***The Role of Ethics and Values in Modern Organizations***, AVS Engineering College, Department of Management Studies, Salem on 24th February 2017
34. ***Campus to Corporate***, Sri Vidya Mandir Arts and Science College, Department of Management Studies, Katteri, Krishnagiri-Dist on 4th February 2017
35. ***Challenging Business Intelligence and Innovations Management***, Alagappa Institute of Management, Alagappa University, Karaikudi on 26th September 2017
36. ***Empowering Teachers to Prepare Professionals of Tomorrow***, The Institute of Company Secretaries of India and Department of Corporate Secretaryship, Alagappa University, Karaikudi on 21st August 2017
37. ***Payment Banks and Small Finance Banks-A New Vistas for Innovative Banks***, Department of Bank Management & University Business Collaboration Centre, Alagappa University, Karaikudi on 16th December 2017
38. ***Novelty for Sustainable Management and Green House Management***, Alagappa Institute of Management & Business Collaboration Centre, Alagappa University, Karaikudi on 14th & 15th December 2017
39. ***Changing Landscape of the Indian Non-Life Insurance Market***, Department of Bank Management & University Business Collaboration Centre, Alagappa University, Karaikudi on 18th December 2017
40. ***Marketing Strategies for Business Excellence***, Department of Commerce, Alagappa University, Karaikudi on 8th & 9th February 2018
41. ***Contours of Commerce***, Department of Commerce, Alagappa University, Karaikudi on 13th & 14th February 2018
42. ***Emerging Trends in Customs Clearance and Logistics***, Department of International Business, Alagappa University, Karaikudi on 10th February 2018
43. ***Design and Development of MOOCs for the Faculty Members of Alagappa University and Affiliated Colleges***, Digital Education Cell, Alagappa University, Karaikudi on 8th November 2018
44. ***One Day workshop on Tips and Tricks of Publishing in High Impact Journals***, Department of International Business, Alagappa University, Karaikudi on 26th August 2019
45. ***One Day National Conference on "Institution-Industry Linkage"***, Department of Commerce, Alagappa University, Karaikudi and Chamber of Commerce and Industries, Karaikudi on 30th August 2019

46. **Two Day International Conference on “Digital Banking for Sustainable Development (DBSD-2K19)**, Department of Bank Management , Alagappa University, Karaikudi on 24th & 25th September 2019
 47. **Two Day International e-Conference on “Recent Trends in Commerce, Management & Information Technology”**, Organized by J.H.A. Agarsen college, Chennai – 60, held on 19th March 2021
 48. **One day National Workshop on “ Indian Research Information Network System (IRINS): Adoption and Promotion”** Organized by Information and Library Network Centre, Gandhi Nagar, Gujarat in collaboration with Alagappa University, Karaikudi on 8th February 2020
 49. National Level online Quiz on “**Research Quiz Series – 4**” Conducted by Ashirwad Education Centre, Ahmadabad, Gujarat.
 50. **One Day National Symposium on “ Promoting Nutritional Diets through Millets”**, Jointly organized by Department of Nutrition and Dietics, Alagappa University Karaikudi and The National Institute of Food Technology, Entrepreneurship and Management, Thanjur (NIFTEM-T) on 12th April 2024
 51. **One day Workshop on “ Problem Solving and Ideation”** Organized by Alagappa Institute of Skill Development , Institutions Innovation Council-Alagappa University (IIC-ALU)& Department of Microbiology, Alagappa University, Karaikudi on 25th February 2025
 52. **Two Day National Conference on “Road Map to Viksit Bharat- A Multidisciplinary Approach”** Organized by Tamilnadu Higher Education Teacher Association (Affiliated to Akhil Bhartiya Rashtriya Mahasangh, New Delhi) in Association with VIT Chennai on 26th and 27th July 2025
- Webinar Attended**
1. One Day National Webinar on “**Preparing the Manuscript for Submission & Handling Rejections**” Organized by R-Space & Research Centre, Thiagarajar School of Management , Madurai on 23rd October 2025
 2. One Day National Webinar on “**Fintech and Future of Finance**” Organized by St. Joseph’s College, Tiruchirapalli and Jayaraj Annapackiam College for Women, Periyakulam on 7th February 2024.
 3. Webinar on “**Strategy for Managing Personal Finance**” Faculty of Business Studies, Shambasva University, Kalaburagi, Karnataka on 3rd February 2022
 4. One Day National Webinar on “**NRI Marriages**” Organized by Centre for Research, AMET Deemed to be University & National Commission for Women (NCW) New Delhi on 28th December 2021.
 5. One Day International Webinar on “**Management for Forex**” Organized by Department of Economics, Rosary College of Commerce and Arts, Navelim, Goa on 28th September 2021
 6. One Day International Webinar on “**Emerging Trends in English Language Teaching**” Organized by PG & Research Department of English, Shanmuga Industries Arts & Science College, Tiruvannamalai on 13th September 2021
 7. One Day International Conclave Webinar on “**Tools and Strategies for Emerging Business**” Organized by School of Commerce, KPR College of Arts, Science and Research Coimbatore on 18th August 2021
 8. Webinar on “**Collision of Environmental Pollution on Organisms and Circumambient**” M.V. Muthiah Government Arts College for women , Dindugul on 10th August 2021
 9. One Day Webinar on “ **Current Trends in Commerce Education**” Organized by Department of Commerce, Alagappa University, Karaikudi in Association with E-Box Colleges, Coimbatore on 18th February 2021
 10. One Day Webinar on “**Research Methodology in Social Sciences-Quality Dimensions** “ Organized by Department of Commerce, Alagappa University, Karaikudi on 20th January 2021
 11. Two Day International Webinar on “**Innovative Strategies in Marketing**” Department of Commerce, Alagappa University, Karaikudi on 28&29th December 2020
 12. One Day Webinar on “**Intellectual Property Rights**” Organized by Anwarul Uloom College of Business Management, Hyderabad, Telangana State on 22nd December 2020
 13. National Level Webinar on “**Digital Innovations in Banking**” Organized by Department of Post Graduates and Research in Commerce, St. Aloysius College, Mangalore on 28th September 2020

14. National Level Webinar on “ **National Education Policy 2020: A Critical Appraisal**” Jointly organized by Government First Grade College, Harapanahalli, Bellary and Karnataka Rajya Arthika Parishath(KRAPA),Bangalore on 27th September 2020
15. Webinar on “**Health Economies Research During Pandemic: Early Experience From Covid-19**” Organized by Department of Economics, Vivekananda College, Tiruvedakam, Madurai on 21st September 2020
16. National Level Webinar on “**National Education Policy – Indian Way Forward**” Organized by PG & Research Department of Economics, Government College for Women, Kumbakonam on 20th September 2020
17. Webinar on “ **Emerging India: With Resilience and Perseverance**” Organized by Department of International Business, Alagappa University, Karaikudi on 16th September 2020
18. International Webinar on “**Time for New Swedeshi Economic Paradigm in India**” Organized by Pandit Deenadayal Upadhyaya Chair Alagappa University, Karaikudi on 11th September 2020
19. Webinar on “**ESG and Socially Responsible Investing**” Organized by Professor GSK’S Social Laboratory, Indian Institute of Plantation Management on 6th September 2020
20. Two Day International Webinar on “ **Revisiting CSR in the Post Covid Era- Statutory Guidelines and Social Concerns**” Department of Corporate Secretaryship , Alagappa University, Karaikudi on 12th & 13th October 2020
21. Webinar on “ **Contemporary Relevance of International Finance**” Organized by Department of International Business, Alagappa University, Karaikudi on 7th October 2020
22. National Webinar on “ **Challenges and Opportunities in Teacher Education During and After Covid-19**” Organized by Nehru Gram Bharathi (Deemed to be University), Kotwa- Jamunipur-Dubawal, Prayagraj (Uttarpradesh) on 20th June 2020
23. National Webinar on “**National Education Policy 2020: Perspectives on Excellence in Higher Education**” Organized by Pandit Deenadayal Upadhyaya Chair Alagappa University, Karaikudi on 21st August 2020
24. One-Day Webinar on “ **Social Entrepreneurship – A Paradigm Shift**”, Organized by Department of Business Administration, St.Michael College of Engineering and Technology , Kalayarkoil, Sivagangai on 14th June 2020
25. One Day National Webinar on “ **Education 4.0-Curriculum Orientation**” Organized by PG & Research Department of Commerce, Kandaswami College Kandar’s College, Vellore on 10th June 2020
26. Two day National Webinar on “ **Epidemics and Pandemics: A History and Historical Analysis**” Organized by History Association, Sandanlal Sanwaldas Khanna Mahila Mahavidyalay, Prayagraj, Allahabad on 9th & 10th June 2020
27. National Level Webinar on “**Crucial Role of HR Leaders- Pre & Post Covid-19**” Organized by Department of Commerce, St.Joseph’s College of Arts and Science for Women, Hosur on 2nd June 2020
28. National Webinar on “**Aatmanibhar Bharat- Self Reliant India**” Organized by Department of Commerce, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore on 29th May 2020
29. One Day Webinar on “**Internship –The Entrepreneurial Route**”, Organized by Department of Commerce, Alagappa University, Karaikudi on 27th May 2020
30. Webinar on “ **Employability Skills for the Future**” organized by ICT Academy and IQAC, Noorul Islam College of Arts and Science on 26th May 2020
31. Webinar on “ **Revisiting Business Strategies for Economic Development**” Organized by Department of Commerce, Alagappa University, Karaikudi on 20th May 2020
32. One Day Webinar on “**Covid19:The Psychological and Sociological Impact on Women &Children**” Organized by Department of Life Long Learning and Extension, K.J.Somaiya College of Science and Commerce, Mumbai on 3rd March 2020

Research Methodology Training /Orientation Courses Attended

S.N	Program	Organized By	Date
1.	FDP on “Problems Solving	Vellore Institute of Technology,	7.7.2025 to

	using Python”	Vellore	11.7.2025 (5 Days)
2.	FDP on “Modern Research Tools for Smart and Effective Publications”	Department of Commerce, Arul Anandar College , Karumathur, Madurai-Dist	21.07.2025 to 25.07.2025
3.	FDP on “Entrepreneurship Development Program on From Idea to Impact: Disruptive Innovation & Startup Growth Workshop”	Teacher Learning Centre of Excellence (TLCE) in Association with School of Electronics Engineering and Office of Innovations, Startup and Technology Transfer, VIT Vellore	24.03.2025 to 28.03.2025 (5 Days)
4.	International FDP on “Power of AI Tools for Enhanced Research”	Department of Business Administration, Faculty of Management, SRM Institute of Science & Technology, Ramampuram Campus, Chennai	09.07.2024 to 19.07.2024 (10 Days)
5.	FDP on “ Outcome Based Education”	IQAC and CD &DC, Alagappa University, Karaikudi	15 th February 2023
6.	Seven day Virtual National Level FDP on “Research Methodology”	Department of Commerce, PPG College of Arts and Science, Coimbatore	12 th to 19 th December 2022
7.	Two day National Online FDP on “Plagiarism in Academic Research & Author Identifiers”	Department of Library and Information Science, Indian Institute of Management and Commerce	11 th to 12 th April 2022
8.	Online FDP on “Outcome Based Education”	Department of Management, Karpagam Academy of Higher Education, Coimbatore	26.07.2021 to 1.8.2021 (7 Days)
9.	FDP on “Excellence in Research”	UGC-STRIDE, Organized by Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore	27-01-2021 to 09-02-2021 (14 Days)
10.	International FDP on “Innovative Teaching Techniques & Research Methodology”	Department of Commerce with Computer Applications, Sri Ramakrishna College of Arts & Science, Coimbatore, Tamil Nadu	15 th to 20 th November 2021
11.	Three days International FDP on “ICT Integration in Teaching and Learning Process”	Department of Management Studies, Ballari Institute of Technology & Management ,Ballari	16 th to 18 th September 2021
12.	One Day FDP on “Academic Integrity for Academia”	Department of commerce with information technology, Dr.SNS Rajalakshmi College of arts and Science	15.06.2021
13.	Five days International FDP on” Experimental Teaching – Corporate Cognizance”	Department of Commerce with Business Process services in Association with TCS AND Sri Rama Krishna College, Coimbatore	09.08.2021 to 13.08.2021
14.	Six day FDP on “ Digital Teaching Methods in Higher Education”	Department of Commerce (CA) in Hindusthan College of Arts & Science, Coimbatore.	23.08.2021 to 28.08.2021
15.	Six Days International Virtual Multidisciplinary	Department of Commerce, MMK & SDM Mahila Mahavidyalaya, Mysuru	01.07.2021 to 17.07.2021

	Development Program on "Education and Human Values"		
16	IPR Workshop on "Patent Filing"	IQAC, Hindustan College of Arts and Science, Coimbatore.	19.08.2021
17.	Online FDP on "Leadership and Excellence"	Department of Commerce, Alagappa University, Karaikudi, Sponsored by AICTE Training and Learning Academy (ATAL)	25 th September 2020 to 29 th September 2020
18.	Seven day FDP on "Challenges of Sustainable Development- A Global Perspective"	Department of Economics, Sree Devi Kumari Women's College, Kuzhithurai (PO), Kanyakumari-Dist	14 th to 20 th September 2020
19.	National Level FDP on "Innovation , Incubation and Entrepreneurship"	PG Department and Research Centre in Commerce, Rajapalayam Raju's College, Rajapalayam	5 th June 2020
20.	International FDP on "Academic Writing and Opportunity for the Publications"	Department of Commerce, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore	17 th June 2020
21.	FDP on Research Methodology and Data Analysis	RUSA 2.0, MHRD, New Delhi, Organized by Alagappa University Management Research Forum, Alagappa University, Karaikudi	10 th to 14 th June 2019 (5 Days)
22.	Faculty Development Program on Entrepreneurship	NSTEDB, Science and Technology, Government of India, New Delhi organized by PSG-STEP, PSG College of Technology, Coimbatore	13 th to 24 th May 2019 (12 Days)
23.	Refresher Course in Commerce and Management	The UGC, New Delhi , Organized by Human Resource Development Centre, Bharathidasan University, Tiruchy	13.07.2018 to 02.08.2018 (21 Days)
24.	Training Program on Techniques of Loan Appraisal by Bank (TLAB-2017)	Department of Bank Management and University Business Collaborative Centre, Alagappa University, Karaikudi	18 th & 19 th January 2017 (2 Days)
25.	Faculty Development (Enrichment) Program- Accreditation Quality Enhancement	IQAC, Alagappa University, Karaikudi	6 th to 12 th January 2017 (7 Days)
26.	Two day Training Programme on " Techniques of Loan Appraisal by Banks"	Department of Banking Management and University Business Collaboration Centre, Alagappa University, Karaikudi	18 th & 19 th January 2017
27.	One Day Training Program on "Research Orientation and Philosophy: Challenges and Way Forward"	Thiyagarajar School of Management, Madurai	13.8.2016
28.	FDP on "Entrepreneurship"	Entrepreneurship- cum Skill Development Centre, Government of Tamilnadu, organized by EDP Cell, Alagappa University, Karaikudi	12.11.2015 to 26.11.2015 (15 Days)

29.	Workshop on “SPSS Applications in Business Research”	School of Commerce, Bharathiar University, Coimbatore	6 th & 7 th March 2015
30.	Workshop on “Data Analysis in Business Research”	School of Commerce, Bharathiar University, Coimbatore	19 th & 20 th February 2014
31.	Refresher Course in Commerce	The UGC, New Delhi , Organized by Academic Staff College, Madurai Kamaraj University, Madurai	07.11.2013 – 27.11.2013 (21 Days)
32.	National Workshop on The Application of Statistical Tools, Techniques and Writing Skills in Research Methodology	Arignar Anna College, Krishnarigi	9 th February 2013
33.	Orientation Program	The UGC, New Delhi , Organized by Curriculum Development Cell, Alagappa University, Karaikudi	24-08-2012 to 31-08-2012 (8 Days)
34.	FDP on Methodological Metrics in Business Research	The UGC, New Delhi Organized by Department of International Business and Commerce, Alagappa University, Karaikudi	23-04-2012 to 27-04-2012 (5 Days)
35.	Orientation Program	The UGC, New Delhi , Organized by Academic Staff College, University of Madras, Chepauk Campus, Chennai	08-11-2011 to 05-12-2011 (28 Days)
36.	Workshop on Ramifications of Research in Commerce and Review Techniques	Department of Commerce and Research Centre, Sri Parasakthi College for Women, Courtallam	19 th December 2008
37.	FDP on Research Methodology and Computer Applications in Social Sciences Research	The ICSSR, New Delhi, Organized by C.P.A College, Bodinayakanur, Theni District	18 th to 29 th April 2005 (12 Days)
38.	Research Methodology Course	Centre for Dr.Zakir Hussain Studies, Madurai Kamaraj University, Madurai	July 21 st & 22 nd July 2004 (2 Days)

Overseas Exposure / Visits

1. International Conference on “**Business, Economics and Management 2025 Integrating Digital Technology into Business & Economics**” Organized Chihlee University of Technology Taipei, Taiwan from 26th to 28th May 2025.
2. 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.
3. 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.
4. 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

5. 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 (CMA/25/0709)	Commerce and Management Association of India (CMAOI), Shantikunj, Patna, Bihar	3.2.2025 to Till Date
2	Life Time Member (TN179)	Indian Commerce Association, Nehru Place, New Delhi, Delhi 110019	October 2019 to Till Date
3	Life Member	Pt.Deenadayal Upadhyaya Chair Alagappa University, Karaikudi -630004	July 2019 to Till Date
4	Life Time Member	Bharatiya Shikshan Mandal, Tamilnadu(Dakshin) Tamilnadu State , India	June 2019 to Till Date
5	Life Time Member	Euro Asia Research and Development Association, Ramesh Nagar, New Delhi	May 2019 to Till Date
6	Life Time Member (IACRD-LTM-002)	International American Council for Research and Development, USA	November 2018 to Till Date
7	Member	South Asian Network for Development and Environmental Economics, PO Box:8975, EPC:1056,Kathmandu, Nepal	15th March 2018 to Till Date
8	Life Time Member (SL-80)	Indian Accounting Association, Tamilnadu Branch	February 2016
9	Life Time Member (M037)	Indian Academic Researchers Association ,5A, Sathya Sai Street, Kurunji Nagar (w),K.K.Nagar, Tiruchy-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	Commerce –Business Analytics (UG), PSG College of Arts and Science, Coimbatore	2025-26, 2026-27,2027-28
2	Member	Interview for M.Com Selection panel, Alagappa University, Karaikudi	12 th June 2025
3	Subject Expert	Interview for the Post of Assistant Professor of Commerce, Thiyagarajar College, Madurai	26 th April 2025
4	University Nominee	Member of Board of Studies, Sri Parasakthi College , Courtallam (Affiliated to M.S.University, Tirunelveli)	2025-2028
5	Subject Expert	Member of Board of Studies , Department of Commerce, Thiyagarajar College, Madurai and the meeting held on 05.03.2025	2025-28
6	Subject Expert	Member of Board of Studies , Department of Commerce, SRNM College Sattur, Virudhunagar- Dist and the meeting held on 14.02.2025	2025-28
7	Subject Expert	Member of Board of Studies for Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore held on 08.11.2024 (Online)	2024-25 (Even Semester)
8	Subject Expert	Member of Board of Studies for Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore held on 04.04.2024	2024-25 (Odd Semester)

9	Member	Inspection Commission , Ranipettai Arts, Sciences and Management College, Thenkadappanthangal (Affiliated to Thiruvalluvar University, Vellore) Visited on 18.03.2024	2024-25
10	(Subject Expert)	Member of Board of Studies for B.Com (Vocational) Community College, Central University, Tiruvarur, Tamilnadu	October 2023
11	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)
12	Subject Expert	Member of Board of Studies for M.Com, Shrimathi Devkunvar Nanalal Bhatt (SDNB) Vaishnava College for Women (Affiliated to University of Madras) Chrompet, Chennai	15 th September 2023
13	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)
14	Subject Expert	Member of Board of Studies for M.Com (Computer Applications) offered to Affiliated Colleges of Alagappa University, Karaikudi	19 th May 2023
15	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
16	Subject Expert	Member of Board of Studies for B.Com (Vocational) Community College, Central University, Tiruvarur, Tamilnadu	December 2022
17	Subject Expert	Member of Board of Studies for Programme under Management Studies , Centre for Distance and Online Education, Bharathidasan University, Tirchy	November 2022
18	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
19	Member (Subject Expert)	Board of Studies for Commerce with Information Technology, Dr.N.G.P. Arts and Science College, Coimbatore	2022-25 (Odd Semester)
20	Member (University Nominee),	Board of Studies Department of Commerce, PARKS College (Affiliated to Bharathiar University, Coimbatore)	2022-25
21	Member	Broad Based Board of Studies (Internal Member),Department of Commerce, Alagappa University, Karaikudi	2022-25
22	Member	Board of Studies in M.Phil, Alagappa University, Karaikudi	2022-25
23	Member	Board of Studies for M.Com (CA), Alagappa University, Karaikudi	2022-25
24	Academic Councillor	MBA (Production & Operation Management) offered by DDE, Alagappa University, Karaikudi	26.04.2022 to Till Date
25	Member	Board of Studies, Diploma in Accounting with Computer Programmes, , Alagappa University , Karaikudi	23 rd September 2021

26	Member (University Nominee)	Board of Studies , Department of Commerce, PARKS College (Affiliated to Bharathiar University, Coimbatore	2019-22
27	Member	Board of Studies M.Com, Department of Commerce, Alagappa University , Karaikudi	2019-22
28	Member	Board of Studies ,B.Com(Regular), Sri Kaliswari College,Sivakasi-626130	25 th April 2018
29	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

Editorial Board/Advisory Board

S.N	Position	Journal Name	Website	Year
1	Editorial Board Member	Journal of Research and Innovation in Technology, Commerce and Management , Patna, Bihar Ref id:JRITMREW9861	https://jritm.org/	February 2025 to Till Date
2	Editorial Board Member	Edwin Group of Journals, New Delhi	www.edwinepc.com	January 2025 to Till Date
3.	Editorial Review Board Member	Amity Journal of Management Research- An International Biannual Refereed Journal of Management Research, Uttarpradesh, ISSN:2455-9881	www.amity.edu	2017 to Till Date
4.	Editorial Board Member	Shanlax International Journal of Commerce, Madurai, Tamilnadu. ISSN: 2320-4168	www.shanlaxjournals.com	2019 to Till Date
5.	Editorial Board Member	Journal of Business and Economics(Business Research Review), Bangladesh ISSN:2518-6698(P) 2519-9811(O)	www.brr-net.com	2017 to Till Date
6.	Associate Editor	International Journal of Commerce and Management Research, Gupta Publications Delhi. ISSN:2455-1627	www.managejournal.com	2017 to Till Date
7.	Editorial Board Division	International Journal of Engineering and Management Research, Vandhana Publications, Lucknow. ISSN:2250-0758 (P)2394-6962(O)	www.ijemr.net	2017 to Till Date
8.	Editorial Board Member	Trends in Kalis Research, Sivakasi, Tamilnadu. ISSN:0974-701X	www.kaliswaricollege.org	2016 to Till Date
9.	Reviewer	International Journal of Business and Social Sciences, (Dr. Nozar Hashemzadeh, Radford University) USA ISSN:2219-1933(P) 2219-6021(O)	www.ijbssnet.com	2017 to Till Date
10.	Editorial Board Member	International Journal of Marketing and Financial Management. ISSN:2348-3954(P) 2349-2546 (O)	www.arseam.com	2018 to Till Date
11.	Editorial Board Member	International Journal of Accounting, Finance and Risk Management, Science Publishing Group, USA.	www.sciencepublishinggroup.com/j/ijafirm	2018 to Till Date

		ISSN:2578-9368(P) 2578-9376 (O)		
12.	Reviewer	International Journal of Innovative Studies in Sociology and Humanities, Nellore, Andhra Pradesh. ISSN:2456-4931	www.ijissh.org	2021 to Till Date
13.	Editorial Board Member	International Journal of Advance and Innovative Research, Assam, (Special Issue Volume 6.Issue 2(XXXV)).ISSN: 2394-7780	www.iaraedu.com	April-June 2019
14.	Reviewer	NOLEGEIN Journal of Financial Planning and Management, Noida, ISSN: 2581-4087	www.mbaijournals.in	2019 to Till Date
15.	Editorial Board Member	International Journal of Finance (IJFIN), Utex Corporation, USA ISSN: 1041-2743; ABDC indexed journal "C" category	https://ijfn.com/index.php/ijfn/EditorialBoard	2025 to till date

Member of Doctoral Committee

1. **Research Advisory Committee Member (External)** to conduct Doctoral Meeting to **Ms.Jyothsna Joseph** (Guide Dr.T.Ravikumar, Professor of Management) Full Time Ph.D Scholar, Alliance University, Bangalore on 11th November 2025 (Online –Microsoft Team)
2. **Doctoral Committee Member (External)** to conduct Doctoral Meeting to **Ms.S.Mary Pritenaa** (Guide Dr.D.Umamaheswari, Professor & Dean of Commerce), Full Time Ph.D Scholar , Periyar Maniammai Institute of Science & Technology, Thanjur on 16th December 2024
3. **Doctoral Committee Member (External)** to conduct Doctoral Meeting to **Ms.Athira** (Guide Dr.R.Geetha, Assistant Professor, School of Social Sciences & Languages,) Full Time Ph.D Scholar , Vellore Institute Technology, Vellore on 24th February 2025
4. **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
5. **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), Tiruchy on the topic of " **A Study on Consumer Awareness and their Purchasing Behaviour Towards Green Marketing in Thanjavur District**" 12th September 2022.
6. **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
7. **Doctoral Committee Member** to conduct Doctoral Meeting to **Ms.D.Vaishnavi** (Guide Dr.S.Revathi, Associate Professor of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tiruchy) (Autonomous), Tirchy on 26th March 2019
8. **Subject Expert (V.C.S' Nominee)** to conduct Doctoral Meeting to **Ms.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.
9. **Doctoral Committee Member** to conduct Doctoral Meeting to **Mrs.S.Maheswari** (Guide Dr.S.Revathi, Associate Professor of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tiruchy) (Autonomous), Tirchy on 3rd October 2018
10. **Doctoral Committee Member** to conduct Doctoral Meeting to **Ms.D.Vaishnavi** (Guide Dr.S.Revathi, Associate Professor of Commerce, Periyar E.V.R.College(Affiliated to Bharathidasan University,Tiruchy) (Autonomous), Tirchy on 5th April 2018
11. **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

12. **Doctoral Committee Member** to conduct Doctoral Meeting to **Mrs.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
13. **Research Advisory Committee Member** for conducting Doctoral Meeting to **Mr.S.Raja** (Guide Dr.P.Ponram, Assistant Professor), Department of Management Studies, St.Peter's University, Avadi, Chennai on 21st March 2015
14. **Doctoral Committee Member** to conduct Doctoral Meeting to **Ms.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
15. **Subject Expert (V.C.S' Nominee)** to conduct Doctoral Meeting to **Ms.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	13
2.	No. of PhD Public Viva Voce Examination Conducted	19

Publications

Souvenir

1. **Dr.N.Namasivayam & M.Gurupandi (2005)** "Mass Media and Social development",. National Seminar on "Marginal Groups: Political Participation and Social development", organized by department of Sociology, Madurai Kamaraj University, Madurai on 6-7, 20005
2. **Dr.M.Gurupandi , Valli Devasena S, & Karthihai Selvi V (2008)** "Bancassurance – An Emerging Distribution Model", Kalis Gleanings 2008, Organized by Research Committee, Sri Kaisaris College, Sivakasi
3. **Dr.M.Gurupandi & Mrs.R.Vijaya (2011)** "Progress of Microfinance on self Help Groups", International Conference on Women in Governance (ICWIG-2011), organized by Department of Women's Studies, Alagappa University, Karaikudi on 5th April 2011.
4. **Dr.M.Gurupandi & Ms.S.Karthika (2013)** " *Leverage Performance of Bharat Petroleum Corporation Limited*", *Three Day International Meet on "Emerging Research Paradigms in Social Sciences"* organized by School of Commerce, Bharathiar University, Coimbatore on 22 -24 August, 2013
5. **Dr.M.Gurupandi & Ms.S.Jayanthi (2015)** "Markets of Patanjali Ayurved", *The Management Spectrum*, A bi-annual Journal being published by the Faculty of Management, Alagappa University, Vol: 5; Issue No:2; Jul-Dec,2015.
6. **Dr.M.Gurupandi & T.Priyanka (2016)** "Issues and Challenges of Electronic Payment Systems", *The Management Spectrum*, A bi-annual Journal being published by the Faculty of Management, Alagappa University, Vol: 6; Issue No:1; Jan--Jun,2016.
7. **Dr.M.Gurupandi & N.Divya Bharathi "Private Labels in Indian Retail Industry"**, National Conference on "Recent Trends in Management Research", Organized by Faculty of Management, Alagappa University, Karaikudi on 19th February 2016.
8. **Dr.M.Gurupandi & Ms.A.Abipriya (2019)** " *International Marketing Logistics*", Strategies for Global Business , Finance and Management for Sustainable Societal Development, School of Management, Alagappa University, Karaikudi
9. **Dr.M.Gurupandi (2019)" Problems faced by the E-Wallet Users- An Analytical Study"**, Global Business: Emerging Issues and Challenges, Sponsored by Indian Commerce Association in association with KIIT Deemed to be University, Bhubaneswar.

Book Published

1. **Mohd Shahid, Dr.Harshali Gomase, Dr.M.Gurupandi, Dr.Neeta Dhusia Sharma & Mr.J.Rajesh** published a book entitled "Navigating the Financial Landscape: A Comprehensive Guide to

Financial Law and Management in the Modern Era Published by Parab Publication (www.parabpublications.com), India. ISBN: 978-81-19585-90-8 Published in July 2024. DOI: <https://doi.org/10.5281/zenodo.13152139>.

2. **Dr.M.Gurupandi & Dr.B.Menaka** published a book entitled ***"Innovations in Supply Chain Management"*** Published by Next Gen Publications (www.nexgenpublication.com) India including UAE, Uzbekistan, Montenegro, Iraq, Egypt, Thailand, Uganda, ISBN: 978-81-19447-46-3 Published in July 2024.
3. **Dr.M.Gurupandi & Dr.B.Menaka** published a book entitled ***"Strategic Perspective on Logistics Management: Theory, Practice and Global Applications"*** Published by Bharat Global Publications (www.bharatglobalpublications.com) India & Australia, ISBN: 978-93-49554-24-5 Published in July 2025.

Edited Volume of Book Chapter (As Editor of Book)

1. **Dr.M.GURUPANDI** Edited the book chapter entitled ***"Innovative Entrepreneurship for Sustainable Economic Development"*** Sponsored by ICSSR, New Delhi & Published by Mayas Publication, Kanchipuram District. ISBN: 978-81-19716-89-0 in September 2023

Research Publications with ISBN

1. **Mr.S.Sundar and Dr.M.Gurupandi (2025)** published an article entitled ***"Strategic Entrepreneurship as a Catalyst for SME Growth in Tamilnadu: An Empirical Study"*** in the conference entitled "14th International Mardin Artuklu Scientific Research Conference" Organized by Eskisehir Osmangazi Universitesi, Mardin, Turkey, ISBN: 978-8-89695-080-6 in the year June 2025
2. **Mr.S.Sundar, Dr.M.Gurupandi, Dr.R.Geetha and Mr.M.Ajay Adithya (2025)** published an article entitled ***"Exploring the Strategic Approaches and Business Practices Adopted by Women Entrepreneurs in the Street Food Industry: A Comprehensive Exploration"*** in the conference entitled "Empowering Women: Bridging the Gap Through Entrepreneurship" Organized by Alagappa Institute of Management, Alagappa University, Karaikudi, ISBN: 978-93-342-2680-5 in the year February 2025
3. **Ms.K.Priyanka, Dr.M.Gurupandi (2025)** published an article entitled ***"Determination of Success in Startups: Challenges and Growth Strategies"*** in the conference entitled "Empowering Women: Bridging the Gap Through Entrepreneurship" Organized by Alagappa Institute of Management, Alagappa University, Karaikudi, ISBN: 978-93-342-2680-5 in the year February 2025
4. **Dr.S.Josephin Arulmozhi, Dr.M.Gurupandi, Mr.G.Lingavel and Ms.M.Sangeetha (2025)** published an article entitled ***"Pilgrimage Tourism to women's Economic Empowerment: Insights from the Indian"*** in the conference entitled "Empowering Women: Bridging the Gap Through Entrepreneurship" Organized by Alagappa Institute of Management, Alagappa University, Karaikudi, ISBN: 978-93-342-2680-5 in the year February 2025
5. **Ms.M.Sangeetha, Dr.M.Gurupandi, and Dr.S.Josephin Arulmozhi (2025)** published an article entitled ***"Entrepreneurial Learning Skill Acquire Through Internship in MBA Students: Before and After"*** in the conference entitled "Empowering Women: Bridging the Gap Through Entrepreneurship" Organized by Alagappa Institute of Management, Alagappa University, Karaikudi, ISBN: 978-93-342-2680-5 in the year February 2025
6. **Ms.M.Sangeetha, Dr.M.Gurupandi (2025)** published an article entitled ***"University- Industry Linkages"*** in the conference entitled "Empowering Women: Bridging the Gap Through Entrepreneurship" Organized by Alagappa Institute of Management, Alagappa University, Karaikudi, ISBN: 978-93-342-2680-5 in the year February 2025
7. **Dr.S.Poorani Mithila, Dr.M.Gurupandi & Mrs.M.Vasuki (2025)** published an article entitled ***"The Role of Fintech in Empowering Rural Women: Driving Micro-Business Development and Financial Inclusion"*** in the conference entitled "Empowering Women: Bridging the Gap Through Entrepreneurship" Organized by Alagappa Institute of Management, Alagappa University, Karaikudi, ISBN: 978-93-342-2680-5 in the year February 2025
8. **Mrs.S.Solai priya, Dr.M.Gurupandi and Ms.K.Priyanka (2025)** published an article entitled ***"Trailblazing Women Entrepreneurs – Stories of Innovation and Impact in Tamil Nadu"*** in the

- conference entitled "Empowering Women: Bridging the Gap Through Entrepreneurship " Organized by Alagappa Institute of Management, Alagappa University, Karaikudi , ISBN: 978-93-342-2680-5 in the year February 2025
9. **Mr.S.Sundar and Dr.M.Gurupandi (2024)** published an article entitled "**Challenges and Advantages of Implementation of Digital Transformation in Oman Higher Education**" in the conference entitled "Strategies for Empowering Oman as a Competitive Economy" Organized by Faculty of Business Studies, Arab Open University, Oman, ISBN: 978- 99969-838-0-1 in the year September 2024.
 10. **M.Sangeetha and Dr.M.Gurupandi(2024)** published an article entitled "*Industry Perspective about Strategies to Develop University-Industry Linkages*" " in the conference proceeding entitled " Digital Evolution and its Impact on Indian Business Environment" Organized by Department of Commerce with Computer Applications, Nandha Arts and Science College, Erode, ISBN:978- 93-340-3016-7 in the year 2024.
 11. **K.Priyanka 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
 12. **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
 13. **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
 14. **K.Priyanka and Dr.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
 15. **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)
 16. **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)
 17. **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
 18. **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
 19. **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

20. **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
21. **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
22. **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
23. **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
24. **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
25. **Dr.M.Gurupandi (2017)**, *"Goods and Service Tax in India-A SWOT Analysis"*, Shanlax Publications, Maduari-625003, ISBN: 978-93-87102-06-4 on March 2017
26. **Dr.M.Gurupandi and M.Rajaguru (2017)**, *"Make in India-An Ambitious Project to revive Indian Economy"*, Global Growth: Gears & Glows, Shanlax Publications, Maduari-625003, Volume.2, ISBN: 978-81-933316-4-4 on February 2017
27. **Dr.M.Gurupandi and Dr.G.Vinayagamoorthi (2017)**, *"Climate Change and Food Productions Inequality in India"*, Global Growth: Gears & Glows, Shanlax Publications, Maduari-625003. Volume.1, ISBN: 978-81-933316-4-4 on February 2017
28. **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
29. **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
30. **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
31. **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
32. **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
33. **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
34. **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
35. **Dr.M.Gurupandi (2012)**, *"Investment Scenario of Foreign Direct Investment in Automobile Industry"*, Emerging Trends in Global Trade and Management, Agasthiar Publications, Tiruchy, pp 180-186, ISBN: 978-93-80530-42-0 on February 2012

36. **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
37. **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
38. **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
39. **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
40. **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
41. **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
42. **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
43. **Dr.M.Gurupandi (2010)**, "*Global Financial Crisis in Developing Countries*", Global Business: Challenges and opportunities, Agasthiar Publications, Tirchy, PP 289-291, ISBN: 978-93-80530-14-7 on May 2010
44. **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
45. **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
46. **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
47. **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
48. **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

Research Publications with ISSN & E-ISSN

A. SCOPUS / WOS INDEXED

1. **Ms.K.Priyanka & Dr.M.Gurupandi (2025)** paper entitled "*Entrepreneurship and Sustainable Business Development*" published in *Journal of Education for Business* , **Taylor & Francis Group (Web of Science)**, ISSN: 0883-2323 (Print) 1940-3356 (Online)(IF:0.722) in the year October 2025 <http://www.tandfonline.com/journals/vjeb20> <https://doi.org/10.1080/08832323.2025.2575036>
2. **Dr.S.Poorani Mithila & Dr.M.Gurupandi (2025)** paper entitled "*AI- Block Chain Hybrid Smart Contract Model: Fraud Detection and Immutable Record Keeping in Insurance*" accepted to publish in *Journal of Theoretical and Applied Information Technology*, Islamabad, Pakistan (**Scopus Indexed Q3 in General Computer Science and Q4 Theoretical Computer Science**) Volume 103, No.17 Pages 6750- 6759 E-ISSN: 1817-3195, ISSN:1992-8645 in the year September 2025 <https://www.jatit.org/volumes/Vol103No17/18Vol103No17.pdf>

3. **Mr.S.Sundar, Dr.M.Gurupandi, Mr.M.Ajay Adithya, Dr.R.Geetha, , & Mr.T.Aazib Afraz and Mr.G.Arun Kumar (2025)** paper entitled **"Financial and Regulatory Dynamics of Food Trucks: A Biblio-Metric Synthesis for Accounting and Economic Research "** published in *International Journal of Accounting and Economics Studies (Scopus Q2)* Science Publishing Corporation, Jordan ISSN 2309-4508 , Vol.12, Issue 1, Pages 116-130 in the year January 2025 <https://doi.org/10.14419/az1kg860>
4. **Mr.M.Ajay Adithya, Dr.R.Geetha, Dr.M.Gurupandi, Mr.S.Sundar, Ms.A.Kiruthika & Mr.T.Aazib Afraz (2025)** paper entitled **"Deep Dive into Food Truck Research: An Overview of Bibliometric Analysis and Scoping Review Evidence "** published in *International Review of Management and Marketing (Scopus Q3 E-Con Publisher)* , UAE, Online ISSN: 2146-4405, Vol.15, Issue 2, Pages 209-223 in the year February 2025 <https://doi.org/10.32479/irmm.17595>
5. **Mr.S.Sundar and Dr.M.Gurupandi (2025)** paper entitled **"Exploring Strategic Entrepreneurship: A Comparative Decadal Bibliometric Analysis"** published in *International Review of Management and Marketing (Scopus Q3 E-Con Publisher)* , UAE, Online ISSN: 2146-4405, Vol.14, No1, Pages 179-192 in the year January 2025 <https://doi.org/10.32479/irmm.17438>
6. **Mr.M.Ajay Adithya, Dr.R.Geetha, Dr.M.Gurupandi, Mr.S.Sundar, Ms.A.Kiruthika & Mr.T.Aazib Afraz (2024)** paper entitled **"Green Entrepreneurship for Sustainability Business: A Bibliometric Analysis"** Published in *Journal of Lifestyle and SDGs Review,(Scopus Q3)* Florida, USA, e-ISSN:2965-730X , Volume 5.No2, Pages 1-17 in the year 2024 <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe03204>
7. **Mr.S.Sundar and Dr.M.Gurupandi (2024)** paper entitled **"Challenges for Adopting Strategic Entrepreneurship in Small Businesses: A Study Reference to the Southern Region Of Tamil Nadu"** published in *International Research Journal of Multidisciplinary Scope (Scopus Q4)* Volume:5, Issue 3 , Pages 534-548 ISSN: 2582-631X in the year July 2024 <https://doi.org/10.47857/irjms.2024.v05i03.01003>.
8. **Dr.M.Gurupandi, Dr.D.David Winster Praveenraj, Dr.K.Shrinivas, Dr.R.S.V.Rama Swathi and Dr.Vinayak Vishwakarma (2024)** paper entitled **" Factors Affecting Purchase Intention through Online Shopping Sites During Covid-19 Pandemic: The Moderating Role of Gender"** published in *Pacific Business Review(Web of Science)* Vol.17.Issue 1, Pages 154-171, ISSN:0974-438X (P)(IF:0.9) in the year July 2024 http://www.pbr.co.in/2024/2024_month/July/12.pdf
<http://www.pbr.co.in/2024/July.aspx>
9. **Dr. Tulus Suryanto., Dr.M.Gurupandi., Nurbay Saule., Nurbay Saule., Dr.Shruti Sudha Mishra., S. RanjithKumar (2022)** **"Virtual Reality Technology-Based Impact of Fashion Design Technology Using Optimized Neutral Network"** Published in *International Interdisciplinary Humanitarian Conference for Sustainability, IIHC 2022 – Proceedings*, publisher - IEEE (**Scopus Indexed**), Pages- 1034 -1039, E-ISSN: 978-1-6654-5687-6 November 2022 DOI: <https://doi.org/10.1109/IIHC55949.2022.10060162>
10. **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>
11. **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>
12. **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>

UGC CARE

13. **Ms.K.Priyanka & Dr.M.Gurupandi (2025)** paper entitled "**Challenges and Opportunities of Agri Based Rural Entrepreneurs in Sivagangai District** " published in **South Indian Journal of Social Science (UGC CARE)**, Visakhapatnam – 530017, Andhra Pradesh, India ISSN: 0972-8945 (Print) 3048-6165 (Online) in the year November 2025 <https://journal.sijss.com/index.php/home>
14. **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
15. **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
16. **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, ISSN: 2347-3150 in the year January 2023
17. **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
18. **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
19. **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
20. **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 in April 2020
21. **Dr.M.Gurupandi (2010), "Uniform Education in Tamilnadu", Published in Third Concept (An International Serial of Ideas)**, New Delhi, Volume 24 No.278, pp 27-29, ISSN: 0970-7247, April 2010
22. **Dr.M.Gurupandi(2010), "Quality Bench Marks in Rural-Urban Institutions", Published in Third Concept (An International Serial of Ideas,)** New Delhi, Volume 24 No.279, pp 40-43, ISSN: 0970-7247, May 2010
23. **Dr.M.Gurupandi(2010), "Higher Education in India", Published in Third Concept (An International Serial of Ideas)**, New Delhi, Volume 24 No.280, pp 24-27, ISSN: 0970-7247, June 2010
24. **Dr.M.Gurupandi(2010), "Financial Inclusion and Banking Services", Published in Third Concept (An International Serial of Ideas)**, New Delhi, Volume 24 No.284, pp 52-56, ISSN: 0970-7247, October 2010
25. **Dr.M.Gurupandi, Dr.N.M.Ganesan (2015), "Attitude of the Policyholders towards Life Insurance Corporation of India-A Study with Reference to Ramanathapuram District", Published in Finance India , The Quarterly Journal of Indian Institute of Finance, New Delhi, Volume- XXIX, No.2,pp 483-494, ISSN: 0970-3772, June 2015**

PEER REVIEWED ARTICLE IN ONLINE

1. **Dr.S.Josephin Arulmozhi , Dr.M.Gurupandi & Ms.M.Sangeetha (2025)** published an article entitled "**Pilgrimage Tourism and Indigenous Enterprise: Exploring Sustainable Trade Opportunities Across Tamilnadu**" in **Journal of EPRA International Journal of Research and**

Development, Tamilnadu, Vol.10, Issue 10, Pages 192-199, ISSN:2455-7838 (Online) in the year October 2025. DOI: <https://doi.org/10.36713/epra24436>

2. **Dr.S.Poorani Mithila & Dr.M.Gurupandi (2025)** published an article entitled **“Unleashing Artificial Intelligence and Block chain for Sustainable Economic Development in the Insurance Sector: Innovations for a Democratised Fintech Landscape”** in *Journal of Applied Information Science*, Publishing India Group , New Delhi Vol.14, No.1, Pages 15-23, ISSN: 2321-6115 in the year June 2026. <http://www.publishingindia.com/jrid/64/32229/2025/>
3. **Dr.S.Josephin Arulmozhi , Dr.M.Gurupandi & Dr.R.Pandimeenal (2025)** published an article entitled **“Empowering Women Through Pilgrimage Tourism: A Comparative Study of Rural-Urban Economic Opportunities in Tamilnadu”** in *Journal of Rural and Industrial Development*, Publishing India Group , New Delhi Vol.13, No.1, Pages 16-26, ISSN:2321-1873 in the year 2025. <http://www.publishingindia.com/jrid/64/32229/2025/>
4. **Ms.M.Sangeetha , Dr.M.Gurupandi (2025)** published an article entitled **“ Factors Influencing Institutional and Industry Linkages in Tamilnadu”** in *International Journal of Business Ethics in Developing Economies* , New Delhi, Vol.14, No.1, Pages 15-21, ISSN: 2278-3172 E-ISSN: 2320-5024 in the year 2025 <https://doi.org/10.21863/ijbede/2025.14.1.003>
5. **Dr.Solaiammal, Dr.S.Josephin Arulmozhi and Dr.M.Gurupandi and Dr.R.Ramachandran (2025)** published an article entitled **“Energy Commerce and Business Economics: A Review of Trends, Challenges and Opportunities”** in *Maejo International Journal of Energy and Environmental Communication*, Thailand, Volume 7, Issue.1, Pages 10-31,-ISSN: 2673-0537 in the year 2025. <https://ph02.tci-thaijo.org/index.php/MIJEEC>
6. **Dr.M.Gurupandi Dr.R.Geetha Mr.S.Sundar, Mr.M.Ajay Adithya (2025)** published an article entitled **“What is done? What has to be? Mapping the Research Landscape on Street Food Vendors a Bibliometric Perspective”** in *Journal of Entrepreneurship and Management*, Publishing India Group , New Delhi Vol.14, No.3, Pages 42-55, ISSN:2277-6850 in the year April 2025. DOI: <http://www.publishingindia.com/jem?journalid=50/>, <https://doi.org/10.21863/jem/2025.14.2.001>
7. **Dr.R.Ramachandran , Dr.S.Josephin Arulmozhi and Dr.M.Gurupandi(2025)** published an article entitled **“Bridging Academia and Industry: A Pathway to Innovation and Societal Progress”** in *International Journal of Emerging Knowledge Studies*, Faculty of Education, Alagappa University, Karaikudi (Open Access Peer Reviewed)” Volume. 4, Special Issue.2, Pages 111-124,-ISSN: 2583-7353 in the year February 2025. <https://doi.org/10.70333/ijeks-04-02-s-020>
8. **Dr.S.Poorani Mithila & Dr.M.Gurupandi (2025)** published an article entitled **“AI and Block Chain Technology as a Catalyst for Cyber security Transformation in the Insurance Sector: Prospects, Obstacles, and Potential Directions”** in *Jamal Academic Research Journal: An Interdisciplinary (Open Access Peer Reviewed)”* Volume. 6 No. 1, Pages ____ P-ISSN: 0973-0303, E-ISSN: 2582-5941 in the year January 2025. <http://jmcjarj.org/index.php/jarj/article/view/402>
9. **Dr.S.Poorani Mithila & Dr.M.Gurupandi (2025)** published an article entitled **“Transforming Human Capital: Leveraging Artificial Intelligence to Revolutionize HR Strategies in the Modern Workplace”** in *ComFin Research (Shanlax Publication)*, Volume 13, Issue 1, Pages 13-17, E-ISSN: 2582-6190 in the year January 2025. <https://shanlaxjournals.in/journals/index.php/commerce/>, DOI: <https://doi.org/10.34293/commerce.v13i1.8396>
10. **Ms.K.Priyanka and Dr.M.Gurupandi (2024)** published an article entitled **“A Study on Rural Startups- Challenges and Opportunities”** in *International Journal of Emerging Knowledge Studies (Open Access Peer Reviewed)*, Vol.03, Issue 02, pages 49-54, ISSN: 2583-7354 in the year February 2024 <https://ijeks.com/vol-3-issue-2-2024-february/>
11. **Mrs.K.Priya and Dr.M.Gurupandi (2023)** published an article entitled **“A Study on Impact of Corporate Social Responsibility on Banks Sustainability: A Literature Review”** in *Juni Khyat*, Vol.13, Issue 12, No.01, pages 132-137, ISSN: 2278-4632 in the year December 2023
12. **Mrs.N.Vinodha and Dr.M.Gurupandi (2020)** published an article entitled **“Impact of Shopping Malls Services On Customers Satisfaction In Chennai City”** *Pal Arch's Journal of Archaeology of*

Egypt/Egyptology, Volume 17, No. 6 Pages- 13165-13186, ISSN: 1567-214X, November 2020
<https://archives.palarch.nl/index.php/jae/article/view/3388>

13. **Mrs.N.Vinodha and Dr.M.Gurupandi (2020)** published an article entitled **“Customer Preference Towards Services Rendered by Shopping Malls in Chennai City”** Pal Arch's Journal of Archaeology of Egypt/Egyptology, Volume 17, No. 6 Pages- 13121 -13137, ISSN: 1567-214X, November 2020
<https://archives.palarch.nl/index.php/jae/article/view/3385>
 14. **Dr.M.Gurupandi (2019)**, published an article entitled **“Effectiveness of Skill Development Programme for Entrepreneurs in Coimbatore”**, Restaurant Business, Volume 118, Issue 9, Pages 313-322, ISSN: 0097-8043, September 2019
<https://rbjournal.gisbusiness.org/index.php/rb/article/view/8114>
 15. **Dr.M.Gurupandi and Dr.M.Rajaguru (2018)**, published an article entitled **“Traffic Performance and Efficiency of Major Ports in India”**, International Research Journal of Management and Commerce (Euro Asia Research and Development Association) New Delhi, ISSN: 2348-9766 March 2018
<https://www.aarf.asia/pages/management2.php?p=Volume5,Issue3,March,2018>
 16. **Dr.M.Gurupandi(2016)**, published an article entitled **“Turnover (Or) Activity Performance of Unit Trust of India”**, International Journal of Advanced Research in Management and Social Sciences, New Delhi, Vol: 5, Issues 9, pp101-109, ISSN: 2278-6236 September 2016 <https://garph.co.uk/IJARMSS-vol5-no9.html>
 17. **Dr.S.Raju, Dr.M.Gurupandi (2008)**, published an article entitled **“Analysis of Productivity and Resource use Efficiency of Paddy”**, Indian Journal of Marketing (Presently Scopus Indexed), New Delhi, Volume. XXXVIII, No.11, pp 48-54, ISSN: 0973-8703, November 2008
<https://indianjournalofmarketing.com/index.php/ijom/issue/view/3292>
 18. **Dr.M.Gurupandi (2009)**, published an article entitled **“Analysis of Socio Economic Background and Attitude of the Policyholders towards LIC of India”**, SMART Journal of Business Management (An International Serial), Tiruchy, Volume 5 No.2, pp 21-26, ISSN: 0973-1598, December 2009
<https://www.smartjournalbms.org/smj52.php>
 19. **Dr.M.Gurupandi(2012)**, published an article entitled **“Factors Influencing the Effective Functioning of the Self Help Groups –An Analytical Study”**, International Journal of Research in Commerce, Economics and Management, Yamuna Nagar, Haryana, Volume.2, Issue No.2, pp 104-107 ISSN: 2231-4245, February 2012 <https://ijrcm.org.in/cem/index.php?type=Archives&year=2012>
 20. **Dr.M.Gurupandi(2013)**, published an article entitled **“Customer's Behavior and Motivating factors towards Purchase of Ornament Products –An Analytical Study”**, GITAM Journal of Management, Vizhakpatnam, Volume 11.No.2, pp 26-39, ISSN: 0972-740X, April-June 2013
https://gjom.gitam.edu/admin/assets/uploads/issues/Vol-11_No-2Apr-Jun_2013.pdf
 21. **Dr.M.Gurupandi(2013)**, published an article entitled **“Liquidity Performance of Bharat Petroleum Corporation Limited”**, Paripex-Indian Journal of Research, Ahmadabad, Vol.2, Issue2, pp 29-32, ISSN: 2250-1991, February 2013 https://www.worldwidejournals.com/paripex/fileview/liquidity-performance-of-bharath-petroleum-corporation-limited_February_2013_6699710033_9801029.pdf
 22. **Dr.M.Gurupandi and Dr.S.Amutharani (2014)**, published an article entitled **“Productive Efficiency of Milk Production between Cows and Buffaloes”**, International Journal of Current Research, Vol.6, Issue 12, pp 10649-10652, ISSN: 0975-833X, December 2014
<https://journalcra.com/article/productive-efficiency-milk-production-between-cows-and-buffaloes>
- E.PEER REVIEWED ARTICLES IN PRINTED COPY**
23. **Ms.M.Sangeetha and Dr.M.Gurupandi (2024)** paper entitled **“Enhancing Student Employability through Collaboration between Universities and Industry”** published in International Journal of Cultural Studies and Social Sciences, Kolkatta, Vol.20, Issue 1, No.51, pages 119-125, ISSN: 2347-4777 in the year January to June 2024
 24. **Mrs.P.Dhanalakshmi and Dr.M.Gurupandi (2024)** paper entitled **“Financial Analysis and Performance of Oil and Natural Gas Corporation for the Period of 2013 to 2023”** published in International Journal of Cultural Studies and Social Sciences, Kolkatta, Vol.20, Issue 1, No.23, pages 19-26, ISSN: 2347-4777 in the year January to June 2024

25. **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 pages 63-69, in the year September 2023
26. **Ms.M.Sangeetha and Dr.M.Gurupandi (2023)** paper entitled ***"University and Industry Linkages"*** published in *Humanities and Social Science Studies Journal, Rajasthan* Vol.12, Issue 1, No.12, pages201-204, ISSN: 2319-829X in the year June 2023
27. **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, Rajasthan,* Vol.12, Issue-1,No.12, ISSN: 2319-829X in the year June 2023
28. **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 in the year April-June 2019
29. **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 in the year January 2019
30. **Dr.M.Gurupandi and A.Sindhuri(2018),** ***"Stock Performance of Blue Ship Companies"***, Published in *Shanlax International Journal of Management, Madurai ,* ISSN: 2312-4643 in the year March 2018
31. **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* in the year September 2016
32. **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 in the year February 2016
33. **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 in the year February 2016
34. **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*
35. **Dr.M.Gurupandi(2015),** ***"Marketing Strategies of Self Help Group Products in Krishnagiri District"***, Published in *International Multidisciplinary Research Journal (Golden Research Thoughts), Solapur, Maharashtra, Volume – 5,Issue 6, pp 1-10, ISSN: 2231-5063* in the year December 2015
36. **Dr.M.Gurupandi(2012),** ***"Impact of Climate Changes in India"***, Published in *Business Plus, Sivakasi, Volume I No.6,pp 44-46,ISSN: 0975-9336, July 2012*
37. **Dr.M.Gurupandi(2011),** ***"Awareness of Consumer Rights"***, Published in *HRD Times, Chennai Vol.13 No.4, pp 20-21, ISSN: 0976-7401, April 2011*
38. **Dr.M.Gurupandi (2010),** ***"Constraints Faced by the Women Members in Self Help Groups- An Analytical Study"***, Published in *Business plus, Sivakasi Volume 1 No.1, pp28-32, ISSN: 0975-9336, January 2010*
39. **Dr.M.Gurupandi(2010),** ***"Factors Influencing the Purchase of Life Insurance Policy by Policyholders – An Analytical Study"***, Published in *Business plus, Sivakasi, Volume 1 No.2, pp11-14, ISSN: 0975-9336, July 2010*
40. **Dr.M.Gurupandi(2010),** ***"Factors Influencing the Growth of Entrepreneurs in Tirunelveli District"***, Published in *SIFMAR-Research Review, Mumbai, Issue 9, pp 11-14,ISSN:0975-895X, 2010*
41. **Dr.M.Gurupandi(2010),** ***"Biometric ATMs –An Emerging Need"***, Published in *Indian Economic Panorama, New Delhi, Vol. 21, No.2, pp 8-10, July 2011*
42. **Dr.M.Gurupandi (2009),** ***"Impact of Advertising on Consumer Decision Making"***, Published in *Southern Economist, Bangalore, Volume 47 No.19, pp33-34,ISSN : 0038 – 4046, February 2009*
43. **Dr.M.Gurupandi (2009),** ***"Bancassurance–An Emerging Distribution Model"***, Published in *Indian Economic Panorama, New Delhi Volume 19 No. 1 pp 9-10, 21, May 2009*

44. **Dr.N.Namasivayam, Dr.R.Murugadoss , Dr.M.Gurupandi (2008) “Performance of Public Distribution Systems in India”, Published in Indian Economic Panorama, New Delhi, Volume.18 No.2.pp.46-47, 50, July 2008 Trailblazing Women Entrepreneurs – Stories of Innovation and Impact in Tamil Nadu**

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 Medium)	2019	Alagappa University	Theory
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	Resource Person	Two Day International Conference on Role of Digitalization in Reshaping Commerce Through AI and Block chain	Department of Commerce and Computer Application , Sri Bharathi Arts and Science College for Women, Kaikurichi, Pudukkottai	28 th & 29 th January 2026
2	Resource Person	ICSSR Sponsored National Level Seminar on “Renewable Energy Resources- Perform, Reform and Transform”	Department of Commerce ,Sri Meenakshi Government Arts College for Women, Madurai	10 th October 2025
3	Resource Person	International Conference on The Transformative Impact of AI on the Service Sector: Innovation , Challenges and Future Direction	Department of Commerce, Government Arts and Science College (Affiliated to M.S.University, Tirunelveli), Nagalapuram-628904	28 th March 2025
4	Resource Person	National Seminar on Emerging Trends in Entrepreneurship Development	Department of Commerce (CA) , Vivekananda College, Madurai-625234	23 rd January 2025
5	Chief Guest	National Consumer Day Celebrations on the topic of “Consumer Rights, Education and Protection”	Consumer Club, Seethalakshmi Achi College for Women, Pallathur	23 rd December 2024
6	Chief Guest	Union Budget 2023-24- A Discussion	Department of Commerce, Sri Vidhyaa Giri College of Arts and Science, Pudukkottai, Sivagangai Dist	17 th February 2023
7	Chief Guest	Union Budget 2022-23 -A Discussion	Department of Commerce, Sri Vidhyaa Giri College of Arts and Science, Pudukkottai, Sivagangai Dist	5 th April 2022

8	Inaugural Address	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
9	Chief Guest	Union Budget 22 -A Discussion	Department of Commerce & Commerce with Computer Application , Vidhyaa Giri College of Arts and Science , Puduvayal , Karaikudi	5 th April 2022
10	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
11	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
12	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
13	Resource Person	YRC Orientation Program	Alagappa Chettiar College of Engineering and Technology, Karaikudi	22 nd September 2017
14	Rapporteur	Human Rights Education	Department of History, Alagappa University, Karaikudi	14 th &15 th March 2017
15	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
16	Chairperson	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
17	Co-Chairperson	International Conference on Impact of Globalization on Indian Financial System	PG and Research Department of Commerce, Vivekananda College, Thiruvudakam, Madurai	30 th August 2014
18	Chairperson	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
	Identification and	PG and Research Department of Commerce, Sri	28 th July 2023

1	<i>Formulation of Research Problem</i>	Parasakthi College for Women, Courtallam	
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

Place: Karaikudi
Date: 05.12.2025

Dr.M.GURUPANDI
Associate Professor