

## Dr. G. ILANKUMARAN

Designation Mailing Address	<b>Director i/c</b> <b>Alagappa Institute of Skill Development</b> & Associate Professor Alagappa Institute of Management Alagappa University Karaikudi – 630003 Tamil Nadu, INDIA	
Academic Qualifications	<b>B.Sc (Agri), MBM, M. Phil, Ph. D</b>	
Date of Birth	<b>29-06-1972</b>	
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### Projects

Sl.No	Titles of the Projects	Funding Agency	Funds in Rs.	Status On-going/ Over
i	Green Marketing Efforts and Consumers' Response in Sivaganga District	Alagappa University Research Fund	20,000	2010-11, Completed
ii	Benchmarking of Global Customer Service for Logistics Businesses in India	Alagappa University Research Fund	3,00,000	2017-2019 Ongoing

### Publications

#### Scopus Indexed

1. **Ilankumaran G**, and Mathi T. (2019), Marketing Responsibility of Street Vendors in Sustainable Tourism, TEST Engineering and Management, Volume 81 Publication Issue:

November-December 2019 The Mattingley Publishing Co., Inc. United States, Scopus Indexed, Page Number: 6130 – 6139, ISSN: 0193-4120

2. **Iankumaran G** (2019), Payment System Indicators of Digital Banking Ecosystem in India, International Journal of Scientific & Technology Research Volume 8, Issue 12, Scopus indexed Journal, Impact Factor: 7.466, SCOPUS/Elsevier, December 2019, pp 3397-3400
3. Jeyanthan G and **Iankumaran G** (2019), **Circular Economy – Kay for the Change of Natural Resource from Scarce to Abundance**, International Journal of Recent Technology and Engineering (IJRTE), ISSN: 2277– 3878, Volume -8, Issue 2S6, July 2019, **Scopus Indexed, B Impact Factor: 5.92 Scopus Journal** Published By: Blue Eyes Intelligence Engineering & Sciences Publication Retrieval Number: B11270782S619/2019©BEIESP, DOI: 10.35940/ijrte.B1127.0782S619, pp: 666-671
4. **Iankumaran G** and Darling Selvi V, (2019), Customer Purview of Cashless Payment System in the Digital Economy of India, International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-8S3, June 2019, **Scopus Indexed, B Impact Factor: 5.54 Scopus Journal** Published By: Blue Eyes Intelligence Engineering & Sciences Publication Retrieval Number: G10040587C19/19©BEIESP, pp: 10-14
5. Darling Selvi V and **Iankumaran G** (2019), Citizen's Response to a State's Environmental Management through Enforcement of Ban, International Journal of Engineering and Advanced Technology (IJEAT), ISSN: 2249 – 8958, Volume -8, Issue 6S, August 2019, **Scopus Indexed, B Impact Factor: 5.97 Scopus Journal** Published

By: Blue Eyes Intelligence Engineering & Sciences Publication Retrieval Number:  
G10040587C19/19©BEIESP, pp: 820-827

### **UGC Approved and Refereed**

6. **Iankumaran G (2019)**, Scenario of Indian Startups with Special Reference to Agritech Startups, **Think India Journal**, UGC CARE Journal and peer-reviewed open access journal, **Vol-22, Special Issue-19, pp 325-341, 0971-1260**
7. **Iankumaran G** and Darling Selvi V (2019), Industrial Potentiality and Entrepreneurial Avenues in Tamil Nadu, Shanlax International Journal of Commerce, vol. 7, no. 3, 2019, pp. 58-65, DOI:<https://doi.org/10.34293/commerce.v7i3.475>, ISSN: 2320-4168
8. Govindaraja V and **Iankumaran G (2018)**, Institutional support for Financial Inclusion: Progress under inclusion plans of banks in India, International Journal of Advance and Innovative Research, Volume 5, issue 4 (XVI) October -December 2018, ISSN: 2394 7780, **UGC Approved 63571, Impact Factor 3.25**, pp:60-63
9. Radha R and **Iankumaran G (2018)**, Indian Startups - Issues, Challenges and Opportunities, International Journal of Advance and Innovative Research, Volume 5, issue 4 (XVI) October -December 2018, ISSN: 2394 7780, **UGC Approved 63571, Impact Factor 3.25**, pp:109-113
10. Jeyanthan and **Iankumaran G (2018)**, Analysis of Global Banking Regulations Reforms Post Financial Crisis 2007, International Journal of Advance and Innovative Research, Volume 5, issue 4 (XVI) October -December 2018, ISSN: 2394 7780, **UGC Approved 63571, Impact Factor 3.25**, pp:121-126

11. **Iankumaran G** (2018), GST Network in India – An Overview, ROOTS International Journal of Multidisciplinary researchers, A Peer Reviewed –Refereed/ Scholarly Quarterly Journal, RIJMR, Vol.4, Special Issue 10, ISSN : 2349-8684, **UGC Approved 48991, March 2018**, 92-95
12. **Iankumaran G** (2018), Eco Tourism in India, Shanlax International Journal of Management, A Peer Reviewed –Refereed/ Scholarly Quarterly Journal, Vol.5, Special Issue 3, 211-214, ISSN : 2321 – 788X, **UGC Approved 44278, Impact Factor 3.122, March, 2018**, 187- 192
13. **Iankumaran G** (2018), Power of Network in the Digital Economy – A Social Capital Perspective, Shanlax International Journal of Management, A Peer-Reviewed, Refereed Scholarly Quarterly Journal, Globally indexed with Impact Factor, Volume 5, Special Issue 2, February 2018, **UGC Approved Journal Number 44278, Impact Factor: 3.122**
14. **Iankumaran G** (2018), Subsidies and Welfare Distribution to beneficiaries through Banks – Boon or Bane for the Country, Shanlax International Journal of Management, A Peer Reviewed –Refereed/ Scholarly Quarterly Journal, Vol.5, Special Issue 2, 211-214, ISSN : 2321 – 788X, 181- 184, **UGC Approved 44278, Impact Factor 2.082, February 2018**, 181- 184
15. **Iankumaran G** (2017), Green Finance Implementation In Banks- A Review, Asia Pacific Journal of Research, A Peer Reviewed International Journal, Volume 1, Special Issue VI, December 2017, **Impact Factor 6.58, UGC Approved Journal No. 45797**, pp 41-46

16. **Iankumaran G (2017)**, Financial inclusion measures- impact from Micro Economic perspective, International Journal of Business Intelligence & Innovation, vol:1, page:310-317
17. **Iankumaran G (2017)**, Financial Inclusion Measures in India- A Review, Management Innovator, Peer Reviewed Research Journal, Researcher's Forum, Institute of Management in Kerala, Institute of Management Development and Research, Vol: XXIV, No.1, Page no: 35-43, 2017, **UGC Approved Journal No. 64086**
18. **Iankumaran G (2016)**, Rural Women Entrepreneurship In Ramanathapuram District, Tamilnadu, Women Entrepreneurship Shanlax International Journal Of Arts, Science And Humanities, A Peer-Reviewed-Refereed/Scholarly Quarterly Journal, Vol. 3 Special Issue: 1 ISSN: 2321 – 788X, 60-64, **UGC Approved 44278, Impact Factor 3.122**, March 2016, 60-64
19. **Iankumaran G (2016)**, Motivational Factors of Women Entrepreneurs in Sivaganga District, Women Entrepreneurship Shanlax International Journal of Arts, Science and Humanities, A Peer-Reviewed-Refereed/Scholarly Quarterly Journal, Vol. 3 Special Issue: 1 ISSN: 2321 – 788X, **UGC Approved 44278, Impact Factor 3.122**, March 2016, 153-156
20. **Iankumaran G (2016)**, Entrepreneurial urge among female MBA students of Sivaganga District, Shanlax International Journal of Management, A Peer Reviewed –Refereed/ Scholarly Quarterly Journal, Vol.3, Special Issue 2, ISSN : 2321 – 788X, **UGC Approved 44278, Impact Factor 3.122** February 2016, 211-214

21. **Iankumaran G** (2016), Development and challenges of Small Scale Industries in Ramanathapuram District, Shanlax International Journal of Management, A Peer Reviewed –Refereed/ Scholarly Quarterly Journal, Vol.3, Special Issue 2, ISSN : 2321 – 788X, **UGC Approved 44278, Impact Factor 3.122**, February 2016, 66-70
22. **Iankumaran G** (2016), Holistic Approach of INFOSYS towards Corporate Social Responsibility, Roots International Journal of Multidisciplinary Researches A Peer Reviewed, Refereed & Quarterly Journal Vol : 2 Special Issue : 6 ISSN : 2349-8684, **UGC Approved 48991**, February 2016, 25-32
23. **Iankumaran G.** (2015), Dissemination of Agriculture Knowledge in Tamilnadu in India, IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM) ISSN(E): 2321-886X; ISSN(P): 2347-4572, open access, double blind, peer-reviewed and refereed journal, Vol. 3, Issue 9, Impact Factor(JCC): **1.5432, Sep 2015**, 45-50
24. **Iankumaran G.** (2015), Agricultural Knowledge Management Mechanisms, Indian Journal of Applied Research, Peer Reviewed and Refereed International Journal, ISSN: 2249-555X, DOI : 10.15373/2249555X Impact Factor: **3.6241, September 2015**
25. **Iankumaran G.** (2015), Agriculture Scenario of Tamilnadu, EPRA International Journal of Agriculture and Rural Economic Research, Volume 3, Impact Factor: **5.509**, ISSN: 2321- 7847, October – September 2015
26. **Iankumaran G** and Kaliyamoorthy S (2014), Social Marketing of Agricultural Knowledge in Tamilnadu, Management Innovator, Peer Reviewed Research Journal, Researcher’s Forum, Institute of Management in Kerala, Institute of Management

Development and Research, Volume I, 2014, ISSN NO: 0974-6749, **UGC Approved**  
**Journal No. 64086**, Page no: 17-19

27. **Iankumaran G** (2011), Role of MNREGS in the Generation of Rural Employment, RAC Journal of Research, Volume 2, Issue 3, August 2011, ISSN No: 2230 – 7362, 24 - 29

28. **Iankumaran G** (2012), Private Label Brands in Retail Industry, SNS Journal of Marketing, Volume III, Issue II, 2012, ISSN NO: 0975-7627, 53 -59

### **Publications in Proceedings and Books**

29. **Iankumaran G (2018)**, Strategic View on Schools Educational Reforms and Educational Leadership, Educational System in the Nation: Prospective and Approaches, Editors: Dr. K. Sethupathy et al, ISBN: 978-81-935866-0-0

30. **Iankumaran G (2017)**, Green Finance Implementation in Banks- A Review, Bonfring Intellectual Integrity, ISBN: 978-93-86638502, December 2017

31. **Iankumaran G (2017)**, Strategic View on Schools Educational reforms and Educational Leadership, Education System in the Nation – Perspectives and Approaches, ISBN: 978-81-935866-0-0, 121-125

32. **Iankumaran G (2017)**, Impact of Cashless Economy in Banking, Souvenir, April 29<sup>th</sup> 2017

33. **Iankumaran G (2016)**, E-Marketing Trends in India, Global Growth: Gears and Glows Vol 1, Shanlax Publications, ISBN: 978-81-933316-4-4, 169-173

34. **Iankumaran G (2016)**, Financial Inclusion in India-A Historical Perspective, Global Growth: Gears and Glows, Vol 1, Shanlax Publications, ISBN: 978-81-933316-4-4, 107-112
35. **Iankumaran G (2016)**, Agency issues: A Comparative View of International Banks and Domestic Banks, Management Spectrum, Faculty of management,
36. **Iankumaran G** and Kaliyamoorthy S. (2015), eRevolution of Agriculture through Social Media, Digital Marketing, (ICDM 2015), Thiagarajar School of Management, Bonfring Publications, Coimbatore, ISBN: 978-93-84743-33-8, 2015, 54-59
37. **Iankumaran G** (2015), Information and Communication Innovations in Agriculture, Human Computer Interaction: Redefining Corporate Paradigms, Shri Sai Publishers' Distributors, Chennai, 2015, ISBN: 978-81-92950-45-1-7
38. **Iankumaran G** (2014), Challenges of Rural Women in the Agriculture Sector, Globalisation and Agricultural Labour Market: Publisher: PG Dept of Economics and Research, Scott Christian College, Nagercoil, ISBN: 9788190651226, 2014, 274 -283
39. **Iankumaran G** (2014), Knowledge Management in Indian Agriculture by ICT initiatives, UGC Sponsored National Seminar Proceedings on Knowledge Management in Electronic Environment, 2014, ISBN No:978-93-81992-21
40. **Iankumaran G** (2014), Challenging Global Economy in the Light of Indian Retail Sector, Pros and Cons of FDI in Retail Sector, B Digest Publications, ISBN: 978-81-929047-3-3, 2014, 187 – 195



41. **Iankumaran G** (2013), Brand Art Thou Maya, Marketing Dynamics, Dr. N. Muruganatham, ISBN No:978-93-81992-21, 2013
42. **Iankumaran G** (2011), Technology Driven Indian Agriculture, Kanyakumari Academy of Arts and Sciences National Seminar Proceedings, ISBN: 978-81-909710-0-3, 2011, 241 -244
43. Kaliyamoorthy S and **Iankumaran G** (2009), Leveraging Knowledge Power through Systems Thinking, International Conference on Global Economic Ascendance Realm, School of Management, Alagappa University, 2009
44. Kaliyamoorthy S and **Iankumaran G.** (2006), A Case Titled Watson What Next? Knowledge Era “Business Cases, Ed: Panchanatham et al., Scitech Publishers, 2006, 12-16
45. Ezhilarasan M and **Iankumaran G** (2006), Performance Management in Multi Location Situation, XXX Indian Social Science Congress, Indian Academy of Social Sciences, 2006
46. Ezhilarasan M., Madhavan S., and **Iankumaran G.** (2005), Competencies “A Corporate Level Mapping for Organizational Effectiveness, Achieving Competitive Advantage Through People, Ed: Trivedi, Harismita New Delhi: Excel Books, 2005, 159 -167
47. Ezhilarasan M, Madhavan S and **Iankumaran G.** (2005), Role of Image Congruence Relationships in Brand Loyalty, New Age Marketing: Emerging Realities, Ed: Upinder Dhar et.al., Excel Books, 2005
48. Venkateshkumar R, Selvalakshmi M and **Iankumaran G** (2004), Brand Extensions “Strategies in the Indian Market, Building Brands in Indian Market, Ed: Panda, Tapan. New Delhi: Excel Books 2004, 291-296

49. Ramkumar D., **Iankumaran G**, and Venkateshkumar R (2004), Intellectual Property Rights in Agriculture, Proceedings of National Seminar on IPR, University of Madras, Chennai, 2004
50. **Iankumaran G**, Selvalakshmi M and Venkateshkumar R (2004), Innovations in Agricultural Products Marketing, Proceedings of the National Symposium on Emerging Trends and Challenges in Rural Marketing, 2004
51. **Iankumaran G**, Selvalakshmi M. and Venkateshkumar R (2003), Store Brands in India “An Overview, Building Brands in Indian Market, Ed: Panda, Tapan, New Delhi: Excel Books, 2003, 141-145

## **Papers Presented**

### **National**

1. Iankumaran G., Eco Tourism in India, Two Day National conference on Sustainable Green Business (NCSGB 2018), Indian Council of Social Science Research Alagappa Institute of Management, Alagappa University, Karaikudi, 26-27 March, 2018
2. Subsidies and welfare Distribution to beneficiaries through Banks – Boon or Bane for the Country, National Conference on Digital Economy and Green Management, Post Graduate Department of Business Administration, Guru Nanak College, Chennai on 24/02/2018
3. Motivational Factors of Women Entrepreneurs in Sivaganga District, National Conference on Women Entrepreneurship, Tamilnadu State Higher Education Council, Chennai, Rani Anna Govt. College for Women, Tirunelveli, 29<sup>th</sup> & 30<sup>th</sup> March 2016

4. Rural Women Entrepreneurship In Ramanathapuram District, Tamilnadu, National Conference on Women Entrepreneurship, Tamilnadu State Higher Education Council, Chennai, Rani Anna Govt. College for Women, Tirunelveli, 29<sup>th</sup> & 30<sup>th</sup> March 2016
5. Entrepreneurial urge among female MBA students of Sivaganga District, National Conference on Recent Trends in Management Research, ALUMASC – 2016, Faculty of Management, Alagappa University, February 12, 2016
6. Development and challenges of Small Scale Industries in Ramanathapuram District, National Conference on Recent Trends in Management Research, ALUMASC – 2016, Faculty of Management, Alagappa University, February 12, 2016
7. Challenging global Economy in the light of Indian Retail Sector, UGC Sponsored National Seminar on Pros and Cons of FDI in Retail Sector, Rani Anna Govt. College for Women, Tirunelveli, 24<sup>th</sup> & 25<sup>th</sup> July 2014
8. Challenging Global Economy in the Light of Indian Retail Sector, UGC Sponsored National Seminar on Pros and Cons of FDI in Retail Sector, Department of Commerce, Rani Anna Government College for Women, Tirunelveli, July 2014
9. Ilankumaran G.and S. Kaliyamoorthy, Social Marketing of Agricultural Knowledge in Tamilnadu, National Seminar on Social Marketing: Role of Academics, Government, Public Sector and NGO, Change 14, School of Business Management and Legal Studies, University of Kerala, Thiruvananthapuram, March 14-15, 2014
10. Systems View of the Food Production Issues, National Conference on Food Security, Department of Economics and Rural Development, Alagappa University, Karaikudi, October 14, 2011

11. The Affinity of Bishop Caldwell Towards Classical Tamil, Tenth All India Conference of BCRC, Bishop Caldwell Research Centre, Nagercoil, May 7, 2011
12. Challenges of Rural Women in the Agriculture, UGC Sponsored National Seminar on Globalisation and Agricultural Labour Market, Scott Christian College, Nagercoil, June 17-18, 2011,
13. Green is Not Green: Issues in Agriculture, National Conference on Rural Marketing & Rural Consumerism: Roadmap to Build Vibrant Rural India, Gandhigram Rural Institute, Gandhigram – 624302, December 17 – 18, 2012
14. Gender Issues in Marketing, National Seminar on Gender Mainstreaming (NCGM 2012), September 17, 2012 at Dept of Women Studies, Alagappa University
15. Brand Art Thou Maya, National Conference on Recent Trends in Marketing – Opportunities and Challenges, February 20, 2013 at Dept of Management Studies, NIT, Trichirapalli
16. Social Marketing of Agricultural Knowledge in Tamilnadu, National Seminar on CHANGE 14: Social Marketing, March 14 – 15, 2014 at University of Kerala, Thiruvananthapuram
17. Knowledge Management in Indian Agriculture by ICT Initiatives, National Seminar on Knowledge Management in Electronic Environment, March 21 – 22, 2014, Dept of Library and Information Science, Alagappa University
18. Performance Management in Multi Location Situation, XXX Indian Social Science Congress, Alagappa University at Karaikudi, December 27 - 31, 2006

19. Making Industry Friendly Curriculum, National Seminar on Making Industry Friendly Curriculum, Subbalakshmi Lakshmipathy College of Science, Madurai, May 03, 2006
20. Agricultural Exports of India: An Insight, Seminar on Recent Trends in India's Foreign Trade, Dept of IB and C, Alagappa University, March 02, 2006
21. Intellectual Property Rights in Agriculture, National Seminar on Intellectual Property Rights at University of Madras, January 22 –23, 2004
22. Innovations in Agricultural Products Marketing, Symposium on Emerging Trends and Challenges in Rural Marketing at Vellore Institute of Technology, February 5 – 6, 2004
23. Store Brands – An Overview, National Seminar on Building Brands in Indian Markets at IIM – Kozhikode, December 13 – 14, 2003

### **International**

1. **Govindaraja V. and Ilankumaran G. (2018)** Institutional Support for Financial Inclusion: Progress under Financial Inclusion Plans of Banks in India, International Conference On Contemporary Management Innovations and Intelligence ICCMII – 2018, Alagappa Institute Of Management Alagappa University, Karaikudi 13th & 14th December 2018
2. **Radha R. and Ilankumaran G. (2018)** Indian Startups - Issues, Challenges And Opportunities, International Conference On Contemporary Management Innovations and Intelligence ICCMII – 2018, Alagappa Institute Of Management Alagappa University, Karaikudi 13th & 14th December 2018

3. **Jeyanthan G. and Ilankumaran G. (2018)** Analysis of Global Banking Regulations Reforms Post Financial Crisis 2007, International Conference On Contemporary Management Innovations and Intelligence ICCMII – 2018, Alagappa Institute Of Management Alagappa University, Karaikudi 13th & 14th December 2018
4. Principles for 21<sup>st</sup> Century Curriculum, Two Day International conference on Curriculum and Instructional Designing for Global Education, Department of Education, Alagappa University, Karaikudi, 26-27 March 2018
5. Financial Inclusion in India-A Historical Perspective, International Conference on Global Growth: Gears & Glows, Faculty of Management, Alagappa University, Karaikudi, 2<sup>nd</sup> & 04<sup>th</sup> February 2017
6. Marketing Trends in India, International Conference on Global Growth: Gears & Glows, Faculty of Management, Alagappa University, Karaikudi, 2<sup>nd</sup> & 04<sup>th</sup> February 2017
7. Holistic Approach of INFOSYS towards Corporate Social Responsibility, International Conference On Corporate Social Responsibility& Sustainable Development, Rani Anna Govt. College for Women, Tirunelveli, 29<sup>th</sup> January 2016
8. Ilankumaran G., Information and Communication Innovations in Agriculture, International Conference on Human Computer Interaction- Redefining Corporate Paradigms, Department of Commerce, PG Department of Computer Science and Technology and PG Department of Information Technology, Women's Christian College, Chennai, 16 and 17<sup>th</sup> February, 2015
9. eRevolution of Agriculture through Social Media, Second International Conference on Digital Marketing, (ICDM 2015), Thiagarajar School of Management, Madurai, 20<sup>th</sup> February 2015

10. Issues of Green Marketing in Sivaganga District: An Overview, International Conference on Impact of Global Crisis in Indian Business, September 14, 2012 at A.M.S.  
Engineering College, Erumapatty
11. Marketing Challenges for Entrepreneurs, International Conference on Entrepreneurial Perspectives & Emergence, Entrepreneurship & Skill Development Centre, Alagappa University
12. A Comparative Study of Fashion Behaviour with Lifestyle of Working Women, International Conference on Women in Governance, Department of Women Studies, Alagappa University, Karaikudi, April 25, 2011
13. Leveraging Knowledge Power Through Systems Thinking: A Pedagogical Meta kit, International Conference On Global Economic Ascendance Realm at Alagappa University, March 31 – April 02, 2009
14. Competencies: A Corporate Level Mapping for Organizational Effectiveness, Nirma International Conference on Management at NIRMA University, Ahmedabad, January 28 – 30, 2005

#### **Participation in Workshops, Conferences and Seminars**

1. One day workshop on “Technical and Scholarly Writing”, Sponsored by RUSA Phase 2.0, Technical and Academic Writing Centre, Alagappa University, Karaikudi, 14<sup>th</sup> February 2019
2. Workshop on National Academic Depository, UGC (SERO), HYDERABAD at Center for Consultancy and Sponsored Research, IIT Chennai, 8/07/2019

3. Symposium on Companies Act 2013, Department of Corporate Secretaryship, Alagappa University and Salem Chapter of SIRC of ICSI, 1<sup>st</sup> March 2019
4. National Workshop on Emerging Trends in customs Clearances and Logistics, ETCCCL 2K18, Department of International Business, Alagappa University, Karaikudi, 10 February 2018
5. One day National Seminar on Changing Landscape Of The Indian Non-Life Insurance Market, Department of Banking Management, Alagappa University, Karaikudi, 18<sup>th</sup> December 2017
6. One day National Conference on Payment Banks and Small Finance Banks-New Vistas For Innovative Banking, Department of Bank Management, Alagappa University ,Karaikudi, 16<sup>th</sup> December 2017
7. One day National Conference on Business Success Hinges on Business Strategies, Department of Commerce, Alagappa University, Karaikudi, 15<sup>th</sup> December 2017
8. Empowering Teachers to Prepare Professionals of Tomorrow, The Institute of Company Secretaries of India, Alagappa University ,Karaikudi, 21<sup>st</sup> August, 2017
9. User awareness and Training Programme of Web of Science & Endnote, Central Library, Alagappa University, Karaikudi, 11<sup>th</sup> October 2017
10. National Seminar On Challenging Business Intelligence and Innovations Management, Alagappa Institute of Management, Alagappa University, Karaikudi, 26<sup>th</sup> September 2017



11. Short Term Course on Professional Enrichment (STC-2017), Alagappa University, Karaikudi, 7<sup>th</sup> to 13<sup>th</sup> August 2017
12. National Seminar on Cashless Economy: Opportunities and challenges, Department of Commerce, Aligarh Muslim University, Aligarh, 29<sup>th</sup> April, 2017
13. National conference on Human Rights Education, Department of History, Alagappa University, Karaikudi, 14<sup>th</sup> & 15<sup>th</sup> March 2017
14. National conference on Emerging Strategies in Green Textiles and Sustainable Fashion, Alagappa Institute of Skill Development, Alagappa University, Karaikudi, 10<sup>th</sup> & 11<sup>th</sup> January 2017
15. Faculty Development (Enriched program) Accreditation quality enhancement, Internal Quality Assurance Cell, Alagappa University, Karaikudi, 6<sup>th</sup> to 12<sup>th</sup> January 2017
16. Two day Training Programme on Techniques of Loan Appraisal by Banks, Department of Bank Management, Alagappa University, Karaikudi, 18<sup>th</sup> & 19<sup>th</sup> January 2017
17. National Conference on Global Strategies For Inclusive Growth, Department of Logistics Management, Alagappa University, Karaikudi, 19<sup>th</sup> January 2017
18. Two day workshop on ICT based innovative teaching methods in business studies, Department of Commerce and International Business & Higher Education Innovation Cell, 23<sup>rd</sup> & 24<sup>th</sup> January 2017
19. Tamil Nadu State Higher Education Council, Chennai, FICCI'S Education conference on Reforming and rejuvenating the higher education, 29<sup>th</sup> November 2016

20. National conference on information for all: Changing role of Public Libraries in Digital India Initiatives, Department of Library and Information Science, Alagappa University, Karaikudi, 2<sup>nd</sup> & 3<sup>rd</sup> September 2016
21. International Symposium on Emerging Trends in Social Science Research, Department of social work & Department of women's studies, 1<sup>st</sup> September 2016
22. National Seminar On Online Marketing of Services in the Globalization Era, Sourashtra College, Madurai, 15<sup>th</sup> march 2016
23. National level conference on Recent trends in Management Research, Faculty of Management, Alagappa University, Karaikudi, 19<sup>th</sup> Feb 2016
24. International conference on Perspective on research- An International Outlook, Women's Christian College, Nagercoil, 08.01.2016
25. International conference on Women and Social Transformation: New Era of Just and Gender-Fair Society, Department of Women Studies, Alagappa University, Karaikudi, 21<sup>st</sup> & 22<sup>nd</sup> August 2015
26. One Day national level workshop on Global Challenges in Marketing, Arignar Anna college (Arts & Science), 20<sup>th</sup> February 2015
27. International conference on Entrepreneurship & Skill Development centre, Alagappa Institute of Management, Alagappa University, Karaikudi, 7<sup>th</sup> & 8<sup>th</sup> August 2014
28. National Seminar on Consumer Rights and Protection, Dept of IB and C, Alagappa University, December 9, 2006

29. First Annual Round Table Conference on “HR Interventions in the Global Competitive Regime: Strategies for Leadership”, ITM and Human Capital, Navi Mumbai, December 3 – 4, 2004
30. National Seminar on Enhancing Competitiveness of Indian B-Schools, XIME, CII and AICTE at Bangalore, July 26 – 27, 2004
31. National Case Development Workshop, AIMA and NIILM – CMS at Bangalore, February 4 – 6, 2004
32. National Seminar on Building Brands in Indian Markets, IIM Kozhikode, December 13 – 14, 2003
33. National Research Methodology Workshop, Prestige Institute of Management Indore & AIMS at Indore, May 30 to June 02, 2003
34. IIM K – Victoria University, Wellington Joint FDP on Current Frontiers of Management Research, IIM Kozhikode, January 08 – 13, 2007
35. EU – India SME – Learn Net Project International Seminar, JSN School of Management at Chennai, January 24 – 25, 2006

**Invited Lectures and Chairmanships at national or international conferences/seminar etc**

1. Special Address, One Day Workshop on Skill Development Training in Media Sector, Start up Cell, School of Languages and University Collaboration Centre, Alagappa University, Karaikudi, 25<sup>th</sup> March 2019

2. Fund Your Dreams, Spark Series Lecture, Department of Corporate Secretaryship, Department of International Business and University Business Collaboration Centre, Alagappa University, Karaikudi, 21<sup>st</sup> March 2019
3. Transforming Lancers to Leaders, Inauguration of XXVI batch MBA, Alagappa Institute of Management, Alagappa University, Karaikudi, July 4 2019
4. Special Address, Inauguration of the 3<sup>rd</sup> batch of MBA Logistics Management, Department of Logistics Management, Alagappa University, 5<sup>th</sup> July 2018
5. Chaired the session, National Conference on Facets of Digital Marketing Spree (FDMS 2019), Indian Council of Social Science Research and Rashtriya Uchchar Shiksha Abhiyan (Phase 2.0), 21<sup>st</sup> and 22<sup>nd</sup> February 2019
6. Special Address, Inauguration of the 3<sup>rd</sup> batch of MBA Logistics Management, Department of Logistics Management, Alagappa University, 5<sup>th</sup> July 2018
7. Strategic View on Schools Educational reforms and Educational Leadership, Department of Business Administration, TDA College of Arts and Science, Kannirajapuram, Ramanathapuram District
8. Resource Person, Two Day Orientation Program on Marketing Strategies for Business Excellence, Department of Commerce, Alagappa University, Karaikudi, 8<sup>th</sup> February 2018
9. Session Chair, Technical session VI, YUVAKSHETRA -2017, Alagappa Institute of Management, 24.03.2017

10. Session Chair, Technical session I, Second International Conference on Sustainable Marketing Strategies - Issues and Challenges, Department of Management Studies Manonmaniam Sundaranar University, Tirunelveli-627012, 14<sup>th</sup> & 15<sup>th</sup> December 2017
11. Judge for the competition on Facon Fest-2017, University Grants commission, New Delhi sponsored, Alagappa Institute of Skill Development, 17<sup>th</sup> March 2017
12. Rapporteur on National Conference on Human Rights Education, Department of History, Alagappa University, Karaikudi, 12.03.2017
13. Chief Guest, Luca Taylor Commerce Association Inauguration, Koviloor Andavar College of Arts and Science, Karaikudi, 31/08/2016
14. Chief Guest, Commerce Association Meeting, Department of Commerce, Alagappa University, 28.07.2016
15. Brain storming session, Training Program, Sri Raaja Raajan College of Eng & Tech, Karaikudi, 8.10.2015
16. Resource Person, One day Orientation Programme to YRC Programme Officers, Indian Red Cross Society, Alagappa University, Karaikudi, 30<sup>th</sup> September 2015
17. Creativity and Problem Solving, Entrepreneurial Training for NABARD and DIC beneficiaries, Dept of Women's Studies, Alagappa University, 30.09.2015
18. Qualities of the successful Entrepreneurs, One Day Workshop on Training, Placement and Entrepreneurship Awareness Programme, NIT Trichy, Sponsored by TEQIP – II, 22/01/ 2015

19. Resource Person at the National Workshop on Avenues in Management Education, A N J A College, Sivakasi, February 28, 2008
20. Resource Person at the International Workshop for the University of Colombo Students, Annamalai University, 2008
21. Delivered a Workshop Session on Know Thyself, Workshop on Personality Enhancement, Alagappa University P D Cell, February 3, 2011
22. Chaired a Session on Need for Self Assessment, National Seminar on Quality Assurance in Higher Education: Global Perspective, A. P. S. A. College on October 21 -22, 2010
23. Session Chair, International Conference on Sustainable Marketing Strategies – Issues and Challenges, August 24 -25, 2012 at Dept of Management Studies, MS University, Tirunelveli
24. Invited Lecture on HR Avenues, National Workshop on Avenues in Management Education, February 22, 2014 at A.N.J.A, College, Sivakasi
25. Creativity and Problem Solving, Entrepreneurial Training for NABARD and DIC beneficiaries, Dept of Women's Studies, Alagappa University
26. Selling Skills, Entrepreneurial Training, ALU SDC & ILFS Institute
27. Qualities of the successful Entrepreneurs Prof. Ilankumaran, Alagappa Institute of Management Alagappa University, Karaikudi, One Day Workshop on Training, Placement and Entrepreneurship Awareness Programme 22 January 2015 Sponsored by TEQIP – II

**Organizing Committee Member**

1. Coordinator, Single Point of contact – Start up Cell, (SPoC), Spark Series Lecture, Fund Your Dreams, Department of Corporate Secretaryship, Department of International Business and University Business Collaboration Centre, Alagappa University, Karaikudi, 21<sup>st</sup> March 2019
2. Coordinator, University Business Collaboration Centre (UBCC), One Day Workshop on Skill Development Training in Media Sector, Start up Cell, School of Languages and University Collaboration Centre, Alagappa University, Karaikudi, 25<sup>th</sup> March 2019
3. Coordinator, University Business Collaboration Centre (UBCC), Three Day Workshop on Atelier de cuisine – 2019, Department of Tourism and Hotel Management and University Business Collaboration Centre, Alagappa University, Karaikudi, 7<sup>th</sup> March 2019
4. Coordinator, Single Point of contact – Start up Cell, (SPoC), TYCOONS OF TOMORROW – 2019 (Business Plan contest), Alagappa Institute of Management, Department of Commerce, University Business Collaboration Centre and Start up Cell @ SoM, Alagappa University, Karaikudi, 8<sup>th</sup> March 2019
5. Faculty in charge, Inauguration of XXVI batch MBA, Transforming Lancers to Leaders, Alagappa Institute of Management, Alagappa University, Karaikudi, July 4 2019
6. Member of Organizing Team, International Conference On Contemporary Management Innovations and Intelligence ICCMII – 2018, Organized by Alagappa Institute of Management Alagappa University, Karaikudi 13th & 14th December 2018

7. Coordinator – Orientation Program, Inauguration of XXV batch MBA, Alagappa Institute of Management, Alagappa University, Karaikudi, 4<sup>th</sup> July 2018
8. Member of Organizing Team, National Conference on Emerging Entrepreneurial & Economic Environment, National Conference on Emerging Entrepreneurial & Economic Environment, Alagappa Institute of Management. Alagappa University, Karaikudi, March 9 -10, 2012
9. Organizing Team Member of UGC Sponsored FDP on Small Business Management, March 14-15, 2014 at Alagappa Institute of Management
10. Organizing Team Member of UGC Sponsored FDP on Diversity in Teaching, March 7 - 8, 2014 at Alagappa University

### **Additional Responsibilities**

1. Nodal Officer for NAD, Alagappa University, 2019 onwards
2. Deputy Coordinator of Placement Cell, Alagappa University, 2019 onwards
3. Member, Centre for Gandhian Studies, 2017-18
4. Faculty Coordinator, Swayam Online Learning, 2017-18
5. Faculty Coordinator, Alumni Relations, Alagappa Institute of Management, 2015-20

### **External Professional/Academic/Research/Advisory Membership**

1. Member, Board of Studies, MHRM, St. Mary's College (Autonomous), Tuticorin, 2018 - 2020



2. Member, Board of Studies, MBA, Jamal Institute of Management, Jamal Mohammed College, Trichy, 2019 - 2021
3. Member, Board of Studies – Affiliated Colleges MBA Programme of Alagappa University, 2018 - 2020
4. Member, Board of Studies, MBA Programme of DDE, Alagappa University
5. Member, Board of Studies, BBA Programme of ANJA College, Sivakasi, 2020 - 2021
6. Member, Board of Studies, BBA Programme of SFR College for Women, Sivakasi, 2020 - 2021
7. Member, Board of Studies, BBA Programme of Karpagam University, Coimbatore, 2020 - 2021
8. Member, Pt. Deendayal Upadhyay Study Group, Pandit Deendayal Upadhyay Chair, Alagappa University

#### **Editorial Board Member**

1. Shanlax International Journal of Management, A Peer Reviewed –Refereed/ Scholarly Quarterly Journal, ISSN : 2321 – 788X
2. RAC Journal of Research, Rani Anna Government College for Women, Tirunelveli, ISSN: 2230-7362
3. Amity Journal of Agribusiness "- An International, Biannual, Refereed Journal of Agribusiness Management, **ISSN: 2455-9873 (Print), ISSN: 2456-1525 (Online)**