



Dr. G. PARIMALARANI
ASSOCIATE PROFESSOR

Contact

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Academic Qualifications: MBM , MBA, MA, PGDCA, Ph.D

Teaching Experience: 12 Years

Research Experience: 12 Years

Additional Responsibilities

1. Co-Coordinator, DBM – Alumni Relations
2. Co-ordinator Parents Teachers Association Committee
3. Member, Technical and Academic Writing Centre, Alagappa university

Areas of Research

Banking & Finance

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Project	PG	160	--

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
9	4	3	4	7

Cumulative Impact Factor (as per JCR) : 29.641 (avg: 4.94)

Funded Research Projects

Ongoing Projects

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

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 5

1. Coordinator for Two day Training Programme on Techniques of Loan Appraisal by Banks, Organized by The Department of Bank Management, Alagappa University, 18th and 19th January 2017.
2. Organising secretary, One day National seminar on Emerging Trends in Indian Insurance Sector –ETIIS 2016 March 2016, at Alagappa University.
3. Coordinator, Industrial Visit ,29th and 30th September 2016.
4. Coordinator for organizing parents teachers meet on 23.01.2016
5. Coordinator Village Placement Programme for 2015, at Kadiyapatti.

Events Participated

Conferences / Seminars / Workshops: --

1. International Conference on Global business and Policy Modelling, Organized by Adaikalamatha Institute of Management, 21st – 22 September 2006.
2. International seminar on “Case study methods of teaching in commerce/Management Education, Organized by Bharathidasan University, Trichy, January 20&21,2007.
3. International conference on Management and Behavioral Science , Organized by society of management and Behavioural science,Jodhpur,2nd and 3rd April 2011.
4. 10th AIMS International Conference on Management, Organized at the Indian Institute of Management Bangalore, January 6-9,2013
5. International Conference on technology and Business Management ,Organized at the American University in the Emirates ,Dubai, March 18-20,2013
6. International Conference on “Innovation, Entrepreneurship & Sustainable value chain in a challenging environment , organized by Alagappa University, 29th and 30th July 2016.
7. International conference on Recent Trends in Business and Management ,Organized by J.J. College of Arts and Science, Pudukottai, 5th and 6th August 2016.
8. International conference on Management and information systems, organized by Informs,at Bangkok, September 23-24,2016.
9. International seminar on E-Commerce in the present Eon, Organized by Dr. R.k.Shanmugam college of Arts and Science,Kallakurichi, September 20th 2016.
- 10.UGC sponsored state level seminar on problems and prospects of rural entrepreneurship, organized by Urumu Dhanalakshmi college, 18th and 19th November ,2004.
- 11.National level seminar on Emergining Opportunities for Global trade for India in the post –Globalisation Era, Organized by VLB Janakiammal College of Arts and Science Coimbatore, February 11th ,2005.
- 12.UGC Sponsored National seminar on Emergining issues of Non-Banking Finance companies in India, Organized by A.V.V.M Sri Pushpam college, , 19th Feburary 2005.
- 13.National seminar on Transforming Customer services in Banking Industry through CRM, Organized by P.R.Group of Institutions, Global Competitveness in Business:Trends and Traits, February 25, 2005.

14. National Seminar on Emerging Dimensions in SHGs, Organized by Sri Pushpam College, Poondi, 17th March, 2006.
15. National Seminar on Recent Trends in Insurance Sector, Organized by Gandhigram Rural University, 11th November, 2006.
16. UGC Sponsored State Level seminar on Mergers and Acquisitions in Indian Banking System, Organized by B.E.S. College of Arts and Commerce, Bangalore, March 2009.
17. UGC sponsored two days National seminar on Micro Finance Operations and Interventions, Organized by Bharathidasan University, 18th and 19th March 2011.
18. National seminar on Banking services-Rights and Responsibility of Consumers, organized by the Federation of Consumer organization, Tamilnadu and Pondicherry, 2011.
19. NABARD Sponsored National conference on "Avenues in Agro-Based Industries for Rural development", Organized by Sri Venkateshwara college of Arts and Science for women, Pervarurani, on 30th December 2015.
20. Two days National seminar on 'Consumer Protection and Empowerment in India in the wake of technology Domination, Organized by the Department of Corporate secretary ship, Alagappa University, 26th and 27th August 2016.
21. Information Technology in Banks: The key for better customer services, Organized by Alagappa University Management Scholars Conference, 19TH February 2016.
22. National seminar on 'Emerging Trends in Indian Insurance Sector', Organized by the Department of Bank Management, Alagappa University, 23rd March 2016.
23. One day seminar on Issues and Challenges in Financial Sector", Organized by Periyar University, Salem, 2005.
24. National Conference on 'Entrepreneurial Resurgence and Innovations", Organized by Entrepreneurship-cum-Skill development Centre Alagappa University, 2016.
25. Panel Discussion on 'Customer Friendly banking', organized by the Department of Bank Management, Alagappa University, 6th January 1995.
26. Inter-Disciplinary Seminar on 'Women and Development' organized by the Department of Women's studies, Alagappa University, Karaikudi, 12th January 1995.
27. Symposium on Insurance education, organized by the Department of Bank Management, Alagappa University, 14th March 1995.
28. Seminar on 'Bank Marketing', organized by the Department of Bank Management Alagappa university, 15TH March 1995.

29. Seminar on 'Emerging Trends in banking in the New millennium', organized by Vivekananda college, Madurai, 1st October 2004.
30. Seminar on 'Corporate restructuring-Variou Issues', organized by the Department of Corporate Secretaryship, Alagappa university, 8th February ,2005.
31. Workshop on Revamping Banking Education, organized by the Department of Bank Management, on 09th February ,2005.
32. National Seminar on Service Tax , organized by the Department of Corporate Secretaryship, on 23rd October 2005.
33. National conference on NPA in the Indian Banking Industry, organized by the Department of Bank Management, on 13th March 2006.
34. Seminar on 'Consumer Rights and Welfare', organized by the Department of International Business and Commerce, on 16th December 2006.
35. State level seminar on 'Investment Opportunities in Capital market', organized by Tamilnadu Investors' Association, Chennai and Vivekananda college Madurai, on 21st September 2007.
36. National Level seminar on 'Technology Trends in Indian Banking sector', organized by the Department of bank Management, Alagappa University, on 25th February ,2016.
37. National seminar on 'Advances in Computer science', organized by the Department of Computer science, Alagappa University, on 21st and 22nd October 2016.

Other Training Programs

1. ICSSR Sponsored National Training workshop on 'Business Research Techniques and Directions', Organized by Sri Padmavati Mahila Visvavidyalayam, Tirupati, 23rd June to 2nd July 2005.
2. Faculty Development Programme on Financial Derivatives, Organized by Indian Institute of Kozhikode, July 16-11, 2009.
3. Faculty Development Programme on Entrepreneurship, Organized by the Entrepreneurship-Cum-Skill development Centre, Alagappa University, November 12th to 26, 2015.

Overseas Exposure / Visits

1. Singapore
2. Dubai
3. Ethiopia

Membership in

Professional Bodies

1. Member, All India Management Scholars Association .

Editorial Board

1. Emperor International Journal of Finance and Management Research (EIJFMR), Salem.

Advisory Board

1. Advisory Board member for the Two day National Level Workshop on Research Methodology, Statistical Data Analysis and interpretation by using statistical Package for special science and analysis of moments structure (AMOS) , Organized by Primax Foundation Bangalore.

Academic Bodies (such as Board of Studies etc.,)

1. Committee member, Fund raising committee , Wollega University, Ethiopia.
2. **Others**
 1. Member of staff directory preparation committee , Wollega University, Ethiopia.

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 3

1. Delivered Special Lecture on Enhancing Employability Skills among Graduates, Organised by Dr.Umayal Ramanathan College for Women, Karaikudi , February 2016
2. Resource person for one day International Symposium organized by P.K.R. Arts College for Women, Gobi , August 2015.
3. Delivered Special Lecture on Foreign Direct Investment in Ethiopia, Organized by Wollega University, Nekemte, Ethiopia, 2015

Others

Articles published in Newspapers / Magazines : 3

1. G.Parimalarani, "Mergers in Private sector Banks", HRD Times, September 2008.

2. G.Parimalarani, " Reverse Mortgage", HRD Times, September 2007
3. G.Parimalarani, "HRD in Banks", HRD Times, June 2007

Recent Publications

1. G.Parimalarani (2016), "Pradhan Mantri Jan Dhan Yojana: End Financial Untouchability for freedom from Poverty", International Research journal of commerce and Behavioral Science, Singapore , ISSN : 2251-1547 ,October 2016.
2. G.Parimalarani(2016), "Assessment of Farmers Satisfaction with Direct Seed Marketing: The case of Sibu Sire Woreda Eastern Wollega Zone, Ethiopia", International Research Journal of Commerce & Behavioural Science, Singapore, pp.16-26, ISSN:2251 1547.
3. G.Parimalarani (2016), " Terrorism Insurance: The Order of the Day",International research Journal of Social Science & Management, Singapore June 2016 ,vol:02 , pp.87-93.
4. G.Parimalarani (2016) , "A study on payment and settlement system in Indian banks ", International Conference on Management and Information Systems organized at Bangkok , on September 23-24,2016 , ISBN:978-1-943295-04-3
5. G.Parimalarani (2016), "Social Entrepreneurship: The Change Agent for Better Society, Perspective on Entrepreneurial Resurgence & Innovations, 2016, ISBN:978-81-9286690-1-8
6. G.Parimalarani (2016) Crowd funding: A Booster for Budding Entrepreneurs. PRIMAX International Journal of Finance, July 2016,.PP.43-46, ISSN: 2348-0475
7. Study on Payment and Settlement System in Indian Banks, Published in the International Conference on Management and information systems, Sept.2016, ISBN: 978-1-943295-04-03
8. G.Parimalarani (2016), E-Commerce: Shopping Beyond Brick and Mortar, DR.R.K.S. International Journal of Science and Humanities, 2016, ISSN:9810-7291.
9. G.Parimalarani (2016), "A Study on the Performance of Insurance Business Providers in India: with special reference to Health Insurance Business", Emerging Trends in Indian Insurance Sector, ISBN:978-81-929581-7-0

10. G.Parimalarani(2016) , Microfinance the Driving force for Rural development, NABARD Sponsored National Conference on avenues in agro based industry for Rural Development, ISBN:978-821-909104-4-6
11. G.Parimalarani (2016) Grievances Management and Settlement System in Indian Insurance Sector Consumer Protection and Empowerment in India, August 2016, ISBN:978-81- 86690-1-8
12. G. Parimalarani(2015) Foreign Direct Investment: Is it Lure in Ethiopia? , The international journal research publications , research journal of Economics and Business studies, Issn:2251 1555 , Vol 04, Nu 04.
13. G.Parimalarani(2014) “Deployment of Institutional Credit for Agricultural development in Ethiopia: Need of the Hour”, The International Journals-Research Journal of Social Sciences and management, Vol 4,No 2(2014), June 2014,ISSN: 2251-1571.
14. G.Parimalarani(2013) Digital Inclusion in India- A case of Mobile Banking, Published in International Conference on technology& Business Management, proceedings-American University Emirates, Dubai, UAE. ISBN:978-81-924713-2-7.
15. G.Parimalarani (2013) Post Office Financial Services: Is it Lure in India?, Published in AIMS International Conference proceedings-Indian Institute of Management Bangalore(IIMB), ISBN: 978-81-924713-1-0.
16. G.Parimalarani (2012),”Sustainable Global Economy through Green Finance”, Proceedings of the National Conference on GO Green, pp. 151-155, isbn:978-81-8371-382-5.
17. G.Parimalarani (2013) Mobile Banking In India: A Comparative Study on State Bank of India& ICICI Bank, GITAM Journal of Management, Visakhapatnam. ISSN:0972-740X, Vol 11, Number 2,pp.169-180.
18. G.Parimalarani(2011) Performance of Commercial Banks in Priority sector lending, Asia Pacific Journal of Research in Business Management, , ISSN 2229-4104.
19. G.Parimalarani(2011), Institutional Credit and rural development in India, International Journal of Business Economics and Management Research, ISSN 2229-4848.
20. G.Parimalarani(2011). Non-Performing Assets Management in Indian Banks: Need of the hour, Handbook of Management and Behavioral Science Vol I, ISBN- 978-81-89547.

21. G.Parimalarani(2011)Sustainable Global Economy through Green Finance, Proceedings of the National Conference on Go Green, ISBN-978-81-8371-382-5.
22. G.Parimalarani(2010) Self Help Groups: A gateway for Rural Development in India, ISBN- 978-81-87364-40-5.
23. G.Parimalarani (2007),Bancassurance-The most challenging insurance distribution channel with special reference to ICICI Prudential Life, pp.125-132, ISBN: 978-81-89886-26-4.