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Department of Commerce,  
Bishop Heber College,  
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**Qualification**

Degree	Branch	Institution / University	Year of Passing
Ph.D	Commerce	Bharathidasan University	2012
M.B.A		Alagappa University	2006
M.Phil		Madurai Kamaraj University	2002
M.Com		Cbm College	1991
B.Com		Nirmala College For Women	1989

**Ph.D. Details**

Title of Thesis	Area of Specialization	
An Empirical Study on working of women self help groups in Trichy District	Marketing	
Research Supervisor	Research Centre	Year of Award
Dr.G.John	Bharathidasan University	July 2012

Cleared NET / SET :	Details	Year of Passing

**Additional Qualification**

Name of Course	Place of Study	Date	Duration
Soft Skills	NPTEL Online Course	November 2018	12 weeks

## Work Experience

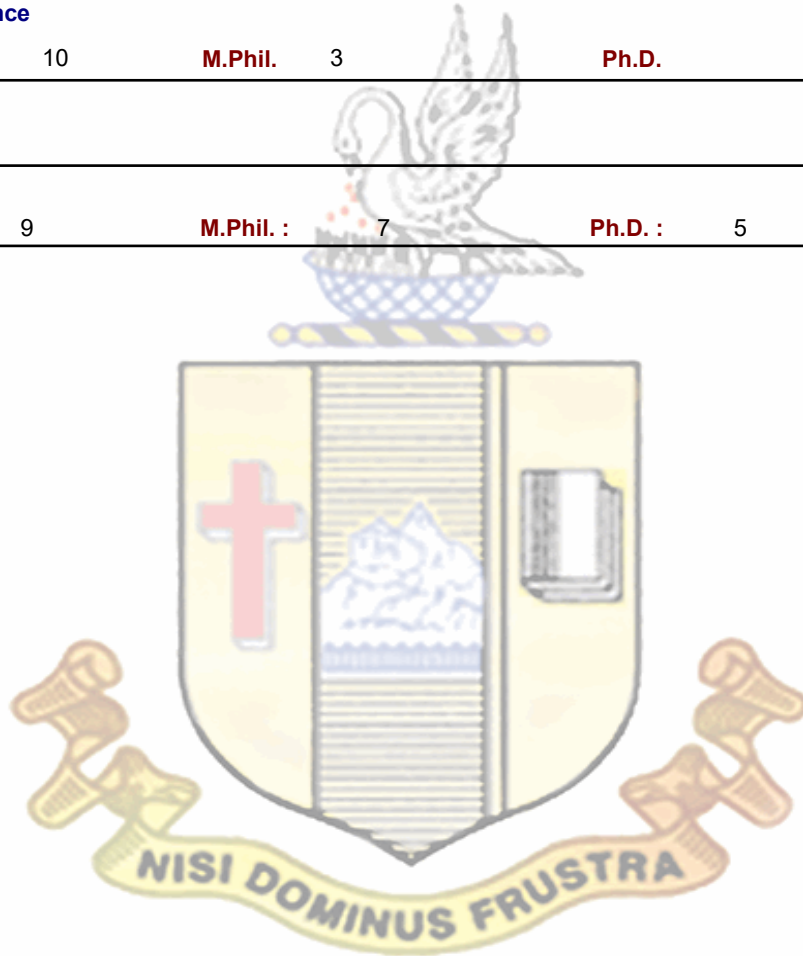
Name of Institution	Address of Institution	Designation	From	To
Bishop Heber College	Puthur,Tiruchirappalli	Associate Professor	16.6.1999	till date
Bishop Heber College	Alithurai Road,Puthur, Tiruchirappa lli	Assistant Professor	16.06.99	till date
BISHOP HEBER COLLEGE(AUTONOMOUS)	ALLITHURAI ROAD,TIRUCHIRAPPAL LI	ASSISTANT PROFESSOR OF COMMERCE	16.06.1999	TILL DATE

### Teaching / Research Experience

U.G. : 21      P.G. : 10      M.Phil. : 3      Ph.D. : 5

### Research Guidance

U.G. :      P.G. : 9      M.Phil. : 7      Ph.D. : 5



## Table of Contents

1.	<b>Conferences / workshops / Seminars Attended</b>	<b>70</b>
2.	<b>Research Papers Presented</b>	<b>8</b>
3.	<b>Publication in Journals</b>	<b>33</b>
4.	<b>Publication in Books</b>	<b>4</b>
5.	<b>Books Published / Edited</b>	<b>3</b>
6.	<b>Conferences / Workshops / Seminars Organised</b>	<b>1</b>
7.	<b>Research Projects</b>	<b>1</b>
8.	<b>Resource Person</b>	<b>13</b>
9.	<b>Consultancy</b>	<b>0</b>
10.	<b>Awards Recieved</b>	<b>1</b>
11.	<b>Patent</b>	<b>0</b>
12.	<b>Extension Activities Undertaken</b>	<b>0</b>
13.	<b>Professional Membership</b>	<b>0</b>
14.	<b>M.Phil. / Ph.D. Produced</b>	<b>0 / 5</b>

1. International level Conference on **"Prospects and Challenges of Health Sector in India"** sponsored by Pg & Research Department of Economics organized by Pg & Research Department of Economics at Tiruchirappalli during 25/04/2022 to 25/04/2022.
2. International level Conference on **"Digital Transformation in Banking & Finance"** sponsored by Pg & Research Department of Commerce organized by Pg & Research Department of Commerce at Tiruchirappalli during 23/03/2022 to 24/03/2022.
3. National level Workshop on **"Research Methodology & SPSS Tools"** sponsored by Pg & Research Department of Commerce organized by Pg & Research Department of Commerce at Tiruchirappalli during 18/11/2021 to 19/11/2021.
4. International level Conference on **"Step up Sustainable Development Goals into Actions"** sponsored by Pg & Research Department of Commerce organized by Pg & Research Department of Commerce at Tiruchirappalli during 31/03/2021 to 31/03/2021.
5. National level Workshop on **"E Resources"** sponsored by Bishop Heber College organized by Bishop Heber College at Tiruchirappalli during 27/03/2021 to 27/03/2021.
6. International level Seminar on **"Service sector in India: Making new Avenues in Indian Economy"** sponsored by Jamal Mohammed College Pg & Research Department of Commerce organized by Jamal Mohammed College Pg & Research Department of Commerce at Tiruchirappalli during 13/01/2021 to 13/01/2021.
7. National level Workshop on **"IFRS"** sponsored by ACCA organized by Department of Commerce at Trichy during 09/02/2020 to 09/02/2020.
8. International level Conference on **"Digitalisation of Banking Operations"** sponsored by Alpha Arts And Science College organized by Alpha Arts And Science College at Chennai during 01/03/2019 to 01/03/2019.
9. International level Conference on **"Digitalisation of Banking Operations Outreach, Challenges and Impact on Economy"** sponsored by -- organized by Alpha Arts and science College at Chennai during 01/03/2019 to 01/03/2019.
10. International level Conference on **"The Furtherance of Sustainable Development Goals:2030"** sponsored by Holy Cross College, Department of Social Work organized by Holy Cross College, Department of Social Work at Trichy during 07/12/2018 to 01/01/1900.
11. International level Conference on **"Sustaining a Competitive Advantage in the changing Business Scenario"** sponsored by organized by at Trichy during 12/09/2018 to 01/01/1900.
12. International level Conference on **"Emerging Strides in Innovations and Skill Enhancement"** sponsored by Primax Foundation in association with Asian Institute of Technology organized by Primax Foundation in association with Asian Institute of Technology at Bengaluru during 09/05/2018 to 01/01/1900.
13. International level Workshop on **"International Financial Reporting Standards"** sponsored by ACCA&ISDC organized by ACCA&ISDC at Trichy during 09/02/2018 to 01/01/1900.
14. National level Seminar on **"E-Commerce"** sponsored by UGC organized by Holy Cross College at Tiruchirappalli during 13/02/2016 to 14/02/2016.
15. International level Seminar on **"Case study method of teaching in commerce/Management Education"** sponsored by UGC organized by Bharathidasan university at Tiruchirappalli during 20/01/2016 to 21/01/2016.
16. International level Seminar on **"Case study method of teaching in commerce/Management Education"** sponsored by UGC organized by Bharathidasan university at Tiruchirappalli during 20/01/2016 to 21/01/2016.

17. International level Conference on **"A conceptual study on digital India"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 20/08/2015 to 01/01/1900.
18. National level Seminar on **"Advanced christian leadership"** sponsored by HAGGAI Institute organized by HAGGAI Institute at Tiruchirappalli during 02/11/2014 to 08/11/2014.
19. International level Conference on **"Contemporary Issues in Business"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 05/10/2014 to 01/01/1900.
20. College level Workshop on **"Question paper setting"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 19/07/2014 to 01/01/1900.
21. University level Workshop on **"Quality research report writing"** sponsored by Bharathidasan university organized by Bharathidasan university at Tiruchirappalli during 27/02/2014 to 01/01/1900.
22. International level Conference on **"Applied Research in Commerce and Management"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 22/01/2014 to 01/01/1900.
23. International level Conference on **"Entrepreneurs with Disability"** sponsored by Shri Sakthikailash College organized by Shri Sakthikailash College at Salem during 23/08/2013 to 01/01/1900.
24. International level Conference on **"Performance in self help groups in Tiruchirappalli District"** sponsored by Academic research publishers organized by Academic research publishers at Cochin during 25/07/2013 to 01/01/1900.
25. International level Conference on **"Partnership in Higher Education :opportunities and challenges"** sponsored by IQAC & R&D Cell organized by IQAC & R&D Cell at Bishop heber college during 28/02/2013 to 01/01/1900.
26. International level Conference on **"Higher Education"** sponsored by IQAC organized by IQAC at Tiruchirappalli during 28/02/2013 to 01/01/1900.
27. National level Conference on **"Quality Benchmarking in Higher Education"** sponsored by Dhanalakshmi Srinivasan College,Perambalur organized by Dhanalakshmi Srinivasan College,Perambalur at Perambalur during 30/01/2013 to 01/01/1900.
28. -1 level Seminar on **"Financial markets:Issues and challenges"** sponsored by organized by at during 05/01/2013 to 01/01/1900.
29. National level Workshop on **"Research Techniques and Data Analysis"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 21/10/2012 to 01/01/1900.
30. National level Conference on **"A study on family responsibilities affecting talent management among women teachers in Bishop Heber College"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 05/10/2012 to 01/01/1900.
31. College level Conference on **"Teachers Confeence"** sponsored by Evangelical Teachers Fellowship organized by Evangelical Teachers Fellowship at Tiruchirappalli during 29/09/2012 to 01/01/1900.
32. International level Conference on **"Women Entrepreneurs and SHGs"** sponsored by Bon Secours College organized by Bon Secours College at Thanjavur during 31/08/2012 to 01/01/1900.
33. International level Conference on **"Women Entrepreneurship"** sponsored by Bon Secours College organized by Bon Secours College at Thanjavur during 30/08/2012 to 01/01/1900.



34. National level Seminar on **"Mobile Banking-An Overview"** sponsored by Urumu Dhanalakshmi College organized by Urumu Dhanalakshmi College at Tiruchirappalli during 16/03/2012 to 01/01/1900.
35. International level Conference on **"Gender Roles and Effective Leadership"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 12/03/2012 to 01/01/1900.
36. National level Seminar on **"Micro Insurance"** sponsored by K S Rangasamy College of Arts & Science organized by K S Rangasamy College of Arts & Science at Thiruchengode during 10/03/2012 to 01/01/1900.
37. National level Seminar on **"Foreign Direct Investment"** sponsored by St.Xaviers College organized by St.Xaviers College at Palayamkottai during 23/02/2012 to 01/01/1900.
38. National level Conference on **"Internet Banking"** sponsored by Loyola college organized by Loyola college at Chennai during 15/02/2012 to 01/01/1900.
39. Regional level Workshop on **"Stock market operations"** sponsored by Dhanalakshmi Srinivasan College,Perambalur organized by Dhanalakshmi Srinivasan College,Perambalur at Perambalur during 15/02/2012 to 01/01/1900.
40. National level Conference on **"HR Issues & Challenges for E Business"** sponsored by Dhanalakshmi Srinivasan College,Perambalur organized by Dhanalakshmi Srinivasan College,Perambalur at Perambalur during 25/01/2012 to 01/01/1900.
41. National level Conference on **"Challenges for E-Business"** sponsored by Dhanalakshmi Srinivasan College,Perambalur organized by Dhanalakshmi Srinivasan College,Perambalur at Perambalur during 25/01/2012 to 25/01/2012.
42. National level Conference on **"Inclusive risk management in Insurance industry t"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 04/03/2011 to 01/01/1900.
43. National level Conference on **"Youth Entrepreneurship,Issues,Challenges and Opportunities"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 23/02/2011 to 01/01/1900.
44. International level Conference on **"Implementation of Total quality management in Libraries"** sponsored by University Librarian ship organized by University Librarian ship at Sri Lanka during 14/07/2010 to 01/01/1900.
45. National level Conference on **"Recent Trends in Financial markets and Reinsurance"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 17/03/2010 to 01/01/1900.
46. National level Conference on **"Opportunities and Challenges for women entrepreneurs"** sponsored by Bishop heber college organized by Bishop heber college at Tiruchirappalli during 12/02/2010 to 01/01/1900.
47. National level Conference on **"SHGs A movement for women empowerment"** sponsored by Holy Cross College organized by Holy Cross College at Tiruchirappalli during 04/02/2010 to 01/01/1900.
48. National level Seminar on **"Christianity in India"** sponsored by BISHOP HEBER COLLEGE & IIVERPOOL HOPE UNIVERSITY UK organized by BISHOP HEBER COLLEGE & IIVERPOOL HOPE UNIVERSITY UK at Tiruchirappalli during 13/01/2010 to 01/01/1900.
49. International level Conference on **"Communicating across cultures- an overview"** sponsored by Holy Cross College organized by Holy Cross College at Tiruchirappalli during 06/10/2009 to 01/01/1900.
50. National level Conference on **"Indian rural marketing emerging issues and challenges"** sponsored by Dhanalakshmi Srinivasan College,Perambalur organized by Dhanalakshmi Srinivasan College,Perambalur at Perambalur during 24/09/2009 to 24/09/2009.

51. National level Seminar on **"Women Entrepreneurship and Economic Development"** sponsored by Women Christian College organized by Women Christian College at Nagercoil during 17/09/2009 to 01/01/1900.
52. State level Seminar on **"Key to Women Empowerment"** sponsored by Bharathiar Arts and Science College organized by Bharathiar Arts and Science College at Salem during 18/02/2009 to 18/02/2009.
53. State level Seminar on **"Key to Women Empowerment"** sponsored by Bharathiar Arts and Science College organized by Bharathiar Arts and Science College at Salem during 18/02/2009 to 18/02/2009.
54. National level Conference on **"Challenges and Potentials in Mutual Fund Services"** sponsored by Annamalai University organized by Annamalai University at Annamalai during 27/12/2008 to 27/12/2008.
55. International level Workshop on **"Writing Publications"** sponsored by BISHOP HEBER COLLEGE & IIVERPOOL HOPE UNIVERSITY UK organized by BISHOP HEBER COLLEGE & IIVERPOOL HOPE UNIVERSITY UK at Tiruchirappalli during 03/07/2008 to 03/07/2008.
56. National level Seminar on **"Opportunities and Challenges for women entrepreneurs"** sponsored by Dhanalakshmi Srinivasan College,Perambalur organized by Dhanalakshmi Srinivasan College,Perambalur at Perambalur during 23/02/2008 to 23/02/2008.
57. -1 level Workshop on **"Educators on Mobile Learning"** sponsored by UGC organized by Department of Computer Science BHC at Tiruchirappalli during 17/07/2007 to 18/07/2007.
58. International level Conference on **"Technology,Innovation,MDGoals in India"** sponsored by Centre for Women Studies organized by Centre for Women Studies at Tiruchirappalli during 12/07/2007 to 14/07/2007.
59. International level Conference on **"Emerging Trends in Retail Management"** sponsored by Cauvery college for women organized by Cauvery college for women at Tiruchirappalli during 07/04/2007 to 08/04/2007.
60. International level Seminar on **"Emerging pradigm in credit rating services"** sponsored by Cauvery college for women organized by Cauvery college for women at Tiruchirappalli during 07/04/2007 to 08/04/2007.
61. International level Seminar on **"Emerging Paradigm in Financial Services"** sponsored by UGC organized by Cauvery college for women at Tiruchirappalli during 07/04/2007 to 08/04/2007.
62. College level Workshop on **"Examination reforms and evaluation"** sponsored by IQAC organized by IQAC at Tiruchirappalli during 18/03/2007 to 01/01/1900.
63. National level Seminar on **"E Payments The permeating phenomenon of the Indian Business in the post globalised era"** sponsored by Holy Cross College organized by Holy Cross College at Tiruchirappalli during 13/02/2007 to 14/02/2007.
64. National level Workshop on **"Gender Just Education Phase II"** sponsored by Lady Doak Colege organized by Lady Doak Colege at Madurai during 02/05/2006 to 04/05/2006.
65. National level Workshop on **"Gender Just Education Phase II"** sponsored by Lady Doak Colege organized by Lady Doak Colege at Madurai during 02/05/2006 to 04/05/2006.
66. College level Workshop on **"Curriculum Development and Evaluation"** sponsored by BISHOP HEBER COLL organized by BISHOP HEBER COLL at Tiruchirappalli during 09/03/2006 to 11/03/2006.
67. National level Conference on **"VAT"** sponsored by Theivanai Ammal College for Women, organized by Theivanai Ammal College for Women, at Villupuram during 01/01/2005 to 01/01/1900.

68. National level Seminar on **"Corporate Culture and Ethical Climate"** sponsored by UGC organized by SriGVG Visalakshi College for Women at Udumalpet during 29/09/2004 to 01/01/1900.
69. National level Workshop on **"Faculty Development Programme"** sponsored by PMMMNMTTTLTC organized by PMMMNMTTTLTC at during 01/01/1900 to 01/01/1900.
70. -1 level Seminar on **"Power of women in Entrepreneurial programme"** sponsored by UGC organized by Shri Mathi Devkumar Nanaalal Bh for WomenVaishnav College at during 01/01/1900 to 01/01/1900.

## Research Papers Presented

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1. **"AN EMPIRICAL STUDY ON INVESTMENT BEHAVIOUR AND SATISFACTION LEVEL"** in the International conference on *INTERNATIONAL SEMINAR* sponsored by , organized by JAMAL MOHAMMED COLLEGE at TIRUCHIRAPPALLI during 13/01/2021 to 01/01/1900.
2. **"SERVICE SECTOR IN INDIA:MAKING NEW AVENUES IN INDIAN ECONOMY"** in the International conference on sponsored by JAMAL MOHAMMED COLLEGE, organized by at TIRUCHIRAPPALLI during 13/01/2021 to 01/01/1900.
3. **"Advancement in Business in the Digital Era 2019"** in the National conference on sponsored by National Conference, organized by Jamal Mohammed College, Department of Commerce at Trichy during 25/09/2019 to 01/01/1900.
4. **"Emerging Strides in Innovations and Skill Enhancement-Sustainable Development a Key Focus"** in the International conference on sponsored by International Conference, organized by Primax Foundation,Bengaluru,Karnataka,India at Bangkok,Thailand during 09/05/2018 to 09/05/2018.
5. **"Performance of Women Self Help Groups in Trichy District"** in the International conference on sponsored by Applied Research in Commerce, organized by Academic Research Publishers UAE at Cochin during 25/08/2013 to 01/01/1900.
6. **"Opportunities and Challenges for SHGs Movements as Small Business Owners"** in the National conference on *Entrepreneurship* sponsored by , organized by Bishop Heber College,Department of Commerce at Tiruchirappalli during 12/02/2010 to 01/01/1900.
7. **"SHGs Movement for Women EmpowermentGs"** in the National conference on *Youth Entrepreneurship* sponsored by , organized by Holy Cross College at Tiruchirappalli during 04/02/2010 to 01/01/1900.
8. **"SHGs Movement for Women EmpowermentGs"** in the National conference on *Youth Entrepreneurship* sponsored by , organized by Holy Cross College at Tiruchirappalli during 04/02/2010 to 01/01/1900.



1. **"A study on work Life Balance of the Employees in Rane TRW Industry Trichy"** published in Sambodhi (PEER REVIEW) Vol. 43, Issue No. 04, December 2020 ISSN : 22496661.
2. **" A study on work-life balance of the employees in Rane TRW Industry,Trichy"** published in Sambodhi (PEER REVIEW) Vol. 43, Issue No. 04, December 2020 ISSN : 2249-6661.
3. **"An Empirical Study on Investment Behaviour of Salaried Emploeyss in Tiruchirappalli District"** published in Sambodhi (PEER REVIEW) Vol. 43, Issue No. 04, December 2020 ISSN : 22496661.
4. **"An Empirical Study on Investment Behaviour and Satisfaction Level of Bank Employees in Trichy District"** published in KALA (PEER REVIEW) Vol. 26, Issue No. 2(XXV), December 2020 ISSN : 09757945.
5. **"A study on investment behaviour of salaried employees in Trichy District"** published in IJAEMA (PEER REVIEW) Vol. XII, Issue No. IX, September 2020 ISSN : 0886-9367.
6. **"A study on investment behaviour of salaried employees in Trichy District"** published in IJAEMA (PEER REVIEW) Vol. XII, Issue No. IX, September 2020 ISSN : 0886-9367.
7. **"Emotional Competency Impelling Higher Education Institution to Embark on to Prevail OverPandemic Like National Lockdown"** published in Journal of Xidian University (PEER REVIEW) Vol. 14, Issue No. 7, September 2020 ISSN : 10012400.
8. **"Comparative Analysis of Public & Private Sector Banks in Trichy District"** published in 7.12 (PEER REVIEW) Vol. 10, Issue No. 08, August 2020 ISSN : ---.
9. **"Comparative Analysis of Public & Private Sector Banks in Tiruchirappalli District"** published in Dogo Rangsang Research Journal (PEER REVIEW) Vol. 10, Issue No. 08, August 2020 ISSN : ---.
10. **"Investment Pattern in Vijaya Bank of Trichy District"** published in The International Journal of Analytical and Experimental Modal Analysis (PEER REVIEW) Vol. XII, Issue No. VIII, August 2020 ISSN : 0886-9367.
11. **"Investment Pattern in Vijaya Bank of Trichy District"** published in The International Journal of Analytical and Experimental Modal Analysis (PEER REVIEW) Vol. XII, Issue No. VIII, August 2020 ISSN : 0886-9367.

12. **"Galvanising Higher Education Institution by Fabricating Emotional Intelligence to Embark on to prevail ove COvid 19 like world Disaster"** published in DRSR Journal (PEER REVIEW) Vol. 10, Issue No. 07, July 2020 ISSN : 23477180.
13. **"Advancing the ancient teaching profession to an enerprising pursuit with adequate organisational competency"** published in AUT Research Journal (PEER REVIEW) Vol. XI, Issue No. VII, July 2020 ISSN : 00050601.
14. **"Advancing the ancient teaching profession to an enterprising pursuit with adequate organisational competency"** published in AUT Research Journal (PEER REVIEW) Vol. XI, Issue No. VII, July 2020 ISSN : 0005-0601.
15. **"GALVANISING HIGHER EDUCATION INSTITUTION BY FABRICATINGEMOTIONAL INTELLIGENCE TO EMBARK ON TO PREVAILOVERCOVID 19LIKE WORLD DISASTER"** published in DOGO RANGSANG RESEARCH JOURNAL (PEER REVIEW) Vol. 10, Issue No. 07, July 2020 ISSN : 23477180.
16. **"Galvanising Higher Education Institution by Fabricating Emotional Intelligence to Embark on to prevail over Covid 19 like World Disaster"** published in Dogo Rangsang Research Journal (PEER REVIEW) Vol. 07, Issue No. 8, July 2020 ISSN : 23477180.
17. **"Impact of Machine Learning on Detecting Buying Patterns of consumers to generalise future data"** published in Think India (Quarterly Journal) (E-JOURNAL) Vol. 22, Issue No. 4, October 2019 ISSN : ---.
18. **"Impact of Machine Learning on Detecting Buying Patterns of consumers to generalise future data"** published in Think India (Quarterly Journal) (E-JOURNAL) Vol. 22, Issue No. 4, October 2019 ISSN : ---.
19. **"AnEmpirical Study on Leadership Styles at Call Centre Industries in Tiruchirappalli Town"** published in Global Journal for Research Analysis (PEER REVIEW) Vol. 08, Issue No. 03, March 2019 ISSN : 2277-8160.
20. **"NPAs in Education Loan-Stress on Banks"** published in Sustaining a Competitive Advantage in the Changing Business Scenario (PEER REVIEW) Vol. 7, Issue No. 2018, September 2018 ISSN : 2279-543X.
21. **"Study on the Influence of Organiational Climate on the Job Satisfaction level of the management teaching staff of the aided college in Trichy Dist"** published in International Journal of Scientific Research and Review (PEER REVIEW) Vol. 7, Issue No. 7, May 2018 ISSN : 2279-543X.
22. **"Entrepreneurs with Disability:An Impact study in Trichy District"** published in International Journal of Research & Business Innovation (PEER REVIEW) Vol. 01, Issue No. 03, December 2013 ISSN : 2321-5615.
23. **"ENTREPRENEURS WITH DISABILITY"** published in Research and Business Innovation (PEER REVIEW) Vol. 01, Issue No. 03, December 2013 ISSN : 2321-5615.

24. **"Internet Banking - An Overview"** published in Journal of Management and Science (PEER REVIEW) Vol. 01, Issue No. 01, October 2012 ISSN : 2249-1260-2012.
25. **"Women Entrepreneurs can build better business"** published in Kisan World (PEER REVIEW) Vol. 35, Issue No. 08, August 2008 ISSN : 0971-9229.
26. **"Women Entrepreneurs can build better business"** published in Kisan World (PEER REVIEW) Vol. 35, Issue No. 08, August 2008 ISSN : 0971-9229.
29. **"A study on the Employees opinion on the Leadership styles of Different Heads in Bishop Heber College"** published in JAC:A Journal of Composition Theory (E-JOURNAL) Vol. XII, Issue No. XI, January 1900 ISSN : 0731-6755.
30. **"An Empirical study on Invesment behaviour and satisfaction level of Bank Employees in Trichy District"** published in KALA (PEER REVIEW) Vol. 26, Issue No. 2, January 1900 ISSN : 09757945.
31. **"A study on the Efficacy of Green Marketing"** published in Our Heritage Journal (E-JOURNAL) Vol. 68, Issue No. 45, January 1900 ISSN : 0474-9030.
32. **"AN EMPIRICAL STUDY ON INVESTMENT BEHAVIOUR AND SATISFACTION LEVEL OF BANK EMPLOYEES IN TRICHY DISTRICT"** published in KALA (PEER REVIEW) Vol. 26, Issue No. 2(XXV), January 1900 ISSN : 09757945.
33. **"A STUDY ON WORK LIFE BALANCE OF THE EMPLOYEES IN RANE TRW INDUSTRY"** published in SAMBODHI (PEER REVIEW) Vol. 43, Issue No. 4(XXIX), January 1900 ISSN : 22496661.

#### Publication in Books

- 4

1. **Impact of Machine Learning on Detecting Buying Patterns of Consumers to generalize data.** . Bangalore :Archers & Elevators Publishing House, January 2022.
2. **Foreign Direct Investment An Overview.** FDI in Retail Industry in India Boon or Bane. Palayamkottai :Muthuleetchumi press, February 2012.
3. **SHGs and Bank Linkage.** Indian Banking Emerging Prospects and Prospectives. New Delhi :Mahamaya Publishing House, March 2010.
4. **Indian Rural Marketing Emerging Issues.** Indian Rural Marketing in Liberalized Era. New Delhi :Authors Press, January 1900.

**Books Published / Edited****- 3**

- \* . **Human Resource Management**. Chennai : Charulatha , August 2021.
- \* Dr.Joseph Anbarasu . **Excel for Business**. Tiruchirappalli : Promoforce , January 1900.

**Conferences / Workshops / Seminars Organised****- 1**

1. National level Conference Entitled **"Talent Management"** at Tiruchirappalli, sponsored by , during 05/10/2012 to 01/01/1900.

**Awards Recieved****- 1**

Award Name	Presented by	Year	Level	Instituted by / Place	amount
Best Teacher Award	Joy Allukas	05/09/2022	DISTRICT		

**RESEARCH PROJECTS****- 1**

1. Minor project entitled **"Entrepreneurs with Disabilities:An Impact Study in Trichy District"** (*PRINCIPAL INVESTIGATOR*), Sponsored by UGC, during 01/11/2014 to 11/30/2015 [Completed].





- # COLLEGE level FDP on **"Faculty Development Programme"** Sponsored by , Organized by Bishop Heber College, Department of commerce at Trichy during 30/08/2019 - 01/01/1900.
- # COLLEGE level on **"Research Training Programme"** Sponsored by , Organized by Bishop Heber College, Department of commerce at Trichy during 12/06/2019 - 13/07/2019.
- # NATIONAL level on **"Faculty Development Programme"** Sponsored by , Organized by Velammal Engineering College, Chennai at Chennai during 29/03/2019 - 29/03/2019.
- # COLLEGE level on **"Career Development Course"** Sponsored by , Organized by Department of Computer Science, Bishop Heber College at Trichy during 18/02/2019 - 15/03/2019.
- # COLLEGE level on **"Faculty Development Programme"** Sponsored by , Organized by Bishop Heber College, Department of commerce at Trichy during 22/01/2019 - 23/01/2019.
- # REGIONAL level UGC Training Workshop on **"Sexual Harassment at Workplace"** Sponsored by , Organized by Department of Women Studies, Bharathidasan University at Trichy during 18/09/2018 - 01/01/1900.
- # STATE level ORIENTATION on **"123rd Orientation Programme"** Sponsored by UGC, Organized by UGC MHRD Pondicherry University at Pondicherry during 01/03/2018 - 28/03/2018.
- # NATIONAL level on **"Academic Counsellors"** Sponsored by , Organized by IGNOU at Tiruchirappalli during 19/10/2013 - 19/10/2013.
- # STATE level FDP on **"Mentoring"** Sponsored by , Organized by Federation of Universities at Tiruchirappalli during 15/10/2011 - 01/01/1900.
- # STATE level on **"Banking and Financial services"** Sponsored by , Organized by ICICI at Chennai during 13/10/2008 - 16/10/2008.
- # UNIVERSITY level REFRESHER on **"Refresher course in commerce"** Sponsored by , Organized by Academic staff college, Bharathidasan University at Tiruchirappalli during 25/10/2007 - 01/11/2007.
- # SELECT level on **"Research on Disability Areas"** Sponsored by , Organized by at during 01/01/1900 - 01/01/1900.
- # COLLEGE level Faculty Development Programme on **"E Content Development for Effective Teaching"** Sponsored by , Organized by Velammal Engineering College at Chennai during 01/01/1900 - 01/01/1900.

1. College level Invited Lectures on **"Dream Big"** at Karur, 30/11/2022.
2. College level Invited Lectures on **"Business Plan Preparation"** at Chennai, 19/04/2021.
3. National level Invited Lectures on **"Success skills for college students"** at Karur, 21/10/2019.
4. College level Invited Lectures on **"Personality Traits"** at SRM Trichy Arts and Science College, 11/11/2018.
5. National level Invited Lectures on **"Consumerism"** at Nehru Memorial College(Autonomous), 16/10/2018.
6. National level Invited Lectures on **"Employability Skills"** at Srimad Andavan Arts and Science College(Autonomous), 07/09/2018.
7. College level Invited Lectures on **"Challenges faced by Women in Current Sce"** at Trichy, 20/03/2016.
8. College level Invited Lectures on **"Rights of Consumer"** at Trichy, 11/03/2014.
9. College level Invited Lectures on **"Rights of Consumer"** at Trichy, 11/03/2014.
10. Regional level Invited Lectures on **"Benefit of Savings"** at Trichy, 14/03/2013.
11. Regional level Invited Lectures on **"Young Investors"** at Trichy, 12/02/2013.
12. Regional level Invited Lectures on **"Importance of young investors"** at Trichy, 12/12/2012.
13. State level Invited Lectures on **"Management Accounting Concepts and Techniques"** at Perambalur, 31/01/2009.



**Signature of Staff**  
**(D.FENNALA AGNES IYLIN)**