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 Date of Birth : 26<sup>th</sup> May 1983



## 1. QUALIFICATION

S. No	Degree/ Diploma/ Certificate	Discipline	Name of the Institution	Year of Passing
1	Diploma in Co-operative Management	Co-Operative Management	Dindigul Institute of Co-Operative Management, Dindigul	2002
2	B.Com CA	Commerce	Madurai Kamaraj University College, Aundipatti	2005
3	M.Com	Commerce	Vivekananda College, Tiruvedakam	2007
4	M.Phil	Commerce	Vivekananda College, Tiruvedakam	2008
5	PGDCA	Computer	Madurai Kamaraj University	2012
6	Ph.D	Commerce	Vivekananda College, Tiruvedakam	2014

## 2. TEACHING EXPERIENCE

S. No	Institution	From – To
1	Vivekananda College, Tiruvedakam	16.06.2008 - Still

## 3. POSITION HELD IN VIVEKANANDA COLLEGE

S. No	Name of the Position	Duration
1	Acharya, Vivekananda College, Tiruvedakam	2018 - Still

## 4. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No	Programmes & Theme	Organised By	Date	Participated/ Presented	Title of the Paper
1	Two-day workshop	Department of Management Studies, Mepco Schlenk Engineering	3 <sup>rd</sup> and 4 <sup>th</sup> August 2017	Participated	Excel Applications in Data Management

		<b>College, Sivakasi</b>			
<b>2</b>	<b>One day International Conference on MAKE IN INDIA – VISION INTO REALITY</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai.</b>	<b>16<sup>th</sup> March 2018</b>	<b>Presented</b>	<b>Digital Transformation for the Retail Banking</b>
<b>3</b>	<b>One day International Conference on IMPACT OF GLOBALISATION ON INDIAN FINANCIAL SYSTEM</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai.</b>	<b>30<sup>th</sup> August 2014</b>	<b>Presented</b>	<b>Retail Banking in Madurai District – A product Wise, Area Wise and Sector Wise Comparison</b>
<b>4</b>	<b>Two-day National Conference on INTERNATIONAL FINANCIAL REPORTING STANDARDS – A GLOBAL ACCOUNTING LANGUAGE FOR LOCAL IMPLICATIONS IN INDIA</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai.</b>	<b>5<sup>th</sup> and 6<sup>th</sup> February 2015</b>	<b>Presented</b>	<b>Convergence to IFRS – A Study of Challenges faced by Indian Companies in the Implementation</b>
<b>5</b>	<b>Two-day National Conference on IMPACT OF GLOBALISATION ON THE PROSPECTS OF INDIAN</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam,</b>	<b>23<sup>rd</sup> and 24<sup>th</sup> January 2015</b>	<b>Presented</b>	<b>A Study on Customers Perception of Retail Banking in Madurai District</b>

	<b>BANKING SECTOR</b>	<b>Madurai.</b>			
<b>6</b>	<b>National Seminar on RETAIL MARKETING IN INDIA: TRENDS AND CHALLENGES</b>	<b>Post Graduate and Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai</b>	<b>24<sup>th</sup> September 2011</b>	<b>Presented</b>	<b>A Study on Retail Banking in Madurai District</b>
<b>7</b>	<b>International Seminar on FINANCIAL KARKETS: ISSUES AND CHALLENGES</b>	<b>Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli.</b>	<b>5<sup>th</sup> and 6<sup>th</sup> January 2013</b>	<b>Presented</b>	<b>A study on customer satisfaction on Indian Retail Banking</b>
<b>8</b>	<b>One day National Seminar on WATER CONSERVATION AND ITS IMPACT ON INDIAN ECONOMY</b>	<b>Department of Economics, Vivekananda College, Tiruvedakam, Madurai.</b>	<b>27<sup>th</sup> February 2015</b>	<b>Presented</b>	<b>Effects of water scarcity</b>
<b>9</b>	<b>One day National Symposium on IFRS, ACCOUNTING STANDARDS AND COMPANIES ACT 2013 – MOVING TOWARDS A PARADIGM SHIFT</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai.</b>	<b>15<sup>th</sup> March 2014</b>	<b>Participation</b>	<b>IFRS, ACCOUNTING STANDARDS AND COMPANIES ACT 2013 – MOVING TOWARDS A PARADIGM SHIFT</b>
<b>10</b>	<b>International Seminar on Recent</b>	<b>Department of Commerce and</b>	<b>19<sup>th</sup> and 20<sup>th</sup></b>	<b>Presented</b>	<b>Denaturization and Indian Capital Market</b>

	<b>Trends in Capital Markets and Financial Innovations</b>	<b>Financial Studies, Bharathidasan University, Tiruchirappalli.</b>	<b>January 2008</b>		<b>– An Analytical Review</b>
<b>11</b>	<b>Twelve day Training Course on Research Methodology and Computer Applications in Social Sciences Research</b>	<b>C P A College, Bodinayakanur, Theni</b>	<b>12<sup>th</sup> to 23<sup>rd</sup> November, 2007</b>	<b>Participation</b>	<b>Research Methodology and Computer Applications in Social Sciences Research</b>
<b>12</b>	<b>Research Colloquium</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai.</b>	<b>26<sup>th</sup> February 2011</b>	<b>Presented</b>	<b>An Empirical study on Retail Banking in Madurai District – A Product Wise, Area Wise and Sector Wise Comparison</b>
<b>13</b>	<b>National Seminar on EMERGING TRENDS IN THE INDIAN BANKING INDUSTRY – CHALLENGES AND STRTEGIC OPTIONS</b>	<b>Department of Commerce, Karaikal Campus, Pondicherry University, Karaikal, Puducherry</b>	<b>24<sup>th</sup> March 2012</b>	<b>Presented</b>	<b>An Empirical Study on Retail Banking in Madurai District and perception of the Customers</b>
<b>14</b>	<b>National Seminar on DIGITAL INDIA – INNOVATION, CHELLENGES AND GROWTH</b>	<b>Department of Commerce with Computer Application, S.Vellaichamy Nadar College, Nagamalai,</b>	<b>31<sup>st</sup> January 2018</b>	<b>Presented</b>	<b>A Study of awareness of E – Banking Services in India</b>

		<b>Madurai.</b>			
<b>15</b>	<b>National Seminar on IMPACT OF GST ON SMALL AND MEDIUM SCALE INDUSTRIES</b>	<b>Department of Commerce with Computer Application, S.Vellaichamy Nadar College, Nagamalai, Madurai.</b>	<b>22<sup>nd</sup> December 2017</b>	<b>Presented</b>	<b>Impact of GST in Small Businesses Entrepreneurs</b>
<b>16</b>					

## 5. BOOKS PUBLISHED

<b>S. No</b>	<b>Book Name</b>	<b>Year</b>	<b>Publisher</b>	<b>ISBN</b>	<b>Place</b>
<b>1</b>	<b>INTERNATIONAL FINANCIAL REPORTING STANDARDS A GLOBAL ACCOUNTING LANGUAGE FOR LOCAL IMPLICATIONS IN INDIA</b>	<b>February, 2015</b>	<b>Shanlax Publications, 61, TPK Main Road, Vasanthanagar Madurai.</b>	<b>978-93- 80657- 89-9</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam</b>
<b>2</b>	<b>INTERNATIONAL CONFERENCE ON MAKE IN INDIA – VISION INTO REALITY</b>	<b>16<sup>th</sup> March 2018</b>	<b>Forchung Publications Mogappair, Chennai.</b>	<b>978-93- 87865- 01-3</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam</b>
<b>3</b>	<b>ICSSR SPONSORED TWO DAY NATIONAL CONFERENCE ON IMPACT OF GLOBALISATION ON THE PROSPECTS OF INDIAN BANKING</b>	<b>January 2015</b>	<b>Shanlax Publications, 61, TPK Main Road, Vasanthanagar Madurai.</b>	<b>978-93- 80657- 29-5</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam</b>

	SECTOR				
4	STATE LEVEL SEMINAR ON CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	19 <sup>TH</sup> September 2015	Sri Vani Publications, Madurai.	978-81- 909665- 9-7	Post Graduate Department of Commerce, Theni Kammavar Sangam College, Koduvilarpatti, Theni
5	National Seminar on Retail Marketing in India: Trends and challenges	24 <sup>th</sup> September 2011	Shanlax Publications, 61, TPK Main Road, Vasanthanagar Madurai.	978-93- 80657- 50-9	Post Graduate and Research Department of Commerce, Mannar Thirumalai Naicker College, Pasumalai, Madurai.
6	National Level Seminar on EMERGING TRENDS IN COMMERCE	15 <sup>th</sup> February 2018	Limraa Publications, 813, Ground floor, Devi Karumariamman Kovil Street, Sadhasivam Nagar, Madurai.	978-81- 908312- 8-4	Department of Commerce, Mary Matha College of Arts and Science, Periyakulam, Theni.
7	International Conference on EMERGING TRENDS IN ENTREPRENEURSHIP DEVELOPMENT	12 <sup>th</sup> September 2018	Shanlax Publications, 61, TPK Main Road, Vasanthanagar Madurai.	978-93- 87871- 79-3	Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam
8	National Seminar on ENTREPRENEURSHIP IN INDIA: OPPORTUNITIES AND CHALLENGES	04 <sup>th</sup> January 2018	Shanlax Publications, 61, TPK Main Road, Vasanthanagar Madurai.	978-93- 87102- 45-3	Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam
9	INNOVATIVE PRACTICES IN FUNCTIONAL MANAGEMENT	October 2015	Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar.	978-93- 81723- 47-0	VHNSenthikumara Nadar College, Virudhunagar

<b>10</b>	<b>WATER CONSERVATION AND ITS IMPACT ON INDIAN ECONOMY</b>	<b>February 2015</b>	<b>Shanlax Publications, 61, TPK Main Road, Vasanthanagar Madurai.</b>	<b>978-93- 80686- 04-2</b>	<b>Department of Economics, Vivekananda College, Tiruvedakam</b>
<b>11</b>	<b>National Seminar on EMERGING ISSUES IN BUSINESS AND MANAGEMENT</b>	<b>23<sup>rd</sup> January 2019</b>	<b>Shanlax Publications, 61, TPK Main Road, Vasanthanagar Madurai</b>	<b>978-93- 88398- 27-5</b>	<b>Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam</b>

#### 6. ARTICLES PUBLISHED IN JOURNALS

<b>S. No</b>	<b>Journal Name</b>	<b>Title of the Article</b>	<b>Month/Year</b>	<b>Vol. No</b>	<b>Issue No.</b>	<b>Page No.</b>	<b>ISSN</b>	<b>Publisher</b>
<b>1</b>	<b>SVNC Research Journal</b>	<b>Impact of GST in small Businesses Entrepreneurs</b>	<b>December 2017</b>	<b>12</b>		<b>191</b>	<b>0976- 2949</b>	<b>Special Edition by Department of commerce, S.Vellaichamy Nadar College, Nagamalai, Madurai</b>
<b>2</b>	<b>Shanlax International Journal of Commerce</b>	<b>A Study of awareness of E – Banking Services in India</b>	<b>January 2018</b>	<b>6</b>	<b>3</b>	<b>1-4</b>	<b>2320- 4168</b>	<b>Shanlax International Journal of Commerce, 61, TPK Main Road, Vasanthanagar Madurai</b>
<b>3</b>	<b>Shanlax International Journal of Commerce</b>	<b>Retail banking in Madurai District – A Product Wise, Area Wise</b>	<b>September 2014</b>	<b>1</b>	<b>1</b>	<b>107</b>	<b>2320- 4168</b>	<b>Shanlax International Journal of Commerce, 61,</b>

		<b>and Sector Wise Comparison</b>						<b>TPK Main Road, Vasantha Nagar Madurai.</b>
<b>4</b>	<b>An International Open Access Journal of Emerging Technologies and Innovative Research</b>	<b>A Study on Growth and Trends in Digitalization of India</b>	<b>October 2018</b>	<b>5</b>	<b>10</b>		<b>2349-5162</b>	<b>JETIR</b> <b>(<a href="http://www.jetir.org">www.jetir.org</a>)</b>
<b>5</b>	<b>Purakala UGC Care Journal</b>	<b>A Study on Customer's Perception of Mobile Banking in Madurai City</b>	<b>April 2020</b>	<b>31</b>	<b>07</b>	<b>374-380</b>	<b>0971-2143</b>	
<b>6</b>	<b>Journal of Xi'an Shiyou University, Natural Science Edition</b>	<b>IMPACT OF RETAIL BANKING ON CUSTOMER SATISFACTION IN MADURAI DISTRICT</b>		<b>17</b>	<b>12</b>	<b>206-213</b>	<b>1673-064X</b>	