

Dr. S.Rosita

Assistant Professor, Department of Commerce
School of Business Studies, Madurai Kamaraj University
Madurai – 625021 Tamil Nadu

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Phone: 9994651188

<https://mkuniversity.ac.in/new/school/sbuss/rosita.php>

**1. Personal Details**

Date of Birth & Age : 13.01.1967 & 55
Gender & Marital Status : Female & Married
Community : OBC
Nationality : Indian
Place of Birth : Tamilnadu

2. Educational Qualifications**2.1. Academic**

Degree/ Examination	Name of the Exam	University/ Institute	Year of Passing	Percentage/ Grade	Main Subject
Under Graduate	BSc/BA/BCom etc. Degree	Madurai Kamaraj University	April 1990	49.56% III rd class	Commerce
Teacher Education	BEd / MEd	Madurai Kamaraj University	April 1993	Theory 53.66% II nd Class Practical 80% 1 st Class	
Post Graduate	MSc/MA/MCom etc. Degree	Madurai Kamaraj University	Nov 1992	68.18% 1 st class	Commerce
Other exams if any	Aravind Eye Hospital 1 Month Training	-	June 1991	Exposed-	Commerce
Commerce M.Com Project	Performance and Evaluation of Madurai Kamaraj University	Guide Dr. Thanulingam Department of Commerce			

2.2. Research

Degree	Name of the University	Title of the Thesis	Date of Submission	Date of Award
PhD	M.S University	“Living and Working Conditions of Fisher folk in Thoothukudi with income and expenditure”	-	February 2009
MPhil	Madurai Kamaraj University	“Attitude of Employees Towards Work Environment”- A Study of S.T. Joseph’s Boys Village” Batlagundu	19/11/1996 Viva-Date 55.4%	1998
DSc/DLitt	International Economics University for SAARC Countries	“A New Economic Policy for Poverty Eradication”	-	25.02.2018

3. Post-Doctoral/ Research Associate / Industrial Experience

Name of the University / Institute / Industry	Period of Work	Nature of Work
APC Mahalakshimi College	1.9.1998 - 17.3.2010	Lecturer

4. Professional Experience

No	Name of the University / Institution	Position Held	From (Date)	To (Date)
	MKU	Assistant Professor	18.3.2010	Till date

5. Teaching(List all the courses taught (semester-wise) – MPhil, PG and UG)

No	Year	Semester	Course Code	Course Title	Hours per Week
1	2022-23	I	COM0013C	Advanced Business Statistics	5
2	2022-23	III	COM0032C	Business Research Methods	4
3	2022-23	I		Marketing	5

*Add additional rows

6. Design/Development of New Curricula and Courses

No	Description	Organization for which it was Developed	Level(PG/UG)

7. Creation of ICT Mediated Teaching-Learning Pedagogy

7.1. SWAYAM / MOOCs

No	Description	Organization for which it was Developed	Level(PG/UG)
1	Online short term course on MOOC	UGC-Human Resource Development Centre	

7.2. E-Contents

No	Description	Organization for which it was Developed	Level(PG/UG)

7.3. Development of other ICT Mediated Teaching-Learning Pedagogy

No	Description	Organization for which it was Developed	Level(PG/UG)

8. Research Specialization / Field of Research

- Marketing
- Management
- Entrepreneurship
- Banking
- Insurance
- Investment management
- Share market and finance

9. Research Publications

Type	International	National
Papers Published in UGC-CARE Listed Journals		
Papers in Refereed Journals (Not mentioned above)	13	10
Books Published		2
Books Edited	1	1
Contributions to Book Chapters		
Editor of Conference/Seminar Proceedings		
Papers Published in Conference/Seminar Proceedings		
Papers Presented in Conferences/Seminars	16	63
Conference/Seminar/Workshop Attended	12	132
Deposits in CCDC, PDB, etc.		

10. Citation Metrics

Cumulative Impact Factor (Recent Annual JCR)	
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Total Citations (Scopus/Web of Science)	
h-Index (Scopus/Web of Science)	
g-Index (Scopus/Web of Science)	
i10 Index (Scopus/Web of Science)	

11. Details of Patents

1. Dr.S.Rosita (2011) Customer's Awareness , Satisfaction Towards the banking Service- An Empirical Study (Vol:5, ISSN: 0976-2949 SVNC Research Journal
2. Dr.S.Rosita (2014) Marketing of Salt In Thoothukudi, Vol.2, No.2, Shanlax International Journal of Commerce
3. Dr.S.Rosita (2014) A study on financial Performance of State Bank of India with Special Reference to Thoothukudi, Vol.2, No.3, ISSN: 2320-4168, Shanlax International Journal of Commerce
4. Dr.S.Rosita (2014) Customers' Perception & Satisfaction in Organized Retail Sector In India, VOLUME-1, ISSUE-5, ISSN: 2348-9766 International Research Journal of Management And Commerce
5. Dr.S.Rosita (2014) Decision making Empowerment of Women through SHGs. Volume-2, issue 4 ISSN-2319-5479 International journal on Research and development – a management Review (IJRDMR)
6. Dr.S.Rosita (2014) A Study on Entrepreneurial Traits among College student in Thoothukudi District VOLUME-2, ISSUE-1, ISSN : 2320-5083, Journal of international Academic Research for Multidisciplinary
7. Dr.S.Rosita (2014) Women Empowerment with Special Reference to SHGs in Madurai District Vol – VI (I) ISSN: 2319-6394, Enrich Research Journal
8. Dr.S.Rosita (2017) Perceptions of SMEs Towards the key elements of Total Quality Management Vol – IV, Issue - XIV ISSN: 2348-9413, Dr. JK Research Foundation
9. Dr.S.Rosita (2017) Retailer's Impact of Demonetisation (Impact of Demonetisation in service sector) Vol – IV ISSN – 2349-8684, Roots International Journal of Multidisciplinary Researches
10. Dr.S.Rosita (2017) Impact of GST Vol – 12 ISSN – 0976-2949, SVNC Research Journal
11. Dr.S.Rosita (2018) Sub Urban Train E – Ticket Booking In Railway Service Vol –3Issue 1, ISSN – 2455-7188 International Journal of Innovative Research in Management Studies (IJIRMS)
12. Dr.S.Rosita (2018) Emerging Management practices and challenges VOL.1ISSN – :0975-3915, Journal of management and Technology
13. Dr.S.Rosita (2018) Cost and return of Cardamon Cultivation in Idukki District Kerala Shanlax International Journal of Commerce , Feb 2018, ISSN: 2320-4168

14. Dr.S.Rosita (2018)A study on customer perception on Financial Inclusion Towards Regional Rural Banking ISSN: 2278-2311 Literary Findings International Journal of Multidiplinary research
15. Dr.S.Rosita (2018)A Study on Customer Satisfaction of Hero bikes with reference to Cumbum town, Theni District ISSN: 2320-4168 Shanlax International Journal of Commerce
16. Dr.S.Rosita (2018) Transforming into Digital World - A Digital India Programme, Initiative ISSN: 2320-4168 Shanlax International Journal of Commerce
17. Dr.S.Rosita (2018) Challenges and Problems faced by women Entrepreneurs in Digital Payments (E-Banking) ISSN: 2320-4168
18. Dr.S.Rosita (2022)Theoretical study of Indian Banking System ISSN 2809-9303 Vol.2, No.1, 2022, Journal of Social Commerce
19. Dr.S.Rosita (2022) An Analytical Study on Profitability Analysis of Selected Indian Banking Industry Vol. 71, Issue 01, No.13 Journal of the Oriental Institute
20. Dr.S.Rosita (2022) Financial performance of Banks in India: A study of Selected private sector banks by using Camel Model ISSN 2349-5162, Vol 9, Issue 3, Journal of Emerging technologies and innovative research
21. Dr.S.Rosita (2022) A study on Customer Satisfaction Towards Online Shopping in Tirunelveli city ISSN 22788425, volume 11, Issue 1, International Journal on Global Business Management and research
22. Dr.S.Rosita (2022) The Impact Of Russia's Invasion Of Ukraine On The Indian Economy, ISSN 0030-5324, Vol 71, Issue 02, April-June, pg.33-36, Journal of oriental institute
23. Dr.S.Rosita (2022)A Study on service quality and performance of skin care clinics with special reference to patients in Madurai city ISSN: 2454-9150, International Journal for Research in Engineering Application and management, Vol-8, Issue-4

Papers Presented in Conferences/Seminars

1. Dr.S.Rosita (2013)Indian Life Insurance Industry the Changing Trends Vol-II, Issue 5 ISSN: 2250-1940 Research Explorer
- Dr.S.Rosita(2013) A Study on Yoga Human health and value education ISSN: 2321-614X
2. Dr.S.Rosita (2013) A Study on problems in Marketing of Chillies in ramanathapuram District, Vol:1,No.4, ISSN: 2321-5615 International Journal of Research & Business innovation
- 3.Dr.S.Rosita (2014) Foreign Direct Investment In Indian Retail Sector Vol:III, ISS.II(A) ISSN :0975-3915 Sankhya International Journal of management and Technology
4. Dr.S.Rosita (2014) IT Enabled Banking Services in the Globalised ERA Vol:III, ISS.II(A) ISSN :0975-3915 Sankhya International Journal of management and Technology
5. Dr.S.Rosita (2014) A study on Problem and Prospect of Salt Worker in Thoothukudi District Vol.2, No.2 ISSN:2321-5615 International Journal of research & Business Innovation

6. Dr.S.Rosita (2014) Tendency of entrepreneurship Among MBA women Students in Kanniyakumari District, Tamil Nadu Vol.2, No.2 ISSN:2321-5615 International Journal of research & Business Innovation

<i>Title of the Article</i>	<i>Order of Authors (Bold & underline your name)</i>	<i>Name of the conference/ seminar /symposia with organizer name and venue</i>	<i>Date</i>
SHGs bank Linkage Programme is an Instrument for Financial Inclusion	Dr.S.Rosita	Manonmaniam Sundaranar University(International)	21 &22nd January 2011
Aspects of fereigh Direct Investment in India	Dr.S.Rosita	Bharathidasan University, tiruchirappalli(International)	7th & 8th January 2012
Talent management for trade commerece and industries	Dr.S.Rosita	Sri . kaliswari College, Sivakasi(International)	14th & 15th February 2012
Consumer perception of global and local Brands in india	Dr.S.Rosita	Sri . kaliswari College, Sivakasi(International)	20th & 21th March 2013
Stock Market behaviour and economic Growth in India	Dr.S.Rosita	Bharathidasan University, tiruchirappalli(International)	4th & 5th January 2014
The role of Muthuramalingam Thevar in freedom	Dr.S.Rosita	Madurai Kamaraj University, Nadurai(International)	14 march to 16th march 2014
The role of Muthuramalingam Thevar in repealing the criminal tries Act	Dr.S.Rosita	Madurai Kamaraj University, Nadurai(International)	14 march to 16th march 2014
criminal tries and the Debates on Criminal Law	Dr.S.Rosita	Madurai Kamaraj University, Nadurai(International)	14 march to 16th march 2014
“Corporate Social responsibilityand Financial performance of Indian companies	Dr.S.Rosita	Bharathidasan University, tiruchirappalli(International)	10-11jan 2015
Unretailers Impact of Demonitezation	Dr.S.Rosita	S.Vellaichamy Nadar College, Madurai(International)	27th January 2017
An Overview of International Financial Reporting Standards(IFRS)	Dr.S.Rosita	Periyar University , Salem(International)	2014
Organisation of commodity derivatives market	Dr.S.Rosita	Bharathidasan University, Thiruchirappalli (National)	11&12 December 2010
An analysis of brand preference ofpassenger cars with special reference to Maduraicity	Dr.S.Rosita	Loyala college , Chennai(National)	15 7 16 December 2010

Impact of TV Advertisement	Dr.S.Rosita	V.H.N Senthikumaran Nadar college, Virudhunagar(National)	22 nd & 23 rd December 2010
Brand wars in markets	Dr.S.Rosita	Adaikalamatha Institute of Management(National)	28 th January 2011
Consumer Awareness & women Consumer	Dr.S.Rosita	Manonmaniam Sundaranar university(National)	24 & 25 th February 2012
A study on the service of hotel Industry in Thoothukudi District	Dr.S.Rosita	The American College, Madurai(National)	17 th October 2013
Financial inclusion in Banking Sector	Dr.S.Rosita	Sri Kaliswari College	2014
The emerging trends in rural marketing	Dr.S.Rosita	Hajee karutha rowther Howdia college, uthamapalayam(National)	20 th march 2014
Green Marketing	Dr.S.Rosita	Pattammal Alagesan College of Arts and science , Dharmapuri(National)	15 th march 2014
Empowerment of Minority Girls Through Education In TamilNadu	Dr.S.Rosita	Manonmaniam Sundaranar university(National)	10 th &11 th April 2014
Problems of dalit Entrepreneur in Tamil Nadu	Dr.S.Rosita	Manonmaniam Sundaranar university(National)	10 th &11 th April 2014
Adaptation of Academic Environment Among SC Students	Dr.S.Rosita	Manonmaniam Sundaranar university(National)	10 th &11 th April 2014
Challenges and opportunities of globalization on Indian Higher Education	Dr.S.Rosita	Mannar thirumalai Naicker College(National)	22 nd August 2014
Micro Small & Madium Entreprises in India: Financing Bybanks	Dr.S.Rosita	Goverment Thirumagal mills College- Gudiyattam(National)	21 st & 22 nd August 2014
The concept of Entrepreneurial Competency	Dr.S.Rosita	Periyar University College of Arts and Science,Dharmapuri(National)	22 nd August 2014
Factors Affectiong Entrepreneurial Intention among university Students.	Dr.S.Rosita	Periyar University College of Arts and Science,Dharmapuri	22 nd August 2014
Designing democratic Audit: Addressing political corruption in India	Dr.S.Rosita	Manonmaniam Sundaranar university(National)	10-12 December 2014
Impact & Effects of corruption on public life	Dr.S.Rosita	Manonmaniam Sundaranar University (National)	10-12 December 2014
Analysis connections between human rights and corruption	Dr.S.Rosita	Manonmaniam Sundaranar university(National)	10-12 December 2014

Emerging Opportunities and challenges towards E-banking System in India	Dr.S.Rosita	Ayyanadar Janaki Ammal College,Sivakasi(National)	18 th & 19 th December 2014
The Impact of ICT on the Growth of the service Industries	Dr.S.Rosita	Ayyanadar Janaki Ammal College Sivakasi(National)	18 th & 19 th December 2014
Quality Service in private commercial Banking Sector in India	Dr.S.Rosita	Ayyanadar Janaki Ammal College Sivakasi(National)	18 th & 19 th December 2014
Retail Sector in India : Present Scenario, Emerging opportunities and challenges	Dr.S.Rosita	Ayyanadar Janaki Ammal College Sivakasi(National)	18 th & 19 th December 2014
Information and communication technology in the Globalization	Dr.S.Rosita	Ayyanadar Janaki Ammal College Sivakasi(National)	18 th & 19 th December 2014
Accelerating entrepreneurship and innovation through information and communication Technologies(ICT)	Dr.S.Rosita	Ayyanadar Janaki Ammal College Sivakasi(National)	18 th & 19 th December 2014
Integration of ICT in Education andTechno-Pedagogicalcompetency	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	29 th March 2014
The role of public sector undertaking in growth andfinancial performance	Dr.S.Rosita	St.xaviers college Thirunelveli(National)	8 th January 2015
Trend of Automobile industry in india	Dr.S.Rosita	St.xaviers college Thirunelveli(National)	8 th January 2015
Information and communication technology in the globalizationera	Dr.S.Rosita	St.xaviers college Thirunelveli(National)	8 th January 2015
Executive manpower problems in the insurance industry	Dr.S.Rosita	St.xaviers college Thirunelveli(National)	8 th January 2015
Strategy development for enhancing competitiveness of the Indian automobile industry	Dr.S.Rosita	St.xaviers college Thirunelveli(National)	8 th January 2015
Strategies opportunity challenges in telecom industry	Dr.S.Rosita	St.xaviers college Thirunelveli(National)	8 th January 2015

Women's Economic Opportunities and Politics in India	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	22 nd January 2015
Challenges for Women Empowerment in India	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	22 nd January 2015
Education- A tool of Women Empowerment in India: A Historical Perspective	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	22 nd January 2015
Women's Employment , Empowerment and Globalization: An Economic Perspective	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	22 nd January 2015
A Study on Entrepreneurial Behaviour Among the Members of Selfhelp Group in Thoothukudi	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	22 nd January 2015
Women Empowerment in TamilNadu	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	22 nd January 2015
Impact of Globalization on Women Work Force in India	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	22 nd January 2015
Impact of Globalization on Women in India	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	22 nd January 2015
The Role and responsibilities of Management Accountants in the Era of Globalization	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	29 th & 30 January 2015
A Study on Employee Morale in Madura Coats Private LTD-with Special Reference to Thoothukudi District	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	29 th & 30 January 2015
Processing of Cashew Industries in Kanya Kumari District, Tamilnadu	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	29 th & 30 January 2015
A study of Performance management System in Paint Industry with Reference from Mumbai City	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	29 th & 30 January 2015
An Analysis of Salt Production in Thoothukudi	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	29 th & 30 January 2015

Work Life Balance;A study on Private Sector Undertaking Employees in Mumbai City	Dr.S.Rosita	Indira Institute of Business Management(National)	7 th February 2015
A Study on Higher education performance analysis in Government institution Vs Private educational institution	Dr.S.Rosita	Hajee Karutha Rowther Howdia College(National)	December
Higher Education in India: Issues and Challenges	Dr.S.Rosita	Hajee Karutha Rowther Howdia College(National)	December 2015
Higher Education Issues and Challenges	Dr.S.Rosita	Hajee Karutha Rowther Howdia College(National)	December 2015
Evaluation of Higher Education in India	Dr.S.Rosita	Hajee Karutha Rowther Howdia College(National)	December 2015
Promoting entrepreneurs and innovative SMEs in a digital marketing.	Dr.S.Rosita	S.Vellachamy Nadar college, Madurai(National)	25 th February 2016
Impact of financial Inclusion in India	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	30 March 2016
Problems and prospect of Agriculture Marketing in India	Dr.S.Rosita	Madurai Kamaraj University Madurai(National)	30 March 2016
A survey of Indian cyber crime and law and its prevention approach	Dr.S.Rosita	Alagappa University, Karaikudi(National)	26 th &27 th August 2016
Banking and consumer act	Dr.S.Rosita	Alagappa University, Karaikudi(National)	26 th &27 th August 2016
The extent of customers perception of the ethical commitment in the marketing mix	Dr.S.Rosita	Alagappa University, Karaikudi(National)	26 th &27 th August 2016
The product marketing and ethics of business	Dr.S.Rosita	Alagappa University, Karaikudi(National)	26 th &27 th August 2016
Basic Concepts and Features of Goods and Service Tax on india the introduction process	Dr.S.Rosita	V.H.N.S College, Viruthnagar(National)	19 January 2017
A Study on Yoga in Human health and value Education	Dr.S.Rosita	Madurai Kamaraj University, Madurai(National)	15 & 16 November 2013
Challenges and Implementation of GST	Dr.S.Rosita	V.H.N.S College, Virudhunagar(National)	19 January 2017

Dr.S.Rosita(2022) Impact of Neuromarketing in the Digital Marketing, ANJAC College (National)

Books Edited

Dr.S.Rosita 2018, Emerging Management Practices and Challenges, Alagappa

University, Karaikudi

Dr.S.Rosita 2014, An Overview of International Financial Reporting Standards
(IFRS) in India, Periyar University , Salem

Book Publication

1. A study on living and working condition of fisher folk in Thoothukudi District with Income / expenditures.
2. Emerging Management practices and challenges Editor in chief Prof. Dr.C.Vethirajan Editors Dr.M.Kamaraj and Dr. S.Rosita in Alagappa University, Karaikudi September,2018.

Conference/Seminar/Workshop Attended

DATE	TOPIC AND INSTITUTE
28 January 2011	Self- help Group and Women Empowerment in TamilNadu, Periyar University , Salem
28 & 29 July 2011	Women Empowerment through SHG's- A case study in Madurai, S. VellaichamyNadar College, Madurai
13 & 14 February 2012	Participation on Emerging Trends in management, Anna university of Technology Madurai(International)
15 & 16 March 2012	Impact of Indian Retail Market, Thiagarajar College, Madurai
14 th & 15 th December 2013	Participation on a study of consumer satisfaction towards Restaurants in vaniyambaditaluk, vellore, VIT, University ,Vellore(International)
16 th March 2013	Indian Life Insurance Industry the changing Trends, Bharath College of Science and Management, Thanjavur
19 th October 2013	Participation on Impact of total Quality Management and Human Resource Quality, Brahma School of Business , Namakkal(International)
28 March 2013	Emerging Trends in Indian Insurance Marketing, S. Vellaichamy Nadar College, Madurai

9th&10 th oct 2014	An overview of salt industry in Thoothukudi, Saraswathi Narayanan College Madurai
25th February 2014	Participation on a study on the Financial Inclusion in Role of Indian banks to Reaching out of the unbanked & rural Areas, Sri Ganesh School of Business Management, Salem(International)
25 & 26 February 2014	Evaluate the measure financial influence, Sri Kaliswari College , Sivalasi
25 & 26 February 2014	Financial Exclusion, Sri Kaliswari College , Sivalasi

27 &28 March 2014	Impact of water resources and climate change, Madurai kamaraj university, Madurai
27 &28 March 2014	Impact on climate change on agricultural product and challenges of ecological and economic factors to food security in kanyakumari District, Madurai kamaraj university, Madurai
27 &28 March 2014	Climate change and food system, Madurai kamaraj university, Madurai
28 & 29 March 2014	Integration of ICT in Education and Techno- Pedagogical Competency, Madurai kamaraj university, Madurai
5th January 2015	Entrepreneurial Personality Characteristics of College Students: A Case study, S. VellaichamyNadar College, Madurai
5th January 2015	Problem of Salt workers in Thoothukudi District, S. VellaichamyNadar College, Madurai
5th January 2015	Problem and prospects of Women Entrepreneurs in Tamil Nadu, S. VellaichamyNadar College, Madurai
5th January 2015	Strategies and Innovation in Banking Sector, S. VellaichamyNadar College, Madurai
5th January 2015	Challenges and prospects of Current Retailing Scenario in India, S. VellaichamyNadar College, Madurai

5th January 2015	Consumer Behaviour in online Retail Trading, S. VellaichamyNadar College, Madurai
5th January 2015	Innovative tax, Business and Accounting Consultancy Quality Criteria in Indian Companies, S. VellaichamyNadar College, Madurai
5th January 2015	A study on Perception on Life Insurance among the Target Market, S. VellaichamyNadar College, Madurai
10 February 2015	Women Economic Opportunity And Politics in India, Jamal Mohamed college Thiruchirappalli
10th February 2015	Challenges for women Empowerment in Global, Jamal Mohamed college Thiruchirappalli
25th February 2015	Swami Vivekananda's Vision on Man Making and Nation Building, Madurai Kamaraj University, Madurai
25th February 2015	Swami Vivekananda's Vision on Man Making and Nation Building, Madurai Kamaraj University, Madurai
16 & 17th Decemb er 2015	Changes in Retailing, Sri Kaliswari College, Sivakasi
12 March 2016	Financial Inclusion as a Business Opportunity For Bank and MFLS, Valluvar College of Arts and Science, Karur
12 March 2016	Performance of Non-Banking Financial companies in India- an Evaluation, Valluvar College of Arts and Science, Karur
18 March 2016	Impact of E- Commerce on SMES in India, S. VellaichamyNadar College, Madurai
30 March 2016	Current Scenario of Foreign Direct Investment(FDI) in India, Madurai kamaraj university, Madurai
30 March 2016	A Study on Capital Budgeting Practices in Limited Companies of Bombay Stock Exchange, Madurai Kamaraj university, Madurai
06 January 2017	Impact of demonetization in service sector, Madura College Madurai

30th& 31st March 2017	Dissemination of Knowledge on solid Waste Management in Metropolitan Cities through Swatch Bharat Mission for Sustainable change, Periyar University
1st March 2017	Digital India : Challenges and Opportunities, Hajee Karutha Rowther Howdia College
1st March 2017	Digital India and Impact, Hajee Karutha Rowther Howdia College
10th August 2017	Participation on Innovative Business and Technology Improvement in Corporate Sectors, Annai Veilankanni's College for Women (International)
1st Sept. 2017	Criminal Justice System and Victimology, Madurai Kamaraj University
12th January 2018	Functional Competency in Communicative English and Everyday Commerce, Madurai Kamaraj University, Madurai
3rd August 2018	A short training programme on National Academic Depository Services at Madurai Kamaraj University
October 15, 2018	Recent innovations in commerce , Economic Management, Cardamom planters association college, Bodinayakanur, Theni
5th March 2020	Attended UGC Sponsored Workshop on Web Apps for Digital Learning and E-content Development at Meenakshi Government Arts College for Women, Madurai
13 th May 2020	What next after COVID-19 Opportunities and career guidance for graduates, Sri Ranganathar Institute of Engineering and Technology
15 th May 2020	Kick start your artificial intelligence emerged fourth industrial revolution, Sri Ranganadhar Institute of arts and technology
17 th May 2020	Coronavirus Pandemic Vs. Stock Market Volatility: Identifying Meaningful Investment Avenues, Vivekanandha College of Arts and Science, Namakkal

18 th May 2020	Basic Concepts of Derivatives, Sri Krishna Adithya College of Arts and Science, Coimbatore
20 th May 2020	Entrepreneurial Challenges & Opportunities Rathinam College of Arts and Science, Coimbatore
20 th May 2020	Recent trends in digital image processing, Sri Krishnaswamy college for women, Chennai
21 st May 2020	Orientation Program on UGC NET Examination, Aurora's PG College, Ramanthapur
22 nd May 2020	Conquering the Invisible Enemy: Strategies for Cooperatives in the Pandemic World, Sri Ramakrishna Mission Vidyalaya, Coimbatore
23 rd May 2020	Impact of Post Covid 19 on Indian Economics, Rathinam College of Arts and Science, Coimbatore
23 rd May 2020	Research Methodology, Vignana Bharathi Institute of Technology
24 th May 2020	Data Analysis in Management Research, St.Martin's Engineering College, Secunderabad
26 th May 2020	Emotional Intelligence, GTN Arts College, Dindigul
27 th May 2020	International Webinar on Data science methods and Innovation for Business - Example based, Dr. MGR Janaki College of Arts and Science for women, Chennai
27 th May 2020	Women Exclusive Webinar on Legal Awareness, Bharath Institute of science and Technology, Chennai
29 th May 2020	Enhancing the Teaching skill, St.Joseph's College of Engineering, Chennai

29 th May to 6 th June	Startup Business and Innovation of new ideas, Bharathidasan College of Arts and Science, Erode
30 th May 2020	How to face challenges? G.T.N Arts College, Dindigul
31 st May 2020	Marketing in new paradigm, St. Joseph College of Engineering, Chennai
1 st to 5 th June 2020	International webinar on Modern Management Practices, Nehru College
5 th June 2020	Current Employment Skills In IT, Rathinam Technical Campus, Coimbatore
6 th June 2020	Achieving accomplishments in Academic writing for accreditation, Mass College of Arts and Science, Kumbakoam
6 th and 7 th June	Free ICT Tools for E-Content Development and Online teaching, Gojan School of Business and Technology,
11 th June 2020	Revitalizing MSMEs in Post COVID 19 Crisis and Business Sustainability, Avinashilingam institute for home-science and higher education for woman, Coimbatore
14 th June 2020	Social Entrepreneurship a paradigm shift, St. Michael College of Engineering and Technology, Sivagangai
14 th June 2020	Role of Entrepreneur in Implementing 5s' and Kaizen, PSR Engineering College,Sivakasi
16 th June 2020	Social Capital impact on Society and Economy, NIFT-TEA , Tiruppur
21 st June 2020	Motivation-It's Right inside you, Sandip Institute of Technology and research centre, Nashik

26 th June 2020	Emerging Trends in Business Analysis, JSPM'S Jayawant Institute of management studies, Pune
27 th July 2020	Ethical Charter is the heart of the matter for Adinistration, Annai Vailankanni Arts and Science College, Thanjavur
29 th July 2020	Webinar on Project Management, Kalasalingam Academy of Research and Education, Virdhunagar
29 th July 2020	Impact on International Trade and Commerce post COVID-19, Holycross College, Agartala
30 th July 2020	Revitalizing Education in the new normal, Pasumpon Muthuramalinga Thevar College, Usilampatti
30 th July 2020	Impact of Online Teaching Learning Model on the overall development of teachers and students, AKS University M.P
30 th July 2020	Integration of Monetary Policy and Fiscal Policy for Aatm Nirbhar Bharat AKS University M.P
30 th July 2020	The Importance and need of Translation, Sou. Mangaltai Ramchandra Jagtap Mahila Mahavidyalaya, Umbraj
29 th and 30 th July 2020	Impact of Covid 19 on Indian society, University of Burdwan, WB
29 th and 30 th July 2020	Learning Management System (LMS) , Sri Sarada College for Women, Tirunelveli

30 th July 2020	Qualities of Successful Entrepreneur, Marudhar Kesari Jain College for Women, Vaniyambadi
31 st July 2020	Perseverance is the Magic Key to success G.T.N Arts College Dindigul
1 st August 2020	Ideals of Swami Vivekananda and role of students for achieving successful life towards development of new India, Bankura Sammilani College, WB
5 th to 7 th August 2020	National Level E-Quiz on Income Tax, The Madura College, Madurai
11 th August 2020	Mahatma Gandhi- The Search of Truth, DAV College, Abohar PB
7 th August 2020	Indian Business and it's leadership : Post Covid strategies, Holy cross College, Agartala
9 th August 2020	National educational policy, Kaamadhenu Arts and Science College, Sathyamangalam
10 th August 2020	Research Development programme on Online platforms for peer interaction in research , Guru Nanak College, Chennai
12 th August 2020	Career Opportunities & Challenges in Indian Capital & Financial Market, Keshav Memorial Institute of Commerce and Science, Hyderabad

12 th August 2020	National Educational Policy 2020, Field Outreach Bureau, Thrissur
26-02-2021	Legal Awareness For Women” – Pathway to Safe & Congenial life Acharya Institute of Graduate Studies
10-02-2021	Glimpses of National Education Policy 2020 V.H.N Senthikumara Nadar College, Virdhunagar
29-01-2021	Become Employable IHRD
25-02-2021	Digital Humanities (Session 5) Seshadripuram Evening Degree College, Bengaluru
12-02-2021	Digital Humanities (Session 4) Seshadripuram Evening Degree College, Bengaluru
30-01-2021	Digital Humanities (Session 3) Seshadripuram Evening Degree College, Bengaluru
20-01-2021 to 24-01-2021	Story Telling: An Art in Teaching & Learning Tamilnadu Teachers Education, Chennai and AC Enovation Pte, Ltded Singapore.
4-02-2021	Global Standards in Library Science Seshadripuram Evening Degree College, Bengaluru
08-03-2021	Women in Leadership: Achieving Equal Future in a COVID – 19 World Madurai Kamaraj University, Madurai

24-03-2021	Digital Humanities (Session 6) Seshadripuram Evening Degree College, Bengaluru
27-03-2021	Counseling, Coaching, Mentoring IIHRD
27-03-2021	Economics of Election Sacred Heart College, Chalakudy
29-03-2021	Essence of Religious Education to Conserve Environment Seshadripuram Evening Degree College, Bengaluru
30-03-2021 to 31-03- 2021	Rebooting Strategies for Post Covid-19 Business Operations International Faculty and Students Multi Research Consortium(IFSMRC) Chennai
01-04-2021	Intellectual Property Rights with Special Focus on Patent Rights Sri Parasakthi College For Women, Coutrallam
01-04-2021	Current Scenario of Agricultural Economy in India Sri Parasakthi College For Women, Coutrallam
05-04-2021	Digital Humanities (Session 7) Seshadripuram Evening Degree College, Bengaluru
09-04-2021	Global Standards in Library Science - 2 Seshadripuram Evening Degree College, Bengaluru

09-04-2021	Women in Academic Leadership: Challenges and Opportunities Madurai Kamaraj University Department of Journalism and Science Communication
07-04-2021 to 11-04- 2021	Data Analysis using JAMOVI Meerashpa Learning Solutions
10-04-2021	English As An Employability Skill IIHRD
17-4-2021	Digital Humanities Session – 8 Seshadripuram Evening Degree, Bengaluru
17-04-2021	Design and Development of Homogeneous & Heterogeneous Catalysts for sustainable chemical industry SRM University Andra pradesh
20-04-2021	Research Funding Opportunities Cardamom Planters Association College, Bodinayakanur
24-04-2021	National Education Policy 2020 MQI Management MCM Beson Town Bengaluru
28-04-2021	COVID-19 Awareness Campaign Acharya Institute of Graduate Studies
01-05-2021	National E-Quiz Sri Parasakthi College For Women Arts and Science College, Cuttralam

04-05-2021	Digital Humanities (Session 9) Seshadripuram Evening Degree, Bengaluru
10-05-2021	Hindi Language and Literature in Global Context , Seshadripuram Evening Degree, Bengaluru
12-05-2021	Digital Humanities (Session 10) Seshadripuram Evening Degree, Bengaluru
17-5-2021	Sports Management, Seshadripuram Evening Degree, Bengaluru
22-05-2021	Build your Iconic Career IIHRD
29-05-2021	Digital Humanities (Session 13) Seshadripuram Evening Degree, Bengaluru
24-05-2021	Intellectual Property Rights -3 Seshadripuram Evening Degree, Bengaluru
24-05-2021	Yoga For Respiratory health and Immunity Ayya Nadar Janaki Ammal College, Sivakasi
27-05-2021	Digital Humanities (Session 12) Seshadripuram Evening Degree, Bengaluru

31-05-2021	Financial Empowerment through strategic planning: Investment in Mutual funds” Acharya Institute of Graduate Studies, Bengaluru
31-05-2021	Digital Humanities (Session 14) Seshadripuram Evening Degree, Bengaluru
29-05-2021	Research Methodology Nehru Arts and Science College
29-05-2021	Impact of Social Media on political Interaction with public during covid 19 Sanatan Dharama College, Hoshiarpur
07-05-2021	Global Standards in Library Science -4 (RFID)Seshadripuram Evening Degree, Bengaluru
09-06-2021	Strategy for Managing Personal Finance including Mutual Funds” Badruka College of Commerce & Arts, Hyderabad
14-06-2021	Strategy for Managing Personal Finance including Mutual Funds” Prahyan International University
14-06-2021	Course of Actions to be taken for Competitive Exams in the Current Scenario Parvathy’s Arts and Science College, Dindigul
12-06-2021	Democratizing Education through Mobile Apps IIHRD

1-07-2021	Impact of Financial Sector Reforms in India Sadakathullah Appa College, Tirunelveli
31-03-2022	Saiva Siddhanta Philosophy webinar on World Philosophy day, MKU
1-04-2022	Financial strategies and innovative approaches during post COVID Era - Indian Perspective JTN University, AP
19/4/2022	workshop in Annai Fatima college on GST
5-5-2022	Investor awareness program
22- 23/4/2022	International conference on emerging business trends in present pandemic era , Bharathidasan university
25.7.2022	Quality Enrichment and Mentoring on Accreditations and Rankings

12. Research Guidance/Supervision

Degree / Programme	Completed	Submitted	Ongoing
PhD	15	2	3
MPhil Research Project	31		
MSc Projects/Dissertation			
MSc Internships/Summer or Winter Projects			

Ph.D. (Research Scholars)

N.Sowbarniga Devi
Madurai Kamaraj University
24-6-2013-
24-6-2015

G. Lingaperumal
Madurai Kamaraj University
14-8-2013-
14-8-2015

E.Arun kumar
Madurai Kamaraj University
05-10-2013-
05-10-2015

E.Anand kumar
Madurai Kamaraj University
05-10-2013-
05-10-2015

K.Manivannan
Madurai Kamaraj University
05-10-2013-
05-10-2015

J.Yasmeen rani
Madurai Kamaraj University
05-10-2013-

05-10-201

T.R. Vinitha
Madurai Kamaraj University
20-12-2013-
20-12-2015
Main Guide

Ajay s. Agarwal
Madurai Kamaraj University
12-04-2014-
12-04-2017
Main Guide

P.Venkatesan
Madurai Kamaraj University
19.12.2015
19.12.2017
Main Guide

M.Jegan
Madurai Kamaraj University
02.03.2016
02.03.2018
Main Guide

D.Selvaraj
Madurai Kamaraj University
18.03.2016
18.03.2018
Main Guide

R.Pitchaikani Rathiga
Madurai Kamaraj University
03.09.2016
03.09.2018
Main Guide

S.Prabhu
Madurai Kamaraj University
ongoing
Main Guide

S.Banu Priya
Madurai Kamaraj University
Applied for
cancellation
Main Guide

Reena Dineshkumar varsha patel
Madurai Kamaraj University
ongoing
Main Guide

Ahmed Habeeb Khairullah
Madurai Kamaraj University
ongoing
Main Guide

M.Phil Research Scholars
S.
No.

Name of scholar
Affiliated University/ Institute

Year
Main Guide or Co-Guide

A.Gnana sundari
Madurai Kamaraj University
2011
Main Guide

B.Dinesh
Madurai Kamaraj University
2011
Main Guide

N.Alagumeenal
Madurai Kamaraj University
2012
Main Guide

M.Kanagalakshmi

Madurai Kamaraj University
2012
Main Guide

P.Shashibina shalva
Madurai Kamaraj University
2012
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K.Bagavathi
Madurai Kamaraj University
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T.R.Vinitha
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E.Arunkumar
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M.Hemalatha
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M.Ayyammal
Madurai Kamaraj University
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R.Susila
Madurai Kamaraj University
2014
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P.Pathi
Madurai Kamaraj University
2014

Main Guide

S.Sathya saraswathi
Madurai Kamaraj University
2014
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K.Dhamodharan
Madurai Kamaraj University
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M.Elakkiya
Madurai Kamaraj University
2015
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M.Paulraj
Madurai Kamaraj University
2015
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S.Anukirithiga
Madurai Kamaraj University
2015
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D.Selvaraj
Madurai Kamaraj University
2015
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P.Suganya devi
Madurai Kamaraj University
2015
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S.Sujatha
Madurai Kamaraj University
2016
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P.Pusparaj
Madurai Kamaraj University
2016
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S.Iyyapa sankar
Madurai Kamaraj University
2016
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N.Vinoth Kumar
Madurai Kamaraj University
2016
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M.Madhumathi
Madurai Kamaraj University
2016
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N.Santhana Mariappan
Madurai Kamaraj University
2017
Main Guide

S.Kaleeswari
Madurai Kamaraj University
2017
Main Guide

S.Nallammal
Madurai Kamaraj University
2017
Main Guide

A.Sumaiya Banu
Madurai Kamaraj University
2017
Main Guide

P.Sarathkumar

Madurai Kamaraj University
2017
Main Guide

M.Siva
Madurai Kamaraj University
2018
Main Guide

Kaniprasath
Madurai Kamaraj University
2019
Main Guide

13. Funded Research Projects

13.1. Ongoing

No	Title of the Project	Funding Agency	Period / Duration	Total Grants Sanctioned (Rs)
1	“Marketing of Sea Food in selected villages in Thoothukudi District”	UGC support Minor Research Project	2.2.2011 to 1.6.2012	Rs.90,000 (Rs.60,000 only sanctioned)
2	A Comparative study on Public and private health care in Tamilnadu	RUSA	May 2021- April 2023	37,06,000

13.2 Completed

No	Title of the Project	Funding Agency	Duration and Month & Year of Completion	Total Grants Received (Rs)	No of Papers out of Project

14. Reviewer in Journals(List of Journals and Total No of Articles Reviewed)

Name of the Journal	Publisher	No of Papers Reviewed

15. Research Collaborations

Name of the Collaborator	Institute	Collaboration Details

16. Countries Visited

Name of the Country	Period	Purpose

17. Honours / Awards / Recognitions

Name of the Honours / Awards / Recognition	Awarding Agency	International / National / State / Institute Level

18. Conferences / Seminars / Workshops Organized

Level	Conference Title	Date(s)	Place	Role Played	Funding

19. Invited Lectures / Resource Person

No	Institute / Organizer	Name of the Conference / Seminar / Workshop	International / National / State / Institute Level	Date(s)

20. Professional Development Programs / Faculty Development Programs Organized

Name of the Program	Role	Place	Date(s)	Funds in Rs & Sponsor

21. Professional Development Programs / Faculty Development Programs Attended

Name of the Program	Place	Date(s)	Sponsor

22. Administrative Experiences

Role Played	Responsibilities	Period (from ... to)

23. Membership in Academic Bodies(BoS, DC, External Examiner, etc.)

Name of the University / Institute / College	Type of Membership	Duration / Period

24. Membership in Recognised Professional Bodies

Name of the Professional Body	International / National	Type of Membership

25. Languages Known

Languages	Read	Write	Speak
	Yes / No		

26. Competence in Computer Applications

27. Involvement in Extension Activities other than Academic Works

28. Any Other Relevant Information

Details of Publications

1. Books Published *(list with link to DOI if available)*

Author(s), or Editor(s), (Year of Publication). **Title of the Book**, (The edition other than first (if applicable)), Place of Publication, Publisher's Name

Example

1. Jackson, L. M. (2019). **The psychology of prejudice: From attitudes to social action** (2nd ed.). American Psychological Association.
<https://doi.org/10.1037/0000168-000>

2. Books Edited *(list with link to DOI if available)*

Editor(s), (Year of Publication). **Title of the Book**, Publisher's Name

Example

3. Bruya, B. (Ed.). (2010). **Effortless attention: A new perspective in the cognitive science of attention and action**. MIT Press.
<https://doi.org/10.7551/mitpress/9780262013840.001.0001>

3. Contribution to Book Chapters *(list with link to DOI if available)*

Author(s), (Year of Publication), "**Title of the Chapter**" in the Book, Author(s), or Editor(s), **Name of the Book**, (Page No). The edition other than first (if applicable), Place of Publication, Publisher's Name.

Example

1. Aron, L., Botella, M., & Lubart, T. (2019). "**Culinary arts: Talent and their development**". In the Book, R. F. Subotnik, P. Olszewski-Kubilius, & F. C. Worrell (Eds.), **The psychology of high performance: Developing human potential into domain-specific talent** (pp. 345–359). American Psychological Association.
<https://doi.org/10.1037/0000120-016>

4. Editor of Conference/Seminar Proceedings *(list with link to DOI if available)*

Editor(s). Title of book of proceedings. Number and name of conference; date of conference; place of conference. Place of publication: publisher; date.

Example

1. Antonioli GE, editor. **Pacemaker leads 1997**. Proceedings of the 3rd International Symposium on Pacemaker Leads; 1997 Sep 11-13; Ferrara, Italy. Bologna (Italy): Monducci Editore; 1997.

5. Research Publications

5.1. UGC-CARE Listed Journals *(list with link to DOI if available/Article web page)*

Title of the Paper, Authors (Corresponding Author with a *), **Journal Name**, **year**, **volume**, **page**.

Impact Factor: Citations:

Link to DOI

Example

1. Nickel catalyzed hydroamination reactions: An overview, PurushothamanYamuna, Rose MaryPhilip, GopinathanAnilkumar,* **Tetrahedron**, **2022**, **122**, 132936.
Impact Factor: 2.388; Citations: 100;
<https://doi.org/10.1016/j.tet.2022.132936>

5.2. Other Refereed Journals(Not covered above, list with link to DOI/Article web page)

Title of the Paper, Authors (Corresponding Author with a *), *Journal Name*, **year**, *volume*, page.

Impact Factor: Citations:

Link to DOI

5.3. Papers Published in Conference Proceedings(web link to proceedings if available)

Author(s), (Year of Publication), "**Title of the Paper**", Editor(s) of Conference Proceedings, *Title of the Conference Proceedings in Italics*, Location of the Conference, Date of Conference, Page No.

Example

1. Harry, B., (2016), "**Drone tourism: a study of the current and potential use of drones in hospitality and tourism**", Hay, B., Lee, D., *CAUTHE 2016: the changing landscape of tourism and hospitality: the impact of emerging markets and emerging destinations*, Blue Mountains, Sydney, 8-11 February, 1234.

5.4. Papers Presented in Conferences / Seminars(List under the following sub-heads)

5.4.1. International

1. Author(s), (Corresponding Author with *), Title of the Paper, Conference Name, Location of the Conference, Date of Conference

5.4.2. International held within India

1. Author(s), (Corresponding Author with *), Title of the Paper, Conference Name, Location of the Conference, Date of Conference

5.4.3. National

1. Author(s), (Corresponding Author with *), Title of the Paper, Conference Name, Location of the Conference, Date of Conference

5.4.4. State

1. Author(s), (Corresponding Author with *), Title of the Paper, Conference Name, Location of the Conference, Date of Conference

5.5. Any Other Publications Not Mentioned Above

6. Conferences / Seminars / Workshops / Webinars Attended

1. Author, Name of the Conference/Seminar/Workshop/Webinar, Organizer, Place where held, Date(s)

7. Details of Deposits in CCDC, PDB, etc.

No	Name of Deposit	Reference No.	Date of Deposition

Note: Kindly fill in the overall data; After filling delete all the examples and instructions.