RESUME

1. Name : Dr. P.R.Shini

2. Qualification : MBA., M.A., MTM., Ph.D.

3. Designation & Department : Associate Professor in Business Administration

4. Age & Date of Birth : 50 Years & 06/06/1974.

5. Gender : Female

6. Address for Communication : Associate Professor & Head,
Department of Business Administration,
Govt. Arts and Science College, Kanyakumari.
E-mail: prshinidev@gmail.com

7. Educational Qualification :

S.No	Course	Subject	Year of Completion	Institution
1.	B.A	Economics	April 1995	Womens Christian College, Nagercoil / Manonmaniam Sundaranar University, Tirunelveli.
2.	MBA	Marketing & HRM	April 1997	Noorul Islam College of Engineering, Thuckalay / Manonmaniam Sundaranar University, Tirunelveli.
3.	SLET	Management	March 1997	Bharathidasan University, Thiruchirappalli.
4.	Ph.D	Business Administration	February 2010	Manonmaniam Sundaranar University, Tirunelveli.
5.	M.A	Tourism Management	April 2010	Madurai Kamaraj University, Madurai.
6.	M.A	Economics	April 2012	Madurai Kamaraj University, Madurai.

8. Research Work / Experience : 20 Years

9. Recognized Research Guide : Yes

10. Area of Specialization : Marketing & Human Resource Management

11. Teaching Experience

S.No	Designation	Place	Duration	No.of Years
1.	Lecturer	G.Venkataswamy Naidu College, Kovilpatti	June 1998 to May 2000	2 years
2.	Assistant Professor	Nesamony Memorial Christian College, Marthandam	August 2000 to February 2011	10 years 6 months
3.	Assistant Professor	Government Arts College for Women, Sivagangai	February 2011 to January 2014	2 years 11 months
4.	Assistant Professor	Sri Meenakshi Government Arts College for Women(A), Madurai	February 2014 to February 2023	9 years 1 month
5.	Associate Professor	Sri Meenakshi Government Arts College for Women(A), Madurai	March 2023 to November 2024	1 year 8 months
6.	Associate Professor	Government Arts and Science College, Kanyakumari	December 2024 to till date	-

12. Orientation / Refresher Courses / Other Programmes & Training

S.No	Name of the Course	Topic	Place	Period
1.	UGC Sponsored Orientation Programme	-	Academic Staff College, University of Kerala, Trivandrum	27/12/2005 to 23/01/2006
2.	Orientation Course	-	TamilNadu State Council for Higher Education and UGC-Academic Staff College, University of Madras	04/05/2011 to 02/06/2011
3.	UGC Sponsored Refresher Course	Business Studies	Academic Staff College, Madurai Kamaraj University, Madurai	01/03/2013 to 21/03/2013
4.	Faculty Development Programme	Enrichment of Teaching Skills	OAA-MAVMM School of Management, Madurai	14th February, 2015
5.	Faculty Development Programme	Statistical Analysis and Interpretation using SPSS and AMOS	Madurai Kamaraj University, Madurai	7th & 8th August, 2015

6.	UGC Sponsored Refresher Course	Women Studies	UGC- Human Resource Development Centre, University of Kerala, Trivandrum	01/10/2015 to 21/10/2015
7.	NPTEL – AICTE Faculty Development Programme	Human Resource Development	NPTEL	Jul-Oct 2019
8.	Online Refresher Course	Management	SWAYAM ARPIT	01/09/2019 to 16/01/2020
9.	National Level online Faculty Development Programme	Redesigning Business Education–Gen Z		14 June to 18 June 2021
10.	Online Refresher Course	Social Sciences and Humanities	Teaching Learning Centre, Ramanujan College, University of Delhi	12 - 26 July, 2021
11.	Online Refresher Course	Commerce and Management	Teaching Learning Centre, Ramanujan College, University of Delhi	27 May - 09 June, 2022

13. International Publications: 37

S.No	Conference/ Journal	Title	Issue / ISSN No.	Period
1.	International Journal of Basic & Applied Biology	Environmental Sustainability Through Ecotourism in Western Ghats of Kerala	Special Issue – Mount Verte'07 Vol.2, No.2. ISSN 0973-8207	2008
2.	International Conference on Comprehensive Disaster Management	Effective Disaster Crisis and Risk Management Measures to Sustainable Tourism Development	ICCDM – 2012. ISBN 978-81-908498-4-5	2012
3.	International Journal of Research in Commerce, Economics and Management	Assessing the Relationship between the Awareness and Attitude of Tourists towards Ecotourism and Conservation in Kerala	Vol.2, Issue 10. ISSN 2231- 4245.	October 2012
4.	International Conference on Corporate Sustainability – Trends, Challenges and Strategies	Do Celebrity Endorsement is Vital for Corporate Sustainability?	ISBN:978-81-927411-3-0	19th August, 2015
5.	International Journal of Management and Social Science Research Review, Special Issue on Business Analytics and Intelligence	The Impact of Celebrity Endorsement in the Enhancement of Purchase Intention among Adolescence	Vol.1, Issue 2, Impact Factor 3.996, ISSN - 2349-6738	August 2016
6.	PEZZOTTAITE JOURNALS, International Journal of Trade and Global Business Perspectives	A Study on Source Credibility of Celebrities in Multiple Endorsements	Special Issue, Vol.5, No.3, ISSN (P): 2319-9059, ISSN(O) :2319-9067.	July – September 2016

7.	Asia Pacific Journal of Research in Business Management	Complying Total Quality Management through ISO 9001 UPS Requirements and Interpretations in Higher Educational Institutions	Vol.7, Issue 11, Impact Factor 4.859, ISSN: 2229-4104	November 2016
8.	International Research Journal of Management and Humanities	A Study on Attitude of Women Consumers towards Online Shopping	Vol.4, Issue: 1, ISSN : 2347-3274	February 2017
9.	International Research Journal of Management and Humanities	A Study on the Role of E-Payments in Developing Economy	Vol.4, Issue: 1, ISSN : 2347-3274	February 2017
10.	International Journal of Applied Management Research (IJAMR)	Online Shopping: Determinants of Consumers Buying Behaviour	Vol.9, Issue: 1, Number 1, ISSN: 0971-8709.	January – June 2017
11.	International Journal of Business Administration and Management	Social Changes, Impact on Food Habits and Implications to Indian Food Industry	Vol.7, No.1, ISSN 2278-3660.	2017
12.	Shanlax International Journal of Management	Growth and Magnitude of Higher Education System in India	Vol. 5, No. 2, Impact Factor: 2.082, ISSN: 2321- 4643, UGC Approval No: 44278	October 2017
13.	Roots International Journal of Multidisciplinary Researches	Relationship between Emotional Intelligence, Self-Efficacy and Performance among College Students	Vol.4 [Special Issue], Impact Factor : 3.487, ISSN : 2349-8684, UGC Approval No: 48991	December 2017
14.	Roots International Journal of Multidisciplinary Researches	A Study on the Perception of Total Quality Management Practices in Higher Educational Institutions in TamilNadu	Vol.4 [Special Issue], Impact Factor : 3.487, ISSN : 2349-8684, UGC Approval No: 48991	January 2018
15.	Shanlax International Journal of Arts, Science and Humanities	A Study on the Perception of Total Quality Management Practices in Colleges at Madurai	Vol.5, Special Issue 6, Impact Factor : 3.025, ISSN : 2321-788X, UGC Listed Journal No: 43960	April, 2018
16.	RESEARCH REVIEW International Journal of Multidisciplinary	Factors Influencing the Customers' Expectations on an Adcopy	ICIMP-2018, Special Issue, Impact Factor : 4.184, e-ISSN : 2455-3085, UGC Listed Journal No: 44945	September 2018

17.	AJANTA, An International Multidisciplinary Quarterly Research Journal	Problems of Online Shopping Consumers: A Study among College Students	Vol-VII, Issue-IV, Impact Factor : 5.5, ISSN : 2277 – 5730, UGC Listed Journal No: 40776	October-December 2018
18.	International Journal of Research and Analytical Reviews	Relationship Between Consumer's Attitude and Satisfaction towards Online Shopping of Electronic Goods	Special Issue, Impact Factor 5.75, ISSN : 2349 – 5138, UGC Listed Journal No: 43602	January 2019
19.	International Journal of Research in Advent Technology	Ethics in Celebrity Advertisement – A Literature Review	Special Issue, Impact Factor 5.153, ISSN : 2321 – 9637, UGC Listed Journal No:48768	March 2019
20.	Roots International Journal of Multidisciplinary Researches	Association Between Socio – Economic Characters and Product Preference among Online Consumers	Vol.5, Special Issue – 3, Impact Factor : 4.075, ISSN 2349-8684	March 2019
21.	The International Journal of Analytical and Experimental Modal Analysis	Emotional Intelligence - A Key Factor to Organizational Commitment	Vol. XI, Issue VIII, Impact Factor 6.3, ISSN : 0886 – 9367, UGC-CARE Group 'A' Journals list – Serial No. 36272	August 2019
22.	JASC: Journal of Applied Science and Computations	Magnitude and Growth of Online Shopping in India	Vol. VI, Issue V, ISSN NO: 1076-5131, Impact Factor 5.8, UGC Listed Journal No:41238	May 2019
23.	JASC: Journal of Applied Science and Computations	Role of Social Media in Digital Marketing	Vol. VI, Issue V, ISSN NO: 1076-5131, Impact Factor 5.8, UGC Listed Journal No:41238	May 2019
24.	JASC: Journal of Applied Science and Computations	Digital Learning Market in India: Prospects and Challenges	Vol. VI, Issue V, ISSN NO: 1076-5131, Impact Factor 5.8, UGC Listed Journal No:41238	May 2019
25.	A Journal Of Composition Theory	Emotional Intelligence of the IT Employees – Model Validation by Confirmatory Factor Analysis	Vol. XII, Issue X, ISSN: 0731-6755, UGC-CARE Approved Group – A Journal-Sl.No:18482	October 2019

26.	Test Engineering and Management	Farmers' Attitude towards Procurement Practices by Organized Retailers for Fruits and Vegetables	Vol.82, SCOPUS Indexed, ISSN: 0193 – 4120	January – February 2020
27.	IOSR Journal of Business and Management	An Empirical Study on Farmer' Constraints in Marketing to Organized Retailers	Vol.23, Issue.4, Ser.IV, e-ISSN: 2278-487X	April 2021
28.	Aegaeum Journal	Influence of Women Film Celebrity Endorsement in Media Advertisement on Customer Brand Perception and Purchase Intention – A Study with reference to Greater Chennai Corporation	Vol. 9, Issue 11, Impact Factor: 6.1, UGC-CARE Approved (Group-II) Multidisciplinary Journal-Sl.No:731, ISSN: 0776-3808	Nov. 2021
29.	International Journal of All Research Education and Scientific Methods	Association between Perception on Online Shopping and Socio – Economic Profile and Internet Usage Pattern of Online Consumers	Vol. 9, Issue 12, Impact Factor: 7.429, ISSN: 2455-6211	Dec. 2021
30.	Journal of Management & Entrepreneurship (JME)	Workplace Group Singing – An Artistic Intervention to Organizational Development	Vol.16, No.01(IX), UGC-CARE Group-I Journal, (ISSN: 2229-5348)	January– March 2022
31.	International Journal of Research in Humanities, Arts and Science	Group Singing in Institutions – A Boon, A Therapy and an Intervention	Vol.6, No.4, (E-ISSN:2456-5571).	July 2022
32.	Journal of the Asiatic Society of Mumbai	Role of Women Film Celebrity in Media Advertisements Towards Brand Awareness and Purchase Intention – A Study with Reference to Greater Chennai Corporation	Vol.95, UGC-CARE Approved (Group-I) Journal – Sl.No:142, ISSN: 0972-0766	2022
33.	International Journal of Early Childhood Special Education	Impact of Celebrity Endorsement in an Advertisement – A Study with special reference to FMCG Products	Vol. 14, Issue 03, ISSN : 1308 – 5581	2022
34.	Journal of Pharmaceutical Negative Results	A Study on Motivation of Employees Working in ITES Sector- (A Study with regard to Chennai City)	Vol. 13, Special Issue 9, SCOPUS Indexed, (ISSN: Print-0976-9234; Online – 2229-7723	2022
35.	Journal of Informatics Education and Research	A Study on the Perception of Source Credibility of Women Celebrities Endorsement in Television Advertisements	Vol.4, Issue. 3, ISSN:1526-4726, ABDC Journal	2024
36.	IPE Journal of Management	A Study on the Association of Socio – Economic Profile of Consumers and Purchase	Vol.14, No.17, Impact Factor: 7.138, ISSN:	July – December 2024

		Intention on Products Endorsed by Women Celebrities	2249-9040, UGC Care Listed Journal.	
37.	International Journal of Cultural Studies and Social Sciences	A Study on Employee Turnover Intentions in Retail Sector – Special Reference to Madurai	Vol. 20, Issue: 2, No. 15, Impact Factor : 7.138, ISSN No. 2347-4777, UGC Care Listed Journal.	July – December 2024

14. National Publications: 21

S.No	Conference/ Journal	Title	Issue / ISBN/ ISSN No.	Period
1.	B-DIGEST, Journal of Commerce & Management	Ecotourism Initiatives in Kerala	Vol.3, No.1, ISSN 0975-2617.	Jan-June 2011
2.	LPC BULLETIN ON RESEARCH	A Study on Entreprene-urship Awareness among College Students in Madurai	Vol.3, Issue 1, ISSN: 2249-3417.	July 2012
3.	Micro Finance and Women Entrepreneurship, B-DIGEST Publications	Women Entrepreneurs in India – SWOT Analysis	Vol. II, ISBN: 978-81-923975-2-8	2012
4.	New Vistas in Insurance Sector – Indian Context, B-DIGEST Publications	Impact of Globalisation on Insurance business in India	ISBN: 978- 81-923975-8-0	April 2013
5.	UGC Sponsored National Seminar on Tourism in India: Challenges and Opportunities, Mannar Thirumalai Naicker College, Madurai, SHANLAX Publications	Ecotourism Potential and Tourists attitude towards Ecotourism in TamilNadu	ISBN: 978-93-80686-81-3	August 2013
6.	Facets of Functional Management, Virudhunagar Hindu Nadar's Senthikumara Nadar College	A Study on Perceived Quality of Work Life and Occupational Stress among Bank Employees in Madurai	ISBN: 978 – 93 – 81723-15-9	September 2013
7.	Emerging Trends in Marketing of Services in the Global Era, ETMSBBA – 2013, SHANLAX Publications	A Study on the Factors Influencing Purchase decision of mobile phones from Univercell	ISBN: 978– 93 – 80686-89-9	October, 2013
8.	NAAC Sponsored National Conference on "Continuous Enhancement of Quality in Highe Educational Institutions", PARK'S College, Margham Publications	Emerging Trend in Quality of Higher Education in TamilNadu	ISBN: 978-93-81430-52-1	30th September & 1st October 2013
9.	India's Emerging Services Sector – Challenges and Opportunities, SHANLAX Publications	Prospects and Problems of Tourism in Munnar, Kerala	ISBN: 978-93-80686-80-6	December 2013

10.	Proceedings of UGC sponsored National Conference on " Impact of Globalisation in the Performance of Micro and Small Enterprises in India", Scott Christian College, Nagercoil	A Study on Government Initiatives towards MSMEs	ISBN:978-81-8371-671-0	26th & 27th September 2014
11.	Productivity Enhancement Strategies, PESBBA – 2014, SHANLAX Publications	The Impact of Organisational Commitment on Sustained Productivity of Higher Educational Institutions in Kanyakumari District of TamilNadu	ISBN: 978-93-80657-60-8	October. 2014
12.	Productivity Enhancement Strategies, PESBBA – 2014, SHANLAX Publications	A Study on the Impact of Quality of Work Life on Productivity Enhancement among College Teachers in Madurai	ISBN: 978-93-80657-60-8	October. 2014
13.	Indian World – Class Manufacturing–the Road Ahead, Fatima College, Madurai	Growth Strategies for Agri Business of Organic Farm Products	ISBN: 978-81-93023-488	1st October, 2015
14.	Indian World – Class Manufacturing–the Road Ahead, Fatima College, Madurai	E-Marketing – Positives and Negatives	ISBN: 978-81-93023-488	1st October, 2015
15.	Conference Proceedings and Abstracts, National Conference on The Impact of Digital Manage - ment in Modern Business Scenario, Shree Chandraprabhu Jain College, Minjur	Social Media Marketing: Theoretical Perspectives and Literature Review	ISBN: 978-81-930868-7-2	29th & 30th January 2016
16.	New Dimensions of Management in the Globalised Era – 2016, Department of Business Administration, Madurai Kamaraj University, Madurai, Shanlax Publications	Relevance of Total Quality Management in Higher Education: A Review of Literature	Vol.2, ISBN: 978-93-85977-05-3	30th March, 2016
17.	New Dimensions of Management in the Globalised Era – 2016, Department of Business Administration, Madurai Kamaraj University, Madurai, Shanlax Publications	Role of Social Media Networking among College Students	Vol.2, ISBN: 978-93-85977-05-3	30th March, 2016
18.	CONFLUENCE, National Conference on Emerging Trends in Service Sector – Issue and Challenges, Dwaraka Doss Govardhan Doss Vaishnav College, Chennai	A Study on Celebrity Endorsement in Tourism Advertising	ISBN: 978-8-92958-3-2	31st August, 2016
19.	Proceedings of UGC Sponsored National Seminar on Total	Application of TQM Practices in Higher	ISBN :978-81-9333-16-	23rd & 24th February,

	Quality Management in Higher Education, Sri Meenakshi Govt. Arts College for Women, Madurai,	Educational Institutions	8-2	2017
20.	Proceedings of UGC Sponsored National Seminar on Total Quality Management in Higher Education, Sri Meenakshi Govt. Arts College for Women, Madurai,	Societal Perspective of Quality of Higher Education in TamilNadu	ISBN :978-81-9333-16-8-2	23rd & 24th February, 2017
21.	Proceedings of UGC Sponsored National Seminar on Total Quality Management in Higher Education, Sri Meenakshi Govt. Arts College for Women, Madurai,	Quality in Higher Education: Can Social Media Enhance the Learning Experience	ISBN :978-81-9333-16-8-2	23rd & 24th February, 2017

15. Edited Books Published: 1

S.No	Title	Publisher Name	ISBN / Year
1.	Proceedings of UGC Sponsored National Seminar on Total Quality Management in Higher Education, Sri Meenakshi Govt. Arts College for Women, Madurai	SHANLAX Publications	ISBN :978-81-9333-16-8-2 / 2017

16. Papers Presented at International Level:

S.No	Conference	Title	Place	Period
1.	International Seminar on India's Emerging Services Sector – Challenges and Opportunities	Prospects and Problems of Tourism in Munnar, Kerala	S.Vellaichamy Nadar College, Madurai.	25th August 2011
2.	International Conference on Comprehensive Disaster Management (ICCDM – 2012)	Effective Disaster Crisis and Risk Management Measures to Sustainable Tourism Development	Noorul Islam University, Kumaracoil.	January 27 & 28, 2012
3.	4th International Conference on Competency Building Strategies in Business and Technology for Sustainable Development	Plastic Money – Benefits and Usage in Rural Areas	Sri Ganesh School of Business Management, Salem	20th February 2015
4.	International Conference on Corporate Sustainability – Trends, Challenges and Strategies	Do Celebrity Endorsement is Vital for Corporate Sustainability?	Kumara Rani Meena Muthiah College of Arts & Science, Chennai	19th August 2015
5.	International Conference on Reforms in the Globalised Era: New Vistas	A Study on Attitude of Women Consumers' towards Online Shopping	Patrician College of Arts and Science,	18th February 2017

			Chennai	
6.	International Conference on Reforms in the Globalised Era: New Vistas	A Study on the Role of E-Payments in Developing Economy	Patrician College of Arts and Science, Chennai	18th February 2017
7.	International Conference on Emerging Trends in Multidisciplinary Research	Relationship between Emotional Intelligence, Self-Efficacy and Performance among College Students	Umar Pulavar Tamil Language Centre, Singapore	27 & 28 December 2017
8.	International Conference on Innovative and Emerging Strategies in Economics, Commerce and Management	A Study on the Perception of Total Quality Management Practices in Higher Educational Institutions in TamilNadu	Women's Christian College, Nagercoil	05th January 2018
9.	International Conference on Innovation in Management Practices	Factors Influencing the Customers' Expectations on an Adcopy	SANKARA College of Science and Commerce, Coimbatore	26th September 2018
10.	International Conference on New Horizons of Business in the Changing Global Environment	Relationship between Consumer's Attitude and satisfaction towards online shopping of Electronic Goods	Jamal Mohamed College (A), Tiruchirappalli	23rd January 2019.
11.	International Conference on Strategic Human Resource Management	Emotional Intelligence - A Key Factor to Organizational Commitment	Erode Arts and Science College, Erode	06th September 2019

17. Papers Presented at National Level:

S.No	Conference	Title	Place	Period
1.	National Seminar on Environmental Sustainability of Western Ghats of India	Environmental Sustainability through Ecotourism in Western Ghats of Kerala	Nesamony Memorial Christian College, Marthandam Sponsored by CSIR, DST & CSI Synod	16th &18th August 2007
2.	National Seminar on Business Excellence	Impact of Occupational Stress on Working Women	Sriram Engineering College, Thiruvallur, Sponsored by AICTE – NEW DELHI	30th April 2010
3.	National Conference on Emerging Trends in Arts & Science	Managing Occupational Stress towards Performance Improvement	Nesamony Memorial Christian College, Marthandam	October 7 & 8, 2011

4.	National Conference on Emerging Entrepreneurial & Economic Environment (NCEEEE – 2012)	A Study on Entrepreneurship Awareness among Business Students in Sivaganga	Alagappa Institute of Management, Alagappa University, Karaikudi, Sponsored by UGC	9th & 10th March 2012
5.	National Seminar on Emerging Trends in the Indian Banking Industry – Challenges and Strategic Options	Risk Management in Banks	School of Management, Pondicherry University, Karaikal	24th March 2012
6.	National Seminar on Paradigm Shift in Human Resources Management – The Changing Facets	Stress – An Effective Tool For Productivity	St. Xavier's College (Autonomous), Palayamkottai	5th October 2012
7.	UGC Sponsored National Seminar on New Vistas in Insurance Sector	Impact of Globalisation on Insurance business in India	Nesamony Memorial Christian College Marthandam	4th & 5th April 2013
8.	UGC Sponsored National Seminar on Tourism in India : Challenges and Opportunities	Ecotourism Potential and Tourists attitude towards Ecotourism in TamilNadu	Mannar Thirumalai Naicker College, Madurai	12th August 2013
9.	National Seminar on Facets of Functional Management	A Study on Perceived Quality of Work Life and Occupational Stress among Bank Employees in Madurai	Virudhunagar Hindu Nadar's Senthikumara Nadar College, Virudhunagar	27th September 2013
10.	NAAC Sponsored National Conference on Continuous Enhancemen of Quality in Higher Educational Institutions	Emerging Trend in Quality of Higher Education in TamilNadu	PARK'S College, Tirupur	30th September & 1st October 2013
11.	National Seminar on Emerging Trends in Marketing of Services in the Global Era, ETMSBBA–2013	A Study on the Factors Influencing Purchase decision of mobile phones from Univercell	The American College, Madurai	17th October, 2013

12.	UGC sponsored National Conference on Impact of Globalisation in the Performance of Micro and Small Enterprises in India	A Study on Government Initiatives towards MSMEs	Scott Christian College, Nagercoil	26th & 27th September, 2014
13.	National Seminar on Productivity Enhancement Strategies, PESBBA–2014	The Impact of Organisational Commitment on Sustained Productivity of Higher Educational Institutions in Kanyakumari District of TamilNadu	The American College, Madurai	10th October, 2014
14.	National Seminar on Productivity Enhancement Strategies, PESBBA–2014	A Study on the Impact of Quality of Work Life on Productivity Enhancement among College Teachers in Madurai	The American College, Madurai	10th October, 2014
15.	National Conference on Indian World – Class Manufacturing – the Road Ahead	Growth Strategies for Agri Business of Organic Farm Products	Fatima College, Madurai	1st October, 2015
16.	National Conference on Indian World – Class Manufacturing – the Road Ahead	E-Marketing – Positives and Negatives	Fatima College, Madurai	1st October, 2015
17.	National Conference on The Impact of Digital Management in Modern Business Scenario	Social Media Marketing : Theoretical Perspectives and Literature Review	Shree Chandraprabhu Jain College, Minjur	29th & 30th January 2016
18.	National Seminar on New Dimensions of Management in the Globalised Era	Relevance of Total Quality Management in Higher Education: A Review of Literature	Madurai Kamaraj University, Madurai	30th March, 2016
19.	National Seminar on New Dimensions of Management in the Globalised Era	Role of Social Media Networking among College Students	Madurai Kamaraj University, Madurai	30th March, 2016
20.	National Seminar on Business Analytics and Intelligence	The Impact of Celebrity Endorsement in the Enhancement of Purchase Intention among Adolescence	Dr.M.G.R.Janaki College of Arts and Science for Women, Chennai	17th & 18th August, 2016
21.	National Conference on Emerging Trends in Service Sector – Issue and Challenges	A Study on Celebrity Endorsement in Tourism Advertising	D.GVaishnav College, Chennai	31st August, 2016
22.	National Conference on Emerging Trends in Management	A Study on Source Credibility of Celebrities in Multiple Endorsements	Prof. Dhanabalan College of Arts and Science, Chennai	23rd September, 2016

23.	Multidisciplinary National Conference on Research in Present Scenario	A Study on the Perception of Total Quality Management Practices in Colleges at Madurai	Nesamony Memorial Christian College Marthandam	27th January, 2017
24.	UGC Sponsored National Seminar on Total Quality Management in Higher Education	Application of TQM Practices in Higher Educational Institutions	Sri Meenakshi Govt. Arts College for Women	23rd & 24th February
25.	UGC Sponsored National Seminar on Total Quality Management in Higher Education	Societal Perspective of Quality of Higher Education in TamilNadu	Sri Meenakshi Govt. Arts College for Women	23rd & 24th February
26.	UGC Sponsored National Seminar on Total Quality Management in Higher Education	Quality in Higher Education : Can Social Media Enhance the Learning Experience	Sri Meenakshi Govt. Arts College for Women	23rd & 24th February
27.	National Seminar on the Role of Celebrities Advertisements on FMCG Products	Problems of Online Shopping Consumers: A Study among College Students	Government Arts College for Women, Sivagangai	31st December 2018
28.	National Conference on Sustainable Develop-ment and Social Justice	Association between Socio -Economic Characters and Product Preference among Online Consumers	Government Arts College for Women, Sivagangai	4th March 2019
29.	National Seminar on Ethics, Entrepreneurship & Sustainable Development	Ethics in Celebrity Advertisement – A Literature Review	Patrician College of Arts and Science, Chennai	19th & 20th March 2019
30.	TNSCHE Sponsored National Conference on Emerging challenges in Business Management in the Digital Era	E-Procurement of Farm Produce: A Tool for Integrating Farmers into the Market	Nesamony Memorial Christian College	29th March
31.	TNSCHE Sponsored National Conference on Emerging challenges in Business Management in the Digital Era	Role of Social Media in Digital Marketing	Nesamony Memorial Christian College	29th March
32.	TNSCHE Sponsored National Conference on Emerging challenges in Business Management in the Digital Era	Digital Learning and Evaluation: Prospects and Challenges	Nesamony Memorial Christian College	29th March
33.	TNSCHE Sponsored National Conference on Emerging challenges in Business Management in the Digital Era	Magnitude and Growth of Online Shopping in India	Nesamony Memorial Christian College	29th March

18. Seminar / Symposia / Workshop Conducted:

S.No	Name of the Programme	Title	Place	Period
1.	UGC Sponsored National Seminar	Total Quality Management in Higher Education	Sri Meenakshi Govt. Arts College for Women, Madurai	23rd & 24th February, 2017

19. Seminar / Symposia / Workshop Attended:

S.No	Name & Level of Programme	Title	Place	Period
1.	State Level Seminar	Executive Excellence-2000	Standard Fireworks Rajaratnam College for Women, Sivakasi	16/03/2000
2.	State Level Workshop	Application of Statistical Package on Social Science (SPSS) in Modern Research	Womens Christian College, Nagercoil	02/02/2007
3.	UGC Sponsored National Seminar	Globalisation in the Present Scenerio	Womens Christian College, Nagercoil	24th & 25th July 2009
4.	Regional Seminar	Ecotourism–Opportunities and Challenges	Nesamony Memorial Christian College, Marthandam	08/03/2010
5.	UGC Sponsored National Level Workshop	Quantitative Data Analysis	Sri Meenakshi Govt. Arts College for Women, Madurai	3rd & 4th February, 2015
6.	UGC Sponsored National Seminar	Quality Enhancement in Higher Educational Institutions	Sri Meenakshi Govt. Arts College for Women, Madurai	26th February, 2015

20. Guidance for M.Phil:

Year	Number of Students	College / University
2014 - 15	1	Sri Meenakshi Govt. Arts College for Women, Madurai / Madurai Kamaraj University, Madurai.
2015 - 16	2	Sri Meenakshi Govt. Arts College for Women, Madurai / Madurai Kamaraj University, Madurai.

21. Guidance for Ph.D:

S.No	University	Number of Scholars	Status
1.	Bharathiar University, Coimbatore	1	Awarded – 1
2.	Mother Teresa Women's University, Kodaikanal	3	Awarded – 3
3.	Madurai Kamaraj University, Madurai	2	Awarded – 2

22. Other Responsibilities Held in Other Institutions:

S.No	Name of the Service/ Committee	Place	Period
1.	University Nominee in the Board of Studies for Business Management	Scott Christian College (A), Nagercoil	2013 to 2015
2.	Member in the Board of Studies for Business Administration	The American College, Madurai	2013-2014
3.	Member in the Board of Studies for BBA, MBA & M.Phil	Sri Meenakshi Govt. Arts College for Women(A), Madurai	
4.	Chairperson, Question Paper Setters Board for BBA	Alagappa University, Karaikudi	2015 to 2022
5.	Question Paper Setter for BBA & MBA	Various Institutions	2011 to till date

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