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Academic Qualifications:

Course	Subject	University	Year of Completion	Class
B.Com.,	Commerce	Bharathiar University	1994	II
PGDCA.,	Computer Applications	Alagappa University	2007	I
M.Com.,	Commerce	Alagappa University	1997	I
MBA (Finance),	Business Administration	Madurai Kamaraj University	2001	II
MBA (HR),	Business Administration	Periyar University	2009	I
M.Phil.,	Commerce	Alagappa University	1998	I
Ph.D.	Faculty of Management	Alagappa University	2005	Highly Commended

Teaching Experience: 25 years

Research Experience: 18 years

Additional Responsibilities

1. PCP Coordinator for Commerce and Management Programmes
2. Monitor Assignments, Project Reports and Internal Marks for Management courses

Areas of Research

1. Finance, Marketing, Human Resource Management and General Management

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	48	04
	M.Phil.	82	
Project	PG	114	--

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
186	34	84	129	01

Cumulative Impact Factor (as per JCR) :

h-index :

i10 index :

Total Citations :

Funded Research Projects

Completed

S. No.	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1.	UGC, New Delhi	2010	2012	Economic Empowerment of Rural Women with special reference to Self Help Groups in the Southern Districts of Tamil Nadu - An Empirical Study	Rs.3,69,200/-
2.	ICSSR, New Delhi	2013	2015	Green Purchase Behaviour of Consumers in Tamil Nadu State	Rs.5,00,000/-
3.	ICSSR, New Delhi	2016	2017	A Study on Consumers Awareness with Reference to Food Adulteration in Tamil Nadu State	Rs.2,00,000/-
4.	Alagappa University Research Fund (AURF) Karaikudi	2017	2019	A Study on Service Quality of Hotels and Satisfaction of Religious Tourists in Pilgrim Centres in South Tamil Nadu	Rs.3,00,000/-

Ongoing

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 01

Events Participated

Conferences / Seminars / Workshops:

Other Training Programs:

Books Published:

DDE Course materials: 01

Distinctive Achievements/Awards:

Resource persons in various capacities

Membership in

Resource persons in various capacities

1. Guest Lecture Delivered on “**Women Entrepreneurship: Hurdles and Measures**” in the State Level Seminar Organized by Department of Business Administration, K. M. G. College of Arts and Science, Gudiyattam, Vellore District, on 17th February 2011.
2. Guest Lecture Delivered on “**Potential Growth of Rural Marketing in India**” in the National Level Conference - Contemporary Issues in Marketing and Social Science, Organized by School of Commerce and Management, Shanmuga Industries Arts and Science College, Thiruvannamalai, on 6th March 2015.

Number of Invited / Special Lectures delivered:

Sl. No.	Title of the Seminar / Conferences	Organized By	Title of the Technical Session Chair: Specialization	Date
1.	Emerging Trends in Business Opportunities	Vivekanandha College of Arts and Sciences for Women (Autonomous), Tiruchengode, Tamil Nadu State	Human Resources	20 th February 2013
2.	Contemporary Issues in Management and Social Sciences	Bonsecours College for Women, Thanjavur, Tamil Nadu State.	Human Resource Management	5 th December 2014
3.	Make in India: Prospects and Challenges	Sankara Institute of Management Science, Coimbatore, Tamil Nadu State.	Make in India: Significant Aspects from Major Sectors	13 th March 2015
4.	Management Practices in Contemporary Business Era	St. Xavier's Catholic College of Engineering, Chunkankadai, Nagercoil	Marketing	7 th March 2014
5.	Impact of Electronic Resources on Teaching, Learning and Research: Issues and Opportunities	Central Library and Directorate of Distance Education, Alagappa University, Karaikudi	Intellectual Property Rights	24 th and 25 th April 2015

Others

Recent Publications

Recent Papers published: (Authors name, Journal name, Vol., year, pages)
(Atleast three required)

Sl. No.	Title of Publications	Name of Publishers	Year of Publication	ISBN / ISSN No./ Etc.,	Published as* (Please specify)
1.	Micro Credit Programme Run by Self-Help Groups with Reference to Erode District, Tamil Nadu	Lakshya: A Monthly Referred Journal of Management, Indore.	Vol. I / No. VI, July 2014	2348 - 5418	National Journal
2.	Customer Satisfaction Towards Landline Services Provided by BSNL Telecom, Karaikudi Town	SANKALPANA – International Journal of Multidisciplinary Management, Allahabad.	Year 2 / Vol. III, September 2014	2349 - 4034	International Journal
3.	Policy Holders Perspective towards LIC of India with Special Reference to Palani, Tamil Nadu	“UDYUKTA” International Journal of Management and Economics, Nagpur.	Vol. 4 / No. 1, April 2014	2320 - 1010	International Journal
4.	Public Awareness towards Capital Market Investment with Special Reference to JRF Securities Limited, Hyderabad	Journal of Management Research and Analysis, New Delhi.	Vol. 1 / No. 1, October 2014	2394 - 2762	National Journal
5.	Impact of Stress on Professional Women Entrepreneurs	Journal of Management Research and Analysis, New Delhi.	Vol. 1 / No. 1, October 2014	2394 - 2762	National Journal
6.	Investment Pattern of Government Employees in Madurai City	Journal of Management Research and Analysis, New Delhi.	Vol. 1 / No. 1, October 2014	2394 - 2762	National Journal

7.	Impact of Brand Equity Dimensions on Brand Purchase Intention of Customers Through Social Media Networks	Global Journal of Business Management (GJBM), New Delhi.	December 2014	0973 - 8533	International Journal
Sl. No.	Title of Publications	Name of Publishers	Year of Publication	ISBN / ISSN No./ Etc.,	Published as* (Please specify)
8.	Investors' Perception towards Mutual Fund: An Empirical Study with Reference to Coimbatore City	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 1, January - March 2015	2394 - 2762	National Journal
9.	A Study on Factors Affecting Online Shopping Behaviour of Consumers in Chennai	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 2, April - June 2015	2394 - 2762	National Journal
10.	Customers' Preference Towards Multi-Brand Mobile Phone SIM Cards and Recharge Coupons	Global Journal of Business Management (GJBM), New Delhi.	Vol. 9 / No. 1, June 2015	0973 - 8533	International Journal
11.	A Study on Psychological Well Being and Job Performance of Employees in Knitwear Industry in Tirupur	Research Revolution, Indore, Madhya Pradesh State.	Vol. IV / No. 9, June 2016	2319 – 300X	International Journal
12.	Customer Satisfaction of Private Sector Banks in Madurai City, Tamil Nadu	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 2 April – June 2016	2394 - 2762	National Journal
Sl. No.	Title of Publications	Name of Publishers	Year of Publication	ISBN / ISSN No./	Published as* (Please specify)

				Etc.,	
13.	Job Satisfaction of Arts and Science College Faculty Members in Coimbatore City with Reference to Self Financing Colleges	Journal of Management Research and Analysis, New Delhi.	Vol. 4 / No. 1 January – March 2017	2394 - 2762	National Journal
14.	A Study on Potentiality and Feasibility of Tourism in Theni District	Journal of Management Research and Analysis, New Delhi.	Vol. 4 / No. 1 January – March 2017	2394 - 2762	National Journal
15.	Influence of Human Resource Management Practices on Organizational Commitment of Employees in Private Sector Banks in Chennai City	Journal of Management Research and Analysis, New Delhi.	Vol. 4 / No. 1 January – March 2017	2394 - 2762	National Journal
16.	A Study on Perception of Entrepreneurs on Entrepreneurship Development and Employment Generation in Madurai District	International Journal of Advance & Innovative Research, Ghaziabad	Vol. 6 / No. 1 April - June 2019	2394- 7780	International Journal

Important Research Article Published:

Sl. No.	Title of Publications	Name of Publishers	Year of Publication	ISBN / ISSN No. / Etc.,
1.	A Study on Identification of Motivational Factors for Investment Among Government Employees in Bangalore City	International Journal of Management and Social Science Research Review (IJMSRR), Bangalore.	Vol. 1 / No. 13 July 2015	2349 – 6738

2.	Industrialists' Awareness and Attitude Towards Carbon Trading and Its Perception and Impact on the Environment	Global Journal of Business Management (GJBM), New Delhi.	Vol. 9 / No. 1, June 2015	0973 - 8533
3.	A Study on Factors Affecting the Purchase of Luxury Fashion Apparel Brands Among Women Consumers in Kerala State	International Journal of Management and Social Science Research Review (IJMSRR), Bangalore.	Vol. 1 / No. 14 August 2015	2349 – 6738
4.	A Study on Religious, Cultural, Social Values and Purchase Intention of Women Consumers Towards Luxury Fashion Apparel Brands in Kerala State	International Journal of Business and Administration Research Review (IJBARR), Bangalore.	Vol. I / No. 11 July – September 2015	2348 – 0653
5.	A Study on Factors Contributing to the Success of Small Manufacturing Enterprises in Coimbatore District	International Journal of Business and Administration Research Review (IJBARR), Bangalore.	Vol. I / No. 11 July – September 2015	2348 – 0653
Sl. No.	Title of Publications	Name of Publishers	Year of Publication	ISBN / ISSN No. / Etc.,
6.	A Study on Government Assistance for Development of Small Manufacturing Enterprises in Coimbatore District	International Journal of Management and Social Science Research Review (IJMSRR), Bangalore.	Vol. 1 / No. 14 August 2015	2349 – 6738
7.	Investors' Perception towards Mutual Fund: An Empirical Study with Reference to Coimbatore City	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 1, January - March 2015	2394 - 2762
8.	A Study on Factors Affecting Online Shopping Behaviour of Consumers in Chennai	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 2, April - June 2015	2394 - 2762
9.	Customers' Preference Towards Multi-Brand Mobile Phone SIM Cards	Global Journal of Business Management (GJBM), New	Vol. 9 / No. 1, June 2015	0973 - 8533

	and Recharge Coupons	Delhi.		
10.	A Study on Customers' Preference Towards Departmental Stores in Coimbatore City	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 3, July - September 2015	2394 - 2762
11.	A study on Factors Affecting Marketing of Jasmine in Dindigul District	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 4, October - December 2015	2394 - 2762
12.	A Study on Brand Preference of Tooth Paste Among Different Age Groups of Consumers in Udumalpet Town	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 4, October - December 2015	2394 - 2762
Sl. No.	Title of Publications	Name of Publishers	Year of Publication	ISBN / ISSN No. / Etc.,
13.	A Study on Consumers' Brand Preference Towards Cosmetics in Tiruchirappalli Town	International Journal of Management and Social Science Research Review (IJMSRR)	Vol. 1 / No. 2, February 2016	2349 - 6738
14.	A Study on Dimensions Influencing the Students' Entrepreneurial Intention	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 1, January – March 2016	2394 - 2762
15.	Customer Perception Towards Internet Banking Services in Sivagangai District, Tamil Nadu	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 1, January – March 2016	2394 - 2762
16.	Factors Influencing the Economic Empowerment of Women Through Self-Help Groups in South Tamil Nadu	GBAMS - VIDUSHI Journal, Mirzapur, Uttar Pradesh State.	Vol. 6 & 7 / No. 1 & 1 - 2, June – 2014 – December 2015	0974 - 6374

17.	A Study on Quality of Work Life of Workers in Construction Industry in Madurai District	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 2 April – June 2016	pp.63-66
18.	Customer Satisfaction of Private Sector Banks in Madurai City, Tamil Nadu	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 2 April – June 2016	pp.67-73
Sl. No.	Title of Publications	Name of Publishers	Year of Publication	ISBN / ISSN No. / Etc.,
19.	A Study on Work Life Balance and Job Satisfaction of Women Employees Working in New Private Sector Banks	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 3 July - September 2016	pp.126-130
20.	Customers Preferences Towards Television Brands with Reference to Sivagangai District	International Journal of Multidisciplinary Research Review (IJMDRR), Bangalore.	Vol. 1 / No. 19 September 2016	2395 – 1877 (pp.119 – 127)
21.	A Study on Service Quality Dimensions and Its Impact on Satisfaction of Domestic Tourists in Tamil Nadu	International Journal of Business and Administration Research Review (IJBARR), Bangalore.	Vol. 2 / No. 15 July – September 2016	2348 – 0653 (pp.199 – 204)
22.	A Study on Factors Affecting on Customer Perception towards E-Banking and Intensity to Use E-Banking of Private Sector Banks by Customers	International Journal of Commerce and Management Research (PIJCMR), Bangalore.	Vol. IV / No. 3 October – December 2016	2321 – 3604 (pp.1 – 5)
23.	Influence of Human Resource Management Practices on Organizational Commitment of Employees in Private Sector Banks in Chennai City	Journal of Effulgence	Vol. 15 / No. 1, January – June 2017	0972 - 8058

Sl. No.	Title of Publications	Name of Publishers	Year of Publication	ISBN / ISSN No. / Etc.,
24.	A Study on Factors Influencing Purchase Intentions towards Organic Products among Consumers	Management Wisdom: A Journal of Business & Management, Pollachi.	Vol. 6 / No. 1, July – December 2018	2230 - 7257
25.	Influence of Factors Affecting Consumer's Purchasing Intention on Purchasing Decision Towards Luxury Brands	Management Wisdom: A Journal of Business & Management, Pollachi.	Vol. 6 / No. 2, January – March 2018	2230 - 7257

Editorial Activity / Journal Reviewer:

1. Editorial Board Member of International Journal of Management Rivulet, Agra, India.
2. Editorial Board Member of Journal of Research Atmajyot, Mumbai, India.
3. Editorial Board Member of PARIPEX - Indian Journal of Research, Paldi, Ahmedabad, India.
4. Editorial Board Member, International Journal of Accounting and Financial Management Research (IJAFMR), Canada.
5. Editorial Board Member, Global Research Analysis, Ahmedabad, Gujarat State.
6. Editorial Board Member, Research Revolution (International Journal of Social Science and Management), Nagpur, Madhya Pradesh State.
7. Editorial Board Member, Indian Journal of Scholarly Research, New Delhi.
8. Editorial Advisory Board Member, LAKSHYA Referred Journal of Management, Indore.
9. Editor-in-Chief, Journal of Management Research and Analysis, New Delhi.
10. Editorial Board Member, Research Revolution, Indore.