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Scopus Author ID: 57211561982

ResearcherID: ABN-8113-2022

<https://scholar.google.com/citations?user=fLMN5bIAAAAJ&hl=en&authuser=1>

Objectives:

To consistently update and enhance my knowledge in the field of management and contribute to the academic community by nurturing students' entrepreneurial and managerial skills.

Experience

Assistant Professor- Anna University Regional Campus Tirunelveli(December 2025- Present)

Associate Professor - Sri Sairam Institute of Management Studies (June 2022 – November 2025)

- ★ Member, Department Advisory Board, and NBA Criterion Coordinator
- ★ Organised 3 FDPs, 2 conferences, 1 workshop, and 1 intercollegiate startup event
- ★ Active member of IIT-PALS EDC; served as college influencer
- ★ Achieved consistent 100% results in Marketing Analytics, Entrepreneurship Development, and Investment Analysis

Assistant Professor (Grade III)- Sri Sairam Engineering College (June 2011 – May 2022)

- ★ Taught subjects including IMC, Retail Management, International Business, Principles of Management, and TQM
- ★ Maintained a 100% pass rate in core management subjects
- ★ Treasurer of Womens Cell

Lecturer- Sri Sairam Institute of Management Studies (June 2010 – May 2011)

Taught: Service Operations Management, Business Application Software, Financial Accounting

★ **Lecturer**

St. Michael College of Engineering, Kalaiyarkoil (July 2009 – May 2010)

Taught: SAPM, OB, TQM, Business Application Software

Educational Qualifications

- **Ph.D. (Finance)**, Bharathiar University (2019)
Thesis: “Impact of Selected Macroeconomic Variables on Stock Market: A Comparative Study of India and China” – Highly Commended
 - **MBA (Finance & Marketing)**, Panimalar Engineering College – 76%
 - **B.Sc. (Mathematics)**, Alagappa University – 67%
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Recognitions & Roles

- **Lilavati Award**, AICTE – For Empowering Entrepreneurship Among Students
 - **Doctoral Committee Member** – SRMIST, Vels University, Bharath University
 - **Advisory Member** – Governing & Program Advisory Committees, Sri Sairam Engineering College
 - **Question Paper Scrutinizer** – Anna University Distance Education
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Edited Volumes

- *Contemporary Management Cases (2024)*
 - *Impact of Covid-19 on Indian Economy (2020)*
 - *Impact of Covid-19 on Manufacturing and Services (2020)*
 - *Management and Engineering – Research Tome (2020)*
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Resource Person

- Acted as Resource Person for a Seminar on “AI Tools for Teaching and Learning” Organized by Scriptora International Publications, Kerala held on 29/06/2025
- Acted as Resource Person for the Webinar on Data Analytics Using SPSS on 02.01.2024 at Institute of Global Professionals(IGP)

- Acted as Resource Person for the Webinar on Lean Startup on 06.05.2024 at Institute of Global Professionals(IGP)
- Acted as Resource Person for the Webinar on on 02.01.2024 at Institute of Global Professionals(IGP)
- Acted as Resource person for the 2 days Workshop on SPSS at Madras School of Social Work from 25th September to 26th September 2024
- Acted as a Chairperson for the National Level Management Case Conference held on 4th April 2024 at Sri Sairam Institute of Management Studies
- Acted as a Chairperson for the National Level Management Case Conference held on 10th January 2022 at Sri Sairam Institute of Management Studies
- Acted as a resource person for one day Workshop on Statistical Analysis Using SPSS conducted by the Department of Artificial Intelligence and Data Science of Sri Sairam Institute of Technology, Chennai on September 7, 2021.
- Acted as a resource person for Five days FDP on Open Source tools for Data Analytics organised by the Department of Computer Science Engineering of Sri Sairam Engineering College from May 24 to 28, 2021.
- Acted as Judge for Annual National Level Student Paper Presentation Competition conducted by BBA department of M.O.P vaishnav College for Women Feb 24, 2021.
- Acted as resource person for “Workshop on Statistical Analysis” on 20th February, 2021 organised by Punjab Association’s Anna Adarsh College for Women.
- Acted as Judge for the Annual National level paper presentation competition 2021, The Great Economic Reset, on Feb 24,2021 organised by M.O.P Vaishnav College for Women.
- Acted as a resource person for a workshop on “Research Proposal writing and collection of literature reviews “ on 12th Januray 2021 organised by PG Department of Social work, SDNB Vaishnav College for Women, Chennai.
- Acted as a resource person for a on "Glimpses of Technical Analysis" on 2.12.2020 organised by SKP Engineering College, Tiruvannamalai,
- Acted as a resource person for Virtual Faculty Development Programme on “ Total Quality Management”on 15 September 2020 organised by Annai Velankanni Engineering college Chennai.AActed as a resource Person for a one day online webinar on " Empower Yourself" on 31st August 2020 organized by Viswa Chethena Degree College, Anekal, Bangalore, Karnataka
- Acted as a resource person for an online workshop titled "Statistical Analysis using SPSS" on 6th June 2020 organised by PG and Research Department of commerce, DRBCCC Hindu college, Chennai.
- Delivered a speech titled " Job opportunities in digital era" in a career development program on 9th January 2019 organised by Mohammed sathak college of arts and science, sozhinganallur, chennai.

BOOK CHAPTER

Authored Chapter titled “Common Mental Hitches of College Students” in Academic leadership turn vision into reality, Published by ABS Publishers, 2021

- Authored Chapter titled “Traceability of manufactured parts in supply chain” in Book named – Holistic Research Perspectives Volume 4, Published by Bonfring DOI: 10.9756/BP2019.1002/16, ISBN: 978-93-87862-82-1, PP 188– 193.

- Authored Chapter titled “A Road From Takshashila to Holistic Higher Education” in book named The National Education Policy 2020: Meeting Goals of 21 st Century Education published by ABS Books, ISBN: 978 – 93 – 87229 – 73 – 0, Edition 2020, PP:57 – 63.
- Authored Chapter titled “Leadership Among Indian Business Icons” in book Titled Contemporary issues in Organisational Behaviour Published by The Bhopal School of Social Sciences, ISBN: 978-93-91410-00-1
- Authored a Chapter titled “ Impact of Covid 19 in the Indian Labour Market” on the book titled “Impact of covid 19 on Education, Technology and Agriculture”, with ISBN:9788194714972 published by Sri Sairam Institute of Management Studies.
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RESEARCH PAPERS PUBLISHED

1. Published a Paper titled, “Financial Fraud detection using Supervised and Unsupervised Learning” in 2024 International Conference on Power, Energy, Control and Transmission Systems, IEEE Xplore, Electronic ISBN:979-8-3315-0884-5, Print on Demand(PoD) ISBN:979-8-3315-0885-2, DOI: 10.1109/ICPECTS62210.2024.10780301, (**Scopus Indexed**)
2. Published a Paper titled,,”The Impact of Sustainable Electrification on Stock Market Performance: An Empirical Study of Indian Energy Companies” in 2024 International Conference on Power, Energy, Control and Transmission Systems, IEEE Xplore, Electronic ISBN:979-8-3315-0884-5, Print on Demand(PoD) ISBN:979-8-3315-0885-2, DOI: 10.1109/ICPECTS62210.2024.10780389, (**Scopus Indexed**)
3. Published a Paper titled, “AI Art Generators: Human Creativity Vs Artificial Intelligence” in 2024 International Conference on Power, Energy, Control and Transmission Systems, IEEE Xplore, Electronic ISBN:979-8-3315-0884-5, Print on Demand(PoD), ISBN:979-8-3315-0885-2, 10.1109/ICPECTS62210.2024.10780235, (**Scopus Indexed**)
4. Published a paper titled, “STOCK REVERBERATION DUE TO INTERNATIONAL TRADE RELATED ECONOMIC FACTORS “ in International Journal of Accounting & Business Finance, Vol.10, No.1, June 2024 Issue. pp: 130-152(**ABDC C Category**)
5. Published a paper titled, “A Study on Exploring the Role of Neuromarketing in Enhancing Brand Loyalty with Reference to Bikerz Yamaha” on International Journal of Research Publication and Reviews, vol 10, Issue-6, pp-3584-3589, June 2024, DOI: <https://doi.org/10.55248/gengpi.5.0624.1616>
6. Published a paper titled, "The Role of Artificial Intelligence in Improving Human Resource Management Practices in Marketing Companies” in Educational Administration: Theory and Practice, Vol.30(2), ISSN:2148-2403, pp: 2148-2403.
7. Published a paper titled, “A study on Job satisfaction of Employees with reference to Finolet” in Rivisita Italiana di Filosofia Analitica Junior, vol.14, Issue-2, 2023, ISSN: 2037-4445, pp: 1072-1081.
8. Published a paper titled, “ A Study on Customer Perception towards Web application Firewall” in International Journal of Business Management and Research, vol(12, Issue-2, PP:61-66, ISSN: ISSN (P): 2249-6920; ISSN (E): 2249-8036.

9. Published a paper titled, “ Attitudinal Changes Due to Unanticipated Transition to Remote Work” on Atlantis Highlights in Social Sciences, Education and Humanities, volume 2, ISSN:978-94-6239-515-2, pp:138-146
10. Published a paper titled, “ Longitudinal relationship of Macroeconomic indicators and stock rate volatility” on Journal of Xydian University, ISSN 2348-8301, Vol-15 Issue-12, 2021, pp: (Scopus indexed ,UGC Care List Group II). **(UGC Care List)**
11. Published a paper titled, “Impact Of Interest Rate And Inflation In Stock Price Of Fmcg Companies” on Ilkogretim Online - Elementary Education Online, 2021; Vol 20 (Issue 1): pp. 4718-4728 <http://ilkogretim-online.org> doi: 10.17051/ilkonline.2021.01.509 **(UGC Care List)**
12. Published a paper titled, “Customer Relationship Practises In Indian Supermarket” on Ilkogretim Online - Elementary Education Online, 2020; Vol 19 (Issue 4): pp.6555-6560 <http://ilkogretim-online.org> doi: 10.17051/ilkonline.2020.04.765060.**(UGC Care List)**
13. Published a paper titled, Influence Of Brand Awareness On Customers Buying Behaviour” on Ilkogretim Online - Elementary Education Online, 2020; Vol 19 (Issue 2): pp. 2133-2143 <http://ilkogretim-online.org> doi: 10.17051/ilkonline.2020.02.696797**(UGC Care List)**
14. Published a paper titled, “ Modus Operandi Evolvement of select process in forging industry” on International Journal of humanities, Law and Social Scinces, ISSN 2348-8301, Vol-VIII, Issue-10, 2021, pp:43-48**(UGC Care List Group I)**
15. Published a paper titled, “A Study on anxiety regulation of male cricketers using Jacobson deep relaxation method” on Indian Journal of physical education, sports & Applied sciences, Vol- 11, Iss(1), Jan 2021, ISSN: 2229-550X (p); 2455-0175(e), doi no.:05-2016-44975451,DOI <http://doi-ds.org/doi/10.22915/2021-29155995/IJPESAS/2021/JAN/V11/I1/A11>, Link <http://doi-ds.org/doi/10.22915/2021-29155995/IJPESAS/2021/JAN/V11/I1/A11>, Impact factor: 5.684, pp: 70-76
16. Published a paper titled, “ Correspondence between Monetary Policies and Stock Prices” on International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278 -3075, Volume-9 Issue -4,February 2020, pp: 2809-2811.
17. Published a paper titled, “A Study on Statutory Compliance with Reference to Human Resource Department for proconnect supply chain solution” in Journal of the Gujarat Research society, vol-21, Iss- 17, 2019.
18. Published a paper titled, “A Study on Customer Behaviour Towards Shopping Mall” in Journal of the Gujarat Research society, vol-21, Iss- 17, 2019.
19. Published a paper titled, “Comparative analysis of volatility of share price of Banking Sector”,in Journal of the Gujarat Research society, vol-21, Iss- 17, 2019.(UGC Care List)
20. Published a paper titled “ Impact of Direct-To-Home (DTH) on Indian Television Viewers on International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-2S11, September 2019, pp: 3064-3068.
21. Published a paper titled “ An Empirical Analysis on Promotional Strategies of Packed Savouries With Reference to Retailer’s Brands” in the International Journal on Global Business Management and Research, Volume 8, Issue 2, August 2019, ISSN 2278 8425, pp- 53-59.
22. Published a paper titled “ Nexus between new age marketing tools and buying behaviour of Echo boomers”, in International Journal for Research in Engineering Application & Management(IJREAM), ISSN:2454-9150, Vol-05, Issue-02, May 2019, pp: 96-100.

23. Published a paper titled “ Effect of TQM practices in Large and Small Medium Electronic Companies in TamilNadu” in International Journal of Mechanical Engineering and Technology(IJMET), vol-9(4), April 2018, pp-802-808;, Journal impact factor(2016):9.2286.
24. Published a paper titled “Potential Market identification for Petroleum Coke in South India” in M-Infiniti- Journal of Management, vol-12(1), April 2018, ISSN 0973-7197, pp-198-205.
25. Published a paper titled, ”Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby” in Annamalai International Journal of Business Studies and Research, vol-8(2), ISSN: 0975-749X, September 2017, pp-57-64. **(UGC Care List)**
26. Published a paper titled “Credit Appraisal Process using Z-Score – A Study with reference to State Bank of India” in Sankalan International Multidisciplinary Peer Reviewed Research Journal, ISSN: 2454-9266vol-2(2), pp-594-597
27. Published a paper titled “Monetary Policies and the Indian Stock Market” in International Journal of Trade and Global Business Perspectives , ISSN(p):2319-9059, vol-5(3), July-September’ 2016, pp-2714-2719.
28. Published a paper titled “Macroeconomic Variables And Stock Market Volatility In China -A Study With Reference To Shanghai Stock Exchange Composite Index” in International Journal On Advanced Research, Special Issue, ISSN-2347-8446, October 2015,pp -165-169.
29. Published a paper titled “The Impact of Macro Economic Factors- Indian Stock Market” in Annamalai International Journal of Business Science and Research, Special Issue, April 2015, ISSN- 0975-749X, pp-8-13. **(UGC Care List)**
30. Published a paper titled “A Study on Consumer Perception & Awareness towards Mitsubishi” in Sankhya International Journal of Management & Technology, ISSN 0975-3915, Vol 4, Issue 1, June 2013, pp-48-51.
31. Published a paper titled “A Study on CSR and Profitability- A Study with reference to P&G and HLL” in the Proceedings of National Conference held at Adhiparasakthi Engineering College, pp-45-49.
32. Published a paper titled, “Mobile Commerce in India” in A Compendium of essays on Opportunities and Challenges in the current global business scenario, pp-144-145.

SEMINARS ATTENDED

- Participated in the Professional Development Program on Recent Trends in Marketing, conducted by NITTTR Chennai from 2/12/2024 to 6/12/2024.
- Participated in NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Centre, University of Kashmir, Srinagar from 16/09/2024 to 29/09/2024.
- Participated in the online Workshop on Teaching and Practising Marketing Research conducted by Centre for Marketing Research in Economics , IIM Lucknow, from July 21st-23rd, 2023.
- Participated in the Workshop on "POST DOCTORAL WORK" conducted byAU TVS Centre for Quality Management, Anna University on 10 January 2023.
- Participated in the Hybrid Faculty Development Program on "Business Analytics - Concepts & Applications", held from 29th August 2022 to 3rd September 2022.

- Participated in the Online Five Day International Faculty Development Programme on "Management of Emotions for Success in Career and Life" held on 29.03.2022 organised by the School of Humanities & IQAC, Guru Nanak College, Chennai.
- Participated in Five days Online Faculty Development Program on Examination Reforms – Outcome Based Teaching, Learning & Assessment Strategies, organised by the Academic Staff College during 25/04/2022 - 29/04/2022.
- Participated in AICTE Training And Learning (ATAL) Academy Online FDP on "Visual Communication" from 2021-3-1 to 2021-3-5 at S R Engineering College.
- Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "LIFE SKILLS: PERSONAL EFFECTIVENESS" from 21/06/2021 to 25/06/2021 at International Institute of Health Management Research, Delhi.
- Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Quantification of Human Resource with HR Analytics" from 19/07/2021 to 23/07/2021 at DATTA MEGHE INSTITUTE OF MANAGEMENT STUDIES.
- Participated in 5 days Faculty Development Program- Webinar Series conducted by Sathyabama institute of Technology held on May 9, 2020 to May 13, 2020
- Participated in one day online webinar on Fine tuning Research skills for effective writing(thesis, article and proposal) organised by PG Research Department of Commerce held on 3 May, 2020.
- Participated in India's First Leadership webinar Talk with Prof D. P. Singh, Chairman UGC Broadcasted on 9th May, 2020 by MHRD's Innovation Cell.
- Participated in one day FDP on "Machine learning and Artificial Intelligence for Business Solutions" Organised by SRM School of Management , Chennai on 20.9.2019
- Participated in the two weeks FDP on Data Science and Exploratory Data Analytics with R and Python organised by Department of Computer Science Engineering, Sri Sai Ram Engineering College, chennai from 07.06.2019 to 20.06.2019.
- Participated in the six days AICTE Sponsored Refresher Course on "The Challenges of teaching millenials and the changing role of teacher " organised by Ethiraj College for Women, Chennai on 23.07.2018 to 26.07.2018
- Participated in the two day national level workshop on Structural Equation modelling(SEM) using SPSS & AMOS for quantitative data analysis organised by Sri Sai Ram Engineering College held on 21st & 22nd November, 2016.
- Participated in the One day Workshop on Enhancing QWL: Role of Soft Skills organised by Tamil Nadu Open University on 30th November 2015.
- Participated in the National Level Workshop on Social Science Research Analytics using SPSS organised by Sri Sai Ram Institute of Management Studies on 17th April 2015.
- Participated in the two day national level workshop on Structural Equation Modelling(SEM) using AMOS and SPSS organised by Sri Sairam Institute of Management Studies on 16th & 17th April, 2014.
- Participated in the Doctoral Colloquium organised by Easwari Engineering College on 25th October 2013.
- Participated in the National level FDP on Retailing Strategy for retention of customers organised by Sri Sai Ram Engineering College held on 12th & 13th August, 2013.
- Participated in the AICTE Sponsored Entrepreneurship Summit organised by ED Cell of Sri Sai Ram Engineering College on 8th -10th January, 2013.
- Participated in the national level seminar on Innovations in branding organised by Sri Sairam Engineering College on 28.7.2012.

- Participated in the FDP on “A Paradigm Shift in Management Education- A learner orientation to teaching –learning” organised by M.O.P. Vaishnav College for women (Autonomous) on 24th & 25th January, 2012.
- Participated in the National Level FDP on Research Report Writing organised by Sri Sairam Institute of Management Studies on 10th March 2011
- Participated in the Staff Development Program on Recent Development in Manufacturing and Management organised by Sri Sairam Engineering College on 25th – 30th July 2011
- Participated in the International FDP on Global Education Strategy for Business & Technology organised by Sri Sairam Institute of Management Studies on 26th July 2011.
- Participated in a training program on “Winning a habit” conducted by Career Cell on 13.3.2010.

PAPERS PRESENTED IN CONFERENCES

- Presented a paper titled, “ Beyond Green, Unveiling the impact of ESG Scores on Profitability in Indian Markets” in the 7th International Conference on Data Analytics and Cyber Security by IIM Bodhgaya on December 20, 2024.
- Presented a paper titled, “Ai Art Generators: Human Creativity Vs Artificial Intelligence” on 2024 International Conference on Power, Energy, Control and Transmission Systems” by Sri Sairam Engineering College, Chennai held on 8th and 9th October 2024.
- Presented a paper titled, “Stock Market Performance: An Empirical Study of Indian Energy Companies” on 2024 International Conference on Power, Energy, Control and Transmission Systems” by Sri Sairam Engineering College, Chennai held on 8th and 9th October 2024.
- Presented a paper titled, “Financial Fraud detection using Supervised and Unsupervised Learning” on 2024 International Conference on Power, Energy, Control and Transmission Systems” by Sri Sairam Engineering College, Chennai held on 8th and 9th October 2024.
- Presented a paper titled “Modus operandi evolvement of select process in forging industry” in the 4th International e-conference on incipient research in information technology, commerce, management and linguistics - 2021 organised by The Quaide Milleth College for Men in collaboration with Dambi Dollo University, Ethiopia on 17 & 18th September 2021.
- Presented a paper titled “Six Sigma - A Tool for process enhancement” on the International Virtual Conference on Impact of Industry 4.0 on Maritime Business opportunities organised by AMET Business School, Academy of Maritime Education and Training (AMET) on 22nd and 23rd June 2021.
- Presented a paper titled “Impact of covid-19 on Indian labour market on the 10th International conference on Impact of Covid-19 on local & Global economy & Recovery Strategies on 16th & 17th June 2020.
- Presented a paper titled “Potential market for Petroleum Coke in South India” in the AIMS Regional Conference on Management Practices for Sustainable Development” held on 5th May, 2018.
- Presented a paper titled” Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby” in the 7th International Conference on Social Science Research for Sustaining Business & Economy in Global Market (ICSRSBEGM-17) held on 20th & 21st September, 2017.
- Presented a paper titled “ Marketing Strategies and Consumer Satisfaction – A Study with reference to Auto Component vendors in Chennai” in the 4th International Conference on Contemporary management organised by University of Jaffna, Sri Lanka on 25th -26th July, 2017.
- Presented a paper titled “ Impact of Financial crisis on financial integration- A Comparative study between India and China in the National Conference on Emerging Business Paradigms:

Present context and Future Perspectives organised by Sinhgad Technical Education Society's S.K.N Sinhgad school of Business Management, Pune in association with Savitribai Phule Pune University, Pune on 16th and 17th February 2017.

- Presented a paper titled "Credit Appraisal Process using Z-Score – A Study with reference to State Bank of India" in the Southern Regional Conference on Management Education- A Global Perspective organised by PSG Institute of Management and Association of Indian Management Schools held on 6th January 2017
- Presented a paper titled "Impact of global financial crisis on the level of financial integration between China & Indian Stock market" in the UGC Sponsered 11th International seminar on Financial Markets-Issues and Challenges-(FIMIC-2016) held between 9th January and 10th January 2016.
- Presented a paper titled" Monetary Policies and the Indian stock market" in the National Conference on Emerging Trends in Management organised by Prof.Dhanapalan College of Arts and Science held on 23rd September 2016.
- Presented a paper titled "A Study on Consumer Perception & Awareness towards Mitsubhi in International Conference on Innovative & Competent Business Strategies Opportunities & Challenges" organised by Bharathidasan University held on 9th January 2016.
- Presented a paper titled" the impact of macroeconomic factors on Indian Stock Market" in the 5th International Conference on Unleashing Opportunities at Bottom of the Pyramid organised by Annamalai University held during 17th & 18th April 2015.
- Presented a paper titled "Macroeconomic variables and stock market volatility in China- A Study with reference to Shanghai Stock Exchange Composite Index" in the 6th International Conference on Banking, Finance, Business & Technology for Sustaining Economic Development in Global market (IBFBT'15) organised by Sri Sai Ram Institute of Management Studies held on 9th -10th October, 2015.
- Presented a paper titled "A Study on Consumer Perception & Awareness towards Mitsubhi" in the International Conference organised by AMSA, Kulalampur held on 27th July 2013.
- Presented a paper titled "A Study on CSR and Profitability- A Study with reference to P&G and HLL organised by Adhiparasakthi Engineering College held on 27th December 2012.
- Presented a paper titled "A study on Retail loss and Shrinkage prevention with special reference to Reliance Fresh Ltd" on Yukthi 12 National Conference on Conceptual Models for Business Excellence organised by Karpagam College of Engineering held on 19th October 2012.
- Presented a paper titled "Capturing the potential of e-business" in the National conference on Advancements in Mechanical, Mechatronics and Management Systems organised by Department of Mechanical Engineering, Sri Sai Ram Engineering College held on 5th April, 2012.
- Presented a paper titled "Mobile Commerce in India" in the National Conference on Opportunities and Challenges in the current global business scenario organised by Rajalakshmi Engineering College held on December 18, 2010.
- Presented a paper titled "A Study on CRM practices with reference to Reliance Fresh Ltd" on International Conference Application of Management and Technology Research in Global Economy" organised by Department of Indian Studies, University of Malaya on 2nd and 3rd June 2010.

Certification & MOOC Courses

- Completed Fundamentals of Generative AI, Sawit.AI Learnathon program held on 21st September,2024 by GUVI.
- Completed Financial Institution and Markets from NPTEL during July -December 2024.
- Completed Behavioural Finance from NPTEL during July -December 2024.
- Completed Security Analysis and Portfolio Management from NPTEL.
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Area of Excellence

- SPSS
- Security Analysis and Portfolio Management
- Marketing Analytics
- Marketing Management
- Econometric Modelling
- Professional Skill Development
- Retail Management
- Entrepreneurship Development
- Total Quality Management
- Soft Skill development
- Macroeconomics
- R Programming

Place: Chennai

Date:

Dr JEYALAKSHMI.R