

CURRICULUM VITAE



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vDesignation : Assistant Professor
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Teaching Experience : 13 Years

S.No	Name of the Institution	Period of Service
1.	J.J. College of Arts and Science (Autonomous)	Jan.2006- Aug.2006
2.	Sri Bharathi College for Women	Aug-2007 – April 2008
3..	J.J. College of Arts and Science (Autonomous)	June 2008 – Till date.

RESEARCH PAPERS PUBLISHED

Research Papers : 05
Book Published : Nil
Book Chapter : Nil

1. ***Customer Relationship Management and Customer Satisfaction in Health Insurance*** – A Micro Survey, International Journal of Consumerism; Vol:2,Issue:2, December 2012, ISSN Number :22501010 Pages:27-30
2. ***A Study on the Service Quality Gaps of Private Banks in Pudukkottai*** – Journal of Financial Services and Management – April-June 2016 – Vol:7; Issue:2; ISSN 0976-1632;Pages 25-32
3. ***A Holistic Approach to Rural Marketing in India-*** Rural Marketing in India, Issues and Challenges- ISBN: 978-93-80394-45-9 Pages: 261-263
4. ***A Sustainable Growth Model with Special reference to Ramco Cements, Alathuyur, Arialur District, Tamil Nadu-*** Changing Business Practices in 21st Century – Ed:Kodeeswar and HimaBindu – Himalaya Publishing House-ISSN:978-93-5051-334-7; Pages: 40-44
5. ***Impact of Demonetisation on Select Consumers and Retailers in the Pudukkottai Weekly Market*** – Rural Entrepreneurship an enterprise to Inclusive Growth- Chennai – 2018-ISBN 978-93-86295-61-3; Pages: 129-135

Paper presentation in Conference/Seminar/Workshop

Sl.No.	Paper presented/participated	Date and place	Topic
1	Participated	07.01.2005, 08.01.2005 , Bharathidasan University	New issue market in post liberalization era
2	Presented	15-7-2011, JJ College of Arts and Science	Impact of Change Management
3	Presented	9-9-2011, Naina Mohamed College of Arts And Science	Challenges and Opportunities for Service Marketing
4	Presented	24-9-2011, Sri Venkateswara College Of Arts And Science, Peravurani	Customer Relationship Management – An Analytic Perspective
5	Presented	11-11-2011, 12-11-2011, CMR College Of Engineering And Technology, Hyderabad	A Sustainable Growth Model – With Special

			Reference To Ramco Cements
6	Presented	13-09-2012, 14-09-2012 Hindusthan College of Arts And Science	FDI In Retail – Issues And Challenges
7	Presented	04-02-2012, Jamal Mohamed College	The Role of Insurance Sector in Promoting Economic Growth
8	Presented	07-01-2012, 08-01-2012, Bharathidasan University	FDI in Retail- A Boon Or a Bane
9	Presented	24-02-2012, Jamal Mohamed College	Evaluationof Projects
10	Presented	30-01-2013, 31-01-2013, Mohamed Sathak College of Arts And Science	Customer Relationship Management- Challenges and Opportunities
11	Presented	Apr2014, KarpagaVinayaga Institute Of Management	Human Resource Management through Corporate Social Responsibility
12	Presented	Apr 2013, KarpagaVinayaga Institute Of Management	Reinsurancethe Insurer’s Insurance
13	Presented	JJ College Of Arts And Science	Howto Revamp Talent Management Strategies?
14	Presented	05.08.2016, 06.08.2016, JJ College Of Arts And Science	Impact of Service Quality on Satisfaction And Loyalty: Case Of Two Public Sector Banks
15	Presented	26.09.2014, 27.09.2014, UrumuDhanalakshmi College, Trichy	A Holistic Approach to Rural Marketing In India
16	Presented	30.03.2017,31.03.2017, Kalasalingam Academy of Research and Education	Issues and Challenges in Marketing of Insurance Services

17	Presented	08.01.2018, 09.01.2018, Ethiraj College for Women, Chennai	Impact of Demonetisation on Select customers and Retailers in the Pudukkottai weekly market
18	Presented	28.06.2018,29.06.2018, Kalasalingam Academy of Research and Education	Marketing of General Insurance Policies in Pudukkottai Town – A Study
19	Presented	30.08.2018,31.08.2018, JJ College of Arts and Science	Information Technology in everyday business
20	Presented	21.12.2018, 22.12.2018, JJ College of Arts and Science	Role of IQAC in Quality Sustenance and Enhancement in Higher Education Institutions
21	Presented	18.12.2019, 19.12.2019, JJ College of Arts and Science	Human Resource Management in Higher Education Institutions

WORKSHOP ATTENDED:

1-10-2011	Jamal Mohamed College, Tirchirappalli	International Financial Reporting Standards
30.1.2020, 31.01.2020	JJ College of Arts And Science	Research Methodology and Data Analysis by Using SPSS and AMOS

Research Guidance

1. **M.Phil.**

Guided : 07

Awards and Achievements:

- Research Advisor in Bharathidasan University for M.Phil-Commerce
- Question Paper Setter and External Examiner for various autonomous colleges
- Acted as Board of studies member in J.J. college of Arts & Science (Autonomous),Pudukkottai and now Board of Studies member for BBA in Government Arts College for Women, Pudukkottai
- Was an organizing committee member of International conference in 2019
- Sent minor research project proposals to UGC

