## CURRICULUM VITAE OF DR. LJ. CHAARLAS

NAME : DR LJ CHAARLAS

**FATHER'S NAME** : LAZAR JEGANATHAN

**DATE OF BIRTH** : 25.04.1961

PRESENT DESIGNATION : HEAD, ASSOCIATE PROFESSOR AND RESEARCH ADVISOR

DEPT OF COMMERCE,

ST JOSEPH'S COLLEGE (AUTONOMOUS)

TRICHIRAPPALLI 620 002

**SCHOOL EDUCATION** 

PRIMARY : R C ELEMENTARY SCHOOL, ETTHIATHEDAL (1966-1971)

HIGHER SECONDARY : ST MARY'S HIGH SCHOOL, MADURAI (1972-1977)

HIGHER EDUCATION

**PUC** : ST JOSEPH'S COLLEGE (AUTONOMOUS),

TRICHIRAPPALLI, TAMILNADU. (1977-78)

**B.COM** : ST JOSEPH'S COLLEGE (AUTONOMOUS),

TRICHIRAPPALLI, TAMILNADU. (1978-81)

**M.COM.** : LOYOLA COLLEGE (AUTONOMOUS),

CHENNAI, TAMILNADU. (1981-83)

**M.PHIL** : BHARATHIDASAN UNIVERSITY,

TRICHIRAPPALLI, TAMILNADU (1986).

Ph. D: BHARATHIDASAN UNIVERSITY,

TRICHIRAPPALLI, TAMILNADU (2002)

**MBA** : PERIYAR UNIVERSITY,

SALEM, TAMILNADU. (2006-08)

M.Sc. (APPLD. PSY.) : BHARATHIYAR UNIVERSITY, COIMBATORE

TRAINING PARTICIPATED :

1. ORIENTATION COURSE BY ACADEMIC STAFF COLLEGE, BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI (1st – 28th FEB, 1989).

2. TRAINING OF TRAINERS OF HUMAN RIGHTS EDUCATION IN COLLEGES, ALL INDIA ASSOCIATION OF CHRISTIAN HIGHER EDUCATION & INSTITUTE OF HUMAN RIGHTS EDUCATION OF PEOPLE'S WATCH, TAMILNADU ( $2^{nd} - 12^{th}$  MAY, 2002)

CURRENT OCCUPATION : ASSOCIATE PROFESSOR AND RESEARCH ADVISOR IN COMMERCE,

ST JOSEPH'S COLLEGE (AUTONOMOUS),

TRICHIRAPPALLI - 620 002

**CONTACT DETAILS** : DR LJ CHAARLAS

HEAD, ASSOCIATE PROFESSOR AND RESEARCH ADVISOR

PG AND RESEARCH DEPT. OF COMMERCE, ST JOSEPH'S COLLEGE (AUTONOMOUS),

TIRUCHIRAPPALLI - 620 002.

MOBILE: (0) 98425 31077, E-MAIL: chaarlaslj@yahoo.co.uk

#### **MAJOR PROJECT**

1. MEASURING THE LEVEL OF AWARENESS ON FRAUDS AND THE PRECAUTIONS TO AVOID/PREVENT FRAUDS: THE FIRST STEP TOWARDS THE PROTECTION OF DEBIT-CARD HOLDERS IN INDIA. – **RESERVE BANK OF INDIA (RBI)**, JAN 2013 (Completed)

# **POSITIONS HELD**

## : CHIEF EDITOR,

JOURNAL OF EXCLUSIVE MANAGEMENT SCIENCE (JEMS), [INDEXED IN INDEX COPERNICUS INTERNATIONAL, NEW JOUR, EBSCO HOST, CABELL'S DIRECTORIES DATA BASES WITH IMPACT FACTOR 2.78].

# FECILITATOR,

## **MEMBER**

# **BOARD OF STUDIES,**

COMMERCE (UG), APPLIED COMMERCE (UG), BANK MANAGEMENT (UG) AND COMPUTER APPLICATION (UG), BHARATHIDASAN UNIVERSITY, TRICHY.

## EMPLOYMENT AND LEADERSHIP PROGRAMME,

COLLEGE FOR HUMAN RESOURCE DEVELOPMENT, VALENTIA CIRCLE, MANGALORE, KARNATAKA

## MEMBER,

SENATE, CLHRD, MANGALORE, KARNATAKA.

# MEMBER,

APNA, (ASSOCIATION FOR PEACE AND NON-VIOLENCE), VALANTIA CIRCLE, MANGALORE, KARNATAKA.

#### MEMBER,

ACADEMIC AUDIT, FATIMA COLLEGE (AUTONOMOUS), MADURAI

## **MEMBER**

BLIND REVIEW COMMITTEE
RETELL
ST.JOSEPH'S COLLEGE (AUTONOMOUS)
TRICHY

# MEMBER (FORMER) BOARD OF STUDIES

ST, JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS), CUDDALORE

# MEMBER-UNIVERSITY NOMINEE. (BOARD OF STUDIES)

BISHOP HEBER COLLEGE [AUTONOMOUS], TRICHIRAPPALLI.

# MEMBER (BOARD OF STUDIES)

JAYARAJ ANNAPACKIAM COLLEGE OF ARTS & SCIENCE PERIYAKULAM, THENI DT.

## MEMBER (BOARD OF STUDIES)

HOLY CROSS COLLEGE (AUTONOMOUS), NAGERCOIL.

## MEMBER (BOARD OF STUDIES)

KODAIKANAL CHRISTIAN COLLEGE, KODAIKANAL.

## MEMBER (BOARD OF STUDIES)

Dr. N.G.P. ARTS AND SCIENCE COLLEGE, COIMBATOTE.

## MEMBER (BOARD OF STUDIES)

LADY DOAK COLLEGE, MADURAI.

## **QUIZ MASTER & DEBATER**

FOR MANY QUIZ PROGRAMMES IN AND AROUND TRICHY.

#### **MEMBER**

## **BOARD OF STUDIES**

SRIMAD ANDAVAN ARTS & SCIENCE COLLEGE, TIRUCHIRAPPALLI.

# TRAINER,

MARKETING AND HRD DIVISIONS, VIGIL GROUP OF COMPANIES, TRICHIRAPPALLI, TAMILNADU.

## TRAINER (FORMER),

YOUTH COMMISSION, TRICHY DIOCESE, TRICHIRAPPALLI.

# PART - TIME FACULTY

INSTITUTE OF CHARTED ACCOUNTANTS INDIA TIRUCHIRAPPALLI.

## TRAINER

INVESTOR AWARENESS PROGRAMME
COMMITTEE ON FINANCIAL MARKETS AND INVESTORS PROTECTION
THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA,
ICAI BHAWAN, ADMINISTRATIVE BLOCK, THIRD FLOOR
A-29, SECTOR 62, NOIDA 201309

VISIT ABROAD : VISITED USA IN JUNE, 2006

#### SPECIAL AWARDS RECEIVED

- 1. Doctor of Letters Awarded by The Internal Economic University, SAARC Countries.
- **2. "Best Social Researcher and Trainer" Award** on January 18<sup>th</sup>, 2018, Awarded by iir groups (Integrated Intelligent Research) at Loyola College of Engineering and Technology, Chennai.

#### TRAINER / RESOURCE PERSON

- 1. TRAINER. "FEEL EMPLOYABLE" LEARNING & DEVELOPMENTAL INTERVENTION ON  $18^{\text{TH}}$  &  $19^{\text{TH}}$  MARCH, 2008 AT SIDDAGANGA INSTITUTE OF TECHNOLOGY, TUMKUR.
- 2. CHAIRPERSON FOR PLENARY SESSION ON "SUSTAINABLE DEVELOPMENT THROUGH CSR" IN THE INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY IN THE GLOBALISED SCENARIO ON  $22^{\rm ND}$   $24^{\rm TH}$  JAN, 2009 AT HOLY CROSS COLLEGE, TIRUCHIRAPPALLI.
- 3. KEY NOTE ADDRESS ON "MODERN FINANCIAL SERVICES" IN THE STATE LEVEL SEMINAR ON MODERN FINANCIAL SERVICES ON  $5^{\text{TH}}$  FEB, 2011 AT JAYARAJ ANNAPACKIAM COLLEGE OF ARTS & SCIENC, PERIYAKULAM.
- 4.RESOURCE PERSON FOR THE PLENARY SESSION ON "FACTORING A MODERN FINANCIAL SERVICES" IN THE STATE LEVEL SEMINAR ON MODERN FINANCIAL SERVICES ON  $5^{\text{TH}}$  FEB, 2011 AT JAYARAJ ANNAPACKIAM COLLEGE OF ARTS & SCIENC, PERIYAKULAM.
- 5. RESOURCE PERSON AND TRAINER FOR THE PLENARY SESSION "ARE YOU AN ENTREPRENEURIAL PERSON? AN EXERCISE FOR SELF ANALYSIS" IN AN ENTREPRENEURSHIP PROGRMME ENTITLED "YOU CAN BE AN ENTREPRENEUR" ON  $22^{ND}$  FEB, 2012 AT SASTRA UNIVERSITY, THANJAVUR.
- 6. RESOURCE PERSON AND TRAINER FOR THE PLENARY SESSION "WHO AM I? AN EXERCISE FOR SELF ANALYSIS" IN AN ENTREPRENEURSHIP PROGRMME ENTITLED "YOU CAN BE AN ENTREPRENEUR" ON  $22^{ND}$  FEB, 2012 AT SASTRA UNIVERSITY, THANJAVUR.
- 7.RESOURCE PERSON FOR THE PLENARY SESSION "FDI IN RETAILING; NOT A REAL THREAT", IN THE NATIONAL SEMINAR ON FOREIGN DIRECT INVESTMENT IN RETAILING INDUSTRY IN INDIA- BOON OR BANE ON  $23^{\rm RD}$  FEB, 2012 AT ST. XAVIER COLLEGE, PALAYAMKOTTAI.
- 8. RESOURCE PERSON AND TRAINER FOR THE PLENARY SESSION "PERSONALITY DEVELOPMENT- SWOT ANALYSIS, INTER PERSONAL SKILLS" IN AN ENTREPRENEURSHIP PROGRMME ENTITLED "YOU CAN BE AN ENTREPRENEUR" ON  $24^{\text{TH}}$  FEB, 2012 AT SASTRA UNIVERSITY, THANJAVUR.
- 9. TRAINER, BEHAVIOURAL MODIFICATION PERSONALITY DEVELOPMENT, ORIENTATION PROGRAMME, ICAI, TRICHY CHAPTER,  $10^{\text{TH}}$  FEBURARY 2012.
- 10. TRAINER, GOAL SETTING PERSONALITY DEVELOPMENT, ORIENTATION PROGRAMME, ICAI, TRICHY CHAPTER,  $10^{\text{TH}}$  FEBURARY 2012.
- 11. RESOURCE PERSON AND TRAINER, DEFINING SUCCESS, ONEDAY WORKSHOP, ADAIKALAMADHA INSTITUTE OF MANAGEMENT, THANJAVUR,  $4^{TH}$  AUGUST 2011.
- 12. RESOURCE PERSON AND TRAINER, LATERAL THINKING, ONEDAY WORKSHOP, GANAMANI INSTITUTE OF MANAGEMENT, RASIPURAM,  $17^{TH}$  SEPTEMBER 2011.
- 13. RESOURCE PERSON, GLOBAL FINANCIAL MELTDOWN, ONEDAY WORKSHOP, SRIMATH ANDAVER ARTS AND COLLEGE, TRICHY,  $27^{\text{TH}}$  JANUARY 2012.
- 14. RESOURCE PERSON FOR THE INVESTOR AWARENESS PROGRAMME SPONSORED BY COMMITTEE ON FINANCIAL MARKETS AND INVESTORS PROTECTION, THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA, ICAI BHAWAN, NOIDA, CONDUCTED AT HOLY ANGELS SCHOOL OF BUSINESS, PERAMBALUR.
- 14. RESOURCE PERSON, FEEL EMPLOYABLE LEARNING AND DEVELOPMENT INTERVENTION, ONEDAY WORKSHOP, KAMARAJ COLLEGE ENGINEERING AND TECHNOLOGY, VIRUDHUNAGAR, JULY  $30^{\text{TH}}$ , 31ST &AUG  $01^{\text{ST}}$  2012.

- 15. RESOURCE PERSON, DEFINING SUCCESS, ONEDAY WORKSHOP, M.I.E.T. ENGINEERING COLLEGE, TRICHY, SEPTEMBER  $11^{\text{TH}}$  2012.
- 16. RESOURCE PERSON, IMPACT OF FDI ON RETAIL MARKETING, ONEDAY SEMINAR, MASS COLLEGE OF ARTS & SCIENCE, KUMBAKONAM, OCT  $10^{TH}$  2012.
- 17. RESOURCE PERSON, CSR: A TOOL FOR CORPORATE EXCELLENCE, TWODAY SEMINAR, JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM, FEB  $7^{TH}$  2013.
- 18. RESOURCE PERSON, CSR: THE MARKETING PERSPECTIVE, TWODAY SEMINAR, JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM, FEB 8<sup>TH</sup> 2013.
- 19. RESOURCE PERSON, ETHICAL ISSUES IN RECRUITMENT, ONEDAY WORKSHOP, ST. JOSEPH'S COLLEGE OF ENGINEERING & TECHNOLOGY, THANJAVUR, FEB  $15^{\text{TH}}$  2013.
- 20. RESOURCE PERSON, PRODUCTION AND OPERTATION MANAGEMENT, ONEDAY WORKSHOP, KARPAGA VINAYAGA INSTITUTE OF MANAGEMENT, PUDUKKOTTAI, MAY 18<sup>TH</sup> 2013.
- 21. RESOURCE PERSON, FEEL EMPLOYABLE LEARNING AND DEVELOPMENT INTERVENTION, ONEDAY WORKSHOP, KAMARAJ COLLEGE ENGINEERING AND TECHNOLOGY, VIRUDHUNAGAR, JULY  $4^{\text{TH}}$  - $6^{\text{TH}}$  2013.
- 22. RESOURCE PERSON, MAKING A CREDIBLE TEACHER, STAFF ORIENTATION WORKSHOP, BISHOP HEBER COLLEGE [AUTONOMOUS], TRICHY, JULY 13<sup>TH</sup> 2013.
- 23. RESOURCE PERSON, STUDENT-CENTERED TEACHING TOWARDS MAKING AN IDEAL TEACHER, FACULTY DEVELOPMENT PROGRAMME, KONGU ARTS AND SCIENCE COLLEGE, ERODE, JULY  $19^{\text{TH}}$  &  $20^{\text{TH}}$  2013.
- 24. RESOURCE PERSON, CHIEF GUEST FOR INAUGURATION OF RESEARCH CENTRE AND SPECIAL LECTURE ON NATURE AND RELEVANCE OF RESEARCH IN COMMERCE, ST. MARYA'S COLLEGE [AUTONOMOUS], THOOTHUKUDI, JULY 24<sup>TH</sup> 2013.
- 25. RESOURCE PERSON, TAXONOMIC APPROACHES TO PEDAGOGY AND RESEARCH (TATPAR), FACULTY DEVELOPMENT PROGRAMME, OXFORD ENGINEERING COLLEGE, TRICHY, AUGUST  $7^{TH}$  2013.
- 26. RESOURCE PERSON, LATERAL THINKING, ONEDAY WORKSHOP, NALANDA SCHOOL OF BUSINESS, TRICHY, AUGUST  $29^{\text{TH}}$  2013.
- 27. RESOURCE PERSON, COMPONENTS OF A SCIENTIFIC RESEARCH MODEL, BHARATHIDASAN UNIVERSITY CONSTITUENT COLLEGE, PERAMBALUR, MARCH 3<sup>RD</sup> 2014.
- 28. RESOURCE PERSON, SOCIAL REJUVENATION THROUGH CORPORATE SOCIAL RESPONSIBILITY, K.S. RANGASAMY COLLEGE OF ARTS AND SCIENCE [AUTONOMOUS], TIRUCHENGODE, SEPTEMBER 9<sup>TH</sup> 2014.
- 29. RESOURCE PERSON, DEFINING SUCCESS, ROTARY CLUB OF TIRUCHIRAPPALLI MIDTOWN, TIRUCHIRAPPALLI, OCTOBER  $7^{TH}$  2014.
- 30. RESOURCE PERSON, CHIEF GUEST FOR INAUGURATION OF COMMERCE ASSOCIATION AND INAUGURAL ADDRESS, URUMU DHANALAKSHMI COLLEGE, TIRUCHIRAPPALLI, OCTOBER 9<sup>TH</sup> 2014.
- 31. RESOURCE PERSON, YOUTH-LED OUTREACH PROGRAMME, URUMU DHANALAKSHMI COLLEGE, TIRUCHIRAPPALLI, DECEMBER  $29^{\text{TH}}$  2014.
- 32. TRAINER. "FEEL EMPLOYABLE" LEARNING & DEVELOPMENTAL INTERVENTION ON  $04^{\text{TH}}$ ,  $05^{\text{TH}}$  &  $20^{\text{TH}}$  AUGUST 2014 AT AAA COLLEGE OF ENGINEERING AND TECHNOLOGY, SIVAKASI.
- 33. RESOURCE PERSON AND CHIEF GUEST, PERSONALITY MODIFICATION AND LEARNER CENTRED TEACHING, FACULTY DEVELOPMENT PROGRAMME, SENGUNTHAR AND SCIENCE COLLEGE, TIRUCHENGODE, NAMAKKAL, FEBRUARY  $24^{\text{TH}}$ , 2015.

- 34. RESOURCE PERSON, ENTREPRENEURSHIP AWARNESS PROGRAMME, PERIYAR EVR ARTS & SCIENCE COLLEGE, CUDDALORE, FEBRUARY  $28^{TH}$  2015.
- 35. RESOURCE PERSON, CHIEF GUEST FOR INAUGURATION OF MAXIMUS, GNANAM B SCHOOL, TANJORE, MARCH  $06^{TH}$  2015.
- 36. RESOURCE PERSON, CROSS CULTURE MANAGEMENT, ST JOSEPH'S COLLEGE OF ARTS AND SCIENCE [SUTONOMOUS], CUDDALORE,  $13^{TH}$  &  $14^{TH}$  MARCH 2015.
- 37. RESOURCE PERSON, STUDENT-CENTERED TEACHING TOWARDS MAKING AN IDEAL TEACHER, FACULTY DEVELOPMENT PROGRAMME, VIT UNIVERSITY, VELLORE, JULY 07<sup>TH</sup> 2015.
- 38. RESOURCE PERSON, CHIEF GUEST FOR INTER CLUB INAUGURATION OF BEHAVIOUR MODIFICATION, ADAIKALAMATHA INSTITUTE OF MANAGEMENT & RESEARCH ADAIKALAMATHA COLLEGE, VALLAM, THANJAVUR, JULY  $17^{\text{TH}}$  2015.
- 39. RESOURCE PERSON, CASE STUDY ANALYSIS, CARE SCHOOL OF MANAGEMENT, TIRUCHIRAPPALLI, 21<sup>ST</sup> NOVEMBER. 2015.
- 40. RESOURCE PERSON, ELEMENTS AND PROCESS OF RESEARCH, K.S. RANGASAMY COLLEGE OF ARTS AND SCIENCE [AUTONOMOUS], TIRUCHENGODE, NOVEMBER 24<sup>TH</sup> 2015.
- 41. RESOURCE PERSON, LATERAL THINKING, ORIENTATION PROGRAMME, BHARATHIYAR UNIVERSITY, COIMBATORE, DECEMBER 05<sup>TH</sup>, 2015.
- 42. RESOURCE PERSON, TIME MANAGEMENT, ORIENTATION PROGRAMME, BHARATHIYAR UNIVERSITY, COIMBATORE, DECEMBER 05<sup>TH</sup>, 2015.
- 43. RESOURCE PERSON, GROWTH AND IMPACT OF M-BANKING IN INDIA, NATIONAL LEVEL; CONFERENCE OF PROSPECTS AND EMERGING TRENDS IN M-COMMERCE AND M-BANKING, SACRED HEART COLLEGE (AUTONOMOUS), TIIRUPATTUR, FEBRUARY  $16^{TH}$ , 2016.
- 44. RESOURCE PERSON, STUDENT CENTERED TEACHING A PSYCHOLOGICAL APPROACH, FACULTY DEVELOPMENT PROGRAMME, J.J. COLLEGE OF ENGINEERING AND TECHNOLOGY, TIRUCHIRAPPALLI, JULY  $9^{TH}$ , 2016.
- 45. RESOURCE PERSON, THE MAKING OF AN  $21^{\rm ST}$  CENTURY TEACHER A PSYCHOANALYTICAL APPROACH, FACULTY DEVELOPMENT PROGRAMME, J.J. COLLEGE OF ENGINEERING AND TECHNOLOGY, TIRUCHIRAPPALLI, JULY  $16^{\rm TH}$ , 2016.
- 46. RESOURCE PERSON, SEMINAR ON BUILDING UP CREATIVITY, DEPARTMENT OF COMMERCE, IMMACULATE COLLEGE OF ARTS AND SCIENCE FOR WOMRN, CUDDALORE, SEPETEMBER  $9^{\text{TH}}$  2016.
- 47. RESOURCE PERSON, INTERNATIONAL SEMINAR ON EMERGING ISSUES ON INDIAN AND INTERNATIONAL BANKING SYSTEM, DEPARTMENT OF COMMERCE, ST. JOSEPH'S COLLEGE OF ARTS AND SCIENCE ( AUTONOMOUS), CUDDALORE, SEPETEMBER  $10^{\text{TH}}$  2016.
- 48. RESOURCE PERSON, SPECIAL SEMINAR ON RESEARCH METHODOLOGY, THESIS WRITING BOOT CAMP, ST. JOSEPH'S INSTITUTE OF MANAGEMENT, TIRUCHIRAPPALLI, JANUARY 26<sup>TH</sup> 2017.
- 48. RESOURCE PERSON, A ONE DAY WORKSHOP ON EMPLOYABILITY SKILL DEVELOPMENT, DEPARTMENT OF BUSINESS ADMINISTRATION, JAMAL MOHAMED COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI, FEBRUARY  $17^{\text{TH}}$  2017.
- 49. RESOURCE PERSON, A ONE DAY WORKSHOP ON LEARNING OUTCOMES AND CURRICULUM DEVELOPMENT, KONGU ARTS AND SCIENCE COLLEGE, ERODE, JANUARY  $27^{\text{TH}}$ , 2018.

## **RESOURCE CONSULTANCY:**

1. GRADUATE FINESSE, ONEDAY WORKSHOP, AT CLHRD, MANGALORE, 14<sup>TH</sup> & 15<sup>TH</sup> JANUARY 2012.

## SEMINARS/CONFERENCES/ WORKSHOPS ATTENDED:

- 1. SEVENTH ANNUAL CONFERENCE ON LONG TERM FISCAL POLICY & CHILD LABOUR ON 24th & 25th JAN, 1987 AT ASSOCIATION OF ECONOMISTS, JAMAL MOHAMED COLLEGE, TIRUCHIRAPPALLI.
- 2. WORKSHOP ON RESEARCH METHODOLOGY & STATISTICS ON  $5^{th}$   $8^{th}$  AUG, 1992 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 3. CAREER ADVANCEMENT COURSE IN OPERATIONS RESEARCH ON  $2^{\rm nd}$   $8^{\rm th}$  MAY, 1993 SPONSORED BY AIACHE, NEW DELHI AT DEPT. OF COMMERCE, LOYOLA COLLEGE, MADRAS.
- 4. NATIONAL SEMINAR ON EDUCATION FOR SOCIAL CHANGE ROLE OF AUTONOMOUS COLLEGES ON 5th 7th JAN, 1994 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 5. 3 DAY WORKSHOP ON CAMPUS DIVERSITY ON  $13^{\rm th}$   $15^{\rm th}$  SEP, 1996 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 6. ONE DAY WORKSHOP ON COUNSELLING ON 28th JAN, 1998 AT DEPT. OF SOCIAL DYNAMICS, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 7. UGC WORKSHOP ON QUESTION BANK IN COMMERCE PHASE II ON 27<sup>th</sup> 29<sup>th</sup> JAN, 1999 AT PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE.
- 8. STATE LEVEL SEMINAR ON ADVERTISING IN GLOBALISED SCENARIO ON  $18^{\rm th}$   $20^{\rm th}$  FEB, 1999 AT PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE.
- 9. NATIONAL SEMINAR ON THE IMPACT OF GLOBALISATION ON INDIAN ECONOMY ON  $1^{\rm st}$  &  $2^{\rm nd}$  MARCH, 1999 AT DEPT. OF COMMERCE, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 10. NATIONAL SEMINAR ON THE CAUVERY A LIVING MUSEUM ON  $16^{\rm th}$  &  $17^{\rm th}$  SEP, 1999 AT DEPT. OF ENGLISH & TAMIL, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 11. NATIONAL SEMINAR ON W.T.O. AGREEMENTS PROSPECTS & CHALLENGES ON 23<sup>rd</sup> & 24<sup>th</sup> FEB, 2001 AT DEPT OF COMMERCE, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 12. NATIONAL SYMPOSIUM ON THE IMPACT OF GLOBALISATION ON HR: PROMISES & CHALLENGES ON  $17^{th}$  &  $18^{th}$  DEC, 2001 AT DEPT. OF PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 13. SOUTHERN REGIONAL WORKSHOP ON "NURTURING ENTREPRENEURSHIP IN EDUCATIONAL INSTITUTIONS" ON  $21^{\rm st}-23^{\rm rd}$  AUG, 2002 AT PSG COLLEGE OF TECHNOLOGY, COIMBATORE.
- 14. REGIONAL SYMPOSIUM ON KNOWLEDGE MANAGEMENT ON 13th FEB, 2003 AT DEPT. OF PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 15. SEMINAR ON "NEW ECONOMY: EDUCATIONAL CHALLENGES" ON 26th & 27th JUNE, 2003 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 16.  $24^{th}$  ANNUAL CONFERENCE OF ASSOCIATION OF ECONOMISTS OF TAMILNADU ON  $24^{th}$  &  $25^{th}$  JAN, 2004 AT THE M.D.T. HINDU COLLEGE, TIRUNELVELI.
- 17. INTERNATIONAL SEMINAR ON EMERGING TRENDS IN GLOBAL BUSINESS: CHALLENGES & OPPORTUNITIES FOR DEVELOPING COUNTRIES ON  $6^{\rm th}$  &  $7^{\rm th}$  FEB, 2004 AT P.R. INSTITUTE OF MANAGEMENT, PONNAIYAH RAMAJAYAM COLLEGE, THANJAVUR.

- 18. REGIONAL SEMINAR ON RESEARCH METHODOLOGY ON 16th FEB, 2004 AT DEPT. OF ECONOMICS, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 19. NATIONAL SEMINAR ON INDIAN CAPITAL AMARKET IN THE POST LIBERALISATION ERA ON 7<sup>th</sup> 8<sup>th</sup> MARCH, 2004 AT DEPT. OF COMMERCE, BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI.
- 20. INTERNATIONAL MANAGEMENT CONVENTION ON "INDIA CALLS WORLD A ROAD MAP TO SUCCESS" ON 27th & 28th SEP, 2004 AT ADAIKALAMATHA COLLEGE, VALLAM, THANJAVUR.
- 21. UGC SPONSORED STATE LEVEL SEMINAR ON PROBLEMS & PROSPECTS OF RURAL ENTREPRENEURSHIP ON  $18^{\rm th}$  &  $19^{\rm th}$  NOV, 2004 AT DEPT. OF COMMERCE, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 22. 25<sup>th</sup> ANNUAL CONFERENCE OF ASSOCIATION OF ECONOMISTS OF TAMILNADU ON 18<sup>th</sup> & 19<sup>th</sup> DEC, 2004 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 23. REGIONAL SEMINAR ON HR PRACTICES & CONCERNS IN A GLOBALISING ECONOMY ON  $24^{\rm th}$  &  $25^{\rm th}$  FEB, 2005 AT DEPT. OF HUMAN RESOURCE MANAGEMENT, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 24. DIGITALISED INFORMATION EXCHANGE FOR QUALITY SUSTENCE AND ENHANCEMENT AMONG ACCREDITED INSTITUTIONS ON 03<sup>rd</sup> & 04<sup>th</sup> MARCH, 2005 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 24. TWO DAY INTERNATIONAL SEMINAR ON "EMERGING PARADIGM IN FINANCIAL SERVICES ON 7<sup>th</sup> & 8<sup>th</sup> APRIL, 2007 AT CAUVERY COLLEGE FOR WOMEN, TIRUCHIRAPPALLI.
- 25. SEMINAR ON "E-LEARNING RESOURCES FOR HIGHER ACADEMIC RESEARCH" ON 2<sup>nd</sup> FEB, 2008 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 26. NAAC SPONSORED NATIONAL CONFERENCE ON "QUALITY ENHANCEMENT & SUSTENANCE IN HIGHER EDUCATIONAL INSTITUTIONS THROUGH SIX SIGMA QUALITY STRATEGY" ON 23<sup>rd</sup> & 24<sup>th</sup> OCT, 2008 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 27. TWO DAY NATIONAL WORKSHOP ON "REDEFINING EDUCATIONAL OBJECTIVES & REIMAGINING INSTITUTIONAL SOCIAL RELEVANCE" ON  $1^{\rm st}$  &  $2^{\rm nd}$  NOV, 2008 AT SENATE, CORPORATE OFFICE, AIM INSIGHTS, CLHRD, MANGALORE.
- 28. INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY IN THE GLOBALISED SCENARIO ON  $22^{nd} 24^{th}$  JAN, 2009 AT HOLY CROSS COLLEGE, TIRUCHIRAPPALLI.
- 29. RESOURCE PERSONS' WORKSHOP ON "INNOVATION UNIVERSITIES PERMISSION, AFFILIATION, AND ACCREDITATION" ON 3<sup>rd</sup> JAN, 2011 AT CLHRD, MANGALORE.
- 30. THIRD ANNUAL INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS, IT AND MANAGEMENT FOR ECONOMIC DEVELOPMENT ON  $22^{\rm nd}$   $24^{\rm th}$  SEP, 2011 BY GLOBAL STRATEGIC MANAGEMENT INC., MICHIGAN, USA & INDIAN COLLABORATORS, BANGALORE.
- 31. NATIONAL CONFERENCE ON "TWENTY YEARS OF ECONOMIC REFORMS & INCLUSIVE GROWTH IN INDIA" ON 13th & 14th FEB, 2012 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 32. INTERNATIONAL NATIONAL SEMINAR ON "GREEN MANAGEMENT" ON 12th & 13th FEB, 2015 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 33. RESOURCE PERSONS' WORKSHOP ON "THE INTELLECTUAL INTERVENTIONS" ON  $19^{TH}$  THROUGH  $21^{ST}$  FEBRUARY 2015 AT SIDDAGANGA INSTITUTE OF TECHNOLOGY KARNATAKA.
- 34. TWO DAY NATIONAL WORKSHOP ON "CONFERENCE OF FACILITATORS IN HRD AND LEADERSHIP CURRICULUM ONTOGENY FOR COMPOSITE LEADERSHIP DEVELOPMENT PROGRAMME" ON 23RD & 24TH

JANUARY, 2016 AT THE OCEAN PEARL, CORPORATE OFFICE, AIM INSIGHTS, CLHRD, MANGALORE, KARNATAKA.

35. TWO DAY NATIONAL SEMINAR ON "EMERGENCY MANAGEMENT" ON 24<sup>TH</sup> & 25<sup>TH</sup> FEBRURARY, 2016 AT THE DEPARTMENT OF COMMERCE, ST JOSEPH'S COLLEGE, TIRUCHIRAPPALLI, TAMIL NADU.

#### PAPERS PRESENTED:

- 1. "ADVERTISING AS ETHICAL PERSPECTIVE" IN THE STATE LEVEL SEMINAR ON ADVERTISING IN GLOBALISED SCENARIO ON  $18^{\rm th}$   $20^{\rm th}$  FEB, 1999 AT DEPT. OF COMMERCE, PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE.
- 2. "GLOBALISATION: THE SUMMUM BONUM TO THE INDIAN CONSUMER" IN THE NATIONAL SEMINAR ON THE IMPACT OF GLOBALISATION ON INDIAN ECONOMY ON 1st & 2nd MARCH, 1999 AT DEPT. OF COMMERCE, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 3. "BUSINESS & CAUVERY" IN THE NATIONAL SEMINAR ON THE CAUVERY A LIVING MUSEUM ON 16<sup>th</sup> & 17<sup>th</sup> SEP, 1999 AT DEPT. OF ENGLISH & TAMIL, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 4. "INDIA'S ECONOMIC GROWTH & FOREIGN TRADE UNDER W.T.O. ARGREEMENT" IN THE NATIONAL SEMINAR ON W.T.O. AGREEMENTS PROSPECTS & CHALLENGES ON 23<sup>rd</sup> & 24<sup>th</sup> FEB, 2001 AT DEPT OF COMMERCE, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 5. "THE SOCIO ECONOMIC & ATTITUDINAL CHANGES & CHALLENGES OF HRM IN INDIA IN THE ERA OF PRIVATISATION, LIBERALISATION & GLOBALISATION IN THE NATIONAL SYMPOSIUM ON THE IMPACT OF GLOBALISATION ON HR: PROMISES & CHALLENGES ON 17<sup>th</sup> & 18<sup>th</sup> DEC, 2001 AT DEPT. OF PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS, ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 6. "A TECHNICAL ANALYSIS OF THE CYCLICAL IMPACT OF GREEN ENGINEERING THE PURCHASE DESIGN" IN THE 24<sup>th</sup> ANNUAL CONFERENCE OF ASSOCIATION OF ECONOMISTS OF TAMILNADU ON 24<sup>th</sup> & 25<sup>th</sup> JAN, 2004 AT THE M.D.T. HINDU COLLEGE, TIRUNELVELI.
- 7. "AN ATTEMPE TO REDEFINE AND REORIENT THE THOUGHTS, CONCEPTS AND PRINCIPLES OF MANAGEMENT IN INDIA IN THE POST GLOBALISED ERA" IN THE INTERNATIONAL SEMINAR ON EMERGING TRENDS IN GLOBAL BUSINESS: CHALLENGES & OPPORTUNITIES FOR DEVELOPING COUNTRIES ON 6<sup>th</sup> & 7<sup>th</sup> FEB, 2004 AT P.R. INSTITUTE OF MANAGEMENT, PONNAIYAH RAMAJAYAM COLLEGE, THANJAVUR.
- 8. "AN ANALYSIS OF THE IMPACT OF GLOBALISATION ON BPO IN INDIA" IN THE INTERNATIONAL SEMINAR ON EMERGING TRENDS IN GLOBAL BUSINESS: CHALLENGES & OPPORTUNITIES FOR DEVELOPING COUNTRIES ON 6th & 7th FEB, 2004 AT P.R. INSTITUTE OF MANAGEMENT, PONNAIYAH RAMAJAYAM COLLEGE, THANJAVUR.
- 9. "A STUDY ON INVESTOR'S SAFETY & DEMATERIALISATION" IN THE NATIONAL SEMINAR ON INDIAN CAPITAL AMARKET IN THE POST LIBERALISATION ERA ON 7<sup>th</sup> 8<sup>th</sup> MARCH, 2004 AT DEPT. OF COMMERCE, BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI.
- 10. "VENTURE CAPITAL AS FINANCIAL SERVICES IN THE POST GLOBALISATION ERA" IN THE NATIONAL SEMINAR ON INDIAN CAPITAL AMARKET IN THE POST LIBERALISATION ERA ON  $7^{\rm th}$   $8^{\rm th}$  MARCH, 2004 AT DEPT. OF COMMERCE, BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI.
- 11. "WILL THE INDIAN UNIVERSITIES & COLLEGES SKIM THE BEST OF THE BPO SPLASH? A FUTURISTIC PROPOSAL" IN THE INTERNATIONAL MANAGEMENT CONVENTION ON "INDIA CALLS WORLD A ROAD MAP TO SUCCESS" ON  $27^{\rm th}$  &  $28^{\rm th}$  SEP, 2004 AT ADAIKALAMATHA COLLEGE, VALLAM, THANJAVUR.
- 12. "MARCHING TOWARDS RURAL SANITATION" IN THE  $25^{th}$  ANNUAL CONFERENCE OF ASSOCIATION OF ECONOMISTS OF TAMILNADU ON  $18^{th}$  &  $19^{th}$  DEC, 2004 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.

- 13. "AN ANALYSIS OF THE SOCIO ECONOMIC CONSEQUENCES OF THE INTRODUCTION OF TECHNOLOGY IN RURAL AREAS" IN THE 25<sup>th</sup> ANNUAL CONFERENCE OF ASSOCIATION OF ECONOMISTS OF TAMILNADU ON 18<sup>th</sup> & 19<sup>th</sup> DEC, 2004 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 14. "A CONCEPTUAL ANALYSIS OF THE VIABILITY OF EDUCATIONAL INSTITUTIONS CAPITALISING TRADING IN SERVICES" IN THE  $25^{th}$  ANNUAL CONFERENCE OF ASSOCIATION OF ECONOMISTS OF TAMILNADU ON  $18^{th}$  &  $19^{th}$  DEC, 2004 AT ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI.
- 15. "IPO'S BOOK BUILDING SINCE 1999: FIRMS LISTED IN NATIONAL STOCK EXCHANGE AN ANALYSIS" IN THE TWO DAY INTERNATIONAL SEMINAR ON "EMERGING PARADIGM IN FINANCIAL SERVICES ON  $7^{\text{th}}$  &  $8^{\text{th}}$  APRIL, 2007 AT CAUVERY COLLEGE FOR WOMEN, TIRUCHIRAPPALLI.
- 16. "BANCASSURANCE IN INDIA AN EMBRYONIC INTEGRATED FINANCIAL SERVICE" IN THE TWO DAY INTERNATIONAL SEMINAR ON "EMERGING PARADIGM IN FINANCIAL SERVICES ON 7<sup>th</sup> & 8<sup>th</sup> APRIL, 2007 AT CAUVERY COLLEGE FOR WOMEN, TIRUCHIRAPPALLI.
- 17. "CSR REPORTING CHALLENGES & SUGGESTIONS", PHD SEMINAR ON  $12^{th}$  &  $13^{th}$  APRIL, 2010 AT LIBA, CHENNAI.
- 18. "UTILITARIANISM IN CSR REPORTING: THE MAXIMUM GOOD FOR STAKEHOLDERS" AT THIRD ANNUAL INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS, IT AND MANAGEMENT FOR ECONOMIC DEVELOPMENT ON  $22^{\rm nd}$   $24^{\rm th}$  SEP, 2011 BY GLOBAL STRATEGIC MANAGEMENT INC., MICHIGAN, USA & INDIAN COLLABORATORS, BANGALORE.
- 19. "PARETO ANALYSIS OF FACTORS CONTRIBUTING TO JOB SATISFACTION" AT  $5^{\text{TH}}$  NATIONAL CONFERENCE ON BUSINESS & FINANCE, ON MARCH 03, 2012, AT JAMAL INSTITUTE OF MANAGEMENT & JAMAL MOHAMED COLLEGE, TRICHY.
- 20. "DEDUCING A MATHEMATICAL MODEL FOR JOB ENRICHMENT AS A FUNCTION OF PERSONAL ENVIRONMENT," AT RECENT TRENDS IN INDIAN SERVICES MARKETING, on  $8^{TH}$  AND  $9^{TH}$  MARCH 2012, HOLY CROSS COLLEGE, TRICHY.
- 21. "CO-INTEGRATION AND VOLATILITY IN IHE PRICES OF SPOT AND FUTURE OF GOLD IN INDIA", at IEEE-INTERNATIONAL CONFERENCE ON MANAGEMENT ISSUES IN EMERGING ECONOMIES ICMIEE 2012, ON AUGUST  $17^{\text{TH}}$  & 18, 2012, SASTRA UNIVERSITY THANJAVUR.
- 22. "A FUZZY APPROACH IN EXPLORING THE STYLE OF INVESTING OF EQUITY INVESTORS", AT IEEE-INTERNATIONAL CONFERENCE ON MANAGEMENT ISSUES IN EMERGING ECONOMIES ICMIEE 2012, ON AUGUST  $17^{\text{TH}}$  & 18, 2012, SASTRA UNIVERSITY THANJAVUR.
- 23. "MEASURING THE KNOWLEDGE OF INVESTORS ON DERIVATIVES A PREREQUISITES FOR RETAILING DERIVATIVES PRODUCTS", AT IEEE- INTERNATIONAL CONFERENCE ON MANAGEMENT ISSUES IN EMERGING ECONOMIES ICMIEE 2012, ON AUGUST 17<sup>TH</sup> & 18, 2012, SASTRA UNIVERSITY THANJAVUR.
- 24. "A STUDY ON THE PERCEPTION OF THE MAJOR DOMAINS OF CSR AMONG PROSPECTIVE EXECUTIVES & ENTREPRENEURS IN TAMIL NADU", AT IEEE- INTERNATIONAL CONFERENCE ON MANAGEMENT ISSUES IN EMERGING ECONOMIES ICMIEE 2012, ON AUGUST  $17^{\text{TH}}$  & 18, 2012, SASTRA UNIVERSITY THANJAVUR.
- 25. "PERCEPTION ON VIRAL MARKETING AMONG CONSUMERS", AT IEEE- INTERNATIONAL CONFERENCE ON MANAGEMENT ISSUES IN EMERGING ECONOMIES ICMIEE 2012, ON AUGUST  $17^{TH}$  & 18, 2012, SASTRA UNIVERSITY THANJAVUR.
- 26. "FOREIGN INSTITUTIONAL INVESTMENT AND INDIAN ECONOMY:
- A THEORETICAL ANALYSIS OF THE IMPACT", AT EIGHT INTERNATIONAL SEMINAR ON FINANCIAL MARKETS: ISSUES AND CHALLENGES (FIM IC-2013), ON JAN  $5^{TH}$  &  $6^{TH}$ , 2012, BHARATHIDASAN UNIVERSITY, TRICHY.

- 27. "SAFETY AND INTEGRITY: REQUIREMENTS OF DERIVATIVES MARKET IN INDIA", AT EIGHT INTERNATIONAL SEMINAR ON FINANCIAL MARKETS: ISSUES AND CHALLENGES (FIM IC-2013), ON JAN  $5^{\text{TH}}$  &  $6^{\text{TH}}$ , 2012, BHARATHIDASAN UNIVERSITY, TRICHY.
- 28. "USING FOREIGN INSTITUTIONAL INVESTMENT AS A TOOL TOWARDS CORPORATE SOCIAL RESPONSIBILITY", CONTEMPORARY CORPORATE ETHICAL ENVIRONMENT: CHALLENGES AND STRATEGIES, ON FEB  $7^{\text{TH}}$  &  $8^{\text{TH}}$ , 2013, 2012, JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM.
- 29. "BRAND EXTENSION: A CORPORATE ETHICAL DIMENSION", CONTEMPORARY CORPORATE ETHICAL ENVIRONMENT: CHALLENGES AND STRATEGIES, ON FEB 7<sup>TH</sup> & 8<sup>TH</sup>, 2013, 2012, JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM.
- 30. "SOCIALLY RESPONSIBLE INVESTMENT COMMITMENT OF THE CORPORATE TO THE SOCITY", CONTEMPORARY CORPORATE ETHICAL ENVIRONMENT: CHALLENGES AND STRATEGIES, ON FEB  $7^{\text{TH}}$  &  $8^{\text{TH}}$ , 2013, 2012, JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM.
- 31. "THE NEED OF TRAINING AND DEVELOPMENT IN THE GLOBALISED SCENARIO", HUMAN RESOURCE MANAGEMENT IN THE ERA OF GLOBALIZATION: ISSUES AND CHALLENGES, ON MARCH  $28^{\text{TH}}$  &  $29^{\text{TH}}$ , 2014, BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI.
- 32. "A CONCEPTUAL ANALYSIS OF REVERSE LOGISTICS OF TASMAC", ON FEB 12<sup>TH</sup> & 13<sup>TH</sup>, 2015, ST JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI 2.
- 33. "STRATEGIC LEADERSHIP ROLES TO MEET THE CHALLENGES OF CONTEMPORARY HRM", ON MARCH 13<sup>TH</sup>, 2015, ST JOSEPH'S COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS), CUDDALORE.
- 34. DEVELOPMENT OF INDEX FOR MEASURING THE AWARENESS ON BRAND EXTENSION WITH SPECIAL REFERENCE TO SELECT INDIAN BRANDS, INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN ENGINEERING, MANAGEMENT, INFORMATION TECHNOLOGY & LIFE SCIENCE, JOINTLY ORGANISED BY NEHRU COLLEGE OF MANAGEMENT, COIMBATORE, AND SIAM TECHNOLOGY COLLEGE, BANGKOK, THAILAND, ON NOVEMBER  $11^{\text{TH}}$  2016.

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- 1. "OPTIMAL PORTFOLIO CONSTRUCTION FOR LISTED COMPANIES IN BSE-500 INDEX USING SHARPS SINGLE INDEX MODEL." TRENDS AND RESEARCH IN MANAGEMENT, ED. BY MR. SIVAKUMAR, ISBN: 9789380430027, CBA PUBLISHERS, CHENNAI, 2011, Pp 117 130.
- 2. "A CONCEPTUAL ANALYSIS OF THE UTILITARIAN APPROACH TO CSR REPORTING", TRENDS AND RESEARCH IN MANAGEMENT, ED. BY MR. SIVAKUMAR, ISBN: 9789380430027, CBA PUBLISHERS, CHENNAI, 2011, Pp 10-16.
- 3. "A STUDY ON BRAND SWITHCHING BY THE CLIENTS OF CELLULAR PHONE SERVICE PROVIDERS IN TAMILNADU BECAUSE OF COMPETITOR ISSUES (WITH SPECIAL REFERENCE TO CLIENTS IN TIRUCHIPPALLI CITY", TRENDS AND RESEARCH IN MANAGEMENT, ED. BY MR. SIVAKUMAR, ISBN: 9789380430027, CBA PUBLISHERS, CHENNAI, 2011, Pp 241 251.
- 4. "DIMENSIONS OF GLOBALISED AND INTEGRATED FINANCIAL SERVICES IN INDIA WITH A SPECIAL REFERENCE TO BANCASSURANCE", TRENDS AND RESEARCH IN MANAGEMENT, ED. BY MR. SIVAKUMAR, ISBN: 9789380430027, CBA PUBLISHERS, CHENNAI, 2011, Pp 318 323.
- 5. "CSR REPORTING CHALLENGES & SUGGESTIONS", MANAGEMENT MATTERS, REGISTERED WITH NEWSPAPERS FOR INDIA UNDER REGN. NO. TNENG/2003/12892, VOL:1, ISSUE:14, MARCH 2010 AUG 2010, LIBA PUBLICATIONS, CHENNAI.
- 6. "UTILITARIANISM IN CSR REPORTING: THE MAXIMUM GOOD FOR STAKEHOLDERS" INTERNATIONAL JOURNAL OF ECONOMIC DEVELOPMENT, MANAGEMENT, IT AND FINANCE, GSMI, MARCH 2012.

- 7. "CONSTRUCTING AN OPTIMAL PORTFOLIO USING SHARP'S SINGLE INDEX MODEL FOR COMPANIES LISTED IN BSE-200 INDEX." NATIONAL CONFERENCE ON THE DYNAMICS OF MANAGEMENT: THE PLUS FACTORS, ED BOOK. ISBN: 9788192062207, 2011, Pp 215 227.
- 8. "A STUDY ON BRAND SWITHCHING BY THE CLIENTS OF CELLULAR PHONE SERVICE PROVIDERS IN TAMILNADU BECAUSE OF COMPANY ISSUES (WITH SPECIAL REFERENCE TO CLIENTS IN TIRUCHIPPALLI CITY", THE  $21^{\rm ST}$  CENTURY CONSUMERS A BEHAVIOURAL PERSPECTIVE, ED BOOK .Pp-125-137
- 9. "A STUDY ON BRAND SWITHCHING BY THE CLIENTS OF CELLULAR PHONE SERVICE PROVIDERS IN TAMILNADU BECAUSE OF NETWORK ISSUES (WITH SPECIAL REFERENCE TO CLIENTS IN TIRUCHIPPALLI CITY", NATIONAL CONFERENCE ON THE DYNAMICS OF MANAGEMENT: THE PLUS FACTORS. ED BOOK. ISBN: 9788192062207, 2011, Pp 192-201.
- 10. "BRAND SWITCHING IN CELLULAR PHONE SERVICE INDUSTRY BECAUSE OF BILL-RELATED ISSUES FACED BY CLIENTS", IJEMR, ISSN 22492585, October 2011, VOL. 1, ISSUE 5, PP. 96-127.
- 11. "A CRITICAL VIEW OF THE IMPACT OF MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE ACT [MNREGA] SCHEME", PENINSULAR ECONOMIST, ISSN 0976-8270, VOL. XXIII, 2010-2011, NO.2, Pp. 134-136.
- 12. "IMPACT OF ECONOMIC REFORMS ON FDI IN INDIA", INTERNATIONAL JOURNAL OF ACCOUNTING AND FINANCIAL MANAGEMENT RESEARCH (IJAFMR), ISSN: 2249-6882, VOL.1, ISSUE 1, AUGUST 2011, Pp 1-9.
- 13. "AN EMPIRICAL STUDY ON THE LONG TERM CORRELATION BETWEEN FDI AND ECONOMIC GROWTH OF INDIA: A COINTEGRATION APPROACH", INTERNATIONAL JOURNAL OF MANAGEMENT AND TECHNOLOGY, ISSN 0975-3915, VOL.2, ISSUE 2, JUNE 2011,Pp 20-26.
- 14. "FDI IN INDIA DURING THE POST LIBERALISATION ERA, BUSINESS AND ECONOMIC FACTS FOR YOU", ISSN 0970-2652, VOL. 30, NO. 12, SEPTEMBER 2010, Pp 35-39.
- 15. "FOREIGN DIRECT INVESTMENT: PROSPECTS AND CHALLENGES AHEAD FOR INDIA" PUBLISHED IN READERS SHELF, VOL.6, ISSUE 3, DECEMBER 2009, Pp 4-7.
- 16. "RETAIL INVESTOR'S ACCESS TO DERIVATIVE MARKETS: BOON OR BANE" PUBLISHED IN READERS SHELF, VOL.5, ISSUE 12, SEPTEMBER 2009, Pp 21-23.
- 17. "INVESTORS CHOICE: LIC V/S PRIVATE INSURANCE COMPANIES", INSURANCE CHRONICLE, AUGUST 2009, JUL-05, Pp 25-29.
- 18. "A PARADIGM SHIFT: EFFICIENT MARKET HYPOTHESIS TO BEHAVIORAL FINANCE NATIONAL CONFERENCE ON THE DYNAMICS OF MANAGEMENT: THE PLUS FACTORS, ISBN: 978-81-920622-0-7, ED. BOOK, FEB-11, Pp.211-214.
- 19. "BEHAVIOURAL FINANCE A BOON TO INVESTORS", JOURNAL OF FINANCE, ACCOUNTING AND MANAGEMENT, JAN-12, VOL.3, NO.1, Pp 32-44.
- 20. "DETERMINANTS OF FOREIGN DIRECT INVESTMENTS", THE IMPACT OF FDI ON INDIAN ECONOMY, ED. BOOK, ISBN 978-81-7446-843-7, Pp 73-76, EXCEL BOOKS, NEW DELHI.
- 21. "SERVICE RELATED ISSUES FACED BY CLIENTS THE MAJOR CAUSE BEHIND BRAND SWITCHING IN CELLULAR PHONE SERVICE INDUSTRY", ARAB JOURNAL OF BUSINESS AND MANAGEMENT REVIEW (AJBMR), VOL. 1, NO. 7, FEB, 2012, Pp 33-46, ISSN 2223-5833.
- 22. "AN ASSESSMENT OF SAFETY IN INVESTING COMMODITY DERIVATIVES OF BASE METALS TRADED IN MCX", ARAB JOURNAL OF BUSINESS AND MANAGEMENT REVIEW (AJBMR), VOL. 1, NO. 9, APRIL, 2012, PP 01-11, ISSN 2223-5833.
- 23. "AWARENESS OF CONSUMERS ON THE GREEN MARKETING INITIATIVES OF CORPORATES", THE INTERNATIONAL JOURNAL'S RESEARCH JOURNAL OF COMMERCE AND BEHAVIORAL SCIENCE, VOL. 1, NO. 08, JUNE, 2012, PP. 05-08, ISSN 2251-1547.

- 24. "A STUDY ON THE OUTWARD FDI FROM INDIA", INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH, ISSN: 2249-8826. PUBLISHED BY: ZENITH INTERNATIONAL RESEARCH & ACADEMIC FOUNDATION (ZIRAF)
- 25. "A STUDY ON THE IMPACT OF REFORMS ECONOMIC GROWTH OF INDIA IN INDIA, INTERNATIONAL JOURNAL OF ECONOMICS AND MANAGEMENT SCIENCE, PONDICHERRY.
- 26. "A THEORETICAL ANALYSIS OF THE CYCLICAL IMPACT OF GREEN-ENGINEERING THE PURCHASE-DESIGNS", ARAB JOURNAL OF BUSINESS AND MANAGEMENT REVIEW (AJBMR), ISSN 2223-5833.
- 27. "BRAND SWITCHING A CONCEPTUAL ANALYSIS, KKIMRC INTERNATIONAL JOURNALS, PAPER COD :TMM111
- 28. "AGENCY RELATED ISSUES FACED BY CLIENTS THE MAJOR CAUSE BEHIND BRAND SWITCHING IN CELLULAR PHONE SERVICE INDUSTRY, KKIMRC INTERNATIONAL JOURNALS, PAPER CODE:KHRM221.
- 29. "BRAND SWITCHING IN CELLULAR PHONE SERVICE INDUSTRY: IMPACT OF PERSONAL ISSUES FACED BY CLIENTS, INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH, ONLINE ISSN: 2231-5780, PUBLISHED BY: ZENITH INTERNATIONAL RESEARCH & ACADEMIC FOUNDATION (ZIRAF).
- 30. "MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GURANTEE ACT, 2005 (MGNREGA): ISSUES AND CHALLENGES", INTERNATIONAL JOURNALS OF MULTIDISCIPLINARY RESEARCH ACADEMY (IJMRA), ISSN 2249-5894.
- 31. "COMMODITY MARKET IN INDIA: AN ARENA FOR MARKETING OF AGRICULTURAL PRODUCTS", PENINSULAR ECONOMIST, ISSN 0976-8270.
- 32. A FUZZY APPROACH IN EXPLORING THE STYLE OF INVESTING OF EQUITY INVESTORS, IEEE CONFERENCE PROCEEDING- INTERNATIONAL CONFERENCE ON MANAGEMENT ISSUES IN EMERGING ECONOMICS.
- 33. "AN ANALYSIS OF  $13^{TH}$  FINANCE COMMISSION KEY RECOMMENDATIONS AND ITS IMPLICATIONS", PENINSULAR ECONOMIST, ISSN 0976-8270.
- 34. A STUDY ON THE DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN INDIA, BUSINESS CONFLUENCE LOYOLA JOURNAL OF COMMERCE. VOL. 1, ISSUE 1, MARCH 2013, PP 67-82.
- 35. A STUDY ON THE IMPACT OF REFORMS ON THE ECONOMIC GROWTH OF INDIA, INTERNATIONAL JOURNAL OF ECONOMICS AND MANAGEMENT SCIENCE. VOL. 1, NO. 2, JULY-DEC 2013, PP 122-128, ISSN 2229 4430.
- 36. USING FOREIGN INSTITUTIONAL INVESTMENT AS A TOOL TOWARDS CORPORATE SOCIAL RESPONSIBILITY, INTERNATIONAL JOURNAL FOR EXCLUSIVE MANAGEMENT RESEARCH. VOL.4, ISSUE-12, DEC 2014, ONLINE ISSN 2249 2585, PRINT ISSN 2249 8672.
- 37. FACTORS LEADING TO BRAND EXTENSION: A CONCEPTUAL ANALYSIS, INTERNATIONAL JOURNAL FOR EXCLUSIVE MANAGEMENT RESEARCH. VOL. 4, ISSUE-1, JAN 2014, PP 84-87.ONLINE ISSN 2249-2585, PRINT ISSN 2249-8672.
- 38. BRAND EXTENSION: A CORPORATE ETHICAL DIMENSION, INTERNATIONAL JOURNAL FOR EXCLUSIVE MANAGEMENT RESEARCH. VOL. 6, ISSUE-1, JUNE 2014, PP 1-3.ONLINE ISSN 2249-2585, PRINT ISSN 2249-8672.
- 39. MEASURING THE KNOWLEDGE OF INVESTORS ON DERIVATIVES: A PREREQUISITE FOR RETAILING DERIVATIVE PRODUCTS, INTERNATIONAL JOURNAL FOR EXCLUSIVE MANAGEMENT RESEARCH. VOL. 6, ISSUE-1, JUNE 2014, PP 22-29. ONLINE ISSN 2249-2585, PRINT ISSN 2249-8672.
- 40. A STUDY ON THE IMPACT OF MGNREGS ON THE FORMING IN THIRUMANUR BLOCK, ARIYALUR DISTRICT, TAMILNADU, INTERNATIONAL JOURNAL OF EXCLUSIVE MANAGEMENT RESEARCH. VOL.4, ISSUE-5, MAY 2015, ONLINE ISSN 2277 5684, PRINT ISSN 2320 866X.

## PAPER ACCEPTED FOR PUBLICATION:

**CONFERENCE CONDUCTED:** 

**INTERNATIONAL** : GREEN MANAGEMENT ON 12<sup>TH</sup> & 13<sup>TH</sup> FEBRUARY 2015 AT PG &

RESEARCH DEPARTMENT OF COMMERCE, ST. JOSEPH'S

COLLEGE, TIRUCHIRAPPALLI – 2.

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 $\mbox{\bf PERSONAL EFFECTIVNESS}$  - for teachers, students, executives and public.

BUILDING FRIENDHIP - for teachers, students, executives and public.

 $\ensuremath{\textbf{BEHAVIOUR}}$   $\ensuremath{\textbf{MODIFICATION}}$  - for teachers, students, executives and public.

**COMPETENCY MAPPING AND BUILDING** - for teachers, students, executives and public.

**BUILDING UP CHILDHOOD** - for parents

**BUILDING UP VALUE SYSTEM** - for parents, teachers, students, executives and public.

**STRESS MANAGEMENT** - for teachers, students, executives & public.

**UNDERSTANDING EMOTIONAL INTELLIGENCE** – for teachers, students, executives and public.

**BUILDING UP VOCABULARY** - for teachers, students, executives public.

**PUBLIC SPEAKING** - for teachers, students, executives and public.

**LATERAL THINKING** - for teachers, students, executives and public.

**MIND MAPPING** - for teachers, students, executives and public.

**CAPITAL MARKETS FOR BEGINNERS –** for CA students.

**PERSONALITY DEVELOPMENT** - for students.

**CROSS CULTURE MANAGEMENT** – for students.

**BAHAVIOUR MODIFICATION** – for students

**PERSONALITY MODIFICATION –** for teachers and students.

**ELEMENTS AND PROCESS OF RESEARCH** – for teachers.

CASE STUDY ANALYSIS - B School Students.

**LATERAL THINKING & TIME MANAGEMENT** - for the university and college teachers.

**GROWTH AND IMPACT OF M-BANKING IN INDIA** – for staff and students.

[LJ.CHAARLAS]