



INTERNATIONAL JOURNAL OF NANO CORROSION SCIENCE AND ENGINEERING.

Profile

(ALL IN BLOCK LETTERS Font - Times New Roman Font Size -11)



Name (Fr./Dr./Mr./Mrs./Ms.)

: DR. S. VASANTHI

Gender

: Male Female

Department

: COMMERCE

Educational Qualification

:M.COM., M.Phil., B.ED., MBA.,

Ph.D., PGDCA

S. No.	Degree / Diploma	Subject / Main	Name of the College / University
1.	U.G.	COMMERCE	Holy Cross College, Tiruchirapalli Bharathidasan University

2.	P.G.	COMMERCE	Seethalakshmi Ramaswamy College, Bharathidasan University
3.	M.Phil.	COMMERCE	Urumu Dhanalakshmi College, Bharathidasan University
4.	Ph.D.	COMMERCE	Bharathiar University, Coimbatore
5.	B.Ed	COMMERCE	Annamalai University, Annamalainagar
6.	M.B.A	Management Studies	Annamalai University, Annamalainagar
7.	PGDCA	Computer Applications	Bharathiar University, Coimbatore

Aided

Management Shift I

Shift II

Teaching Experience at Holy Cross College : 3 Years

Teaching Experience outside Holy Cross College : 17 Years

Total Teaching Experience:

20 Years

Positions Held (VP / Dean/ HOD / Director/ Overall Coordinator etc.)

No.	Name of the Position	Period
1.	HOD (in charge)	2011-2012, PG & Research Department of Commerce, Providence College for Women, Coonoor, The Nilgiris
2.	Placement Officer	Providence College for Women from the 2004 onwards till 2012.
3.	Convener for Ph.D Viva-Voice	Mr. Mohit Wills, Manonmaniam University Mrs. Sheela Samuel, Manonmaniam University Ms. Sheeja, Manonmaniam University Mr. Rasheed, Manonmaniam University Mrs. Vijayalakshmi, Bharathidasan University.
4.	Trainer Associate	Trained by the (CGRP/RC)- UGC, as "Trainer Associate" by National Consultative Committee, New Delhi)

		Core Group Resource Persons under the Training Workshop “Trainer of Trainees” Sponsored by, University Grants Commission, New Delhi, conducted at Anna University, Chennai, from 15th Feb 2010 to 20th Feb 2010.
5.	PH.D PANEL MEMBER: (COMMERCE MAJOR)	MANONMANIAM UNIVERSITY BHARATHIDASAN UNIVERSITY MADUARAI KAMARAJ UNIVERSITY ANNAMALAI UNIVERSITY
6.	Local Coordinator	Trainer Associate organized UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION WORKSHOP” at Providence College Coonoor, from 8.2.2012 to 12.2.2012, with the UGC grant Rs. 5,32,000.
7.	Research & Publication Committee - Coordinator	Co-ordinator for Research & Publication Committee for Holy Cross College (Autonomous), Tiruchirapalli
8.	Editorial Review Board Member	The Journal of Global Business , ISSN: 2350-7179 (Online format) Taft Tower Condominium, 2339 Taft Avenue, Manila, Philippines. © 2013 Association of Training Institutions for Foreign Trade in Asia and

		the Pacific.
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Memberships in academic bodies:

No	Particulars
1	Co-Organizer as Core Committee member for women studies centre, Holy Cross college for a one day national seminar to be held at Holy Cross College, Trichy on 28.2.2014
2	Executive core committee member , Women studies centre, Holy Cross College Tiruchirapalli
3	Organizing Secretary/Convener for a One day UGC sponsored National level seminar on “Women Entrepreneurship-Issues & Challenges” Providence College, Coonoor on 28.3.2012.
4	External Examiner for M.Phil Viva-voce for Commerce major under the guidance of Dr. Sharmila, Asst Prof Commerce Department, National College, Trichy. 2013
5	Question paper setter GVG Visalakshi College, Udumalpet, Tamilnadu

	<p>St. Joseph's College, Tiruchirappalli, Tamilnadu</p> <p>Nirmala College for Women, Coimbatore, Tamilnadu</p> <p>Scott Christain College, Nagercoil, Tamilnadu.</p> <p>Holy Cross College, Nagercoil. Tamilnadu</p> <p>Vellalar College, Erode,Tamilnadu</p>
6	Editorial Board..... Academia and Society- Journal – Bi-annual, Come Alive, Holy Cross College Campus, Trichy
7	Staff Secretary for academic year 2012-2013, Providence College for Women, Coonoor, The Nilgiris
8	<p>Guide Recognition:</p> <p>Bharathiar University, Coimbatore -----Category A & B,</p> <p>Bharathidasan University, Tiruchirapalli</p> <p>Karpagam University, Coimbatore</p>

e-lessons developed:

S.No	Title of e-lessons
1.	Presented an e-content lesson in the subject COST ACCOUNTING on "COST SHEET" PG & Research

Department of Commerce, Holy Cross College, Tiruchirapalli. 05.02.2014

Research:

S.No	Research details	Guided	Ongoing
1	MBA	2	-
2	M.Phil	-	-3
3	Ph.D	-	7

Books Published: 2

No.	Title	Year	Publisher	Place
1.	Human Resources Relations in Bharat Heavy Electricals Ltd, Tiruchirapalli. Tamilnadu with a financial grant of Rs. 80,000.00 from ICSSR New Delhi	2010	Classical Publishing House, No. 21, Shopping Centre, Karampura, New Delhi. ISBN Number: 978-81-	New Delhi.

			7054-505-7	
2.	Women Entrepreneurship – Issues & Challenges	2013	Sai Publications Chennai ISBN: ISBN: 978-81-925376-1-0	Chennai

Proceedings: 1

1..	Proceedings for UGC Conference: As Organizing Secretary/Convener, Book published as UGC sponsored National Level Seminar Proceedings on : “Women Entrepreneurship – Issues & Challenges” for PG & Research Dept of Commerce, Providence College,	28.3.21 02 UGC Grant Rs. 1,00,00 0	March 2012 Published by: Jazym Publications, Trichy.23 ISBN Number: 978-93- 81521-22-9	Jazym Publications, Trichy.23
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Journals Published: upto 2010: 7 publications,
Publications from 2010 onwards

1	“Global Challenges in Life India Corporation Of India” Research Book Published by Dr. Talwar Sabaana , Vikas Publications- 2008 Delhi, ISBN 978-81-8387-149-5
2	“ MARKETING OF THE HERITAGE PUGUR HAND EMBROIDERY ART IN INDIA- International Conference Publication, Singapore.July 2014
3	“Attitude of employees about HRD climate in BHEL”, Smart Journal of Scientific Management and Advanced Research Trust , Vol:3,1 JAN-JUNE 2007, Reg No.TNENG/2005/15967
4	“Nilgiris Co-Op Milk Market “ Journal Of Co-Operative Perspective Pages 54-58 Vol 41, (April-March 2006), VAMNICOM , Pune
5	“Empowerment of Women through Toda SHG in Nilgiris”, VIKASINI-The Journal of Women’s Empowerment July-Sept 2007- Center for Women Studies AIACHE-New Delhi
6	“Challenges faced by Cut Flower Growers with Special Reference to Nilgiris District” Indian Journal of Marketing, August 2008, New Delhi, Reg No. 16294/68
7	“The Coonoor Co-Op Urban Bank Ltd , Coonoor Nilgiris (Performance Analysis)” The Journal Of Co-Op Perspective (April-March 2008), VAMNICOM, Pune
8	“Women Work Study in Canada and India” INDIAN ECONOMIC PANORAMA, Rajouri Gardean, New Delhi. June/July 2008, RNI reg no. 55727/91

9	Vasanthi.S. 2010. "Tourism & Employment"- Indian Manufacturing Sector in Liberalised Era, Author of the Book Dr. Vijayakumar, Publishers, M.D. Publications Pvt Ltd, Sonali Publications, Ansari Road, New Delhi, ISBN : 13:9788175331471
10	Vasanthi,.S (2012) Seasonality in monthly stock returns: Evidence from Indian Stock Exchange (NSE),Indian Economic Panorama- A quarterly Journal of Agriculture, Industry, Trade & Commerce, RNI Regd No. 55727/91, Vol.21.No.4, January 2012 Pp.23-26
11	Vasanthi.S, (2012)Kota Pottery- A Boon to the tribal women empowerment in the Nilgiris District (with special reference to Pottery making by Kota SHG)- Women Entrepreneurship – Issues & Challenges- Sai Publications Chennai, ISBN: 978-81-925376-1-0
12	Vasanthi.S.,(212) Role of Co-operative Banks in Women Entrepreneurs: Organization, Growth and Challenges, "Women Entrepreneurship – Issues & Challenges"Sai Publications Chennai, ISBN: 978-81-925376-1-0
13	Vasanthi.S., (2013)Analysis of factors responsible in tourists place of Nilgiris, Global Journal of Arts and Management,ISSN Online: 2249 – 2658,Volume 2, Issue 4 (2013) Pg.289 – 293, ISSN Online: 2249 – 2658,Copyright © RRJP, 2013, www.rrjp.in
14	Vasanthi.S (2013) A Study on Health and Entertainment facilities for Tourists (with special reference to Nilgiris District as tourist destination), Global Journal of Arts and Management,ISSN Print,:ISSN Online: 2249 – 2658,Volume 3, Issue 1 (2013) Pages.51 – 54, ISSN Online: 2249 – 2658,Copyright © RRJP, 2013, www.rrjp.in

15	Vasanthi.S (2013) Factors which attracted to visit Nilgiris as a Tourist destination, Global Journal of Arts and Management,ISSN Print ISSN Online: 2249 - 2658 ,Volume 2, Issue 3 (2013) Pages.232 – 235, ISSN Online: 2249 – 2658 Copyright © RRJP, 2013 www.rrjp.in
16	Vasanthi.S. (2014) A study on the perceptions of the children about the TV advertisements- (Coimbatore region), INTERNATIONAL JOURNAL, EPRA Journals, February 2014
17	Vasanthi.S. (2014)., Stress Management Programmes (A study on the perceptions of the employees in BHEL, Tiruchirapalli Unit,Scholars World- IRMJCR, Kirorimal College, Delhi University, Online: ISSN 2320-3145, Print: ISSN 2319-5789, Vol II, Issue II April 2014 (168),
18	Vasanthi.S,(2014) A pragmatic study on usage and impact of social networking sites among college students in Coimbatore city, ZENITH INTERNATIONAL RESEARCH JOURNALS Zenith International Research & Academic Foundation (ZIRAF), April 2014 issue.
19	Vasanthi.S (2014)A STUDY ON PERCEPTION OF EMPLOYEES IN THE NEEDLE INDUSTRIES INDIA PVT LTD , NILGIRIS,TN.INDIA", International Journal of Current Research and Academic Review, ISSN: 2347-3215 Volume 2 Number 2(2014) pp. 194-198
20	Vasanthi.S, 2014, Smartphone Marketing –A sustainable growth - Research Explorer-International Journal ISSN-No 2250-1940
21	Vasanthi.S. 2014, INDIAN JEWELRY MARKETING: IDEAS AND NEW ISSUES, ZENITH INTERNATIONAL RESEARCH JOURNALS,Zenith International Research & Academic Foundation (ZIRAF)

22	“HERBAL COSMETICS BUYING BEHAVIOUR AMONG WOMEN IN COIMBATORE CITY” Special edited Journal “INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN GLOBAL BUSINESS” 2014, ISBN No:
23	“ONLINE SHOPPING: Awareness and Problems faced by Customers” Special edited Journal “INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN GLOBAL BUSINESS” 2014 ISBN No:

Conference/Seminar/Workshop/ Training Programme attended :

(2004- 2010): 30

2010-2014 onwards

1	Convener/Organising Secretary for an one day UGC sponsored National level seminar on “Women Entrepreneurship-Issues & Challenges”	Dept of Commerce, Providence College for Women, Coonoor, the Nilgiris.	28.3.2012
2	Presented a paper in a one day UGC sponsored National seminar on “Verbal Genres in Tamilnadu” with special references to	Department of English, Providence College, Coonoor, The Nilgiris, Collaboration with	21.09.2012

	Proverbs	Department of Linguistics, Bharathiar University, Coimbatore	
3	Participated in a one day National level deliberations on the “Status of Women’s Studies in India” RAWs conference	Centre for Women’s Studies, Ethiraj College, Chennai & Regional Association for Women’s Studies (RAWs). Chennai	05.10.2013
4	Presented a paper in a International Conference organized by the Dept of Commerce on “Smartphone Marketing –A sustainable growth “	Dhanalakshmi Srinivasan College, Perambalur	2014
5	Presented a paper on “Disaster in the Queen of Hills, Landslides in the Nilgiris Hills.	PG & Research Department of Commerce, Holy Cross College, (A) Tiruchirapalli.	10 th & 11 th February 2011
6	Participated in an one day UGC Sponsored Workshop on Human Values & Ethics, Organized by the Department of History, Providence College for Women, Coonoor, The Nilgiris	Dept of History, Providence College, Coonoor, The Nilgiris,	8-8-2011

7	Participated in a 3 days' workshop on the "Finishing School-Training Programme for Faculty members"-	Department of Extension & Career Guidance, Bharathiar University, Coimbatore	20 & 21 & 22 nd July 2012
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PAPER PRESENTATION PARTICIPATION IN SEMINAR:

No	Topic	Place	Date
1.	Impact of Budget 2004 on "Indian Agriculture and the Rural Economy".	Dept of Economics, Providence College, Coonoor.	29.9.2004.
	Recent Trends in Banking and Finance	Dept of Commerce, Providence College, Coonoor	17.07.2003
2.	Bio-diversity and Medicinal Plant resources in Bio-Technology Era	Department of Plant Biology & Bio-Technology, Providence College for Women, Coonoor, The Nilgiris.	16.9.2005.
3.	State level Symposium on "Modern Corporate Business" – Issues and Challenges	Dept of Commerce, Providence College, Coonoor.	14.9.2004.
4.	Participated in a National level Symposium on Business	Department of Business Management, Ramakrishna	22.1. 2005

	Intelligence 05	College for women, Coimbatore.	
6.	One-day National level workshop on "On- line Tax Accounting System".	Department of Commerce, Providence College for women.	29.9.2007
7.	UGC sponsored two days' National level seminar on Customer Relationship Management.	Dept of Commerce, Providence College for women, Coonoor.	26.8.2008 & 27.8.2008
8.	International Training Programme on "Life Insurance Insights"	LIC South Zone Campus, Chennai	22.9.2005 & 23.9.2005
9.	Participated in a 3 days' workshop on the "Finishing School-Training Programme for Faculty members"- 2010	Department of Extension & Career Guidance, Bharathiar University, Coimbatore	20 & 21 & 22 nd July 2012
10.	Participated in an one day UGC Sponsored Workshop on Human Values & Ethics, Organized by the Department of History, Providence College for Women, Coonoor, The Nilgiris	Dept of History, Providence College,Coonoor, The Nilgiris,	8-8-2011
11.	UGC Sponsored State level Seminar on "Rural Entrepreneurship"	Dept of Commerce, Urumbu Dhanalakshmi, Trichy	18.11.2005- 19.11.200

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1 2.	National level seminar on “Impact on Globalization on service Sector”.	Dept of Commerce, Jamal Mohammed College, Trichy -20.	8.11.2005 9.11.2005 & 10.11.2005
1 3.	UGC Sponsored National on WTO and GATTs in the Globalized Era, “Impact of WTO and GATTs on Aviation”	Dept of Economics St. Joseph’s College, Trichy	5.12.2005
1 4.	Presented a paper in a National Conference on Business Research, on “Attitude of employees about HRD in BHEL, Tiruchirappalli,”	PSG Institute of Management, (PSGIM) Peelamedu , Coimbatore	2.12.2005 & 3.12.2005
1 5	Convener/Organising Secretary for an one day UGC sponsored National level seminar on “Women Entrepreneurship-Issues & Challenges”	Dept of Commerce, Providence College for Women, Coonoor, the Nilgiris.	28.3.2012
1 6.	Presented a paper on “Disaster in the Queen of Hills, Landslides in the Nilgiris Hills.	PG & Research Department of Commerce,	10 th & 11 th February 2011

		Holy Cross College, Tiruchirapalli.	
17	Presented a paper on "Corporate Governance" in a National level seminar on "Consumerism Interest on Public Enterprises"	Dept of Commerce, Bharathidasan University, Tiruchirapalli.	11.2.2006 & 12.2.2006
18.	Paper presented on "Women Leaders" in an International Conference on "Global Business Today"	Adaikalamatha Institute of Management, Vallam, Thanjavur,	21 & 22nd Sept 2006.
19	Presented a paper in a International Conference on "Business Economics & Finance"	Adaikalamatha Institute of Management, Vallam, Thanjavur,	29 & 30 th Jan 2005
20	UGC sponsored 2 days International seminar on "Case study method of Teaching in Commerce/Management Education"	Dept of Commerce, Bharathidasan University, Tiruchirapalli.	20 & 21 st January 2007.
21.	Presented a paper in a International Conference on "Global Business and Policy Modeling"	Adaikalamatha Institute of Management, Vallam, Thanjavur,	21.9.2006 & 22.9.2006.
22	Presented a paper in a Two days National seminar on "Consumers interest in Public Enterprises"	"Changing scenario of Cosumerism" Dept of Commerce,	11.12.2006

		Bharathidasan University, Tiruchirapalli	
2 3	Presented a paper in a International Conference on "Student Motivation"	ICFAI National College, Trichy Zone	8.12.2008.
2 4	Participated in a two days National level seminar on "Managing Business in Knowledge Age"	Department of Management Studies Annamalai University	20 & 21. Feb 2004
2 5.	Presented a paper in "Retail Management" in the 60 th ALL INDIA COMMERCE CONFERENCE	ALL INDIA COMMERCE CONFERENCE at Osmania University, Hyderabad	22.12.2007 & 23.12.2007
2 6	Presented a paper in a International Conference on 'Role of Corporate Social Responsibility- exploring the ways for slum dwellers"	PG Department of Commerce, Deva Matha College Kulavilangad, Kerala	17.7.2007
2 7	Presented a paper in a UGC Sponsored National on WTO & GATTS IN AIR SERVICES	UGC National on WTO and GATTS in the Globalized Era, "Impact of WTO and GATTS on Aviation"organized Department of Economics at St. Joseph's College, Trichy,	5.12.2005

2 8.	Presented a paper in a one day UGC sponsored National seminar on “Verbal Genres in Tamilnadu” with special references to Proverbs	Department of English, Providence College, Coonoor, The Nilgiris, Collaboration with Department of Linguistics, Bharathiar University, Coimbatore	21.09.2012
2 9.	Participated in a two days National Seminar on “Drought Management”	Dept of Animal Husbandry, Arul Alandar College, Madurai	15 th & 16 th March 2004
3 0.	Participated in a one day National level seminar on “Impact of Budget 2004 on Indian Agriculture and the rural economy”	Department of Economics Providence College for Women, Coonoor, the Nilgiris	29.9.2004
3 1.	Participated in the Faculty Development Programme (FDP) on TEACHING THROUGH CASE METHOD	JANSONS SCHOOL OF MANAGEMENT & IIM KOZIKODE	23.&24 th Jan 2004
3 2.	Presented a paper on “Corporate Governance” in a two days seminar sponsored by UGC on Recent trends in Capital Markets & Financial Derivatives	Dept of Commerce, Bharathidasan University, Tiruchirapalli	19 th & 20 th Jan 2008
3 3.	Presented a paper on “Consumer Protection in India” in National	PG & Research Department of Commerce,	16.2. 2006 &

	level seminar on The effects of Consumer Culture”	Holy Cross College, Tiruchirapalli.	17.2.2006
3 4.	Participated in a one day National level deliberations on the “Status of Women’s Studies in India” RAWs conference	Centre for Women’s Studies, Ethiraj College, Chennai & Regional Association for Women’s Studies (RAWs). Chennai	05.10.2013
3 5	Paper proposed for an ISSN publication for an International Conference	Dhanalakshmi Srinivasan College, Perambalur	2014
3 6.	Paper proposed for an ISSN publication for an International Conference	Hall Mark Business School	2014
3 7	Paper proposed for an ISSN publication for a National Conference	Holy Cross College Tiruchirapalli	2014
3 8	Presented an e-content lesson in the subject COST ACCOUNTING on “COST SHEET”	PG & Research Department of Commerce, Holy Cross College, Tiruchirapalli.	05.02.2014
3 9.	Participated in a workshop on “Research Methodology for	Organized by the CCDE Cell Bharathidasan University	27.02.2014

	Research Supervisors”		
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Projects Undertaken:

No	Category Major/ Minor	Research Area	Funding Agency	Sanctioned Amount (Rs.)	Period
1.	“Nilgiri Hills attracting Tourists” a Study on Tourism Management	Tourism Marketing	UGC	Rs. 85,000.00	April 2009
2.	A study on MGREGA in Tiruchirapalli district	Entrepreneurs hip Development	UGC	Rs. 150,000.0 0	March 2014

WORKSHOPS /CONFERENCE ORGANISED WITH UGC FUNDS

Local	UGC Sponsored	8.2.201	UGC Grant	UGC Rs. 5,32,000.
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Co-ordinator.	Workshop on “Capacity Building for Women managers in Higher Education”	2 - 12.2.2012		Grant sanctioned on 18/3/2011
Organising Secretary.	UGC sponsored National Level Seminar on “Women Entrepreneurship – Issues & Challenges”	28.3.2102	UGC Grant	Rs. 1.00.000/- April 2012.

Training Cum workshops organized by the National Consultative Committee (NCC) New Delhi sponsored by UGC: “CAPACITY BUILDING FOR WOMEN MANAGERS FOR HIGHER EDUCATION”

<u>N</u> <u>o</u>	<u>Date</u>	<u>Workshop</u>	<u>CORE</u>	<u>Venue</u>
1.	14.12.2009-18.12. 009	UGC sponsored Workshop on Capacity Building for women managers in higher education (Sensitive Awareness Motivation Workshop).....SAM	5 DAYS-SAM	Avinashilingam University, Coimbatore

2.	15.2.2010- 20.2. 2010	“Trainer of Trainees” Workshop Sponsored by, University Grants Commission, New Delhi.TOT	5 DAYS- TOT	Anna University, Chennai
3.	14.10.2011 -18.10.2011	Participated in 5 days UGC sponsored workshop on Management Skills Enhancement Workshop on “Recognition and Elimination of Sexual Harassment in Higher Education Institutions.MSEM	5 DAYS- MSEM	Sri Venkateswara University, Tirupathi Andhara Pradesh
4	4.8.2011- 8.8.2011	Participated in 5 days UGC sponsored workshop on Management Skills Enhancement Workshop on ““Advocacy and ICT”-.....-MSEM	5 DAYS- MSEM	NMKRV College, Bangalore.
5.	8.12.2012- 12.12.2012	Participated in 5 days UGC sponsored workshop on Management Skills Enhancement Workshop on ““Financial Management in Institutions for Higher Education & Communication and Negotiation skills in Institutions for Higher Education.....MSEM	5 DAYS- MSEM	Lady Doak College, Madurai

RESOURCE PERSON :

(FOR SENSITIVITY AWARENESS MOTIVATION PROGRAMME (UGC sponsored))

Trained as “Trainer Associate” by the (CGRP- UGC, New Delhi) Core Group Resource Persons under the Training Workshop “Trainer of Trainees” Sponsored by, University Grants Commission, New Delhi, conducted at Anna University, Chennai, from 15th Feb 2010 to 20th Feb 2010.

1. Resource person as Trainer Associate for UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION PROGRAMME” at PSG Krishnammal College for Women, Coimbatore, Tamilnadu, on 21st January 2011 to 25th January 2011 .to handle sessions on WOMEN & RESEARCH.
2. Resource person as Trainer Associate for UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION WORKSHOP” at Periyar University, on 27th June 2011 to 1st July 2011 to handle sessions on WOMEN & RESEARCH
3. Resource person as Trainer Associate for UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION WORKSHOP” at Ethiraj College, Chennai Madras University, on 19th June 2011 to 24th July 2011 to handle sessions on WOMEN & RESEARCH
4. Local Coordinator /as Trainer Associate organized UGC Sponsored “SENSITIVITY AWARENESS MOTIVATION WORKSHOP” at Providence College Coonoor, from 8.2.2012 to 12.2.2012, with the UGC grant Rs. 5,32,000.

Resource person for UGC sponsored programme organized by Dept of History & Languages, Providence College for Women Coonoor, on “Tribal Studies”2012

Resource Person for two days International Conference on “Contemporary Issues and Challenges of Indian Business in Global Scenario” at Jamal Mohammed College, Trichy on 13.2.2103 & 14.2.2013.

Chaired as Rapporteur for a one day National Seminar, organized by the PG & Research Department of Commerce, on Emerging issues on Service Sectors” at AVVM. Sri Pushpan College,(Autonomous), Thanjavur District, on 10.03.2012

Resource Person for Inaugural Address for a National Level Seminar on “Empowerment of women through Entrepreneurship” on 7.8.2013 at Kongunadu Arts & Science College, Thudiyalur, Coimbatore.

Chaired person for a session on “Gender Sanitization” for State level Symposium on “Developing Professional Skills and Gender Sensitization organized by the Dept of Women Studies, Holy Cross College (Autonomous,) Tiruchirapalli,on 17.12. 2013

LIFE membership in THIRD CONCEPT –International Journal of Ideas

Membership in JOURNAL OF MARKETING 2007-2008

Membership in Co-Operative Perspective Journal 2009

Membership in SMART JOURNAL 2008-2009

Membership in OSMANIA UNIVERSITY JOURNAL-2009

Membership in Economic Panorama 2008-2010

LIFE Membership in RAWS 2012-2013 onwards

Visit to Foreign Countries:

SINGAPORE, July 214,

No	Conference & Venue	Publisher	Paper
1.	2014 Global Marketing Conference : Bridging Asia and the World: Globalization of Marketing & Management Theory and Practice, at Marina Bay Sands SINGAPORE Date: 15 th , 16 th & 17 th July 2014,	Published in Journal : Korean Scholars of Marketing Science College of Human Ecology, Yonsei University 262 Seongsanno, Seodaemun-Gu, Seoul, Korea, 120-749 TEL / Fax : +82-2-2123-3109	“ MARKETING OF THE HERITAGE PUGUR HAND EMBROIDERY ART IN INDIA” (An empirical study on the challenges faced by the Indian Toda Tribal women in the Nilgiris District)

Others: Responsibilities:

1. Represented as JUDGE in a panel for an Inter collegiate Competition on “Improvement, Destruction-which is grown in advanced Technology?”, 21st Annual Oratorical Competition organized by the CONSUMER CONSULTATIVE COUNCIL at MIET ENGG COLLEGE, Trichy.

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