

BIO – DATA

Name : **Prof. Dr. V.R. PALANIVELU**

Father Name : G.Rangasamy Goundar

Designation : Professor-PRIMS

Date of Birth : 15.06.1965

Age : 51 Yrs

Educational Qualification : M.Com., MBA., M.Phil., Ph.D.,

Date of First Entry in the
College Service : 03.08.1992

Total Teaching Experience : 22 Years

Area of Specialization : Finance & Accounting, Entrepreneurship,
International Business

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PRIMS, Periyar University,
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Address for communication
Residence : 213, Kulla Vannankadu,
Valaraigate,
Animoor Post,
Tiruchengode Taluk - 637214
Namakkal District, Tamil Nadu.

Permanent Address : Vadivalampalayam,
Ramadavam Post,
Kandampalayam – 637 203,
Namakkal District, Tamil Nadu.

I. EDUCATIONAL QUALIFICATION

Sl. No.	Degree	Year and Percentage	University	Specialization
1	M.Com.	1988 Second Class 58%	University of Madras	Finance and Accounting
2	MBA	1998 First Class 64%	University of Madras	Finance and Accounting
3	M.Phil	1996 Second Class 53%	Madurai Kamaraj University	Finance and Accounting
4	Ph.D.	May 2008 Awarded	Periyar University Salem.	Finance

II. EXPERIENCE DETAILS

Sl. No.	Designation	Department	Duration	Name of College & Place
1	Lecturer	Commerce	03.08.1992 to 09.11.1993	Sengunthar Arts & Science College, Tiruchengode
2	Lecturer & HOD	Commerce	10.11.1993 to 02.05.1996	Sree Amman Arts & Science College, Erode
3	Lecturer	MBA	03.05.1996 to 07.06.2002	KSR College of Technology Tiruchengode.
4	Asst. Professor & HOD	MBA	08.06.2002 to 31.10.2003	KSR College of Technology Tiruchengode.
5.	HOD	Commerce	06.02.2004 to 31.04.2004	Vivekanandha College of Arts and Science for Women, Tiruchengode.
6.	Professor & HOD	MBA	14.06.2004 to 29.10.2009	Vivekanandha Institute of Information and Management Studies Triuchengode.
7.	Reader	PRIMS	30.12.2009 to 31.12.2012	Periyar University, Salem-11.
8.	Additional Duty Principal In charge	Periyar University Constituent College of Arts and Science	May 2012 to Nov 2014	Periyar University Constituent College of Arts and Science, Edapadi, Salem (DT)
9.	Associate professor	PRIMS	Dec 2012 to 29 Dec 2015	Periyar University, Salem-11.
10.	Professor	PRIMS	30.Dec 2015 to till date	Periyar University, Salem-11.

Classes handled : M.B.A., M.Com., MCA., M.Phil., Classes.

Subject handled : Accounting for Management
Accounting and Financial Management
Financial Management
Industrial Finance, Financial Accounting
Tax Management, Corporate Accounting
Financial and Management Accounting
Export Management, Entrepreneurship,
Entrepreneurship Development
Investment Management.

III. A. Resource Person : 1. Acted as Resource Person in MBA programme –
IGNOU
2. Acted as Resource Person in MBA programme DDE-
Annamalai University.
3. Acting as Resource Person in MBA programme -
Periyar University (PRIDE)
4. Acting as a chair person on National workshop –
organized by Gandhigram University, Dindugal.
5. Acted as a Chair Person on National Conference on Make in
India for Sustainable Development 2016 (MISD 2016)

B. Countries Visited : Bangkok - Thailand Invited as a Chair Person in the International
Conference on Business Economic and Accounting Organized by the
International Education Organizer, Training and Consulting
dated on 20th – 23rd March 2013

C. Member:

1. Member Board of Studies- Mother Teresa University, Kodaikanal
2. Member Board of Studies – Periyar University Salem
3. Advisory Committee Member- Shanlax International Journal of
Management – Madurai
4. Member in Editorial Board - Universal Journal of Accounting and
Finance, Horizon Research Publishing, USA
5. Member in Editorial Board – International Journal of Financial
Management (IJFM),
6. Member Academic Council – Mahindra college Arts and Science
College, Kalipatti
7. Member Academic Council – K.S.R College arts & Science,
Tiruchengode.
8. Chairman- MBA Question paper setting board- Bharathidhasan
University, Trichy.

D. Memorandum of Understanding (MOU)

Sl. No	Name of the Institution	Place	Date
1	MOU - Global Institute of Foreign Trade, Madurai	PRIMS Periyar University, Salem	11.01.2011
2	MOU – FICCI	PRIDE Senate Hall Periyar University, Salem	13.10.2015
3	MOU – NIPM, Chennai	PRIDE Senate Hall Periyar University, Salem	13.06.2015

IV. WORKSHOP, CONFERENCES, SEMINAR ATTENDED

Sl. No	Name of the Programme	Name of the Institution	Duration
1	National conference on “The Indian Railways – Towards a new horizon challenges and opportunities”	Sri Vesavi College, Erode.	20.01.2007
2	National Convention on Breaking barriers and building bridges.	MMA, Chennai	24.03.2007
3	National Seminar	VIIMS, Tiruchengode	29.09.2007
4	National Convention on Global challenges for emerging India.	MMA, Chennai	15.02.2008 & 16.02.2008
5	Seminar on Emerging Trends in Entrepreneurship Development	CIDISSIA Chennai	16.07.2008
6	Seminar on Global Level Entrepreneurs	CODISSIA, Coimbatore	24.11.2008
7	Training Programme on Women Entrepreneurship Development	CII Chennai	23.06.2009
8	National Convention on Navigating Uncertain Times	MMA Chennai	20.02.2009 & 21.02.2009
9	International conference on Farm to Fork	FICCI, Chennai	29.09.2009 to 30.09.2009
10	National Conference	Gandhi Gram University	24.02.2011
11	National Workshop	Department of Commerce Periyar University	25.07.2013 to 26.07.2013

V. FDP, ATTENDED

Sl. No	Name of the Programme	Name of the Institution	Date
1.	FDP on Entrepreneurship Development Programme	CII Coimbatore	21.08.2007
2.	FDP on teaching training research and administration methodology.	VIIMS, Tiruchengode	11.08.2007
3.	Faculty orientation programme	CII, Coimbatore	10.08.2007
4.	FDP on Entrepreneurship Development – DST Sponsored	ITCOT & VIIMS, Tiruchengode	26.10.2009 to 06.11.2009
5.	FDP on Entrepreneurship Development	PRIMS, Periyar University.	09.03.2011 to 20.03.2011

VI. SEMINAR, WORKSHOPS ORGANISED:

Sl. No	Name of the Programme	Name of the Institution	Date
1.	National seminar on emerging trends in marketing	Vivekanandha Institute of Information & Management Studies, Tiruchengode	29.03.2006
2.	National seminar on Transformation Human Resources	Vivekanandha Institute of Information & Management Studies, Tiruchengode	27.10.2006
3.	National convention on Gen Next – 2007	Vivekanandha Institute of Information & Management Studies, Tiruchengode	12.10.2007
4.	Inauguration of ED Cell	Vivekanandha Institute of Information & Management Studies, Tiruchengode	16.09.2008
5.	International seminar	Vivekanandha Institute of Information & Management Studies, Tiruchengode	30.01.2009 to 31.01.2009
6.	Entrepreneurship awareness programme	Vivekanandha Institute of Information & Management Studies, Tiruchengode	12.09.2009
7.	EA Programme	Vivekanandha Institute of Information & Management Studies, Tiruchengode	01.10.2009
8.	Entrepreneurship Guidance Cum Motivation Campaign	Vivekanandha Institute of Information & Management Studies, Tiruchengode	11.11.2009
9.	Inauguration of ED Cell	PRIMS Periyar University, Salem	08.04.2010
10.	Inauguration of Alumni Association - PRIMS	PRIMS Periyar University, Salem	09.04.2010

11.	Inauguration of Export Promotion Cell	PRIMS Periyar University, Salem	04.10.2010
12.	Workshop on Stock Market with Live Trading	PRIMS-Salem Periyar University, Salem	2.11.2010
13.	Workshop on Problems faced by Women Entrepreneurs	PRIMS Periyar University, Salem	8.01.2011
14.	Entrepreneurship Awareness Programme	PRIMS Periyar University, Salem	3.12.2011
15.	International Conference on Global Business Environment and its Impact on Management Education	PRIMS Periyar University, Salem	10 th & 11 th Feb 2011
16.	Two weeks Faculty Development Programme in Entrepreneurship	Senate Hall Periyar University, Salem	09.03.2011 to 20.03.2011
17.	State Level Management Meet	PRIMS Periyar University, Salem	27 th September 2011
18.	ISBN Book Release Function	PRIMS Periyar University, Salem	21 st October 2011
19.	Inauguration of Periyar University Alumni Association	Periyar University, Salem	4 th November 2011
20.	Entrepreneurship Awareness Programme -EAP	PRIMS Periyar University, Salem	3.12.2011
21.	Entrepreneurship Awareness Programme -EAP	PRIMS Periyar University, Salem	3.01.2012 & 4.01.2012
22.	Entrepreneurship Development Programme	PRIMS Periyar University, Salem	27.03.2012
23.	Faculty Development Programme on Entrepreneurship Development (FDP)	PRIMS Periyar University, Salem	11-12-2012 to 21-12-2012
24.	Workshop on Export Awareness and Opportunities	PRIMS Periyar University, Salem	10.12.2014
25.	ICSSR Sponsored Two – week Capacity building Programme for Faculty Members of Social Science	PRIMS Periyar University, Salem	17.04.2015 to 30.04.2015
26.	I MBA Inauguration Programme	PRIMS Periyar University, Salem	06.07.2015
27.	I MBA Orientation Programme	PRIMS Periyar University, Salem	13.07.2015
28.	Workshop on Corporate Etiquettes and Soft Skills	PRIMS Periyar University, Salem	27.07.2015
29.	Workshop on Investment Awareness and Opportunities	PRIDE Senate Hall Periyar University, Salem	25.08.2015

30.	Special Lecture Programme Financial Services	PRIMS Periyar University, Salem	27.08.2015
31.	Workshop on Online Share Trading	PRIDE Senate Hall Periyar University, Salem	13.10.2015
32.	Special Lecture on Entrepreneurship	PRIMS Periyar University, Salem	03.12.2015
33.	Suyathozhil: Awareness Seminar	Periyar Kalaiarangam Periyar University, Salem	11.01.2016
34.	1 st Business Expo – 2016	School of Business Studies, Periyar University Salem	10,11,12 - 2016

VII. INTERNATIONAL CONFERENCE ORGANIZED

1.	1 st International Conference on Global Business Environment and its Impact on Management Education	Periyar Kalaiarangam Periyar University, Salem	10 th & 11 th Feb 2011
2.	2 nd International Conference – 2016	Periyar Kalaiarangam Periyar University, Salem	27.01.2016 to 28.01.2016

VIII. PAPER PRESENTATION DETAILS

Sl. No	Name of the Institution	Name of the Programme	Title of the Paper	Date
1	KSRCT, Tiruchengode	Seminar on Managerial Skill	Role of management accountant in project financing.	29.01.1997
2	Karunya Institute of Technology, Coimbatore	National Conference	NPA Management – Approach	26.03.2004
3	E.G.S.Pillay Engineering College	National Level Seminar	Growth and Development of IT industries in India	27.03.2004
4	Gobi Arts & Science College, Gobi	National level seminar	Role of foreign Investment in Indian Economic Growth Due to impact of liberalization	10.09.2004 to 11.09.2004
5	Nallamuthu Gounder Mahalingam College, Pollachi	National level seminar	Security of Food to Eradicate Poverty in India	22.09.2004
6	Adaikalamatha Institute of Management	International Management Convention	Impact of Globalization in Indian Economic Growth	27.09.2004 to 28.04.2004
7	Kongu Arts & Science College, Erode	National level seminar	The Role of IPR in International Trade	18.08.2005 to 19.08.2005
8	VICAS, , Tiruchengode	National seminar	Institutional finance to woman entrepreneurs	25.02.2006

9	VIIMS, Tiruchengode	International seminar	Impact of globalization in Indian economy after 2008	30.01.2009 & 31.01.2009
10	PRIMS, Salem	National Seminar,	Quality of work life	04.02.2010& 05.02.2010
11	The Gandhigram Rural Institute, Gandhigram, Thindukkal	National Seminar,	Social Aspects of CSR Through Rural Industries	23.02.2011& 24.02.2011
12	Bharathiyar University, Coimbatore	National Seminar,	Green Consumerism In India	22.07.2011& 23.07.2011
13	Bharath University, Chennai	International seminar	Behavior Of Women in online Trade Market	25.08.2011& 26.08.2011
14	R K K R Business School, Salem	National Seminar	Current Trends in Textile Industry	20.10.2011
15	The Gandhigram Rural Institute, Gandhigram, Thindukkal	National Seminar,	Agricultural Product Marketing in India	17.12.2011& 18.12.2011
16	The Gandhigram Rural Institute, Gandhigram, Thindukkal	National Seminar,	1. Rural marketing hubs 2. Griculture Products Marketing In India-An Overview.	17.12.2011& 18.12.2011
17	Rajah Serfoji Government College, Thanjavur.	International conference	Primary Health Care Resources in India – As Study	15.12.2011& 16.12.2011
18	Guru Nanak College, Velachery, Chennai	National Seminar	Opportunities and Challenges for Women Entrepreneurs	25.01.2012
19	Guru Nanak College, Velachery, Chennai	National Seminar	Conceptual Changes in Export Marketing	25.01.2012
20	Guru Nanak College, Velachery, Chennai	National Seminar	Creative Marketing Strategies in Context to Service Marketing	25.01.2012
21	Adaikalmatha Institute of Management ,Thanjur	International conference	Women Entrepreneurs in Small Scale industries in Erode town	28.01.2012
22	Sree Saraswathi Thiyagaraja College	National conference	Problems and perspectives of Women Entrepreneurs	3.02.2012
23	Sree Ganesh School of Management, Salem	International Conference	Security and Exchange Board of India	24.02.2012
24	Loyola College, Chennai	National Conference	Human Relationship Management in Banking & Insurance Sector	15.02.2012& 16.02.2012
25	Bharathiar University, Coimbatore	National Seminar	Environmental Policy	23.02.2012
26	PRIMS, Periyar University, Salem	National conference	Role of Women Entrepreneurs in Developing Indian Economy	23.02.2012& 24.02.2012
27	PRIMS, Periyar University, Salem	National conference	India Exports- Challenges and Prospects	23.02.2012 & 24.02.2012
28	PRIMS, Periyar University, Salem	National conference	Measuring Entrepreneurial Orientation with Special Reference to Tamil nadu	23.02.2012 & 24.02.2012

29	Padmavani Arts and Science College for Women ,Salem	National Conference	The Importance of Advertisements in Promoting Textile Exports	October,2012
30	Vysya Institute of Management Studies , Salem	National Conference	1.Green Entrepreneurs 2. Opportunities and Challenges of a new Entrant in International Marketing Arena.	March2012
31	Bharathiyar University	International Conference	Challenges for in Women in 21 st Century	March 9 th 2012
32	Sakthi Institute of Information and Management Studies	International Conference	Emerging forms of Women Entrepreneurship and Innovation	May11 th 2012
33	Annamalai university Department of Business Administration, Chidamparam	International Conference	Challenges Faced y Women Entrepreneurs in India	July 27- 29 th 2012
34	Annai Mathammal Sheela Engineering College, Namakkal	International Conference	Global Economic Crisis: Causes and Impact on Indian Stock Market	September14 th 2012
35	Annai Mathammal Sheela Engineering College, Namakkal	International Conference	Impact of Global Crisis: Impact on Indian Stock Market	September14 th 2012
36	VICAS, Tiruchengode	National Seminar	The Role of Indian Entrepreneurs in Booting the Textile Exports	21.09.2012 to 22.09.2012
37	VICAS, Tiruchengode	National Seminar	Women Empowerment	21.09.2012 to 22.09.2012
38	Annual Conference of Association of Economics of Tamil Nadu -XXXIII	Annual Conference	Formers Perception towards Agriculture Insurance Companies –A Case Study of Erode District	27,28.10. 2012
39	Jayam College of Engineering and Technology, Dharmapuri	National Conference	A Study on Socio Economic background of Entrepreneurs in Small Scale Industries with special Reference to Unorganized Sector and Organized Sector	26.04.2012
40	RVS Institute of Management studies, Coimbatore	National Conference	Current Scenario of Indian Textile Industry Export Performance	15 th September 2012
41	International Conference on Business, Economics & Accounting	International Conference	A Study on Challenges and Opportunities to women Entrepreneurs in Salem District of Tamil Nadu(India)	20-23 March 2013
42	Building Management Model for Sustainable Growth	International Conference	“Learning on Women Empowerment and Classifying the Hurdles and Opportunities Available to Women Entrepreneur”	June 2013

43	“New Vistas of Indian Business in Global Scenario” Brahma School of Business, Namakkal	International Conference	Rural Women Empowerment & Entrepreneurship Development	19 th October 2013
44	“New Vistas of Indian Business in Global Scenario” Brahma School of Business, Namakkal	International Conference	A Study on Problems of Women Entrepreneurship in Rural India	19 th October 2013
45	“New Vistas of Indian Business in Global Scenario” Brahma School of Business, Namakkal	International Conference	Rural Women Empowerment and Entrepreneurship Development	19 th October 2013
46	Globalization and its impact on Indian Economy – Sri Vasavi College, Erode	International Conference	A study on challenge faced by women entrepreneurship in India	2 nd January 2014
47	Business Challenges and Opportunities for Transformation Excellence – Vasavi Vidya Trust Group of Institution, Salem	National Conference	Rural – urban linkages for Development of Rural economy in Tamilnadu	26 th February 2014
48	Emerging Management Tends and Strategies – PRIMS, Periyar University, Salem	National Seminar	Challenges of Growing young women Entrepreneurs in Informal Sector	6 & 7 th March 2014
49	Emerging Management Tends and Strategies – PRIMS, Periyar University, Salem	National Seminar	The Barriers in Exporting to the Eruopean Union: Dilemma of Indian Textile firms	6 & 7 th March 2014
50	Emerging Management Tends and Strategies – PRIMS, Periyar University, Salem	National Seminar	Women Empowerment – problems and prospects for Tamilnadu	6 & 7 th March 2014
51	International Centre of Economics, Humanities and Management	International Seminar	Women Entrepreneurship in the context of Gender competitiveness, opportunities and Hurdles	March 22-23, 2014
52	Impact of M-Commerce in Global Business ISBN 978-93-81208-36-6 Prof. Dhanapalan College of Arts and Science, Chennai	National Conference	Role of Rural Co-operative Banks In Development of Women Entrepreneurship in Tamilnadu	September 19 2014
53	National Level Conference on Managerial Innovations and Challenges in Globalised Economy	National Seminar	Women Entrepreneurship and Challenging in Global Environment	September 26 2014
54	Department of Sociology, Periyar University, Salem.11, Tamil Nadu.	National Seminar	Medical Tourism an Innovative Opportunity for Entrepreneurs	8 th & 9 th January 2015
55	International conference on Innovations in Research in the field of social science	International Conference	Green Export Marketing	21st July 2015

56	Department of Management Studies, Nehru Institute of Technology, Coimbatore Tamil Nadu	International Conference	An evaluative study on scientific screening process in a recruitment consulting firm	November 6 th , 2015
57	Periyar Institute of Management Studies (PRIMS), Periyar University, Salem.11 Tamil Nadu	International Conference	The strengths and Weakness of Languedoc Roussillon SMEs Export	January 27-28, 2016
58	Periyar Institute of Management Studies (PRIMS), Periyar University, Salem.11 Tamil Nadu	International Conference	Rural Entrepreneurship Development Programme in India an Assessment	January 27-28, 2016
59	Periyar Institute of Management Studies (PRIMS), Periyar University, Salem.11 Tamil Nadu	International Conference	The export orientation and export performance o high Technology SMEs in emerging markets the effects o knowledge transfer by Returnee entrepreneurs	January 27-28, 2016
60	School of Humanities and Social Science of Periyar University, Salem, Tamil Nadu	National Conference	Education and Skill Development for Sustainable Development	February 4 th & 5 th ,2016
61	Department of Economics, Periyar University, Salem.11 Tamil Nadu	National Conference	Role of HR and Financial Services in Making Make in India Campaign a Success	March -14, 2016
62	Department of Economics, Periyar University, Salem.11 Tamil Nadu	National Conference	Export Entrepreneurs and Challenges with Special Reference to Namakkal District	March -14, 2016
63	Department of Economics, Periyar University, Salem.11	National Conference	Role of Small Scale Industries in India	March -14, 2016

IX. CO-ORDINATOR

Sl. No	Designation	Place	Duration
1.	Co-ordinator	Entrepreneurship Development Cell- (PRIMS)	Dec 2009 to June 2016
2.	Co-ordinator	Export Promotion cell- (PRIMS)	June 2010 to till date
3.	Co-ordinator	Periyar University Alumni Association	Feb 2011 to till date

X. PUBLICATIONS, RESEARCH & FUNDED SCHEMES

a).PUBLICATIONS (BOOKS):

S. No.	Title of the Book	Publisher	Year
1.	Accounting for Management ISBN:978-93-81159-38-5	University science press , New Delhi.	I st Edition 2007 IIIrd Edition 2013
2	Financial Management ISBN: 81-219-3249	S.Chand & Co., New Delhi.	II rd Edition 2012
3	Business Communication ISBN:978-93-5202-809-2	Himalaya Publishing House, Mumbai	I st Edition 2015
4	Business Economics ISBN:978-93-5202-810-8	Himalaya Publishing House, Mumbai	I st Edition 2015
5	A Research Book On Global Business Environment And its Impact on Management Education ISBN:978-93-5051-462-7	Himalaya Publishing house, Mumbai	2011
6	Role of Management Education to Promoting Entrepreneurship in the Globalized Business Environment	Periyar University, Salem	2016

b).PUBLICATIONS (JOURNALS):

S.No.	Name of the Journal	Title of the Papaer	Year
1.	Facts for You ISSN 0970 2652	All about BPO Business Process Outsourcing	Oct 2010
2.	Women Empowerment in India Challenges Ahead / ISBN 978 81 8371 373 3	The Role of Indian Banking Sector in the Promotion of Self Help Groups	January 2011
3.	Facts for you Issn 0970 2652	Palm Tree Seeking Attention	August 2011
4.	International conference on Emerging Trends in E- Advertising / ISBN 978- 81-9205-611-2	Trading Behavior of women in online Trade Market	August 2012
5.	National Seminar on Innovative Strategies for corporate management in the Globalized Scenario/ ISBN 978 81 90792 48 6	1.Conceptual Changes in Export Marketing, 2.Creative Marketing Strategies in Context to Service Marketing, 3.Opportunities and Challenges for Women Entrepreneurs'	January 2012
6.	Emerging Trends in Management Practices - NCETMP 2012 / ISBN 978 81 922849 1 0	Problems and Prospectus of Women Entrepreneurship	February 2012

7.	Journal of Management and Science ISSN no 2249 1260	Human Relationship Management in Banking & Insurance Sector	February 2012
8	Innovative Management Strategies for Emerging Business Paradigms ISBN:978-81-909038-1-3	Women entrepreneurs in small Scale Industries in Erode down	Jan 2012
9	Modern management Practices for Business	Women Empowerment through Economic Development	March 2012
10	Business Practice for sustainable Integration	Indian Textile Exports :Post-Multi fiber Arrangement Scenario	March 2012
11	Facts of Business Excellence and Computational Intelligence ISBN.No:978-81-922849-5-8	1.Green Entrepreneurship 2. Opportunities and Challenges of a new Entrant in International Marketing Arena.	March 2012
12	Journal of Management and Science / ISSN 2249 1260	Issues and Challenges for Women Entrepreneurs	June 2012
13	Effective HRM Practices for Business Performance ISBN 978-93-82338-11-6	Challenges Faced by Women Entrepreneurs in India	June 2012
14	Emerging Trends in Global Business ISBN No:978-93-81537-00-8	Current Scenario of Indian Textile Industry Export Performance	Sept2012
15	IBEA 2013 International Conference on Business, Economics & Accounting Thailand ISBN No.978-602-19725-1-9	A Study on Challenges and Opportunities to women Entrepreneurs in Salem District of Tamil Nadu (India)	March 2013
16	IBEA 2013 International Conference on Business, Economics & Accounting Thailand ISBN No.978-602-19725-1-9	The Growth of Indian Textile Industry fuelled by the Indian Trade Policy	March 2013
17	Shanlax International Journal of Management ISSN : 2321 - 4643	Global perspective on the critical factors affecting the Textile export Development	June 2013
18	Shanlax Publications ISBN: 978-93-80686-42-4	“Learning on Women Empowerment and Classifying the Hurdles and Opportunities Available to Women Entrepreneur”	June 2013
19	Shanlax International Journal of Management ISSN : 2321 - 4643	“Empowerment of Rural Women Through Self-Employment – A study with Special Reference to Idappadi Taluk in Salem District”	June 2013
20	Shanlax International Journal of Management ISSN : 2321 - 4643	A study of entrepreneurial culture entrepreneurs in informal sector	June 2013
21	Shanlax International Journal of Management ISSN : 2321 - 4643	Measuring the benefits of women entrepreneurship development policy	June 2013

22	Indo Asian Journal of Advanced Management ISSN 2250-1266	Trends in Entrepreneurship	June 2013
23	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	A Study on Market Potential Analysis of Lakme Products with Special Reference to Namakkal Region	August 2013
24	Intercontinental Journal of Marketing Research Review	A study on Market Potential Analysis of Electric Vehicle with Special Reference to women Entrepreneurs in Namakkal District	September 2013
25	EPRA International Journal of Economics, Business and Management Studies	A Study on Growth of Informal Women Entrepreneur in Agricultural Business	October 2013
26	Zenith International journal of Multidisciplinary Research, ISSN 2231-5780 Vol.3(11)	Investor Awareness in Mutual Funds: A study with Reference to Namakkal District, Tamilnadu, India	November 2013
27	Intercontinental journal of Finance Research Review ISSN-2321-0354(O) 2347-1654(P) Impact Factor-0.604	Challenges Faced by Women Agripreneurs in Tamilnadu	January 2014
28	National Conference on Impact of Retail Marketing on Indian Economy	A Study on Global Textile Export Trends: An Enquiry	February 2014
29	Proceedings of the 2 nd National Conference on Business Challenges and Opportunities for Transformation Excellence	Rural –Urban Linkages for Development of Rural Economy in Tamil Nadu	February 2014
30	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	Industrialized procedure and its collision on the development of Indian textile trade	March 2014
31	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	Industrialized Procedure and its collision on the Development of Indian Textile Trade	March 2014
32	Emerging Management Trends and Strategies ISBN:978-93-80686-16-5	Challenges of Growing Young Women Entrepreneurs in Informal Sector	March 2014
33	Proceedings of ICEHM, International Conference ON Arts and Economics and Management ISBN 978-93-82242-82-6	Women Entrepreneurship in the Context of Gender Competitiveness, Opportunities and Hurdles	March 2014
34	Indian Journal of Applied Research ISSN – 2249 – 555 X Impact Factor : 2.1652	A Study on Entrepreneurial Culture of Entrepreneurs in Informal sector (With special reference to Namakkal District, Tamil Nadu)	

35	Paripex – Indian Journal of Research ISSN No – Impact Factor-2.1652	Managerial Challenges and Linking Innovations in Women Entrepreneurship	April 2014
36	Akshay International Journal of Management ISSN-0975-9271	Women Entrepreneurship Education In India	April 2014
37	Indian Journal of Applied Research ISSN-2249-555X Impact Factor-2.1652	To study on the Problems faced by the Women Entrepreneurs (Special reference to selected districts of Tamil Nadu	May 2014
38	Paripax- Indian Journal of Research ISSN-2250-1991, Impact Factors-1.6714	Problem and Prospects of Women Entrepreneurs in India	June 2014
39	Intercontinental journal of Finance Research Review ISSN-2321-0354(O) 2347-1654(P) Impact Factor-0.604	A study on Financial Analysis with Reference to Salem District Co- operative Milk Producers Union Ltd,(AAVIN) Salem	June 2014
40	Indian Steam Research Journal ISSN-2230-7850, Impact Factor-2.1506	Women empowerment through entrepreneurial Development of poverty alleviation (With special Reference to Pudhu Vaazhvu Project in Tamil Nadu)	June 2014
41	Proceedings of the National Seminar on Role of ICT in Education and Development – Opportunities and Challenges ISBN:978-93-82570-35-6	Information and Communication Technology for Women's Empowerment in India	June 2014
42	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	A study on working Capital Management with special reference to steel authority of India Ltd,	July 2014
43	Paripex- Indian Journal of Research ISSN-2250-1991, Impact Factors-1.6714	A Study on Financial Performance of Shevapet Urban Co-operative Bank, Salem	July 2014
44	Global Journal For Research Analysis ISSN-2277-8160,Impact Factor-1.5408	A study on Working Capital Management of Salem District Co- operative Milk Producer Union Ltd, Salem	July 2014
45	Intercontinental Journal Of Finance Research Review ISSN:2347-1654,Impact Factor:0.604	A study on awareness on savings and investments of students Studying at higher secondary level in Namakkal district, TamilNadu, India	July 2014
46	Paripex – Indian Journal of Research ISSN – 2250 – 19901 Impact Factor1.6714 Volume:3,Issue:9	A Study on Role of Salem District Central Cooperative Bank in Agricultural Financing with special Reference to Crop Loan in Salem District	Sep 2014

47	Impact of M-Commerce in Global Business ISBN 978-93-81208-36-6	Role of Rural Co-operative Banks In Development of Women Entrepreneurship in Tamil Nadu	Sep 2014
48	Universal Journal of Accounting and Finance 2(6): 173-178, 2014 DOI: 10.13189/ujaf.2014.020603	Strategies for Empowering Rural Women through Viable Entrepreneurial Ventures through Micro Credit	Dec 2014
49	Review of Research ISSN:2249-894X Impact Factor:3.1402	The Background and Challenges faced by the Small Medium Enterprises a Human Resource Development Perspective in India	April 2015
50	Golden Research Thoughts ISSN:2231-5063 Impact Factor:3.4052	Economic Environment of Entrepreneurial Development Programme in India	April 2015
51	Golden Research Thoughts ISSN:2231-5063 Impact Factor:3.4052	A Study on Investment Patterns of Investors in SBI Mutual Funds at salem city	Sept 2015
52	Indian Streams Research Journal ISSN 2230-7850 Impact Factor:3.1560	A Study on Employee Engagement Activities at Toshiba JSW Turbine & Generator Pvt Ltd, Chennai	Sept 2015
53	Golden Research Thoughts ISSN:2231-5063 Impact Factor:3.4052	A study on employee stress Management in sail refractory company limited at salem	Sept 2015
54	Nehru Journal of Management Research Volume I Issue 10 ISSN 2230 -7974	A study on Problems of Agri Exporters in Tamil Nadu	Nov 2015
55	Nehru Journal of Management Research Volume I Issue 10 ISSN 2230 -7974	A study on customer Relationship Management for a recruitment consulting firm – ICONIUM Consulting Group, Chennai	Nov 2015
56	Nehru Journal of Management Research Volume I Issue 10 ISSN 2230 -7974	An Evaluative study on scientific screening process in a recruitment consulting firm – ICONIUM	Nov 2015
57	North Asian International Research Journal of Multidisciplinary Vol.1 Issue 6	Entrepreneurial Development Programme Policies in India – An Assesment	Nov 2015
58	Asian Journal of Research in Business Economics & Management ISSN 2250- 1673	Small Scale Industries in Entrepreneurship development of India	Dec 2015
59	Innovative Thoughts International Research Journal , ISSN 2347-5722 Vol-3 Issue 2	Performance Appraisal of Rural Entrepreneurship Development Programs	Nov 2015
60	Nehru Journal of Management Research (NJMR), ISSN 2230 7974 Vol-1 Issue-10	An evaluative study on scientific screening process in a recruitment consulting firm- ICONIUM	Nov 2015

61	North Asian International Research Journal of Consottium, ISSN 2454-9827 Vol-2 Issue 1, Impact factor: 2.01	A study on Problems of Garment exporters in Tirupur	January 2016
62	Shanlax International Journal of Management, ISSN 2321-4643 Special Issue 1	The export orientation and export performance o high Technology SMEs in emerging markets the effects o knowledge transfer by Returnee entrepreneurs	January 2016
63	Shanlax International Journal of Management ISSN 2321-4643, Special Issue 1	Strengths and Weakness of Languedoc Roussillon SMEs Export	January 2016
64	Conference Proceeding ISBN 9723-67-98767-7-5 Vol-1 issue	Rural Entrepreneurship Development Programme in India an Assessment	January 2016
65	Conference Proceeding, School of Humanities and Social Sciences ISBN : 978-93-5254-974-0 Feb-2016	National Policy for Skill Development and Entrepreneurship 2015	Feb-2016
66	Conference Proceeding ISBN -978-93-5254-974-0 Vol-1 issue 2	Role of Education and Skill Development For Sustainable Development	Feb 2016
67	International Journal Business and Administration Research Review (IJBARR) E-ISSN No: 2347-856X ISSN No: 2348-0653 Vol No: 1Mar 2016 Impact Factor 3.072	Role of Small Scale Industries in India	March 2016
68	International Journals of Business and Administration Research Review (IJBARR) ISSN-2348-0653 Volume No-1 Issue No-1	Role of HR and Financial Services in Making Make in India Campaign a Success	March 2016
69	Conference Proceeding Bharathi Pathippaha, Coimbatore ISBN 978-81-923575-3-9	Role of Management Education in promoting Entrepreneurship in the globalized Business Environment	March 2016
70	International Journals of Business and Administration Research Review (IJBARR) ISSN-2348-0653 Volume No-1 Issue No-1	Role of Small Scale Industries in India	March 2016
71	International Journals of Business and Administration Research Review (IJBARR) ISSN-2348-0653 Volume No-1 Issue No-1	Export Entrepreneurs and Challenges with Special Reference to Namakkal District	March 2016
72	Intercontinental Journal of Finance Research Review, ICMRR International Management Research	The Food Processing Industry In India: Challenges And Opportunities	Sept - 2016

	Review, ISSN:2321-0354 Online ISSN : 2347-1654 Impact Factor:1.55 Volume -4 Issue -9		
73	IJAR - International Journal of Applied Research, IJAR, ISSN - 2249-555X. Factor :3.919, Volume -6, Issue -10	Marketing Strategies for Frozen Fish Exporters in India	October - 2016
74	Conference Proceeding Bonfring Coimbatore ISBN 978-93-86176-39-4	The Government of India's Role in Promoting Innovation through policy Imitative for Entrepreneurship Development	Sep-2016
75	South Asian Academic Research Journals South Asian Academic Research Journals ISSN: 2249-7137 Impact Factor: SJIF 2013 = 5.099	A Study on Entrepreneurial Awareness among Women Graduates and Post Graduates Among Tamilnadu, India	Nov- 2016
76	PARIPEX - Indian Journal Of Research PARIPEX - Indian Journal of Research Ahmedabad ISSN - 2250-1991 Volume : 5 Issue : 11 November-2016 IF : 5.215 IC Value : 77.65	Prospect and Motivation - Youth Entrepreneurship in India	Nov- 2016
77	Bonfring International Journal of Industrial Engineering and Management Science Bonfring International Journal ISSN - 2250-1096, Volume -6, Special Issue	Exporters Opinion and Level of Satisfaction Towards Service Rendered by Export Credit Insurances in Tiruppur and Coimbatore Towns	Dec-2016
78	PARIPEX International Journal of Research PARIPEX International Journal of Research ISSN - 2250-1991 Factor :5.215 Volume -5, Issue -12	Entrepreneurship And Economic Development	Dec-2016
79	International Journal of Research & Business Innovation (IJRBI) IJRBI ISSN – 2321-5615 Volume : 4 Special Issue : 3 December -2016, Impact Factor: 1.53	Role of Management Education in promoting Entrepreneurship in the globalised Business Environment in India	Dec 2016

C) RESEARCH:-

1. MBA Project Guided : 200 Nos.
2. M.Phil Project Guided : 024 Nos.
3. Ph.D. Guided : 07Nos.
4. Ph.D. Guiding : 06 Nos.

D) DETAILS OF FUNDS RECEIVED:

S.No.	Particulars	Sponsoring Agency	Date	Amount
1.	Implementation of EDC project	AICTE, New Delhi	28.04.2009	Rs.8,00,000
2.	Major Research Project	UGC – New Delhi	Feb 2011	Rs .6,21,200
3.	To Organize EAC EDP, FDP	EDI-Ahamadabad	Oct-2011	Rs.3,18,000
4	To organize International Conference	TNSCST- Chennai	Sep 2011	Rs.20,000
5	To organize International Conference	SBI- Omalur, Salem	Jan 2016	Rs.25,000
6	To organize International Conference	Union Bank of India- Salem	Jan 2016	Rs.40,000
7	To organize International Conference	Canara Bank - Salem	Jan 2016	Rs.50,000
8	Five days Training Programme	RGNIYD, Chennai	Feb-2017	Rs.1,30,000

Coordination with NBA and NAAC Committees**Declaration**

I hereby declare that all the above furnished details are true to the best of my knowledge.

Signature