

**DEPARTMENT OF COMMERCE**

**Dr. ZAKIR HUSAIN COLLEGE, ILAYANGUDI**

**Individual Staff Profile (as on 31<sup>st</sup> JAN  
2026)**



<b>Name of the staff</b>	<b>Dr. K. Naina Mohamed.,M.Com.,MBA., M.Phil., Ph.D.</b>
<b>Designation</b>	<b>Associate Professor</b>
<b>Name of the Department</b>	<b>Commerce</b>
<b>Communication Address</b>	<b>Phone: 9942767486 Mobile : 8870269272 e-mail: Office: <a href="mailto:nainadrzc@gmail.com">nainadrzc@gmail.com</a> Personal:</b>
<b>Teaching experience:</b>	<b>Date of joining this College: 20.06.2001 Experience in other Colleges: 6 Yrs Total Experience as on 31.1.2026 : 32 Years</b>

**Academic Qualifications:**

<b>Name of the Degree</b>	<b>University</b>	<b>Year</b>	<b>Division &amp; Distinction</b>
<b>Ph. D.</b>	<b>Bharathidhasan University</b>	<b>2005</b>	<b>Commended</b>
<b>M.Phil.</b>	<b>Bharathidhasan University</b>	<b>1992</b>	<b>First</b>
<b>M.Com</b>	<b>Bharathidhasan University</b>	<b>1990</b>	<b>First</b>
<b>MBA</b>	<b>Alagappa University</b>	<b>2015</b>	<b>First</b>



## RESEARCH AND ACADEMIC CONTRIBUTION:

### A: DETAILS OF RESEARCH PAPERS PUBLISHED

#### i) Refereed journals with ISSN/ISBN (throughout the career)

Sl.No	<i>Title of the Article</i>	<i>Author</i>	<i>Co-Authors</i>	<i>Name of the journal Vol. No. &amp; Page</i>	<i>International / National</i>	<i>Impact Factor, Scopus index, etc.</i>
1.	Mapping Service Quality in the Indian Banking Industry	Dr. K. Naina Mohamed		Marketing & Communication (ISSN – 0973 – 2330) New Delhi.	National	
2.	Service Quality in the Analysis in Indian Banking Industry: A Perspective from customers and bank officials	Dr. K. Naina Mohamed		PES Business Review (ISSN-0973-919x) Bangalore	National	
3.	Risk Return Relationship in Selected Indian Industries – An Analysis	Dr. K. Naina Mohamed		ISSN No. 2319 – 1406, Vol. No. 2, Issue No.1, pp.162-168, Published in April 2014	International	
4.	FDI with special reference to Shopping Malls	Dr. K. Naina Mohamed		(ISSN 0973 – 0303) Special Issue dated 24.01.2015 pp.270-272	National	
5.	PLS-Banking with special reference to India.	Dr. K. Naina Mohamed		(ISSN 0973 – 0303) Special Issue dated in Jan 2016 pp.270-272	National	
6.	A Study on consumer preference towards courier	Dr. K. Naina Mohamed		Volume 2 ISSN : (2454-2938) Special Issue dated in Jan 2016	National	



	service in India.					
7.	A Study on online and internet trading at national stock exchange in India.	Dr. K. Naina Mohamed		Volume 3 ISSN : (2454-2938) Special Issue dated in 3 July 2016	National	
8.	Growth strategies for effective operation of financial services with reference to National stock exchange in India.	Dr. K. Naina Mohamed		(ISSN 0973 – 0303) Special Issue dated in September 2016	National	
9.	Globalization : Its impact on management education in India.	Dr. K. Naina Mohamed		Volume –IX No.2 (ISSN 0973 – 0303) Special Issue dated in Jan 2017	National	
10.	Impact of Logistic Operation with Reference to Hosiery Export Industry in India.	Dr. K. Naina Mohamed		(ISSN 2395 – 5929)Special Issue – VII dated in December 2017	International	
11.	Foreign Investment in India with Special Reference to Telecommunication Industry	Dr. K. Naina Mohamed		(ISSN 2395 – 5929)Special Issue – III dated in December 2017	International	Impact Factor-1.14
12.	Online marketing in	Dr. K. Naina		(ISSN 2320 – 4168)Volume 6	International	Impact Factor-3.017



	India	Mohamed		Special Issue 2 dated in January 2018		
13.	Penetration of India Banking Services in the Globalised ERA	Dr. K. Naina Mohamed		(ISSN 2320 – 4168) Volume 6 Special Issue 1 dated in February 2018	International	Impact Factor-3.017
14.	Globalization and Banking service in India-An Overview	Dr. K. Naina Mohamed		(ISSN 2454-4558) Annual Issue dated in September 2018	International	
15.	E-Commerce: Effect of Network Infrastructure and mobile phone for agriculture in India- Overview	Dr. K. Naina Mohamed		(ISSN 2279-543X) Special Issue dated in September 2018	International	Impact Factor-6.1
16.	E-Commerce : Effect of network Infrastructure and Mobile Phones for Agriculture in India- Overview	Dr. K. Naina Mohamed		(E-ISSN 2348-1269) UGC Journal ID: 43602 1 <sup>st</sup> February 2019	International	Impact Factor-5.75
17.	Foreign Direct Venture in Market Atmosphere	Dr. K. Naina Mohamed		(ISSN : 2347-7644) UGC Journal ID : 64130 March 2019	National	
18.	Impact of FDI on Productivity of Private Sector Bank	Dr. K. Naina Mohamed	Mr. M.Manikandan , Mr. R. Vinothkumar	FDI MISTIE 2K19 UGC 30&31 <sup>st</sup> August 2019	International	
19.	Causes and Consequences of Logistic Operations with	Dr. K. Naina Mohamed		ISSN: 0886 – 9367 September-2019 Online International	International	Impact Factor-6.3



	Reference to Hosiery Export Industry in India			Journal		
20.	Causes and Consequence of Globalization with special reference to Indian IT Industry	Dr. K. Naina Mohamed		ISSN: 0731-6755  VOLUME XII ISSUE XII DECEMBER 2019	National	Impact Factor - 5.7
21.	Foreign Direct Venture in Green Marketing Atmosphere	Dr. K. Naina Mohamed		ISSN-2347-6648/ Web- <a href="http://www.parrishodhpu.com">http://www.parrishodhpu.com</a> Vol-IX,ISSUE-III,Mar-2020	International	Impact Factor-6.3
22.	Social Marketing	Dr. K. Naina Mohamed	Mr. M.Manikanda	ISSN-2394-3114/ Web- <a href="http://www.edunidex.org">http://www.edunidex.org</a> Vol-XII,ISSUE-UGC Care,Feb-2020	International	Impact Factor-6.3
23.	A Study on Financial Performance of private Sector Banks in India.	Dr. K. Naina Mohamed	Mr. M.Manikanda ,	ISSN Book : 0975-1386 Volume.14 No. 1,(IV) <b>Impact Factor : 6.7</b> <b>Wesleyan Journal of Research An International Research Journal</b> 6 <sup>th</sup> March 2021	International	Impact Factor-6.7
24.	Globalization s with special reference to Indian IT Industry	Dr. K. Naina Mohamed		Journal of The Oriental Institute Vol.71 ISSN 0030 –	International	UGC CARE LIST NO. 135



				5324 4 <sup>th</sup> & 5 <sup>th</sup> February,2022		
25.	Challenges of Banking Sector in India	Dr. K. Naina Mohamed	Mr. M.Manikandan ,	Journal of The Oriental Institute Vol.71 ISSN 0030 – 5324 9 <sup>th</sup> May 2022	National	UGC CARE LIST NO. 135
26.	Performance Management practices and managerial Effectiveness: An Empirical Study in Banking Industry	Dr. K. Naina Mohamed	J. Arul Xavier Victor	ALOCHANA JOURNAL ISSN: 2231 – 6329 UGC Approved Journal Website: <a href="https://Alochana.org">https://Alochana.org</a>	National	ISSN:2231 – 6329 Article Id:AJ/2241
27.	Online Banking towards Financial Inclusion: A Empirical study at Sivagangai District	Dr. K. Naina Mohamed	G.GNANA SUNDARI	ALOCHANA JOURNAL ISSN: 2231 – 6329 UGC Approved Journal Website: <a href="https://Alochana.org">https://Alochana.org</a>	National	ISSN:2231 – 6329 Article Id:AJ/2253
28.	Digital Marketing	Dr. K. Naina Mohamed	J.BANUPRIYA	Journal of Education for digital marketing	International	ISSN-0883-3232 E-ISSN-1940-3356 October2025 Scopus

**ii) Non-refereed journals with ISSN/ISBN (throughout the career)**

S.N	Title of the Article	Author	Co-Author(s)	Name of the journal Vol. No. & Page	International / National	ISBN/ISSN
1.	Risk Return Relationship in Selected Indian Industries – An Analysis	Dr. K. Naina Mohamed		ISBN:978-81-923975-0-4 published in October 2012, pp. 75 – 78, by B-	National	ISBN:978-81-923975-0-4



				Digest Publications, Nagercoil		
2.	Risk Return Relationship in Selected Indian Share Market – An Analysis	Dr. K. Naina Mohamed		ISBN:978-93-80686-89-9 published in October 2013, pp.120-125, by Shanlax Publications, Madurai	National	ISBN:978-93-80686-89-9
3.	A Study on the Classification of the Retailers of Digital Video Discs in Ramanathapuram District	Dr. K. Naina Mohamed		September-2011 – ISBN:978-93-80539-79-9, pp.212-214	National	ISBN:978-93-80539-79-9
4.	Rural Marketing with Special references to E-commerce	Dr. K. Naina Mohamed		September – 2014 ISBN : 978-93-80394-45-9 PP 222-227	National	ISBN : 978-93-80394-45-9
5.	Online Marketing in India	Dr. K. Naina Mohamed		(ISBN 13: 978-81-924081-5-6) dated in March 2016	National	ISBN 13: 978-81-924081-5-6
6.	Foreign investment in India with special reference to Telecommunication Industry	Dr. K. Naina Mohamed		(ISBN 978-93-80622-06-4) Dated in Jan 2016	National	ISBN 978-93-80622-06-4
7.	Risk Management with reference to Indian Industries	Dr. K. Naina Mohamed		( ISBN 978-93-81723-76-0) dated in August 2017	National	ISBN 978-93-81723-76-0
8.	Globalization with special reference to Indian IT Industry	Dr. K. Naina Mohamed		(ISBN 978-93-5321-251-3) dated in August 2018	National	ISBN 978-93-5321-251-3
9.	A Study on Green banking initiatives of Selected Private Sector banks in India	Dr. K. Naina Mohamed		ISBN Supported by International ISBN Agency	National	ISBN 978 – 93-87865-15-0



				ISBN 978 – 93- 87865- 15-0 August 2019		
10.	A Study on Customers Perception Towards E – Banking Services Offered by Tamil Nadu Mercantile Bank	Dr. K. Naina Mohamed	M.Mani kandan	Royal Book Publishing International Standard Book Number(ISB N) 9788119821 280 December 2023	National	ISBN - 978811982128 0
11.	Employees Satisfaction in ICICI Bank Pvt. Ltd. A Study in Sivagangai District in Tamil Nadu.	Dr. K. Naina Mohamed	J.Arul Xavier Victor	Royal Book Publishing International Standard Book Number(ISB N) 9788119821 280 December 2023	National	ISBN - 978811982128 0
12.	A Study on Customers preference and Satisfaction towards Banking Services of Tamil Nadu Mercantile Bank.	Dr. K. Naina Mohamed	J.Arul Xavier Victor	Royal Book Publishing International Standard Book Number(ISB N) 9788119821 280 December 2023	National	ISBN - 978811982128 0
13.	Artificial Intelligence with special reference to E- Banking Sector	Dr. K. Naina Mohamed	G.GNAN A SOUND ARI	Applications of Artificial Intelligence in Commerce and CA 2024 ISBN 978-81- 96859-5-3 20 <sup>th</sup> March 2024	International Conference	ISBN 978-81- 968590-5-3
14.	A Study on Artificial	Dr. K.	J.Arul	Applications	International	ISBN 978-81-



	Intelligence in Banking Financial Services	Naina Mohamed	Xavier Victor	of Artificial Intelligence in Commerce and CA 2024 ISBN 978-81-96859-5-3 20 <sup>th</sup> March 2024	Conference	968590-5-3
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### iii) Subject Books by other Local Publishers with ISBN/ISSN numbers

<i>Title of the Book</i>	<i>Author</i>	<i>Co-author</i>	<i>Name of the Publisher</i>	<i>Month &amp; Year of publication</i>	<i>ISBN/ISSN</i>
Organisational Behaviour	Dr. K. Naina Mohamed		Merit India Publications, Madurai	June & 2012	

## D : RESEARCH GUIDANCE

### Details of Ph.Ds Awarded/Submitted

<i>Name of the Scholar</i>	<i>Title of the Thesis</i>	<i>Submitted / Awarded</i>	<i>Name of the University</i>	<i>Month and Year</i>
<b>M.MANIKANDAN</b>	Marketing Strategy And Customer Satisfaction in Private Sector Banks- A Study in Ramanathapuram District		Alagappa University	
<b>J. ARUL XAVIER VICTOR</b>	Performance Management Practices and Impacts in Commercial Banks: an Empirical study in Sivagangai District.		Alagappa University	
<b>J. BANUPRIYA</b>	performance		Alagappa University	



	evaluation of private sector banks in India			
<b>G. GNANA SUNDARI</b>	Impact of E-Banking: An Empirical study in Public and Private Sector Banks at Sivagangai District.		Alagappa University	

## ii) Details of M.Phil. awarded

<b>S.NO</b>	<i>Name of the Scholar</i>	<i>Title of the Thesis</i>	<i>Name of the University</i>	<i>Month and Year</i>
1.	<b>S. Asukar Nisha</b>	Job satisfaction of women Teachers In self-financing colleges of arts and Science in Ramanathapuram District	Alagappa University	July 2009
2.	<b>M. Senthil Kumar</b>	A Study on marketing of cotton in Sivagangai District with special Reference to Ilayangudi Taluk	Alagappa University	July 2009
3.	<b>T. Jaya Priya</b>	A Study on consumer Attitude towards "aavin" milk in Ramanathapuram Town	Alagappa University	July 2009
4.	<b>M.Devendran</b>	A Study on brand preference of washing Washing machine in sivagangai town	Alagappa University	July 2009
5.	<b>R. Revathi</b>	A Study on consumer preference towards Household appliances in paramakudi.	Alagappa University	July 2010
6.	<b>B. Maheswari</b>	A Study on consumer behavior with Special reference to talcum powder In paramakudi	Alagappa University	July 2010



7.	<b>P. Shanthi</b>	A Study on consumer preference towards Branded electronic product with Reference to LG	Alagappa University	July 2010
8.	<b>S. Prabu</b>	A Study on sample survey of household In Madurai city cosmetic consumers	Alagappa University	July 2010
9.	<b>B. Bareeth hussain</b>	A Study on consumer preference and Behaviour of maruti four wheelers in Madurai Town.	Alagappa University	July 2011
10.	<b>R . Mariyam Beevi</b>	A Comparative study on Investment in The shares of SBI and ICICI bank	Alagappa University	July 2011
11.	<b>G.Pandeeswari</b>	A Study on Buying Behaviour of Rural Consumers towards Branded instant Food products in Madurai City.	Alagappa University	July 2011
12.	<b>P. Deepa Rani</b>	A Study on Distribution methods of Hindustan unilever limited products In Madurai City	Alagappa University	July 2011
13.	<b>A. Alagurani</b>	A Study on consumer preference Towards Johnson and Johnson company And its products in Madurai city	Alagappa University	July 2012
14.	<b>R. Rajapandi</b>	Human resource management Practices in Tamilnadu state Transport Corporation limited, sivagangai- A study	Alagappa University	July 2012
	<b>M. Rajkumar</b>	A study on Dealer's satisfaction	Alagappa	July 2012



15.		of Asian paints in Madurai Town	University	
16.	<b>S. Kannan</b>	A study on the investment in the shares Of Infosys and Wipro.	Alagappa University	July 2013
17.	<b>A. Kaleeswari</b>	A study on customer satisfaction with Reference to shopping malls in Madurai.	Alagappa University	July 2013
18.	<b>P. Muthulakshmi</b>	A study on job satisfaction of women Employees (nurses) at government Rajaji Hospital in Madurai.	Alagappa University	July 2013
19.	<b>M. Lilly Rose</b>	A study on Micro finance of self-help groups with Special reference to Sivagangai.	Alagappa University	July 2014
20.	<b>L. Anitha</b>	A study on consumer satisfaction of mobile Phone users in sivagangai.	Alagappa University	July 2014
21.	<b>S. Vinnarasi</b>	A study on customer satisfaction on Hotel Management in Madurai town.	Alagappa University	July 2014
22.	<b>S. Beulah</b>	A Study on marketing of photocopiers in Madurai.	Alagappa University	July 2015
23.	<b>L. Esther Rani</b>	A Study on staff turnover with special reference to private colleges of Sivagangai.	Alagappa University	July 2015
24.	<b>A. Ramya</b>	A Study on the consumers preference for cosmetics in Madurai city.	Alagappa University	July 2015
25.	<b>Anisfathima</b>	Consumer preference towards cars of Hyundai, Maruti and Tata Brands at Madurai.	Alagappa University	July 2016



26.	<b>K..Priya</b>	A Study on women consumer preference towards two – wheelers with special reference to Sivagangai District.	Alagappa University	July 2016
27.	<b>M. Rajalingam</b>	A Study on Employee's Satisfaction towards the Welfare Measures provided by Meenakshi Mission Hospital and Research Centre, Madurai.	Alagappa University	July 2017
28.	<b>P. Jeevitha</b>	A Study on Consumer Satisfaction of Mobile Phone Services in Sivagangai District.	Alagappa University	July 2018
29.	<b>S. Princy</b>	A Study on Brand Loyalty of Customers towards Butterfly Kitchenware Appliances in Madurai.	Alagappa University	July 2018
30.	<b>M. Yelvili</b>	A Study on Buying Behaviour of Rural Consumers towards Branded instant Food products in Ramanathapuram District.	Alagappa University	July 2019
31.	<b>P. Suresh</b>	A Study on consumer preference and Behaviour of Hyundai four wheelers in Madurai Town.	Alagappa University	July 2019
32.	<b>J.. Gousalya</b>	A study on Investors' Perception towards Mutual Fund with special reference to Ramanathapuram District.	Alagappa University	July 2020
33.	<b>M.Thamarai Selvi</b>	A study on employee attitude towards Biometric security system of Educational Institutions in Sivagangai District.	Alagappa University	July 2020
34.	<b>K. Kanmani</b>	A Study on Job Satisfaction of Women Employees (Nurses) at Government Rajaji Hospital in Madurai.	. Alagappa University	August 2022
35.	<b>P. Priyanga</b>	A Study on Distribution Methods of Hindustan Unilever Limited Products in Ramanathapuram District.	Alagappa University	August 2022



36.	<b>B. Arockia Domnic Rai</b>	A Study on staff turnover with special reference to private colleges of Madurai District.	Alagappa University	July 2023
37.	<b>A.Najumudeen</b>	<b>A study on Consumer Preference and Bhaviour Maruti Four Wheelers in Karaikudi Twon</b>	Alagappa University	July 2024

**E (i) Training Courses and Conferences/Seminars/Workshop attended**  
**Refresher / Orientation Courses attended:**

<i>Orientation / Refresher</i>	<i>Organisers / Place</i>	<i>Period / Duration</i>
<b>Orientation</b>	<b>Bharathidasan University, Trichy</b>	<b>19.05.2003 – 15.06.2003</b>
<b>Refresher</b>	<b>Madurai Kamaraj University, Madurai</b>	<b>09.06.2004 – 29.06.2004</b>
<b>Refresher</b>	<b>Bharathiar University, Coimbatore</b>	<b>01.11.2006 – 21.11.2006</b>

**(ii) Participation in Seminars / Conferences / Workshops / Training Programmes:**

<i>International / National / State level</i>	<i>Organisers / Place</i>	<i>Date</i>	<i>Theme of the Seminar</i>
<b>International</b>	Fatima College, Madurai	17.03.2011	Risk Return Relationship in Selected Indian Industries
<b>International</b>	Dr. Zakir Husain College, Ilayangudi	09.03.2014	Social Aspects in Modern Tamil Poetry
<b>International</b>	De. Zakir Husain College, Ilayangudi	19.02.2015	Awareness of Professional Courses in Commerce
<b>National</b>	UGC Academic Staff College, Pondicherry	21-22.07.2011	All India Workshop on Research Methodology for Research Guides
<b>National</b>	Naina Mohamed College of Arts and Science, Aranthangi	09.09.2011	Recent Trends in Service Marketing in India
<b>National</b>	Joseph's College, (Autonomous), Tiruchirappalli.	12.08.2016	Participation in Tamil Nadu College Convention on National Education Policy - 2016 organized by Jesuit Higher Education Commission, Tamil Nadu AIACHE, New Delhi and Xavier Board of Higher Education, Tamil Nadu Region on 12 <sup>th</sup> August 2016.
<b>National</b>	Dr. Zakir Husain College Ilayangudi	12.3.2018	Participated n the one Day National Workshop on Recent Economic Policy Measures in



			India. Organized by dept of Economics 12 <sup>th</sup> March 2018.
<b>National</b>	Dr.Zakir Husain College, Ilayangudi	13.3.2018	Recent Development and Emerging Challenges in Banking Sector.
<b>National (Online)</b>	EGS PILLAY Arts and Science College, Bharathidasan University, Nagapattinam	06.07.2020	Rediscovering Strategy in Managing transition and Upskilling workforce
<b>International (Online)</b>	ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE, Tiruppattur, Alagappa University	27.06.2020	Program and Project Management
<b>National (Online)</b>	Dr.Zakir Husain College Ilayangudi	07.06.2020	Impact of COVID- 19 Pandemic on Indian Economy
<b>National (Online)</b>	Dr.Zakir Husain College Ilayangudi	05.06.2020	E-Quiz in Commerce
<b>National (Online)</b>	Dr.Zakir Husain College Ilayangudi	17.05.2020	Modern Teaching Tehniques
<b>International Seminar</b>	Thassim Beevi Abdul Kader College for Women, Kilakarai.	21.12.2022	Advanced Research in Life Sciences, Information Technologies and Innovative Business Practices

(iii) Papers presented in Seminars / Conferences / Workshops / Training Programmes participated:

Sl.N	<i>International / National / State level</i>	<i>Organisers / Place</i>	<i>Theme of the Seminar</i>	<i>Date</i>	<i>Title of the Paper presented</i>
1.	<b>International</b>	Sri Ganesh School of Business Management, Salem	Competency Building Strategies in Business and Technology for Sustainable Development	25.02.14	Risk Return Relationship in Selected Indian Industries – An Analysis
2.	<b>International</b>	Dr. Zakir Husain College, Ilayangudi	Globalisation and its Impact in India	20.02.14	Globalisation with Special Reference to E-Commerce
3.	<b>International</b>	PG & Research Dept. of Commerce, Dr.	Foreign Trade and Investment in India: Trends,	28.08.14	FDI with special reference to Shopping Malls



		ZHC	Challenges and Opportunities		
4.	International	M.R. Government Arts College, Mannargudi	International seminar on Investment options in the changing scenario	08.01.16	Foreign investment in India with special reference to Telecommunication Industry
5.	International	Dr. Zakir Husain College, at Ilayangudi	International Seminar on Demonetization – Causes and consequences	23.02.17	Demonetization and its Impacts of service sector in India
6.	International	Sengunthar Arts and Science College at Namakkal	International Conference on Finance and Banking (FIBA)	01.02.18	Penetration of Indian Banking services in the Globalised ERA
7.	International	Bharathidasan College of Arts and Science, Erode	International Conference on Impact of Digital economy in India	12.09.18	E-Commerce: Effect of Network Infrastructure and mobile phone for agriculture in India-Overview
8.	International	Madurai Sivakasi Nadars Pioneer Meenakshi women's college, Poovanthi	International Conference on Emerging trends in Banking Sector	14.09.18	Globalization and Banking service in India-An Overview
9.	International	Erode Arts and Science College, Erode	International Conference on Modern Trends in Accounting Banking and Digital marketing	22.2.19	Foreign Direct Venture in market atmosphere
10.	International	FDI MISTIE 2K19 Dept of International Business School of Management Alagappa University Karaikudi	International conference on FDI and Make in India Synergists of Transforming Indian Economy	30.8.19 & 31.8.19	Impact of FDI on Productivity of Private Sector Bank
11.	International	Digital Banking for Sustainable Development (DBSD- 2K19)	International conference on Digital Banking for Sustainable	24.9.19 & 25.9.19	A Study on Green banking initiatives of Selected Private Sector banks in India



			Development (DBSD- 2K19)		
12.	National	St Joseph's College, Trichy	The impact of globalization on Indian Economy,	01.031999	"Impact of globalization Financial Sector of Indian Economy"
13.	National	Nehru memorial college, Puthanampatti	Placement opportunities for Commerce graduates,	22.10.1999	" Cost and Management Accountant "
14.	National	Nehru memorial college, Puthanampatti	placement opportunities for Commerce graduates,	22.10.1999	"Commerce graduates and Computer Course "
15.	National	M.O.P Vaishnar College for Women. Chennai	E- Commerce	03.04.1999	" Legal Aspects of Introducing E-Commerce in India"
16.	National	Nehru memorial college, Puthanampatti	Institutional and Support to Entrepreneurial Development ,	08.9.2000	"Women and rural Entrepreneurs"
17.	National	Annamalai University, Chidambaram,	Accounting – trends	26.03.2001	" Emerging trend in Accounting Education "
18.	National	D.G. Vaishnav College . Chennai	Banking in (on ) the New millennium	16.03.2001	" Mergers And Acquisitions in Banking"
19.	National	Xavier's College, Palayamkottai	Entrepreneurial Development	01.03.2002	"Women Entrepreneurs
20.	National	St Joseph's College, Trichy	W.T.O Agreements Prospects and Challenges	23.02.2004	" W.T.O and Agriculture
21.	International	cardamom Planters association College Bodinayakanur	Socially Relevant Higher Education in India,	21.02.2006	"Cost and Management Accountant"
22.	National	Islamich College Vaniyambadi	Islamic Banking,	28.01.2009	" An Islamic Banking System, An Evaluation "
23.	National	Govt. Arts college, paramakudi	Managing Global melt Down,	31.03.2009	"The impact of WTO on Agriculture"
24.	National	Jamal Mohamed College, Trichy	"Interest free Financial	25.11.10	Profit and Loss sharing Financial



			System”		Service
25.	National	Aadhavan College of Arts and Science, Manapparai	HRM in Tourism Development	18.12.10	HRM in Tourism Development
26.	Nationl	Naina Mohamed College of Arts and Science, Rajendrapuram	Recent Trends in Service Marketing in India	09.09.11	Service Marketing with special reference to E-Commerce
27.	National	P.S.G. College of Arts and Science, Coimbatore	Emerging Dimensions of Globalisation in the Indian Economy	30.09.11	A Study on Classification of the Retailers of Digital Video Disc
28.	National	PG Dept. of Commerce and Research Centre, Sri Parasakthi College for Women, Courtallam	Impact of Information and Communication Technology on Indian Economy	16.07.11	Realities and Perceptions about Business Benefits of ICT Implementation
29.	National	Arulmigu Palaniandavar College of Arts and Culture, Palani	Emerging Trends in Indian Banking Sector	17.02.12	Profit and Loss Sharing Banking
30.	National	Dept. of Commerce, Pondicherry University	Emerging trends in the Indian Banking Industry – Challenges and Strategic Options	24.03.12	PIS – Banking with special reference to India
31.	National	St. Xavier's College, Palayamkottai	Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises	12.10.12	Risk Return Relationship in Selected Indian Industries
32.	National	Dept. of Business Administration, The American College, Madurai	Emerging Trends in Marketing of Services in the Global Era	17.10.13	Risk Return Relationship in Selected Indian Share Market – An Analysis
33.	National	P.G. & Research Dept. of Economics, Urumu	Rural Marketing in India Issues and Challenges	26.09.14 to 27.09.14	Rural Marketing with Special References to E-Commerce



		Dhanalakshmi College, Trichy			
34.	National	Jamal Mohamed College, Trichy	Marketing Strategies for Make in India Products	24.01.15	FDI with special reference to Shopping Malls
35.	National	Jamal Mohamed College, Trichy	National Seminar on Marketing strategies for make in India products and services	24.01.15	FDI with special reference to Shopping mall
36.	National	Sadakathullah Appa College (Autonomous) at Titrunelveli	National seminar on Recent Trent in E-Commerce	28.10.15	Online Marketing in India.
37.	National	Jamal Mohamed College, Trichy	National Seminar on Practical application of interest free financing for the economic development Marketing	13.01.16	PLS-Bankig with special reference to India.
38.	National	Jamal Mohamed College, Trichy	National Seminar on Growth strategies for business development	28.09.16	Growth strategies for effective operation of financial services
39.	National	Dr. Zakir Husain College, at Ilayangudi	National Seminar on Dynamics of E-Commerce and Internet	25.03.17	Rural marketing with Special reference to E-Commerce
40.	National	V.H.N.Senthikumara Nadar College at Virudhunagar	national Conference on "social entrepreneurship and growing opportunities in india'	23.08.17	Risk Management with reference to Indian Industries
41.	National	Jamal Mohamed College, Trichy	National Seminar on Strategic Growth of business in New India – Prospect and challenges	23.09.17	Foreign Investment in India with special reference to Telecommunication Industry.
42.	National	Periyar E.V.R College (Autonomous)	Tow Days National Seminar on Impact of	15.12.17	Impact of Logistic operation with



		Trichy	Irrigation on Agricultural Growth and Poverty Alleviation in India.		reference to hosiery Export Industry in India
43.	National	St. Joseph's College (Autonomous) Trichy	Tow Days National Seminar on Globalisation and People's Management : Battle between Fairness and Efficiency	30.8.18& 31.8.18	Globalisations with special Reference to Indian I.T Industry
44.	National	Jamal Mohamed College, Trichy	One Day National Conference on Advancement in business in the Digital Era	20.09.18	E-Commerce : Effect of network Inferastures and Mobile Phones for Agriculture in India- Overview
45.	National	Sadakathullah appa College (Autonomous) Tirunelveli	Business and Economic Conditions in India	14.02.19	Foreign Direct Venture in market atmosphere
46.	National	Periyar University Salem, Tamil Nadu	Globalisation, Innovations in Technology and Consumer Protection	29.7.19& 30.7.19	A Study on Employees Acceptance and Satisfaction towards Biometric security system on Educational Institution in Dharmapuri.
47.	National	Dr. Zakir Husain College, at Ilayangudi	National Seminar on Emerging Development in business and Management	21.07.19	A Study on osiery export Industry in India.
48.	National	Ananda College, Devakotai.	Social Marketing	28.02.2020	Recent Trends in Digital Marketing Strategies – Issues and Challenges
49.	National	Dr. Zakir Husain College, at Ilayangudi	National Conference on Innovative Business Practice in the Present Digital Era	06.03.21	A Study on financial Performance of Private Sector Bank in India.
50.	International	Loyola College (Autonomous), Chennai.	International Conference on Innovative Business	5.2.2022	Globalizations with special reference to Indian IT Industry



			Practices of E-Commerce Contemporary WORLD 4.0		
51.	National	Dr. Zakir Husain College, at Ilayangudi	International Conference on Impact of Russia – Ukraine War in India's Foreign Trade	9.5.2022	Challenges of Banking Sector in India
52.	National	Syed Hameedha Arts & Science College at Kilakarai.	FINTECH – Opportunities and Challenges	29.10.2022	Banking Sector
53.	International	Bharathidasan University, Tiruchirappalli.	International Dynamics of Emerging Business Innovation And <i>Trends-Academia</i> Industry Role (Debit Air-2023)	6.1.2023 & 7.1.2023	Global Entrepreneurship with special reference to Indian Software Industry
54.	International	Alagappa University Karaikudi.	Recent Technology and Innovations in Corporate Governance 4.0-ICRTICG'2023	9.1.2023 & 10.1.2023	Globalizations with special reference to Indian Software Industry
55.	National	Dr. Zakir Husain College, at Ilayangudi	National Seminar on Nourishing Indian Economy Through Banking Sector	01.03.2023 & 02.03.2023	A Study on Customers Perception Towards E – Banking Services Offered by Tamil Nadu Mercantile Bank
56.	National	Dr. Zakir Husain College, at Ilayangudi	National Seminar on Nourishing Indian Economy Through Banking Sector	01.03.2023 & 02.03.2023	Online Banking towards Financial inclusion: A Empirical Study at Sivagangai District.
57.	National	Dr. Zakir Husain College, at Ilayangudi	National Seminar on Nourishing Indian Economy Through Banking Sector	01.03.2023 & 02.03.2023	Employees Satisfaction in ICICI Bank Pvt. Ltd. A Study in Sivagangai District in Tamil Nadu.
58.	National	Dr. Zakir Husain College, at Ilayangudi	National Seminar on Nourishing Indian Economy Through Banking Sector	01.03.2023 & 02.03.2023	A Study on Customers preference and Satisfaction towards Banking Services of Tamil Nadu Mercantile Bank.
59.	National	Dr. Zakir Husain	National Seminar	01.03.2023	Emerging issues in



		College, at Ilayangudi	on Nourishing Indian Economy Through Banking Sector	& 02.03.2023	Private Banking and Financial Services.
60.	International	Dr. Zakir Husain College, at Ilayangudi	International conference on Entrepreneurship and Innovation in the digital ERA	03.08.2023	Entrepreneurship Policy and Government
61.	International	Dr. Zakir Husain College, at Ilayangudi	Applications of Artificial Intelligence in Commerce and CA 2024 20 <sup>th</sup> March 2024	20.03.2024	Artificial Intelligence with special reference to E- Banking Sector
62.	International	Dr. Zakir Husain College, at Ilayangudi	Applications of Artificial Intelligence in Commerce and CA 2024 20 <sup>th</sup> March 2024	20.03.2024	A Study on Artificial Intelligence in Banking Financial Services

### Guest Lecture

Name of the Institution	Topic	Date
Government Arts College, Paramakudi, Ramnad. Organized: PG & Research Department of Commerce	Awareness of M-Commerce	28.4.2022
Sri Sarada Niketan College for Women A. Pudur, Karaikudi. Organized: PG & Research Department of Commerce	Entrepreneurship Promotional Activities for the Outgoing Students	24.02.2023
Sonai Meenal Arts & Science College, Mudukulathur. Organized: PG Department of Commerce	Modern Trends in Digital Marketing	11.03.2024



**g) Membership in Board of Studies:**

<b>Name of the University / Autonomous College(s)</b>	<b>Chairman / Member</b>	<b>Period</b>
Alagappa University	Chairman of U.G. Board of studies in B.Com.	2022- till date
Alagappa University	Chairman of P.G. Board of studies in M.Com.	2022- till date
Alagappa University	Member of U.G. Board of studies in M.Com (CA)	2022- till date
Alagappa University	Member of P.G. Board of studies in M.Phil.	2022- till date
Alagappa University	Member of P.G. Board of Studies in M.Com (Corporate Secertaryship)	2021-till date
Alagappa University	Chairman of B.Com (CA) Board of Studies	2022-till date
Alagappa University	Member of B.Com Accounting and Finance Board of Studies	2024-till date
Jamal Mohamed College (Autonomous)	JMC Member of P.G. Board of Studies in M.Com	2023- till date
Alagappa University	Member of the paper valuation Board	2004- till date
	Chairmen of the M.Com Board Chief of the B.Com Board	2022-till date
Bharathiyar University	Member of the paper valuation Board	2015- till date
Alagappa University	Inspection Commission Nominate Member	2018 –till date
Indian Accounting Association	Life Membership TIRU -86	2022-till date
Arumugam Pillai Seetha Ammal College, Tiruppattur.	Subject Expert Member(CAS PROPOSAL)	23.8.2022 & 21.07.25
Federation of Indian Chambers of Commerce and Industry	Membership	2025 - till date



## H) Position held in University Exam related Works

Name of the University	Chairman / Chief Examiner /Question Setter	Period
Alagappa University	Chief Examiner Chairmen of the M.Com Board	2018- till date 2022- till date
TNPSC	Question Setter	2021- till date

## i) Various Positions held in the college so far:

Name of the Position	Period	Achievements
NSS Programme Officer	2014-2016	Two Programmes
Convocation In charge	2003 – till date	
Vice Principal – M.I.E.T Arts College	1998 – 2001	
Care taker for NCC	Jan 2003 – June 2004	
Career oriented program in charge	sep 2008 – Jan 2011	
Placement cell Officer	June 2016 – June2017	
UG Commerce Forum President	2015	
General Knowledge Centre Incharge	2014	
Attendance Committee Incharge	2016	
III B.Com. Counsellor	2015	
College Income Tax Verification Incharge	2016 – till date	
Dr. Zakir Husain College Chief Superintendent	2018 – 2019	
Advisory Committee	2018 – 2019	



Disciplinary Committee	2021-till date	
Calendar Committee	2022- till date	
Research Assessment	2022-till date	
Anti Ragging Committee	2023-till date	
Staff Welfare Committee	2023-till date	

## J) Other Achievements:

### Editorial Board

Shanlax Publication (ISBN -978-93-89146-43-1) July 2019.

Emerging Development in business and Management

Impact Journal of the Oriental Institute an International Research Journal

### Publications:

1. Merit India Publications at Madurai.
2. Balaji Book house, Maruthi Book house, and  
Swamy book house at Annamala Nagar, Chidambaram.

### Study Material Written for:

1. Financial analysis : M.COM
2. Marketing management : B. B. A
3. Purchase management : PG Diploma
4. Production management : PG Diploma
5. Inventory management : PG Diploma
6. Administration Theories : MA



7. Co- operative management	: PG Diploma
8. Project Management	: PG Diploma
9. Management Co- operative service	: MCOM
10. Marketing financial service	: MCOM
11. Foreign Exchange	: BCOM
12. Business environment	: BCOM
13. Organizational Behaviour	: MBA
14. Written Analysis and Communication	: MBA
15. Project finance	: M.COM
16. Financial management	: MBA
17. Business Environment	: MBA
18. Advertising management	: MBA
19. E- Commerce	: MBA
20. International Business	: MBA
21. Insurance	: BCOM
22. Organizational Behaviour	: BBA

## Research Achievement



## List of Ph.D., Viva – Voce Conducted as External Examiner

S.No	Date	Research Scholar	Title of the Thesis	College/University
1.	09.05.2011	<b>M. Kalaiselvi</b>	A Study on Online and Internet Share Trading at NSE in Tamil Nadu.	Jamal Mohamed College, Trichy.
2.	09.05.2012	<b>D. Valarmathi</b>	A Study on Consumer Preference Towards Courier Service in Thanjavur District.	Naina Mohamed College of Arts and Science, Aranthangi.
3.	11.10..2013	<b>A.Abdul Hameed</b>	A Study on Factors Influencing Investment Decisions with Special Reference to Individual Investors in Trichirappalli, District.	Jamal Mohamed College, Trichy.
4.	09.10.2015	<b>C. Jothi Mary</b>	Passengers Satisfaction Tamil Nadu Towards Southern Railway Services	St.Joseph's College Trichy.
5.	22.07.2016	<b>Mrs. M. Devisri</b>	A Comparative Study of Executive Attitudes Towards Customer Relationship Management in Public and Private Sector Banks in Tiruchirappalli District.	M.R. Govt Arts College , Mannargudi.
6.	29.07.2016	<b>K. Haridevan,</b>	"Real Estate – Industrial Performance"	Periyar E.V.R College (Autonomous), Tiruchirappalli



7.	17.02.2017	<b>P.Gunasekaran</b>	"A Study of Customer Relationship Management in Mobile Phone Service Providing Companies in Pudukkottai District, Tamil Nadu."	M.R. Government Arts College, Mannargudi .
8.	01.03.2017	<b>D.Supulakshmi,</b>	"A Study on Evaluation of Insurance Marketing in Tamil Nadu with Special Reference to Thanjavur District.	Bharathidasan University Model College, Govt Arts and Science College, Peravurani, Thanjavur.
9.	16.03.2018	<b>Mr. Elangovan,</b>	"A Study on Distribution Channels in Selected Aluminum Industries in Tamil Nadu.	Urumu Dhanalakshmi College Trichy,
10.	29.06.2018	<b>A. Mariappan,</b>	A Comparative Study on E-Banking Services of SBI and ICICI at Pudukkottai District.	H. H. The Rajah's College (Autonomous) Pudukkottai.
11.	29.07.2019	<b>Mr. J.Siddique,</b>	Employees Perception of Organizational Climate of Public Sector Banks in Tiruchirappalli District.	M.R.Government Arts College, Mannargudi
12.	10.01.2020	<b>K. Hemalatha,</b>	A Comparative Study on Investment Attitude between Government and Private Employees towards Mutual Funds at Pudukkottai District.	H. H. The Rajah's College (Autonomous) Pudukkottai.
13.	24.01.2020	<b>L. Mythili,</b>	A Study on Marketing of Tribal Products with Special Reference to Nilgiris District.	Providence College for Women Coonoor, Nilgiris
14.	14.08.2020	<b>S. Gokilavani,</b>	Impact of Logistic Operation Study with Reference to Hosiery Export Industry in Tirupur City,	PSG College of Arts Science (Autonomous) Coimbatore



			India.	
15.	12.02.2021	<b>A. Mohamed Rasith,</b>	A Study on Consumer Preference and Satisfaction towards DTH Services Tiruchirappalli, District.	Jamal Mohamed College(Autonomous) Trichy- 20
16.	23.7.2021	<b>Mr.M.Sathish kumar,</b>	A Comparative Study on Performance Selected Ancillary Units of BHEL in Tiruchirappalli.	Kurinji College of Arts and Science, Trichy – 02.
17.	12.10.2021	<b>Mr. J. Abdul Khader,</b>	A Study on Investment Preference of NRI's Working in Special Reference to Delta Districts of Tamil Nadu.	Jamal Mohamed College(Autonomous) Trichy- 20.
18.	14.02.2022	<b>R. Sindhu</b>	E-Marketing Perception and Satisfaction of Real Estate Promoters and Customers in Coimbatore.	PSG College of Arts Science (Autonomous) Coimbatore
19	31.07.2022	<b>K.Anandha Jothi Jejalakshmi</b>	An Empirical Study on Factors influencing the Financial performance of select private sector Banks	Kurinji College of Arts Science,Trichy-2

#### Seminars Organized:

<i>Name of the Programme</i>	<i>Organizer of the Programme</i>	<i>Level: International/ National</i>	<i>Topic</i>	<i>Date</i>
International Seminar	PG & Research Department of	International	International Seminar on	23.2.2017



	Commerce Dr. Zakir Husain College, Ilayangudi.		Demonetization – Causes and Consequences	
National Workshop	PG & Research Department of Commerce Dr. Zakir Husain College, Ilayangudi.	National	One Day National Workshop on “Recent Developments and Emerging Challenges in Indian Banking Sector”	13.3.2018
National Seminar	PG & Research Department of Commerce Dr. Zakir Husain College, Ilayangudi.	National	One Day National Seminar on Emerging Development in Business and Management	21.7.2019
National Conference	PG & Research Department of Commerce Dr. Zakir Husain College, Ilayangudi.	National	Innovative Business Practices in the President Digital Era  (IBPDE – 2K21)	06.03.2021
Webinar	PG & Research Department of Commerce Dr. Zakir Husain College, Ilayangudi.	National	Impact on COVID – 19 pandemic Economy	07.06.2020
National Conference	PG & Research Department of Commerce Dr. Zakir Husain College, Ilayangudi.	National	Impact of Russia – Ukraine War in India’s Foreign Trade  (RUWIFT – 2022)	09.05.2022



National Seminar	PG & Research Department of Commerce Dr. Zakir Husain College, Ilayangudi.	National	Nourishing Indian Economy Through Banking Sector  (NIEBS – 2K23)	01.03.2023 & 02.03.2023
National Seminar	PG & Research Department of Commerce Dr. Zakir Husain College, Ilayangudi.	National	Emerging Technologies in Digital Marketing- Opportunities Challenges (ETDM – 2K24)	15.02.2024
Symposium	PG & Research Department of Commerce Dr. Zakir Husain College, Ilayangudi.	Symposium	India – Middle East – Europe Economic Corridor (IMEE – EC): A Strategic Economic initiative for G 20 Countries	23.02.2024

