

## Curriculum Vitae



1. **Name** : Dr. S. Yuvaraj **Employee Number** : 20654  
2. **Department and Designation** : Department of Commerce, Assistant Professor  
3. **Educational Qualification** :

Degree	Institution	Year
Ph.D	University of Madras	2000
MBA	Indira Gandhi National Open University	1998
M.Com	University of Madras	1991
B.Com	University of Madras	1989

4. **Teaching Experience** :

Name	Designation	Date of Appointment	Nature of Appointment Permanent/Temporary	Total years of Experience
Dr.S.Yuvaraj	Assistant Professor	05.02.2014	Permanent	23 years

5. **Details of awards, recognition and fellowships received** :

Name	Designation	Year of Award	Name of Award	Awarding Agency	National/ International
Dr.S.Yuvaraj	Assistant Professor	2017-2018	Best Researcher Award	University of Madras	National

6. **Research Publications - Articles** :

Title of paper	Name of the Author	Dept.	Name of Journal	Year of publication	ISSN	UGC List No. Doi no
A Study on the Brand Choice Decisions of	Dr.S.Yuvaraj	Commerce	Indian Journal of Applied Research	2014	2249-555X(Print)	10.36106

Consumers With Reference to Cosmetics						
Contract employee's perception on job satisfaction in service sector industries in Chennai	Dr.S.Yuvaraj	Commerce	International Journal of Research and Business Innovation	2014	2321-5615(Print)	
Consumer's perception on Chinese electronic products	Dr.S.Yuvaraj	Commerce	International Journal of Research and Business Innovation	2014	2321-5615(Print)	
A Study on the consumer behaviour relating to food product packaging	Dr.S.Yuvaraj	Commerce	Asian Journal of Research in Social Sciences and Humanities	2014	2250-1665(Print)	
Challenges of Indian Insurance Industry in the Globalized Business Environment	Dr.S.Yuvaraj	Commerce	Shanlax International Journal of Commerce	2014	2320-4168(Print)	44120
A Study On Consumers Perception On After Sales Service Of Smart phones	Dr.S.Yuvaraj	Commerce	Global Research Review in Business and Economics	2015	2395-4671(Print) 2454-3217(Online)	
A Study on Foreign Direct Investment Trends in India	Dr.S.Yuvaraj	Commerce	International Journal of Advanced Scientific Research & Development	2015	2394-8906(Print) 2395-6089(Online)	10.26836
A Study on the Performance of India's Agricultural Sector in International Business	Dr.S.Yuvaraj and G. Chanrasekar	Commerce	International Journal of Advanced Scientific Research & Development	2016	2394-8906(Print) 2395-6089(Online)	10.26836
The Factor Influence the Entrepreneurs in International Business	Dr.S.Yuvaraj and M. Sujatha	Commerce	International Journal of Advanced Scientific Research & Development	2016	2394-8906(Print) 2395-6089(Online)	10.26836

Cross Culture Management of IT Professionals in Chennai City	Dr.S.Yuvaraj and N.Thilagavathy	Commerce	International Journal of Advanced Scientific Research & Development	2016	2394-8906(Print) 2395-6089(Online)	10.26836
Supply Chain Performance Determinants of Indian Manufacturing Firms	Dr.S.Yuvaraj and BB. Shantharam	Commerce	International Journal of Advanced Scientific Research & Development	2016	2394-8906(Print) 2395-6089(Online)	10.26836
Viability of "Make in India" - India's Manufacturing Competency in Global Market	Dr.S.Yuvaraj and H. Krupanandhan	Commerce	International Journal of Advanced Scientific Research & Development	2016	2394-8906(Print) 2395-6089(Online)	10.26836
Make in India Policy on Tourism towards Sustainable Development	Dr.S.Yuvaraj and M.S. Suganthiya	Commerce	International Journal of Business and Administration Research Review	2016	2348-0653(Print) 2347-856X(Online)	
Make in India-A study on manufacturing sector	Dr.S.Yuvaraj and BB. Shantharam	Commerce	International Journal of Business and Administration Research Review	2016	2348-0653(Print) 2347-856X(Online)	
Impact of technology on Human Resource Management	Dr.S.Yuvaraj and M.S. Suganthiya	Commerce	International Journal of Business Intelligence and Innovation	2016	2348-4705(Print)	
A study on the perception of exporters/importers on the factors influencing International trade	Dr.S.Yuvaraj and G. Chanrasekar	Commerce	International Journal of Business Intelligence and Innovation	2016	2348-4705(Print)	
A study on the factors influencing the women entrepreneurs towards agro-based and allied entrepreneurial activities	Dr.S.Yuvaraj and M. Sujatha	Commerce	International Journal of Business Intelligence and Innovation	2017	2348-4705(Print)	

A comparative analysis of BRICS with world economy	Dr.S.Yuvaraj and G. Chanrasekar	Commerce	Kaveripakkam College Journal of Management	2017	2249-6459(Print)	43989
Application and performance of supply chain in manufacturing industries	Dr.S.Yuvaraj and BB. Shantharam	Commerce	International Research Journal of Management and Humanities	2017	2347-3274(Print)	
The role of SVEP as the creator of entrepreneurship for rural development	Dr.S.Yuvaraj and M. Sujatha	Commerce	International Research Journal of Management and Humanities	2017	2347-3274(Print)	
Mobility rate of migrants in Tamil Nadu- An investigation with Indian census	Dr.S.Yuvaraj and H. Krupanandhan	Commerce	International Research Journal of Management and Humanities	2017	2347-3274(Print)	
Moving towards digital economy- with reference to E-wallet	Dr.S.Yuvaraj and M.S. Suganthiya	Commerce	International Research Journal of Management and Humanities	2017	2347-3274(Print)	
Problems and preventive measures in cyber crime	Dr.S.Yuvaraj and N.Thilagavathy	Commerce	International Research Journal of Management and Humanities	2017	2347-3274(Print)	
Influence of Advertisements in the Purchase Decision Making of Child Centred Products	Dr.S.Yuvaraj and Anne Mary Antony	Commerce	International Journal of Mechanical Engineering and Technology	2018	0976-6359(Online)	
Consumers' Perception Towards Cashless Transactions and Information Security in the Digital Economy	Dr.S.Yuvaraj and Sheila Eveline. N	Commerce	International Journal of Mechanical Engineering and Technology	2018	0976-6359(Online)	
Influence of Digital Marketing on Brand Building	Dr.S.Yuvaraj and R. Indumathi	Commerce	International Journal of Mechanical Engineering and Technology	2018	0976-6359(Online)	

A Study on the Role of Technology on Employee Behaviour and their Performance	Dr.S.Yuvaraj and R. Nadheya	Commerce	International Journal of Mechanical Engineering and Technology	2018	0976-6359(Online)	
Employee Retention Strategy in BPO Companies	Dr.S.Yuvaraj and Siva. S	Commerce	Journal of Management	2018	2347-3959(Online)	48565
A Study on Role of FDI in Indian Economic Development	Dr.S.Yuvaraj and Akhil. P	Commerce	Journal of Management	2018	2347-3959(Online)	48565
The Factors influence of the buying behavior of the consumers with digital payment modes	Dr.S.Yuvaraj and S. Bhavani	Commerce	Journal of Management	2018	2347-3959(Online)	48565
Influences of Social Media on the Human Resource Functions of an Organization	Dr.S.Yuvaraj and M. Divya	Commerce	Journal of Management	2018	2347-3959(Online)	48565
A Study on Impact of Demonetisation on the Usage of E-Wallets among the College Students with Special Reference to Chennai	Dr.S.Yuvaraj and Akhil. P	Commerce	Sumedha Journal of Management	2018	2277-6753(Print)	46802
Talent management on employee retention	Dr.S.Yuvaraj and S. Bhavani	Commerce	Research Review International Journal of Multidisciplinary	2018	2455-3085(Online)	44945
A Study on the Human Resource Functions in the Digital Era	Dr.S.Yuvaraj and M. Divya	Commerce	Research Review International Journal of Multidisciplinary	2018	2455-3085(Online)	44945
A Study on the Influence of Advertisements and Peer Groups in Purchase	Dr.S.Yuvaraj and Anne Mary Antony	Commerce	Research Review International Journal of Multidisciplinary	2018	2455-3085(Online)	44945

Decision Making Process						
Consumer's Perception on Digital Marketing Channels and their Influence on Buying a Smartphone	Dr.S.Yuvaraj and R. Indumathi	Commerce	Research Review International Journal of Multidisciplinary	2018	2455-3085(Online)	44945
Supply Chain Management and Logistics in New Business Models	Dr.S.Yuvaraj and R. Nadheya	Commerce	Research Review International Journal of Multidisciplinary	2018	2455-3085(Online)	44945
The Factors influencing Marketing Strategy of XIAOMI Electronic Products	Dr.S.Yuvaraj and Suganya Priya	Commerce	Research Review International Journal of Multidisciplinary	2018	2455-3085(Online)	44945
The Impact of Emerging Technologies on Higher Education	Dr.S.Yuvaraj and Siva. S	Commerce	Research Review International Journal of Multidisciplinary	2018	2455-3085(Online)	44945
A Study On The Issues Faced by the Consumers of Online Transport Network Companies	Dr.S.Yuvaraj and Siva. S	Commerce	International Journal of Research and Analytical Reviews	2018	2348-1269(Online)	43602
The Recent Trends in Technology and Its Impact on the Human Resources in the Organisations	Dr.S.Yuvaraj and Sheila Eveline. N	Commerce	Bodhi International Journal of Research In Humanities, Arts and Science	2018	2456-5571(Print)	
The role of emotional intelligence towards employee commitment	Dr.S.Yuvaraj and Sheila Eveline. N	Commerce	International Journal of Pure and Applied Mathematics	2018	1311-8080(Print), 1314-3395(Online)	
A Study on the Factors Influencing Women Entrepreneurial Leadership Styles in MSMEs	Dr.S.Yuvaraj and M. Sujatha	Commerce	Review of Research	2018	2249-894X(Print)	48514
Future of Logistics in Emerging Business Models	Dr.S.Yuvaraj and Sheila Eveline. N	Commerce	Research Journal of Commerce and	2018	2251-1547(Online)	63258

– An Overview			Behavioural Science			
A Study on Motivation of Employees in the Digital Age	Dr.S.Yuvaraj and Sheila Eveline. N	Commerce	International Journal of Management, IT & Engineering	2018	2249-0558(Online)	
A Study on the factors influencing women entrepreneurial attributes towards their entrepreneurial development	Dr.S.Yuvaraj and M. Sujatha	Commerce	Research Directions	2018	2321-5488(Online)	45489
A Study on the application of technology in business of the women entrepreneurs	Dr.S.Yuvaraj	Commerce	Emperor International Journal of finance and Management Research	2018	2395-5929	10.35337
Business Models in the Digital Economy of India	Dr.S.Yuvaraj	Commerce	Emperor International Journal of finance and Management Research	2018	2395-5929	10.35337
A Study on the impact of organisational change on IT employees	Dr.S.Yuvaraj	Commerce	Review of Research	2018	2249-894X	48514
A Study on the internal migration of employees and its impact on their psychological wellbeing	Dr.S.Yuvaraj	Commerce	Journal of Emerging Technologies and Innovative Research	2018	2349-5162(Online)	63975
Factors influencing women entrepreneurial decision making styles in MSMEs	Dr.S.Yuvaraj and M. Sujatha	Commerce	International Journal of Scientific and Technology Research	2019	2277-8616(Online)	
Sustainable Tourism and the Community Participation for Promotion of Tourism (With Reference to Tourism Spots in East Coast Road,	Dr.S.Yuvaraj and Suganya Priya	Commerce	Journal of Management Research and Analysis	2019	2394-2770(Online)	63796

Chennai)						
Comparative analysis of India's export with BRICS countries	Dr.S.Yuvaraj and Priya. K	Commerce	European Journal of Business and Social Sciences	2019	2235-767X(Online)	
The factors influencing the innovative women entrepreneurial leadership role in food and food processing industry in MSME's	Dr.S.Yuvaraj and M. Sujatha	Commerce	International Journal of Business Management and Research	2020	2249-6920(Print) 2249-8036(Online)	
The role of digital marketing in healthcare sector	Dr.S.Yuvaraj and Sheila Eveline. N	Commerce	Studies in Indian Place Names	2020	2394-3114(Online)	
A study on investors behaviour towards investment during financial crisis	Dr.S.Yuvaraj and Shanmuga Priya	Commerce	Kala Sarovar	2021	0975-4520(Online)	

#### 7. Research Publications - Books and Book chapters:

Name	Title of Book	Title of paper	Title of Proceedings	Name of Chapter	National/ International	Year of Publication	ISSN/ ISBN	Name of Publisher
Dr.S.Yuvaraj	Kavanam – Palthurai Paarvai	Nugarvor Vizhipunarvu Oru Paarvai	International Seminar on Kavanam – Palthurai Paarvai	-	International	2014		Today Publication
Dr.S.Yuvaraj and G. Chanrasekar	Life, Work and Leadership in organisations	The application of 80-20	National Seminar on Life, Work	-	National	2015	978-81-92131-00-3	Sarangan Publication



		principle to improve organisational performance	and Leadership in organisations					
Dr.S.Yuvaraj and M.S. Suganthiya	Life, Work and Leadership in organisations	Impact on organisational climate on employee retention	National Seminar on Life, Work and Leadership in organisations	-	National	2015	978-81-92131-00-3	Sarangan Publication
Dr.S.Yuvaraj and M. Kotteeswari	Latest Innovation in Management Science – A Global Perspective	Work Life Balance: A Challenge among the employees working in the IT sector	National Seminar on Latest Innovation in Management Science – A Global Perspective	-	National	2016	978-81-8209-473-4	Vijay Nicole Imprints Private Limited
Dr.S.Yuvaraj and M. Kotteeswari	e-India: Synergizing financial inclusion, IT and business	Cost-reduction framework in international human resource management	National Conference on e-India: Synergizing financial inclusion, IT and business	-	National	2016	978-93-80757-52-0	Sri Maruthi Publisher
Dr.S.Yuvaraj, Durga Devi and Revathy	Public-Private Partnership A Viable Synergy for Sustainable Development	Stakeholders' Responsibility towards pollution control	National Colloquium on Public-Private Partnership A Viable Synergy for	-	National	2016	978-93-85374-40-1	Vishnu Prints Media

			Sustainable Development					
Dr.S.Yuvaraj and G. Chanrasekar	India's March Towards Development – 2030: Issues and Challenges	The future of India : The Challenges Ahead	India's March Towards Development – 2030: Issues and Challenges	-	National	2017	978-93-830-71-043	Akshara Muthra Aalayam
Dr.S.Yuvaraj and Akhil. P	Women in Indian Agriculture	A study on agricultural initiatives by kudumbashree	ICSSR Sponsored National Level Seminar	-	National	2018	978-93-84734-62-6	B-Digest Publications
Dr.S.Yuvaraj and Sheila Eveline. N	Make in India – Vision into Reality	Influence of mobile applications (APPS) on employees work life	International Conference on Make in India – Vision into Reality	-	International	2018	978-93-87865-01-3	Forschung Publication

**8. Consultancy :**

Name of Consultant	Name of Consultancy Project	Sponsoring Agency	Year	Revenue INR in lakhs
Dr.S.Yuvaraj	Diploma in Global Trade Management	Madras Chamber of Commerce and Industry, Chennai	2014-2015	1,50,000
Dr.S.Yuvaraj	Diploma in Internal Audit	-	2014-2015,2015-2016,2016-2017	8,74,120

**9. Conference/Seminar/Workshop attended :**

<b>Name of faculty</b>	<b>Department</b>	<b>Attended/Invited/Presented/ Participated</b>	<b>Title of Presentation</b>	<b>National/ International</b>	<b>Organizing Institution</b>
Dr.S.Yuvaraj	Commerce	Presented	Nugarvor Vizhipunarvu Oru Paarvai	International	Department of Tamil and Institute of Distance Education, University of Madras
Dr.S.Yuvaraj	Commerce	Participated	UGC sponsored refresher course in commerce and management, Batch – II	National	University Grants Commission, Academic Staff College, University of Madras
Dr.S.Yuvaraj	Commerce	Presented	Consumer's perception on Chinese electronic product	International	School of business studies, Sun arts and science college
Dr.S.Yuvaraj	Commerce	Presented	Challenges of Indian Insurance Industry in the Globalized Business	International	PG and Research and department of commerce, Vivekananda College
Dr.S.Yuvaraj	Commerce	Participated	Human Resource Management: Issue and Perspective for Sustainable Development and Excellence	National	Department of Management Studies, University of Madras
Dr.S.Yuvaraj	Commerce	Presented	A study on Foreign Direct Investment trends in India	International	PG and Research and department of commerce, AVC College, Mayiladuthurai

Dr.S.Yuvaraj	Commerce	Presented	Corporate social responsibility and disaster management for sustainable development	International	Department of commerce and financial studies and SMART journal of business management studies
Dr.S.Yuvaraj	Commerce	Participated	Digital Government and administration: Challenges and Prospects for Good Governance	National	Department of public administration, IDE, University of Madras
Dr.S.Yuvaraj	Commerce	Participated	India-China cooperation with special focus on the digital India policy and programme	National	Centre for South and Southeast Asian Studies, University of Madras
Dr.S.Yuvaraj	Commerce	Participated	Vietnam-China Economic Relations in the context of Vietnam's participated in Trans-Pacific Partnership	National	Centre for South and Southeast Asian Studies, University of Madras
Dr.S.Yuvaraj	Commerce	Presented	Social media and change of work culture in organisations	National	PG and Research and department of commerce, Voorhees College, Vellore
Dr.S.Yuvaraj	Commerce	Presented	Stakeholders' Responsibility towards pollution control	National	Department of commerce, management studies and corporate economics, Women's Christian College
Dr.S.Yuvaraj	Commerce	Presented	Make in India – a study on manufacturing sector	National	Department of Economics, Periyar University

Dr.S.Yuvaraj	Commerce	Presented	A study on the perception of exporter/ importer on the factor influencing international trade	International	Department of management studies, University of Madras
Dr.S.Yuvaraj	Commerce	Participated	India's march towards development-2030: Issues and Challenges	National	Centre for South and Southeast Asian Studies, University of Madras
Dr.S.Yuvaraj	Commerce	Participated	Social science and Islamic studies in Indonesia: Framing moderate-Progressive muslim in a pluralistic society	National	Centre for South and Southeast Asian Studies, University of Madras
Dr.S.Yuvaraj	Commerce	Presented	Cost-reduction framework in international human resource management	National	Department of MBA, BBA and B.Com, Guru Nanak College
Dr.S.Yuvaraj	Commerce	Presented	Work Life Balance: A Challenge among the employees working in the IT sector	National	Department of Commerce, Shri Krishnaswamy College
Dr.S.Yuvaraj	Commerce	Presented	A study on the factors influencing the women entrepreneurs towards agro-based and allied entrepreneurial activities	International	Department of Management Studies, University of Madras
Dr.S.Yuvaraj	Commerce	Presented	Problems and preventive measures in cyber crime	International	Department of commerce, management and corporate secretaryship, Patrician college

Dr.S.Yuvaraj	Commerce	Participated	Goods and Services Tax (GST), Insolvency and Bankruptcy code and demonetization	National	Department of commerce (accounting and finance) and singar educational trust, Sri Theagaraya College
Dr.S.Yuvaraj	Commerce	Presented	Business models in the digital economy of India	National	Department of Commerce, St. Ann's College of Arts and Science, Tindivanam
Dr.S.Yuvaraj	Commerce	Presented	The role of emotional intelligence towards employee commitment	International	School of Commerce and Management, Shri Shankarlal Sundarbai Shasun Jain college
Dr.S.Yuvaraj	Commerce	Presented	A study on agricultural initiatives by kudumbashree	National	PG and Research department of commerce, AVVM Sri Pushpam college, Thanjavur
Dr.S.Yuvaraj	Commerce	Presented	The Recent Trends in Technology and Its Impact on the Human Resources in the Organisations	National	Research Centre of commerce, Fatima College, Madurai
Dr.S.Yuvaraj	Commerce	Presented	Influence of mobile applications (APPS) on employees work life	International	PG and Research department of commerce, Vivekananda College, Madurai.
Dr.S.Yuvaraj	Commerce	Participated	Finance Bill 2018 and the companies (Amendment) act 2017	National	Department of commerce (accounting and finance) and singar educational trust, Global multidisciplinary research and academic foundation, Sri Theagaraya College
Dr.S.Yuvaraj	Commerce	Presented	Consumers' Perception Towards Cashless	International	VIT Business School & Department of Technology

			Transactions and Information Security in the Digital Economy		Management, Vellore Institute of Technology, Vellore
Dr.S.Yuvaraj	Commerce	Presented	A Study on Impact of Demonetisation on the Usage of E-Wallets among the College Students with Special Reference to Chennai	International	Department of Management studies, Pondicherry University
Dr.S.Yuvaraj	Commerce	Presented	Consumer's Perception on Digital Marketing Channels and their Influence on Buying a Smartphone	International	Department of Commerce, Sankara college of Science and Commerce
Dr.S.Yuvaraj	Commerce	Participated	Recent advances in commerce, management and economics	National	PG and Research department of commerce, Annai violet college
Dr.S.Yuvaraj	Commerce	Presented	A Study on the Factors Influencing Women Entrepreneurial Leadership Styles in MSMEs	National	Department of management studies, PSNA college of engineering and technology
Dr.S.Yuvaraj	Commerce	Presented	The factors influencing the innovative women entrepreneurial leadership role in the food and food processing industry in MSMEs	International	PG and Research department of commerce, Guru Nanak College
Dr.S.Yuvaraj	Commerce	Presented	The role of digital marketing in healthcare sector	International	PG and Research department of commerce, Voorhees College, Vellore

Dr.S.Yuvaraj	Commerce	Participated	Webinar on Taking research forward during the pandemic	National	Loyola Institute of Frontier Energy, Loyola College
Dr.S.Yuvaraj	Commerce	Participated	Webinar on a hand on approach for developing e-content	International	Sri Aurobindo College of commerce and management, Ludhiana
Dr.S.Yuvaraj	Commerce	Participated	Webinar on business and society : post COVID thoughts	National	Department of commerce and business administration, Rajagiri college, Kalamessery
Dr.S.Yuvaraj	Commerce	Participated	Webinar on managing your finances and investments during COVID19	National	Department of Commerce (Shift 1) Stella Maris College and Finmark Trainers India Pvt Ltd.,
Dr.S.Yuvaraj	Commerce	Participated	Webinar on Economic – Financial challenges and learnings: COVID-19 Pandemic impact	National	Department of commerce (SF), St. Berchmans college.
Dr.S.Yuvaraj	Commerce	Participated	Webinar on transforming challenges into opportunities – an overview of corporate secretaryship	National	Alpha arts and science college
Dr.S.Yuvaraj	Commerce	Participated	Webinar on Beat COVID-19 through effectively crisis management techniques	National	SRM Institute of Science and technology, Faculty of science and humanities
Dr.S.Yuvaraj	Commerce	Participated	Webinar on using SPSS to understand research and data analysis	National	Research advisory committee, Aditi Mahavidyalaya, University of Delhi in collaboration



					with ICFAI business school, Gurgaon
Dr.S.Yuvaraj	Commerce	Participated	Webinar on Future of AI	National	IETE – Mumbai
Dr.S.Yuvaraj	Commerce	Participated	Webinar on Thought leadership on MSME reforms	National	PG, Department of Commerce- Shift 1, Stella Maris College
Dr.S.Yuvaraj	Commerce	Participated	Webinar on developing a future workforce for the business analytics and AI driven enterprises	International	PG and Research and department of commerce, Ethiraj college
Dr.S.Yuvaraj	Commerce	Participated	Webinar on Business and Disruption	National	IQAC and Department of Commerce, Sri Kanyaka Parameswari
Dr.S.Yuvaraj	Commerce	Participated	Webinar on Is covid a reset button for business	National	Department of Commerce, Little Flower Institute of Social Science and Health, Kozhikode

**10. Conference/Seminar/Workshop organised :**

<b>Name of faculty</b>	<b>Department</b>	<b>Title of Programme</b>	<b>National/ International/Regional</b>	<b>Duration</b>	<b>Funding Agency</b>	<b>Amount (in Rs.)</b>
Dr.S.Yuvaraj	Commerce	Life, Work and Leadership in organisations	National	27 <sup>th</sup> and 28 <sup>th</sup> November 2015	-	-
Dr.S.Yuvaraj	Commerce	Emerging trends in business excellence and International business: India's perspectives	International	16 <sup>th</sup> September 2016	UGC XII Plan – Financial Assistance	50,000

Dr.S.Yuvaraj	Commerce	National Seminar on Goods and Services Tax in India – A Paradigm Shift	National	13 <sup>th</sup> Feb 2018	-	-
Dr.S.Yuvaraj	Commerce	National conference on Government policy and global business trend	National	1 <sup>st</sup> September 2018		
Dr.S.Yuvaraj	Commerce	International conference on Digital transformation for sustainable development	International	10 <sup>th</sup> Oct 2019	-	-

**11. Faculty Development Programme attended/conducted :**

Name of faculty	Participant/ Organizer	Type of Programme	Duration
Dr.S.Yuvaraj	Participated	Faculty Development Programme on creative and innovative teaching methods in management education	5 <sup>th</sup> August 2016
Dr.S.Yuvaraj	Organized	Faculty Development Programme in securities market	3 <sup>rd</sup> and 4 <sup>th</sup> December 2018
Dr.S.Yuvaraj	Organized	Innovative teaching and learning: Tools and Techniques	11 <sup>th</sup> October 2019

**12. Extension Activity :**

Name of faculty	Type of Activity	Duration	Sponsoring Agency if any	Amount (in Rs.)	No. of beneficiaries/participants
Dr.S.Yuvaraj	Health and Blood Donation Camp	16 <sup>th</sup> September 2015	Lions Blood Bank	-	256

**13. Any other, If relevant :**

<b>Name of faculty</b>	<b>Type of Activity</b>	<b>Duration</b>	<b>Sponsoring Agency if any</b>	<b>Amount (in Rs.)</b>	<b>No. of beneficiaries/participants</b>
Dr.S.Yuvaraj	Tally and GST Filing		RUSA	10,16,250	175