

Dr P.S. BUVANESWARI, Ph D

ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, UNIVERSITY OF MADRAS

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ACADEMIC APPOINTMENTS

Assistant Professor of Commerce, <i>University of Madras</i>	22.05.2014 – till date
Assistant Professor, <i>Ethiraj college for Women, Chennai</i>	01.07.1992 – 21.05.2014

ACADEMIC BACKGROUND

Ph D (Commerce), University of Madras	2013
PGDIB, Annamalai University	2010
MBA (HR), TNOU	2007
M Phil (Commerce), Ethiraj college for women, Chennai	1992
M.Com, Ethiraj College for Women, Chennai	1991
B. Com, Anna Adarsh College for Women, Chennai	1989

MEMBERSHIP

Indian Commerce Association

Indian Accounting Association

SPECIALIZATION

Marketing & Finance

COURSES TAUGHT

In University of Madras (2014 - till date)

International Banking and Global Financial System, Indian Financial System, Business Communication, Corporate and Allied Laws, Industrial Relations and Labour Laws, International Economic & Commercial Law, Business Ethics and Corporate Governance, Derivatives and Risk management

Ethiraj College for Women (1992-2014)

Principles of Management, Business Communication, Company Law and Secretarial Practice, Entrepreneurial Development, Industrial Relations and Labour laws, Economic and Commercial Law, Banking Theory Law and Practice

RESEARCH INTERESTS

Technology Adoption; Demographics; Customer Awareness, Perception & Satisfaction; Purchase Decision

RESEARCH GUIDANCE

M.Com student Projects: 74 (Completed)

M Phil students: 16 (Awarded)

Ph D: Registered: 6 (Thesis submitted: 1)

RESEARCH PROJECTS

Information Technology adoption in reducing the Rural Urban divide in Indian Higher Education funded by Research Starter Grant, University of Madras.

Identifying Indicators to prevent default in Corporate Loans funded by RUSA.

JOURNAL PUBLICATIONS

Nisha, D and Buvanewari. P. S. (2021). Demographics and Buying Behaviour of Consumers in Social Media. *Wesleyan Journal of Research* 14(3):90–97.

Buvanewari, P. S., Swetha, M. S., Ragetha, T., and Nisha, D. (2021). Technology at Door Step: Consumer Perception on Food Delivery Aggregators. *Materials Today: Proceedings*.

Gayathri, S., and Buvanewari P.S (2020). Customers Perception of Mobile Banking Threat and Security Issues. *Our Heritage* 68(1):500–509.

Gayathri, S., and Buvanewari. P. S. (2020). Drivers of Mobile Banking Application Adoption: A Structural Equation Modelling Approach. *Adalya Journal* 9(1):74–83.

Swetha, M. S., and P.S. Buvanewari. (2020). Understanding Customers' Awareness and Perception on Invasive Marketing Strategies. *Studies in Indian Place Names* 40(59):123–28.

Nisha, D., and Buvanewari. P. S. (2020). An Investigation into Students' Perspective on Online Courses. *Studies in Indian Place Name* 40(16):705–9.

Buvanewari, P. S., and Swetha, M. S. (2019). Enterprise Gamification: A Motivational Drive at Workplace. *Indian Journal of Public Health Research and Development* 10(7):43–48. doi: 10.5958/0976-5506.2019.01534.1.

Buvanewari, P. S., and Swetha, M. S. (2019). Emotional Intelligence of Research Scholars: Empirical Evidence from Scholar's Self - Assessment. *Adalya Journal* 8(10):1254–57.

Gayathri, S., and Buvanewari. P. S. (2019). The Technology Acceptance Model: A Review of Theories and Models. *IJRAR* 6(2):308–18.

Gayathri, S., and Buvanewari. P. S. (2019). Consumer Behaviour towards Mobile Banking Applications. *JETIR* 6(5):467–80.

Farhat Perveen, and Buvanewari. P. S. (2019). Government E-Market: Procurement Re-Imagined. *Adalya Journal* 8(10):1387–96.

Buvanewari, P. S. and Kottaisamy, U. (2019). Mobile Application Ecosystem in Agricultural Marketing in India – A Study.” *JASC: Journal of Applied Science and Computations* I(1):1942–47.

Swetha, M. S., Buvanewari. P. S. and Kottaisamy, U. (2019). An Empirical Study on Consumer Awareness on Digital Footprints. *International Journal of Advanced Science and Technology* 28(17):759–68.

Buvanewari, P. S., and Swetha, M. S., (2019). Blockchain Technology in Marketing Sector – A Tows Matrix Analysis Experts. *International Journal of Scientific Research and Review* 8(1):290–98.

Ragetha, T., and Buvanewari. P. S. (2019). A Comparative Study on US and Indian Trademark Laws. *International Journal of Research in Humanities, Arts and Literature* 7(1):292–97.

Vidhya.T, and Buvanewari. P. S. (2019). Understanding the Consumer Adoption of Mobile Payment Applications. *International Journal of Research and Analytical Reviews* 357–63.

Buvanewari, P. S. (2019). Analysis of Indian Travel Behaviour: Journey towards Sustainable Tourism. *Indian Journal of Research* 9(1):46–52.

Kanimozhi, R., and Buvanewari. P. S. (2019). Impact of Techno Stress on Employee Performance in The Information Technology Sector. *JASC : Journal of Applied Science and Computations* I (1):1919–25.

Buvanewari, P. S., and Farhat Perveen (2018). Application of Alternative Energy in Defence Establishments: An Overview. *International Journal of Creative Research Thoughts* 6(2):59–62.

Sripriya, R. K., and Buvanewari. P. S. (2018). Impact of Digitization on Good Governance: A Study with Reference to Digital India Initiatives of the Government of India. *International Journal of Engineering & Scientific Research* 6(5):52–64.

Buvanewari, P. S., and Swetha, M. S. (2018). Digital Marketing: An Empirical Examination on Awareness and Perception on Intrusive Marketing Strategies. *International Journal of Engineering & Technology* 7(39):793–95.

Buvanewari, P. S., and Swetha, M. S. (2018), Impact of SBI Merger on Customer Satisfaction. *Ajanta Journal* 7(3):113–19.

Buvanewari, P. S., and Ragetha, T. (2018). Destination Marketing in Indian Medical Tourism. *Emperor International Journal of Finance and Management Research* 6(1): 240-241

Buvanewari, P. S., and Swetha, M.S. (2018). GAMIFICATION: A Game Changer to Revolutionise Business. *Kaveripakkam College Journal of Management Research* 8(26):28–33.

Buvanewari, P. S., and Gayathri, S (2017). Role of Banks in Integrating Financial Inclusion with Digital Inclusion in Rural India. *International Journal of Contemporary Commerce* 6(1):7–15.

Buvaneswari, P. S. (2017). Residents' Perception on Effectiveness of Tourism Destinations: A SWOT Matrix Analysis. *JCM - Journal of Commerce & Management* 6(1):112–21.

Buvaneswari, P. S. (2016). Demographic Considerations in Mobile Banking Adoption-An Evaluation Demographic. *International Journal of Marketing and Technology* 6(7):78–82.

Buvaneswari, P. S. (2016). Terrorism in India and its Impact on Foreign Direct Investment. *Pezzoite Journals: International Journal of Trade & Global Business Perspectives* 5(3):2500–2505.

Buvaneswari, P. S., and Jayashree, N. (2016). Exploring Consumers' Awareness and Experiences with Green Washing. *Intercontinental Journal of Marketing Research Review* 4(4):7–16.

Buvaneswari, P. S., and Kuralmozhi, C. (2016). Role of Team Leadership in Enhancing Effective Team Performance: A Review. *International Journal of Business Intelligence & Innovations* (3):5–10.

Buvaneswari, P. S. (2015). Human Rights and Environment. *Intercontinental Journal of Human Resource Research Review* 3(1):89–93.

Buvaneswari, P. S., and K Monika (2015). Corporate Social Responsibility Practices in the Indian Banking Sector. *International Journal of Business Intelligence & Innovations* 3(2):45–50.

Buvaneswari, P. S. (2014). Job Related Stress on Teachers in Self-Financing Schools in Chennai. *International Journal of Scientific Research* 3(7):72–73.

PUBLICATIONS IN CONFERENCE PROCEEDINGS

Swetha, M. S., and Buvaneswari, P. S. (2020). From Fear to Resilience: Human Behaviour and Perception during Pandemic. *Global impact of COVID-19 on Society, Business and Economy*, The Dawn Publishers. 94–103

Buvaneswari, P. S., and Magthalinonacial. I.(2018). Motivators of Gen Y Employees in the Private Sector. *Journal of Business and Management* 1(March):1–3.

Ragavan, N., and Buvaneswari, P. S. (2015). "Mandating IFRS to Improve Accounting Quality." in *UGC Sponsored Two Day National Conference on "International Financial Reporting Standards - A Global Accounting Language for Local Implications in India.* 25–31

Buvaneswari, P. S. (2015). "Green Washing: An Attitudinal and Behavioural Analysis of Consumers." in *Innovative Management Practices for Global Competitiveness*, 187–93

Buvaneswari, P. S., and Rajalakshmi, G. (2014). "The Role of Institutions of Higher Learning Promoting Women Entrepreneurship." *Emerging Trends and Challenges of Women Entrepreneurship in India.* 36–38

Buvaneswari, P. S. (2013). "Eco-Friendly Packages and their Adoption by Small Trader in Chennai." *International Conference on Changes Challenges and Strategic Reform Management.* Mohamed Sathak College of Arts & Science. 154–55

Buvaneswari, P. S., and Vanishree, M. (2012). "Customer Satisfaction and Usage of Bank's Services (A Study with Reference to Bank Customers in Chennai City). *National Conference on Opportunities and Challenges in Present Global Business Scenario* .145–49

Buvaneswari, P. S. (2011). "Customer Relationship Management in Banks." Pp. in *Managerial Challenges in Business.*66-68

Buvaneswari, P. S., and Shrimathy Ramalingam. (2011). Adoption of Mobile Banking by The Indian Urban Customers." *Excellence in Management.* 35–36

Buvaneswari, P. S., and Mitrapriya B. (2009). "Multiculturalism-The Art of Managing Diversity in The Indian Work Place." *Human Resource and Marketing Missing Links & Bridging Gaps.* 33–36

Buvaneswari, P. S., Rajalakshmi, G., and Sindu, S. (2004). "Changing Paradigms in Higher Education -The Role of Universities." *International Conference on Developing Competitive Strength in Institutions of Higher Learning in the changing Scenario.* 294–302

PAPERS IN SEMINARS/CONFERENCES

International Conference, "An Empirical Analysis of the Factors Affecting the Adoption and diffusion of GEM in the Public Procurement ", DayanandaSagar University Bengaluru, 17th & 18th February 2021

International conference, "Demographics and buying behaviour of consumers in social media.", Jamal Mohamed college, 5th October, 2021

International Conference, "Technology Enabled Agriculture: Scope and Application", The Institute of Chartered Accountant of Sri Lanka & GDER, 30th January, 2020

International Conference, "An investigation into students' perspectives on online courses" Loyola College, Chennai, 5th & 6th March, 2020

National Level Paper Presentation, "From Fear to Resilience: Human Behaviour and Perception during Pandemic", NITTE School of Management, Karnataka, 29th & 30th July, 2020

International conference, "Technology at door step: Consumer perception on food delivery aggregators", T. John College IQAC & TJCASSR, 30th July, 2020

National Conference, "Block Chain Technology in Marketing Sector –TOWS Matrix Analysis", Salem Sowdeswari College, Salem, 10th January, 2019

International Conference, "Mobile Application Ecosystem in Agricultural Marketing in India- A Study", The American College, 1st & 2nd February 2019

International Conference, "Impact of techno-stress on employee performance in the information technology sector", The American College, February 2019

International Conference, "Understanding the consumer adoption of Mobile Payment Applications"- Selected as Best Paper & Awarded with Cash Prize", SRM Institute of Science & Technology, 20th March, 2019

International Seminar, "A Comparative Study on US and Indian Trademark Laws", University of Kerala, 26th & 28th March 2019

National Conference, "Government e-Market Procurement Re-Imagined", SRM Institute of Science & Technology, 9th August, 2019

International Conference, "An Empirical study on Consumer Awareness on Digital Footprints", SRM Institute of Science & Technology, 17th & 18th December, 2019

International conference, "Impact of Digitization on Good Governance: A study with reference to Digital India Initiatives of the Government of India ", IPE, 22–23rd February, 2018

International Conference, "Motivators of Gen Y Employees in the Private sector", TNC, 10th March, 2018

International Conference, "Destination Marketing in Indian Medical Tourism", Cochin University of Science & Technology, 16-17th March, 2018

International Conference, "Drivers of Sharing Economy in Transport and Accommodation Sectors ", VIT, 15 & 16th June, 2018

International Conference, "Impact of SBI merger with Its Associates on Customer satisfaction", VVM's Shree Damodar College of Commerce & Economics, Margo, Goa, 17th August, 2018

International Conference, "Digital Marketing: An empirical examination on awareness and perception on Intrusive Marketing", SAI RAM Institute of management studies, 10 & 11th October, 2018

International conference, "Drawing Inspirations from the successful Tourism destinations "Kerala" – An analysis of applicability of the success factors to destinations in Tamil Nadu", Bakthavatchalam College for women, 10-11th August, 2017

Conference, "Role of Banks in Integrating Financial Inclusion in Rural India", MCC, 20-21st Sept, 2017

National Conference, "Role of team leadership in Enhancing Effective Team Performance", The New College, 21st January, 2016

International Seminar, "Green Banking Practices of Private Sector Banks for Sustainable Development", Nehru Memorial College Trichy, 16th February, 2016

International conference, "Impact of Social Media on creating a new learning Environment- An Analysis", Sri Ganesh School of Business Management, 19th February, 2016

National Conference, "Terrorism in India and its Impact on Foreign Direct Investment", Prof Dhanapalan College of Arts & Science, 23rd September, 2016

National Conference, "Exploring Consumers' awareness and experience with Green washing", Prof Dhanapalan College of Arts & Science, 23rd September, 2016

National Conference (UGC sponsored), "Mandating IFRS to improve Accounting Quality", Vivekananda College, Madurai, 5-6th February, 2015

National Conference, "A study on the growth of CSR & Global Reporting Standards", VELS University, 12-13th February, 2015

International conference, "Corporate Social Responsibility practices in the Indian banking sector", Jaya College OF Arts & Science, 28th August, 2015

National Seminar (ICSSR Sponsored), "Green Washing: An Attitudinal and Behavioural analysis of Consumers", Pondicherry University, 8-9th October, 2015

National Conference, "The role of institutions higher learning in Promoting Women Entrepreneurship", K C S Kasi Nadar College of Arts & Science, 10th February, 2014

National Conference, "Corporate Social Responsibility ", K C S Kasi Nadar College of Arts & Science, 10th October, 2014

International conference, "Eco friendly packages & their adoption by small traders", Mohammed Sathak College. Chennai, 30-31st January, 2013

National Conference, "Customer Satisfaction & Usage of Bank's Services", Adhiparasakthi Engineering College, 27th December, 2012

National Seminar (TANSCHE Sponsored), "Research linked curriculum to promote Quality in Higher Education", Government Arts College for Men, Nandanam, 27th August, 2010

National Seminar, "Multiculturalism: The art of Managing Diversity", Dr MGR Janaki College of Arts & Science, 08th October, 2009

State level seminar, "IQAC-Defining Parameters for Promoting Quality in Higher Education", Rathinam College of Arts & Science, Coimbatore, 19-20th December, 2008

National Seminar, "Teaching Research links for employability of students in Higher Education system", V S R & N V R college Tenali, 06th December, 2008

National Conference, "Knowledge management in Higher education" Ethiraj College for Women, 6-7th February, 2008

International conference UGC& NAAC sponsored, "Changing Paradigms in Higher Education –Role Of Universities", Ethiraj College for Women, 16-18th January, 2004.

SELECTED LIST OF PARTICIPATION IN SEMINARS/CONFERENCES/WORKSHOPS/FDP

Webinar, "Brain storming on assessment and accreditation framework of NAAC", Padmashree Institute of Management and Sciences, 12th & 13th March, 2021

Webinar, "Selection of Appropriate statistical Tools: A critical way for successful research", St. Mary's College, Thoothukudi, 12th May, 2020

National Webinar, "Impact of Covid-19 On Global Economy ", Inspira Research Association (IRA), Jaipur & Indian Accounting Association (IAA) Jaipur, 15th May, 2020

Webinar, "Economic Meltdown Poses Threat to Financial Stability- COVID 19", Rathinam College of Art and Sciences, ACCA & ISDC, 16th May, 2020

Online FDP, "Present Challenges and Opportunities in Indian Business Environment", SDNB Vaishnav College for Women, 17th May, 2020

National Webinar, "Empowering Teachers with Moodle LMS", BMS Solution LLC Dubai-UAE, 20th May, 2020

Online FDP, "Virtual Teaching", UNOM-IDE, Dept. of Computer Science, 21-22nd May, 2020

International Webinar, "ICT Tools for Teaching, Testing and Evaluation", Stella Maris College, Chennai - India, 25th May, 2020

FDP, "Online Teaching Via Google LMS during COVID-19 Pandemic", C.Abdul Hakeem College Melvisharam, Ranipet District, Tamil Nadu, 28-30th May, 2020

International Webinar "Design thinking in global education Contemporary teaching and learning techniques", Solaris Strategies Singapore & Audacious Dreams Foundation, 3rd June 2020

Five Days online Workshop, "Enhancing Digital Competencies for Virtual Classroom", Dr. H.R. Gajwani College of Education, Adipur, 4-8th June 2020

One day Online FDP, "Digital Classroom Formation", Government Arts College, Coimbatore, 12th June, 2020

One Week International Virtual FDP, "Moodle Learning Management System", Don Bosco College Central Library and IQAC, Itanagar, Arunachal Pradesh, 15-19th June, 2020

National Level Webinar, "New Trends and techniques in Digital Online Learning", Sree Siddaganga First Grade college of Arts & Commerce, 24th June, 2020

National Workshop, "Managing Virtual Classrooms and open Educational Resources", Panjab University, Chandigarh, 29th June, 2020

International Symposium, "Paradigm shift in Education: From Teaching to Learning", Adamas University, 27th June, 2020

One week FDP, "SEM using AMOS and Smart PLS", CMR College of Engineering & Technology, 14 to 19th July, 2020

UGC-Sponsored Short-Term Course, "Outcome based education: Curriculum Design, Teaching, Learning and Assessment strategies", UGC- HRDC, Jawaharlal Nehru Technological University Hyderabad, 21 to 27th July 2020

Online Webinar, "Open-Source Tools for Data Analysis in Social Sciences", Manipal Academy of Higher Education. 31st July, 2020

One-week online FDP, "Recent advances in Business studies- 2020", Karpagam Academy of Higher Education, 7 to 13th August, 2020

Webinar, "Education Policy – 2020: The Challenges and Prospects", Acharya Institute of Graduate studies, Bengaluru, 17th August, 2020

Online National Discussion, "Critical Review of India's New Policy on Education 2020: Prospects and Challenges", Navjeevan Research & Development Society, 20th August, 2020

Skill Development Programme, "Social Media Marketing", Bharathiar University-Coimbatore, 06-16th October, 2020

National webinar, "SMART PLS", SD Alliance Analytics, Bengaluru Karnataka, 28 & 29th November, 2020

Workshop, "Data Analysis using Excel", Inspira Research Association & Indian Accounting Association, Jaipur, 6th December, 2020

Workshop, "A consultative Curriculum Development on rural Entrepreneurship", Mahatma Gandhi National Council of Rural Education, University of Madras 25th April, 2019

One day Conference, "Benchmarking quality Parameters of Research Programs", RUSA, 15th October, 2019

National Seminar, "Goods & Services tax in India –A paradigm shift", University of Madras, 13th February, 2018

FDP, "Securities Markets ", University of Madras & NISM, 3rd& 4th December 2018

FDP, "Teaching methodology in management in United States ", D.B. Jain College, 20th December, 2018

National Symposium, "Equitable Taxation and Inclusive Growth-An insight into GST", Ethiraj College for Women, 29th August, 2017

National Seminar (UGC Sponsored),"Life, Works & Leadership in Organisations", University of Madras, 27th August, 2016

International Seminar (UGC Sponsored),"Management perspectives on Globalisation, Technology & Innovation", University of Madras, 18-19th March, 2016

Convention, "Companies Act ,2013- Heralding New Era of corporate Governance", University of Madras, 07th April, 2016

International Seminar (UGC Sponsored),"Emerging Trends in Business Excellence & International Business –India’s Perspective", University of Madras, 16th September, 2016

National Seminar (UGC Sponsored),"HRM: Issues & Perspectives for sustainable Development & Excellence", University of Madras, 6-7th March, 2015

National Symposium (UGC Sponsored), "Effective Governance & Brand Building in Higher Educational Institutions ", Ethiraj College for Women, 24-25th February, 2014

Workshop, "Research Collaboration, Consultancy & Patent, & Knowledge management", Ethiraj College for Women, 05th April, 2013

Workshop, "SPSS & AMOS", Ethiraj College for Women, 07th July, 2012

Workshop, "e-learning, Content, Design & Development", Ethiraj College for Women, 21-24th February, 2011

National workshop, "Learner - Centered Teaching", Ethiraj College for Women, 12th January, 2009

Workshop, "Application of statistical tools & techniques for Researchers", University of Madras, 17-18th December, 2009

State level Seminar, "Polemics of Gender in the Global Scenario", Ethiraj College for Women, 08th March, 2007

State level Workshop, "Environmental Sensitisation & Disaster management", Ethiraj College for Women, 21st January, 2006

National Conference, "E Governance", Ethiraj College for Women, 03-04th February, 2006

FDP, "Skill Development", Ethiraj College for Women, 04-05th April, 2006

SEMINARS/ CONFERENCES/ WORKSHOPS/FDP ORGANISED

Webinar "IFRS Skills for employability" in Association with Oxford University Press & Grant Thornton Bharat LLP – 07.05. 2021.

National Webinar "Use of Elsevier Tools in Research Workflow" in Association with Elsevier - 05.05. 2020

Webinar "Fundamentals of Stock Market"-27.05.2020

Webinar "The Digital Accountant- Digital Skills in Transformed World (Evolve, Survive and Thrive in the New Normal)" in Association with ACCA -08.07.2020.

National Conference “Digital Economy: Business Opportunities and Challenges”- 10.01.2019

Workshop “Mind Set: Effective Stress Management Technique”- 18.2.2019

FEP “The Future of Learning- Skills & Experiential Learning”- 25.03.2019

International Workshop “Research Proposal and publication Strategies”- 16.07.2019

FEP “Industry 4.0 and future of learning, research and work”- 04.10.2019

International Workshop- Statistical Analysis (SPSS & AMOS)- 4th& 5th Jan 2018

National Seminar “Managing Uphill battle in Globalised Era”- 03.03.2018

Seminar “E- filing of Income Tax returns” - 06.03.2018

Entrepreneurial Development Program (Inter Collegiate)-ED- Bazaar- 16.02.2018

FDP “Advanced statistical tools for publication in high tier Journals”- 11& 12th June 2018

Workshop for students- “Life Saving Skills”- 25.10.2018

FDP on “Goods & Service Tax” - 14th & 15th December 2018

EDP (Inter departmental)- ED- Bazaar - 30.01.2017

International conference- “Innovative Trends in Business Practices for Sustainable Development” - 04.03.2016

Skill development workshop for the students on “Entrepreneurship Development Programme” in association with KVIC- 01.11.2016 to 05.11.2016

Workshop for the students on “Employability Skills”- 05.12.2016

National Seminar on “Aftermath of Demonetization of Indian Currency”- 20.12.2016

Entrepreneurship awareness programme on 21.01.2015

OTHER PROFESSIONAL INFORMATION/ EXPERIENCE

ADMINISTRATIVE EXPERIENCE

Additional Controller of Examination - Ethiraj College for Women, Chennai (2010-2013)

Nodal Officer for students' project on SHGs of Tamil Nadu Corporation for Development of Women Ltd, 2012.

BOOKS / JOURNAL EDITED

Sustainable Management Practices: Trends, Issues and Challenges, Glow Plus Publishers, 2015, ISBN/ISSN-378-81-929581-3-2

Innovation in the Business – Harnessing Sustainability, MJP Publishers, 2016, ISBN/ISSN-978-81-8094-321-8

Sustainable Business Development – Strategies & Initiatives, MJP Publishers, 2016, ISBN/ISSN-978-81-8094-320-1

AJANTA Journal (UGC Care listed) Volume VIII, Issue 1 (Part I, II, III), AJANTA Prakashan, 2019, ISBN/ISSN-2277-5730

RESOURCE PERSON / INVITED TALKS

International Seminar on "Essentiality of Developing and updating Competency skills in Higher Education" at Presidency College, Chennai on 04.03.2015

International Conference on the "Emerging trends in the domain of Business Analytics" at Thiruthangal Nadar College, Chennai on 10.03.2018

International Conference on "Digital Transformation for sustainable Development" at Women's Christian College along with University of Madras was conducted on 10.10.2019

Workshop on "Data Analysis through SPSS" for the M.A (HRM) Sri Kanyaka Parameswari Arts and Science College for Women students on 06.02.2020.

International Conference on "Design Thinking Prototype: A Quintessence Mapping of Ideation and Innovation" held at Ethiraj College for women on 11.02.2020

National Webinar conducted by Government First Grade College, Bangalore, delivered lecture on "Employee Engagement and Well Being during COVID pandemic" on 23.09.2020

Resource Person for Refresher Course in Commerce and Management, conducted by the UGC-HRDC, University of Madras - Chaired a session for seminar on 25.11.2020

Resource Person for Refresher Course in Commerce and Management, conducted by the UGC-HRDC, University of Madras delivered a lecture "Robotics in Accounting & Finance" on 30.11.2020

ACADEMIC AUDIT / BOARD OF STUDIES

Academic Audit - Department of Business Administration at JBAS College Chennai, December, 2012 and in the department of Commerce, Vels University, Pallavaram on 29.09.2015

Board of studies for Business Administration - WCC, DG Vaishnav college, S.I.E.T College, Dr Ambedkar college, Stella Maris college, Loyola college, Presidency college Chennai.

AWARDS

Best Teacher Award by Lions Club, 2008

Best paper award in an International conference at SRM Institute of Science & Technology, Chennai held on 20. 03. 2019

Best paper award International conference T. John College IQAC & TJCASSR Bangalore held on 30. 07. 2020