

## *Curriculum Vitae*



Name : **Dr.L.GANESAMOORTHY**

Educational Qualifications : M.Com., M.Phil., Ph.D.,

Other Qualification : UGC-NET

Designation : Assistant Professor in Commerce

Institution : Government Arts and Science College, Manalmedu,  
Nagai District (Affiliation: Bharathidasan University)

Previous Work Place : Annamalai University, Annamalai Nagar,  
Tamilnadu – 608 002.

Area of Specialisation : Accounting and Finance

Residential Address : No.6A, Mettu Street,  
Chidambaram, Tamilnadu – 608 001.

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Blogs : l.ganesamoorthy.blogspot.in

Experience in Teaching : 14 Years

Experience in Research : 13 Years

Research Guidance : M.Phil., – 6  
Ph.D., – 7

Publications : (Annexure – I)

International	– 41
National	– 15
Book	- 1
Chapter in Book	– 1

Seminars/Conferences/Workshops/ Symposium (Annexure – II)

Paper Presented: - 45

International - 09

National - 36

Attended : 17

International - 01

National - 16

Invited Lectures/Guest Lectures in Seminars/Workshops : 22

**Workshop Organised** : 2

Sl. No.	Seminar/ Conference/ Workshop	Name of the Seminar/ Conference / Symposium / Workshop	Date(s)
1.	Workshop	Accounting in the 21 <sup>st</sup> Century – Some Emerging Dimensions	3 & 4, March, 2014
2.	Workshop	Chartered Accountancy Course Awareness and Career in Accounting and Finance	7 <sup>th</sup> , February, 2015

**Member in Editorial Board of International Journals** : 5

1. International Journal of Engineering, Business and Enterprise Applications
2. Scholars Journal of Economics, Business and Management.
3. Vision Research Journal.
4. The SIJ Transactions on Industrial, Financial & Business Management(IFBM)
5. Saudi Journal of Business and Management Studies

**Membership in Professional Bodies** : 1

1. Life Member in Indian Accounting Association.

**Other Academic/Administrative Activities**

Other Key Responsibilities in Annamalai University :

1. Served as **NSS Programme Officer**. (2015-2017)
2. Department Level **Coordinator, Internal Quality Assurance Cell**. (2016-17)
3. Department Level **Coordinator, NAAC Activities**, 2014.
4. In-Charge in Department Level **Career Guidance Cell**. (2012-2017)
5. Member in Coordinating Committee, **XI Plan, 2007-08**.
6. Member in Coordinating Committee, **XII Plan, 2011-12**.
7. Worked as a member of **Anti-ragging Committee** at university level.
8. **Doctoral Committee** member (Ph.D.), Bharathidasan University, Tiruchirapalli.
9. **Ph.D. External Examiner**, Bharathiyar University, Coimbatore

10. Worked as a member of organizing committee in **conducting TNPSC Group II examination** in the department centre.
11. Worked as a member of organizing committee in **conducting State Eligibility Test (SET)** in the department centre.
12. Prepared proposal for **Special Assistance Programme (UGC)**.
13. Worked as a member of various committees in organizing national level seminars/symposium/workshops.
14. Worked as a member of **Training and Placement Cell** at department level.
15. Working as a member of department level **sports committee**.
16. Delivered two lectures in **staff study circle** in the department of commerce, Annamalai University.
17. Act as **raportier** in UGC sponsored national seminar on “Impact of Global Financial Meltdown on Indian Economy”, on 27<sup>th</sup> February, 2010 organized by Department of Commerce Sri Venkateswara University, Tirupati.
18. Act as **raportier** in a national seminar on “Exploring Opportunities for Extension and Outreach Services Though Commerce Education”, on 20<sup>th</sup> to 22<sup>nd</sup> February, 2014 organized by the Department of Commerce, Annamalai University, Annamalai nagar.
19. Guided more than 50 students for their PG level project.
20. Handled coaching classes for **UGC-NET Examination** in the Department of Economics, Annamalai University.
21. Worked as **Resource Person** in various departments of Directorate of Distance Education, Annamalai Univeristy (Department of Commerce, Department of Law, Department of Mathematics, Department of Business Management, Department of Engineering and Department of Population Studies).

**ANNEXURE – I**  
**INTERNATIONAL JOURNALS**

<b>Sl. No.</b>	<b>Title of Article</b>	<b>Name of the Journal with ISSN No</b>	<b>Year &amp; Month/ Vol. &amp; No.</b>	<b>Page no(s)</b>
1.	Market Timing - Implications Of Market Valuation On Share Issues By Indian Companies	Indian Journal of Applied Research, ISSN: 2249-555X	January, 2012/ Vol.1, No.4	35-37
2.	Dynamics of FII Investment And Stock Market Returns in India: An Empirical Analysis	Indian Journal of Finance, ISSN: 0973-8711	May, 2012/ Vol.6, No.5	25-31
3.	Overpricing of Initial Public Offerings in India: An Empirical Analysis	International Journal of Management Research & Review ISSN:2249-7196	September, 2012/ Vol.2, No. 9	1455-1463
4.	Effects of Working Capital Management on Profitability of Select Automobile Companies in India	International Journal of Scientific Research ISSN No.2277-8279	February, 2013, Vol.2, No.2	159-160
5.	An Empirical Analysis Of Working Capital Management Of Select Automobile Companies In India	Radix International Journal Of Banking, Finance And Accounting, ISSN:2277-100X	February, 2013, Vol.2, No.2.	52-64
6.	The Performance of Initial Public Offerings based on Their Size: An Empirical Analysis of the Indian Scenario	The IUP Journal of Applied Finance, ISSN: 0972-5105	Vol.19, No.4, October 2013,	84-99
7.	Management of Working Capital Components among Select Automobile Companies in India	Asian Journal of Management, ISSN: 0976-495X	Vol.4, No.4, Oct.-Dec., 2013,	301-307
8.	Testing the Relationship and Impact of Gold Price and Exchange Rate on Stock Market Movement in India	Indo Global Journal of Applied Management Science, ISSN: 2320-7892	Vol.2, No.2, March, 2014,	111-114
9.	Market Timing of Corporate Capital Issues: The Indian Experience	International Journal of Research in Commerce and Management, ISSN: 0976-2183	Vol.5, No.8 August, 2014	17-23
10.	Performance Of Initial Public Offerings In India During Different Market Conditions – Empirical Evidence	International Journal of Management Research and Review, ISSN: 2249-7196	Vol.4, No.7, July, 2014,	741-755
11.	Recent Trends in Primary Market in India – Empirical Evidences	Scholars Journal of Economics, Business and Management, e-ISSN 2348-5302, print 2348-8875	Vol.1, No.6, July, 2014,	271-275
12.	FII Investment in India – A Sector wise Analysis.	Intentional Journal of Research and Business Innovation, ISSN: 2321-5615	Vol.2, No.2, September, 2014	35-38
13.	Growth Pattern of Internet Usage in India – An Overview	EPRA International Journal of Economic and Business Review e-ISSN: 2347-9671, p:2349-0187	Vol.2, No.11, November, 2014	73-79.
14.	Trends of Broadband Usage in India – An Overview	International Journal of Marketing & Financial Management, ISSN: 2348 –3954 (Online), ISSN: 2349 –2546 (Print)	Vol.2, No.11, December, 2014	41-46.

<b>Sl. No.</b>	<b>Title of Article</b>	<b>Name of the Journal with ISSN No</b>	<b>Year &amp; Month/ Vol. &amp; No.</b>	<b>Page no(s)</b>
15.	Customers' Satisfaction on Broadband Services by BSNL in Cuddalore District, Tamilnadu	ADROITIC, An International Refereed Quarterly Research Journal ISSN: 2349-6274	Vol.1, No.3, January-March, 2015	107-111.
16.	Marketing of Banking Services – A Study with Special Reference to Awareness about Credit Cards in Cuddalore District.	Primax International Journal of marketing ISSN:2348-0491	Vol.2, No.3, March – 2015	89-94.
17.	Impact of Select Macroeconomic Variables on the Movement of Indian Stock Market – A Study with Reference to SENSEX and Nifty.	International Journal of Advanced Scientific Research & Development, p-ISSN:2394-8906, e-ISSN: 2395-6089	Vol.2, Special Issue.2, Version.2. August, 2015	252-257
18.	Impact of FIIs Investment on the Movement of Indian Stock Market Under Different Market Conditions.	Indian Journal of Accounting ISSN: 0972-1479	Vol.47, No.2, December 2015	65-75
19.	An Empirical Study of FIIs Investment Pattern in Different Sectors and its Impact on Sectoral Indices	Asian Journal of Management, p-ISSN: 0976-495X, e-ISSN: 2321-5771	Vol.7, No.1, January – March, 2016	65-69.
20.	An Analysis of Profitability Performance of Bharat Sanchar Nigam Limited	Emperor International Journal of Finance and Management Research ISSN: 2395-5929	Vol.2, No.4, April – 2016	67-73
21.	Trend of Indian Stock Market and Investments of FIIs and DIIs in Indian Stock Market – An Overview	Emperor International Journal of Finance and Management Research ISSN: 2395-5929	Vol.2, No.4, April – 2016	74-78
22.	Debt – Equity Mix: The Unresolved Corporate Puzzle	Saudi Journal of Business and Management Studies ISSN (P): 2415-6663; ISSN (O): 2415-6671	Vol.1, No.1, February – April, 2016.	1-5
23.	Introduction of Reliance Jio and Telecom Stock Returns: A Test of Competition Hypothesis in the Bombay Stock Exchange	Indian Journal of Research in Capital Markets ISSN 2394 - 3459	Vol.3, No.4 Oct.-Dec., 2016	21-32.
24.	Financial Performance of Select Information Technology Companies in India – With Special Reference to Profitability.	Global Journal of Research Analysis, ISSN:2277 8160	Vol.6, No.4, April 2017.	472-474.
25.	An Empirical Analysis on Liquidity Position of IT Industry in India – A Special Reference to Select Companies.	Emperor International Journal of Finance and Management Research ISSN: 2395-5929	Vol.3, No.3, March – 2017.	70-77
26.	A Study on the Profitability Analysis of Media and Entertainment Industry in India – With Special Reference to Select Companies	Scholars Journal of Economics, Business and Management e-ISSN 2348-5302 p-ISSN 2348-8875	Vol.4, No.4, April, 2017	291-295
27	Customers' Behaviour Towards Services of Online Recharge of Airtel in Chidambaram Town	International Journal of Science and Advance Research in Technology ISSN [ONLINE]: 2395-1052	Vol. 3, No.6, June, 2017	729-732

<b>Sl. No.</b>	<b>Title of Article</b>	<b>Name of the Journal with ISSN No</b>	<b>Year &amp; Month/ Vol. &amp; No.</b>	<b>Page no(s)</b>
28	Determinants of Share Price Movements - Evidences From Earlier Studies	International Journal of Science and Advance Research in Technology ISSN: 2395-1052	Vol. 3, No.7, July, 2017	41-43
29	Accounting Information and Share Price Movements in SENSEX – A Special Reference to Automobile Industry	Asian Journal of Management, ISSN: 2321-5763(Online), 0976-495X(Print)	Vol.8, No.4, October-December, 2017	957-961
30	A Study on Impact of Cross-Border Factors on Indian Stock Market – With Special Reference to Silver Price	EPRA International Journal of Economic and Business Review e-ISSN : 2347-9671  p- ISSN : 2349-0187	Vol.5, No.11, November, 2017	139-142
31	Stock Market in India – An Outlook on its Recent Trends and Growth	Emperor International Journal of Finance and Management Research, ISSN: 2395-5929	Vol.3, No.6, October 2017	105-110
32	Telecommunication Industry in India – A study on its Trend and Growth	International Journal of Creative Research Thoughts ISSN: 2320-2882	Vol.6, No.1, January 2018	926-931
33	Impact of Cross-Border Factors on Indian Stock Market – With Special Reference to Exchange Rate	International Journal of Research Commerce, Economics & Management, ISSN: 2231-4245	Vol.8, No.3, March, 2018	24-25
34	Accounting Information and Share Price Movement of Sensex Companies – with special reference to Profitability	Emperor International Journal of Finance and Management Research, ISSN: 2395-5929	Vol.4, No.3, March, 2018	301-305
35	A Study on the Impact of Union Budget 2018 on Indian Stock Market with Reference to BSE	International Journal of Research in Humanities, Arts and Literature ISSN: 2347 4564	Vol. 6, No.6, June 2018	129-138
36	Profitability Analysis of Media and Entertainment Industry in India – With Special Reference to New Delhi Television Ltd.	Review of Research ISSN:2249 894X	Vol. 7, No.10, July 2018	1-5
37	A Study on Impact of WPI, IIP and M3 on the Performance of Selected Sectoral Indices of BSE	International Journal of Research in Engineering, IT and Social Sciences,	Vol.8, No.10, October 2018	15-21
38	An Analysis of Solvency Position of Automobile industry in India – with Special Reference to Select Companies	Review of Research ISSN:2249 894X	Vol.8, No.2, November, 2018	1-8
39	Profitability Analysis of Bharti Airtel Ltd. – An Empirical Study	Infokara Research ISSN NO: 1021-9056	Vol.8, No.12 Dec. 2012	217-225
40	Relationship Between Accounting Variables and Share Price Movement of Information Technology Industry – A Special Reference to Liquidity	Studies in Indian Place Names ISSN: 2394-3114	Vol.40, No.19 March 2020	619-624
41	Determinants of Share Price Movements – Evidences from Earlier Studies	International Journal for Science and Advance Research in Technology, ISSN (online): 2395-1052	Vol.6, No.4, April 2020	41-43

### NATIONAL JOURNALS

Sl. No.	Title of Article	Name of the Journal with ISSN No	Year & Month/ Volume & Number	Page no(s)
1.	A Critical Analysis of Rural Entrepreneurship in India	Journal of Management and Science, ISSN 2250-1819, EISSN 2249-1260	Special issue 13 (August, 2013)	9-15
2	Initial Public Offerings (IPOs) in India – Nature of Return and Performance	The Indian Journal of Commerce, ISSN: 0019-512X	Vol.67, No.2, April-June, 2014	13-25
3	Emerging Trends in Bombay Stock Exchange and National Stock Exchange	M-Infiniti-Journal of Management, ISSN: 0973-7197	April, 2015, Special Issue	130-136
4	An Empirical Study on Financial Performance of Bharti Airtel Ltd. – A Special Reference to Profitability Analysis	TQ – A Research Journal ISSN: 2319-9091	June, 2017 Vol.1, No.10	59-65

### BOOKS WITH ISBN NUMBER

Sl. No.	Title of the Article	Name of the Book	Published by / ISBN No.	Month & Year	Page No.
1.	Financial Inclusion and Banking Infrastructure: Some initial observations	Business Horizon	V.H.N.Senthikumara Nadar College, Virudhunagar, ISBN 978-81-910426-3-4.	Dec. 2010	166 – 169
2.	An Analysis of Movement of Indian Stock Market	Global Competitiveness in Business: Trends and Traits	Sri Balaji Publications Pvt. Ltd., Tiruvannamalai, ISBN 1667 – 651 – 207	2011	117 – 119
3.	Global Investment in Indian Stock Market	A Research Book on Global Business Environment and its Impact on management education	Himalaya Publishing House, Mumbai, ISBN 978 – 93 – 5051	2011	167 – 169
4.	Satyam Fraud and Corporate Governance Failure: Accounting and Auditing Perspective	Revitalising Global Business: Issues, Approaches and Strategies	Manibharathi Publishers, Chidambaram, ISBN 819222211 – X	December 2011	73 – 76
5.	Impact on and Recovery of Indian Stock market	Global Financial Crisis and Its Impact on Different Sectors	Discovery Publishing House Pvt. Ltd., New Delhi, ISBN 978 – 93 – 5056 – 010 – 5	2012	82 – 87

<b>Sl. No.</b>	<b>Title of the Article</b>	<b>Name of the Book</b>	<b>Published by / ISBN No.</b>	<b>Month &amp; Year</b>	<b>Page No.</b>
6.	Financial Literacy is an Elixir of an Individual Economy	Financial Literacy Programmes: Issues and Challenges	Raja Publishers, No.10, Ibrahim Nagar, Khajamalai, Tiruchirappalli, ISBN: 978-93-80394-57-2	2015	29-30

### CONFERENCE PROCEEDINGS

<b>Sl. No.</b>	<b>Name of the Conference/Seminar</b>	<b>Article Title</b>	<b>Page nos.</b>	<b>Date</b>	<b>Organizer</b>
1	The role of Tourism in the Development of a Nation	Tourism Industry and Indian Economy	33-34	25 and 26 <sup>th</sup> April 2007	Department of Philosophy, Annamalai University
2	India's Economic Development in the WTO Regime: Opportunities and Challenges	World Trade Organisation and Indian Agriculture – An Outlook`	29	23 <sup>rd</sup> January, 2008	Commerce Wing, DDE, Annamalai University
3.	Sustainable Rural Development Through Micro Credit	Women Empowerment Through Self-Help Groups (SHGs)	26	7-8, May, 2007	Commerce Wing, DDE, Annamalai University
4.	Recent Trends in Micro Finance	Women Empowerment Through Micro Finance – With Reference to Self Help Groups in Tamilnadu	58	10 and 11 <sup>th</sup> May, 2012	Economics Wing, DDE, Annamalai University
5.	Micro Credit and Rural Development	Women Empowerment Through Self-Help Groups (SHGs)	71-74	2008	Commerce Wing, Annamalai University



**ANNEXURE II**

**Seminars/Conferences/Workshops/ Symposium Attended and Papers Presented**

**International - Papers Presented**

<b>Sl. No.</b>	<b>Event</b>	<b>Paper Title</b>	<b>Organiser</b>	<b>Date</b>
1	International Conference on “Global Business Environment and its Impact on Management Education”	Global Investment in Indian Stock Market	Periyar Institute of Management Studies (PRIMS), Periyar University, Salem.	10 <sup>th</sup> - 11 <sup>th</sup> February, 2011.
2	International Conference on “Competency Building Strategies in Business and technology for Sustainable development”	An Investigation on FIIs Investment in Indian Stock Market	Sri Ganesh School of Business Management, Salem.	22 <sup>nd</sup> Feb., 2013
3	International Conference on “Rural Entrepreneurship in India – Opportunities & Challenges”	A Critical Analysis of Rural Entrepreneurship in India	Department of Commerce (CA), AVS College of Arts & Science, Salem	15 <sup>th</sup> July, 2013.
4	International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development”	Recent Trends in Indian Primary Market –An Empirical Evidence	Sri Ganesh School of Business Management, Salem.	25 <sup>th</sup> February, 2014
5	International Conference on “Innovative Researches in Commerce”	FII in Investment in India – A Sector wise Analysis.	PG & Research Dept. of Commerce, AVS College of Arts and Science, Salem	19 <sup>th</sup> September, 2014.
6	International Conference on “Contemporary Issues & Challenges in Commerce and Management”	“Foreign Institutional Investment in Indian Stock Market – Some Recent Trends”	Dept. of Commerce and Management, Sri Ganesh College of Arts and Science, Salem	13 <sup>th</sup> February, 2015
7	Two days 5 <sup>th</sup> International Conference on “Unleashing Opportunities at Bottom of the Pyramid”	Emerging Trends in Bombay Stock Exchange and National Stock Exchange	Dept. of Business Administration & Management Wing (DDE), Annamalai University	17 <sup>th</sup> and 18 <sup>th</sup> April, 2015
8	International Conference on “Innovation in Commerce and Management”	Impact of Select Macro Economic Variables on the Movement of Indian Stock Market – A Study with Reference to SENSEX and Nifty.	PG & Research Department of Commerce, AVC College (Autonomous), Mayiladuthurai.	10 <sup>th</sup> and 11 <sup>th</sup> August, 2015.
9	International Conference on “Emerging Issues and Challenges in Economics and Commerce”	Relationship between accounting variables and share price movement of Information Technology industry – A Special reference to liquidity variables.	PG and Research Department of Commerce, Idhaya College for Women, Kumbakonam	19.02.2020

### International – Attended

Sl. No.	Event	Organiser	Date
1	94 <sup>th</sup> Indian Science Congress on “Planet Earth”	Annamalai University and The Indian Science Congress Association.	3 <sup>rd</sup> - 7 <sup>th</sup> Jan. 2007.

### National – Papers Presented

Sl. No.	Name of the Seminar/Conference/ Workshop/ Symposia	Title of the Paper / Participation	Organiser	Date
1	National Conference on ‘Emerging Trends in Entrepreneurship in Indian scenario’	Challenges of Women Entrepreneurs in India	Commerce wing, DDE, Annamalai University.	6 <sup>th</sup> April, 2007.
2	UGC Sponsored National seminar on ‘Indian Human Resources in the Emerging Global business scenario’	Challenges of HRD in Indian banking Sector	Department of Commerce, Annamalai university	7 <sup>th</sup> & 8 <sup>th</sup> April, 2007
3	UGC Sponsored National seminar on ‘Indian Human Resources in the Emerging Global business scenario’	Challenges of HRD in Co-operatives in India	Department of Commerce, Annamalai university	7 <sup>th</sup> & 8 <sup>th</sup> April, 2007
4	UGC Sponsored National Seminar on ‘The Role of Tourism in the development of a nation’	Tourism Industry has the key role in the development of Indian economy	Department of Philosophy, Annamalai University	25 <sup>th</sup> & 26 <sup>th</sup> April, 2007
5	National Conference on “Sustainable Rural Development through Micro Credit”	“Women Empowerment Through Self Help Groups(SHGs)”	Commerce Wing, DDE, Annamalai University	7 <sup>th</sup> & 8 <sup>th</sup> May, 2007
6	National Conference on “Recent Trends in Financial Services”	“Investor Education and Awareness in Indian Capital Market – An Overview”	Commerce Wing, DDE, Annamalai University	12 <sup>th</sup> October, 2007
7	National Conference on “Recent Trends in Financial Services”	“Sustainable Growth of Insurance Sector in India”	Commerce Wing, DDE, Annamalai University	12 <sup>th</sup> Oct., 2007
8	National Conference on “India’s Economic Development in the WTO Regime: Opportunities and Challenges”	“WTO and Agricultural sector in India”	Commerce Wing, DDE, Annamalai University	23 <sup>rd</sup> January, 2008
9	National Conference on “India’s Economic Development in the WTO Regime: Opportunities and Challenges”	WTO and Indian Agriculture – an out look	Commerce Wing, DDE, Annamalai University	23 <sup>rd</sup> January, 2008
10	National Seminar on “Emerging Trends In Management”	Investors Education in India – With reference to Capital Market	Periyar Institute of Management Studies, Periyar University,	28 <sup>th</sup> and 29 <sup>th</sup> Feb., 2008.
11	National Seminar on “Global Financial Meltdown – Causes, Impact and Remedies”	Global Financial Crisis and Indian Stock Market an Outlook	Department of Commerce Periyar University	25,26, February, 2009

<b>Sl. No.</b>	<b>Name of the Seminar/Conference/ Workshop/ Symposia</b>	<b>Title of the Paper / Participation</b>	<b>Organiser</b>	<b>Date</b>
12	UGC sponsored national seminar on “Impact of Global Financial Meltdown on Indian Economy”	Global financial crisis: Impact on and recovery of Indian stock market	Department of Commerce Sri Venkateswara University, Tirupati	27 & 27 <sup>th</sup> February, 2010
13	National seminar on “Financial Exclusion: Need for Financial Inclusion”	Financial Inclusion and Banking Infrastructure: Some initial observations	Department of Commerce Annamalai University	18 & 19 <sup>th</sup> March, 2010
14	National Seminar on “Global Competitiveness in Business: Trends and Traits”	Movement of Indian Stock Market in Globalisation Era – An Analysis	Department of Commerce, Govt. Arts and Science College for Women, Bargur.	10 <sup>th</sup> March, 2011,
15	National Seminar on “Revitalising Global Business: Issues, Approaches and Strategies”	Satyam Fraud and Corporate Governance Failure: Accounting and Auditing Perspective	Commerce Wing, Directorate of Distance Education, Annamalai University	19 <sup>th</sup> December, 2011,
16	National Seminar on “Recent Trends in Micro Finance”	Women Empowerment through micro finance - with Reference to self help groups in Tamilnadu	Economics Wing, Directorate of Distance Education, Annamalai University	10 <sup>th</sup> and 11 <sup>th</sup> May, 2012
17	National conference on “Prospects of FDI in promoting Retail Trade in India”	Foreign Direct Investment in Indian Retail Sector- An Analysis	Dept. of Commerce (CA) & BBA (CA), Sri Ganesh College of Arts and Science, Salem.	15 <sup>th</sup> February, 2013
18	National Conference on “Building Business in Today’s New World of Marketing”	Marketing of financial services in India	AVS College of Arts and Science, Salem	9 <sup>th</sup> March, 2013
19	National conference on “Modern Trends & Development Strategies in Indian Business”	Testing the Relationship and Impact of Gold price and Exchange rate on Stock Market Movements in India	Dept. of Commerce & Management, Sri Ganesh of Arts and Science, Salem.	19 <sup>th</sup> February, 2014
20	UGC Sponsored National Seminar on “Relevance of Swami Vivekananda’s Thoughts to the Modern Society”	Educational Philosophy of Swami Vivekananda	Department of Philosophy, Annamalai University, Annamalai Nagar	21 <sup>st</sup> and 22 <sup>nd</sup> March, 2014
21	National Level Conference on “Emerging Trends in Marketing”.	Awareness about Credit Cards in Marketing of Banking Services – A Study with Special Reference to Cuddalore District	PG and Research Dept. of Commerce (CA), AVS College of Arts and Science, Salem	13 <sup>th</sup> March, 2015
22	National Seminar on “Financial Literacy Programmes: Issues and Challenges”	Financial Literacy is an Elixir of an Individual Economy	Urumu Dhanalakshmi College, Tiruchirappalli.	11 and 12, Sept.2015
23	National Seminar on “Current Issues in Commerce and Management”	An Analysis of Profitability Performance of BSNL	PG & Research Dept. of Commerce, King Nandhivarman College of Arts and Science, Thellar, Vandavasi TK.	24 <sup>th</sup> March, 2016

<b>Sl. No.</b>	<b>Name of the Seminar/Conference/ Workshop/ Symposia</b>	<b>Title of the Paper / Participation</b>	<b>Organiser</b>	<b>Date</b>
24	National Seminar on “Current Issues in Commerce and Management”	Business Strategies in Indian Scenario – With Special Reference to IT Industry	PG & Research Dept. of Commerce, King Nandhivarman College of Arts and Science, Thellar, Vandavasi TK.	24 <sup>th</sup> March, 2016
25	National Seminar on “Current Issues in Commerce and Management”	A Study on Profitability Analysis of BSNL.	PG & Research Dept. of Commerce, King Nandhivarman College of Arts and Science, Thellar, Vandavasi TK.	24 <sup>th</sup> March, 2016
26	National Seminar on “Current Issues in Commerce and Management”	Trends of Indian Stock Market and Investments of FIIs and DIIs in Indian Stock Market – An Overview	PG & Research Dept. of Commerce, King Nandhivarman College of Arts and Science, Thellar, Vandavasi TK.	24 <sup>th</sup> March, 2016
27	National Seminar on “Current Trends in Internet Marketing”	Determinants of Share Price Movements – Evidences from Earlier Studies	Dept. of Commerce, Loyola College, Olaipadi, Vettavalam, Thiruvannamalai Dt.	6 <sup>th</sup> September, 2016
28	National Seminar on “Current Trends in Internet Marketing”	Customers’ Behaviour of Airtel in Chidambaram Town	Dept. of Commerce, Loyola College, Olaipadi, Vettavalam, Thiruvannamalai Dt.	6 <sup>th</sup> September, 2016
29	National Seminar on “Current Trends in Internet Marketing”	Trend and Growth of Media and Entertainment Industry in India – An Overview	Dept. of Commerce, Loyola College, Olaipadi, Vettavalam, Thiruvannamalai Dt.	6 <sup>th</sup> September, 2016
30	National Seminar on “Impact of Demonetization and Implementation of Cashless Economy”	Demonetization of Currency in India – History and Impact	Dept. of Commerce & Management Studies, Sri Ganesh College of Arts & Science, Salem	17 <sup>th</sup> February, 2017
31	National Seminar on “Impact of Demonetization and Implementation of Cashless Economy”	Effects of Demonetisation in Emerging Sectors – An Overview	Dept. of Commerce & Management Studies, Sri Ganesh College of Arts & Science, Salem	17 <sup>th</sup> February, 2017
32	National Seminar on “Emerging Trends in Economics, Commerce, Management and Entrepreneurship”	Relationship between Accounting Information and Share Price Behaviour of Automobile Industry in India – An Empirical Study	Department of Commerce, Loyola College, Olaipadi, Vettavalam, Thiruvannamalai district.	22 <sup>nd</sup> September, 2017
33	National Seminar on “Emerging Trends in Economics, Commerce, Management and Entrepreneurship”	Stock Market in India – An Outlook on Its Recent Trends and Growth	Dept. of Commerce, Loyola College, Olaipadi, Vettavalam, Thiruvannamalai Dt.	22 <sup>nd</sup> September, 2017

Sl. No.	Name of the Seminar/Conference/ Workshop/ Symposia	Title of the Paper / Participation	Organiser	Date
34	National Seminar on “Emerging Trends in Economics, Commerce, Management and Entrepreneurship”	A Study on the Profitability analysis of Media and Entertainment Industry in India – With Special Reference to New Delhi Televisions Ltd.	Dept. of Commerce, Loyola College, Olaipadi, Vettavalam, Thiruvannamalai Dt.	22 <sup>nd</sup> September, 2017
35	National Seminar on “Emerging Trends in Economics, Commerce, Management and Entrepreneurship”	Indian Telecom Industry – An Analysis on its Emerging Growth	Dept. of Commerce, Loyola College, Olaipadi, Vettavalam, Thiruvannamalai Dt.	22 <sup>nd</sup> September, 2017
36	National Conference on “Prospects of Melting Indian Economy”	Rising of Finance Sector in India – An Overview	Research Department of Business Administration, MR Government Arts College, Mannargudi	1.11.2019

#### National – Attended

Sl. No.	Name of the Seminar/Conference/ Workshop/ Symposia	Organiser	Date
1	Workshop on “Prof.K.S.Sonachalam memorial XVII interdisciplinary Research methodology workshop”	Department of Economics, Annamalai University	27-30 April 2007.
2	UGC sponsored National Symposium on “Technology Applications and Outsourcing for Integrating Banking and Financial Services”	Department of Commerce, Annamalai University.	17 <sup>th</sup> &18 <sup>th</sup> March, 2008.
3	UGC Sponsored Workshop on “Application of Multivariate Tools in Business Research”	Department of Business Administration, Annamalai University.	22 <sup>nd</sup> March, 2008.
4	7 <sup>th</sup> National Conference on “Services Marketing: Trends, Challenges and Strategies”	Commerce Wing, Annamalai University Annamalai nagar	27 <sup>th</sup> Dec., 2008
5	National seminar on “Consumer Rights and Protection”	Department of Commerce, Annamalai University	27 & 28 <sup>th</sup> March 2009
6	Workshop on “Research methodology for Commerce, Economics and Management Researchers”	Commerce wing Annamalai University	10.10.09 & 11.10.09
7	UGC Sponsored National Symposium on “Research Report Writing in Commerce – Expectational gaps”	Department of Commerce, Annamalai University.	29 <sup>th</sup> March, 2011.
8	Faculty Development programme on “Positive Attitude and Constructive Thinking (PACT)”	Annamalai University Annamalai nagar and Haselfre Solutions Pvt. Ltd., Delhi	8 <sup>th</sup> to 10 <sup>th</sup> October, 2012
9	National Seminar on “Exploring Opportunities for Extension and Outreach	Department of Commerce, Annamalai University, Annamalai	20 <sup>th</sup> - 22 <sup>nd</sup> February,

<b>Sl. No.</b>	<b>Name of the Seminar/Conference/ Workshop/ Symposia</b>	<b>Organiser</b>	<b>Date</b>
	Services Though Commerce Education”	Nagar	2014
10	UGC Sponsored National Level Workshop on “Accounting in the 21 <sup>st</sup> Century – Some Emerging Dimensions”	Department of Commerce, Annamalai University, Annamalai Nagar	3 <sup>rd</sup> and 4 <sup>th</sup> March, 2014
11	UGC Sponsored National Symposium on “Multifarious Dimensions of International Business”	Department of Commerce, Annamalai University, Annamalai Nagar	13 <sup>th</sup> & 14 <sup>th</sup> March, 2014
12	Workshop on “Commodity Market and Investment Strategies”	Commerce Wing, Directorate of Distance Education, Annamalai University	28 <sup>th</sup> Nov., 2014.
13	IQAC Sponsored One day Training Programme on “Smart Teaching Practices”	Department of Commerce & Staff Training and Development Centre (IQAC)	30 <sup>th</sup> March, 2015
14	Staff Training Programme on “Dr.Kalam’s Way of Teaching for Today’s Students – Vision to Mission”	Department of Commerce & Staff Training and Development Centre, Annamalai University	20 & 21 <sup>st</sup> January, 2016
15	UGC-XII Plan Sponsored one day Workshop on “Writing Innovative Research Proposals”	Department of Economics, Annamalai University	23 <sup>rd</sup> Jan., 2016
16	One-day Training Programme on “Ambedkar and his Dhamma”	Equal Opportunity Cell (EOC) & IQAC, Annamalai University. Venue at: AUMTECH HALL	27 <sup>th</sup> March, 2015.