



**Name** : Dr. Sr. A. Scarlet

**Designation** : Assistant Professor

**Department** : Commerce

**Date of Birth** : 10.06.1974

**Date of Appointment** : 17.06.2009

S. No.	Degree	University/Institution	Year of Completion
1.	B.Com.	Jayaraj Annapackiam College for Women, Periyakulam	1996
2.	M.Com.	Cauvery College for Women, Trichy	2000
3.	B.Ed.	ST. Christopher College for Women, Chennai	2001
4.	M.Phil.	Bharathidasan University, Trichy	2006
5.	Ph.D	Mother Teresa Women's University, kodaikanal	2017

**Total Experience** : 12 Years.

**Area of Specialization/Interest** : Marketing

**Academic Affiliation**

- Convener of State Level Seminar on Recent Trends in Marketing Techniques.
- Convener of National Seminar on New Trends in Marketing in the Digital Era.
- Co-Convener of National Seminar on Impact of GST in Priority Sectors.
- Convener & organizing Secretary of ICSSR sponsored Two day National

Conference on Empowerment of Women through Micro Finance

- Convenor of National Level Business Quiz
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**Professional Affiliation**

: JCEP (2009-2011), NSS Co-ordinator (2012-2015), JACSFA Member, Discipline Member, Head of the Department (2016 onwards), Director of St. Anne's Hostel (2018 onwards).

Completed Training in Counseling and Psychotherapy consisting of Diadctism, Practice and Field-work in the year 2019.

**Research Publications:**

**International Publications:**

1. **The Emerging Retail Business in India Through The Invasion of FDI-Reality** in the International Journal of Marketing Research Review, ISSN-2321-0346  
Impact Factor: 0.612, Volume 2, Issue 9, September 2014.
2. **Emergence of Mall Culture in India** Third Concept, November, Pp.36 -41, 2015.  
ISSN 0970 -7247.
3. **Merges & Acquisition of Bank of Baroda** in post reform India JAC JOSHAM,  
Volume-3:1, December, 2015, Impact Factor- 3.007 ISSN: 2347-9868, Pg. No: 140-152.
4. **Perception and Expectations of Customers towards Shopping Malls in Tamil Nadu** in Intercontinental journal of marketing research review, ISSN: 2321-0346-Online  
ISSN: 2347-1670, Impact factor: 0.882, Volume 3, Issue 12, December 2015.
5. **Ecological and the Environmental Movement in India** in the International Journal of Scientific Research in Computer Science, Engineering and Information Technology,  
ISSN-2456-3307, Volume-3, Issue-1, February 2018, Page No:1267- 1270.
6. **A Study on Consumer Preferences towards Pendrive in Theni District** in the Shanlax International Journal of Commerce, ISSN-2320-4168, Impact Factor 4.118,  
Volume-6, Issue-1, Jan 2019, Page no: 40-44.
7. **Statistical Analysis of Impact of Smart Phone on Student's Life** International

Journal of Scientific Research in Computer Science Applications and Management Studies (IJSRCSAMS), E-ISSN:2319-1953 UGC approved Journal, Volume-8, Issue-1, Jan 2019.

8. **“Start Up India Stand Up India: The Pedagogy For Education Institute”** The International Journal of Analytical and Experimental Modal analysis and UGC Journal ISO:7021-2008,ISSN NO:0886-9367, Volume-XI, Issue VIII, August/2019.
9. **“Ecological and the Environmental Movement in India”**, International Journal of Scientific Research in Computer Science, Engineering and Information Technology, IJSRCEIT: VOLUME 3, ISSUE 1, ISSN: 2456-3307, Jayaraj Annapackiam College for Women, Periyakulam, Theni. 1<sup>st</sup> January to February 2018.
10. **“Women Empowerment Through Self Help Groups: A Study at Periyakulam in Theni District”**, The International Journal of Analytical and Experimental Model Analysis, IJAEMA JOURNAL, VOLUME XI, ISSUE XII, Jayaraj Annapackiam College for Women, Periyakulam, Theni. 04<sup>rd</sup> December, 2019.

#### **National Publication:**

1. **Influence of Cultural Factors on Consumer Buying Behaviour** in the Jamal Academic Research Journal: An Interdisciplinary, Volume-IX No.2, January, 2017, ISSN: 0973-0303, Page No: 682 to 683.

#### **Seminars/Conferences/Workshops Participated:**

1. The course in Healing the inner child in accordance with the standards of Anugraha institute for counselling from 1 to 8 August 2008.
2. One day seminar on **Youth Animation In Jesus Christ** on 26<sup>th</sup> August 2010, organized by Jayaraj Annapackiam College for Women (Autonomous), Periyakulam.
3. Two day **workshop on higher Education in a Changing Environment** on 26<sup>th</sup> to 27<sup>th</sup> November 2010 held at Jayaraj Annapackiam College for Women (Autonomous) Periyakulam.
4. The UGC Sponsored **National Conference On Inculcation Of Values for Holistic Life Amidst Technological Scenario** On 6<sup>th</sup> - 7<sup>th</sup> December 2010, at Jayaraj Annapackiam College for Women (Autonomous) Periyakulam.
5. The UGC Sponsored National Seminar On **Human Rights** Organized by IQAC, Jayaraj Annapackiam College for Women (Autonomous) Periyakulam held on 9<sup>th</sup> -10<sup>th</sup> December, 2010.

6. One day Seminar on **Moulding the Christian Youth in the Light of Christ** on 15<sup>th</sup> September, 2011, organized by Jayaraj Annapackiam College for Women (Autonomous), Periyakulam.
7. International Conference on **Business Innovations in the Globalisation Era** organized by A.V.V.M Sri Pushpham College, Poondi on 22<sup>nd</sup> September, 2012.
8. **Training Course** organized by Anugraha Institute of Counseling From 5<sup>th</sup> to 10<sup>th</sup> June, 2013 at Jayaraj Annapackaim College for Women (Autonomous), Periyakulam.
9. The National Seminar on **Environmental Education - Challenges and Practices** held at the St.Xavier's College, Palayankottai on 10<sup>th</sup> & 11<sup>th</sup> January, 2013.
10. The UGC Sponsored Workshop on **Capacity Building of Women Managers in Higher Education** organized by Madurai Kamaraj University, Madurai on 18-22 February, 2013.
12. One day Workshop on **Research Methodology** held at Mother Teresa Women's University, Kodaikanal on 27<sup>th</sup> August, 2013.
13. Two days State Level Workshop on **Yoga for Human Health and Peace** organized by Physical Education Wing and Department of Education, Mother Teresa University Kodaikanal on 2<sup>nd</sup> & 3<sup>rd</sup> September, 2013.
14. The **National Service Scheme Orientation Training** organized by Avinashilingam University, Coimbatore on 12<sup>th</sup> to 18<sup>th</sup> October, 2013.
15. One day Faculty Workshop on **Towards an Equitable Society** on 22<sup>nd</sup> August, organized by the Centre for Women's Studies, Lady Doak College, Madurai.
16. International Conference on **India's Foreign-Opportunities Trade and Challenges** organized by Hajee Karutha Rowther Howdia College, Uthamapalayam on 9<sup>th</sup> September, 2014.
17. The National Workshop on **E-Content Development for Effective Teaching and Learning** organized by Department of Physics and Internal Quality Assurance Cell, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam on 11<sup>th</sup> to 13<sup>th</sup> September, 2014.
18. The National Workshop on **Review, Evaluation and Action Plan for UGC**

- Community Colleges and B.Voc Centers** in Tamil Nadu and Kerala held on 20<sup>th</sup> & 21<sup>st</sup> August, 2015 at Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, Tamil Nadu.
19. Two days **Leadership Training Programme** for the Faculty Members of Jayaraj Annapackiam College for Women (Autonomous), Periyakulam organized by the Centre for Education beyond Curriculum, Christ University, Bangalore on 29<sup>th</sup> - 30<sup>th</sup> June, 2015.
  20. One day National Seminar on **Marketing 3.0-Sustainable & Inclusive Growth Oriented Marketing** organized by Aiman College of arts and science for women, Trichy on 29<sup>th</sup> January, 2015.
  21. The UGC Sponsored National Seminar On “**Health Education Immunization and Blood Donation**” Organized by the JAC Community College (Diploma In Health Care) Jayaraj Annapackiam College for Women (Autonomous), Periyakulam held On 4<sup>th</sup> February, 2016.
  22. The UGC Sponsored National Seminar On “**Photoshop And Innovative Efficacy of Internet**” organised by the JAC Community College (Diploma In Desktop Publishing), Jayaraj Annapackiam College For Women (Autonomous), Periyakulam held on 5<sup>th</sup> February, 2016.
  23. The UGC Sponsored National Seminar On “**Skin Care and Maintenance**” organised by the JAC Community College (Diploma In Desktop Publishing), Jayaraj Annapackiam College for Women (Autonomous), Periyakulam held on 6<sup>th</sup> February, 2016.
  24. The National Conference on **Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions** organized by Internal Quality Assurance Cell (IQAC) On 29<sup>th</sup> to 30<sup>th</sup> September, 2016.
  25. The National seminar on **New trends in marketing in the digital era** organized by the Department of Commerce With Computer Applications, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam on 1<sup>st</sup> December 2016.
  26. The National Level Advanced Workshop Organized by Loyola Institute of Frontier Energy (LIFE) And CAAS Research Foundation, Chennai Which Was held on October 23& 24, 2017.
  27. The Two- Day State Level Workshop On “**Designing With Multimedia Tools**”

- Organized by the PG & Research Department OF Commerce & Department of Commerce With Computer Applications, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, Theni Dt., Tamil Nadu on 18<sup>th</sup> & 19<sup>th</sup> January 2018.
28. One-Day State Level Workshop On “**Impact Of GST In Priority Sectors**” organised by The PG & Research Department of Commerce & Department of Commerce With Computer Applications, Jayaraj Annapackiam College For Women (Autonomous), Periyakulam, Theni Dt. Tamil Nadu On 22<sup>nd</sup> January 2019.
  29. The One-Day International Workshop On “**The Role of Computer Technology in Tamil Language Development**” organized by the Department Of Tamil, Computer Science and Commerce with Computer Applications, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam in Collaboration With Tamil, Unlimited (United States Of America) on 4<sup>nd</sup> March 2019.
  30. The Residence-cum-Correspondent training in **counseling** and psychotherapy consisting of Didacticism, Practice and field work from April 29<sup>th</sup> to 25th May 2019 in Anugraha, Dindigul.

#### **Paper Presentations:**

1. **Global Financial Crisis VS Indian Financial Crisis-An Overview** in the International Conference on Business Innovations in the Globalisation Era organized by A.V.V.M Sri Pushpham College, Poondi on 22<sup>nd</sup> September, 2012.
2. **Retailing trade in India** in the International Conference Trade - Opportunities and Challenges organized by Hajee Karutha Rowther Howdia College Uthamapalayam on 9<sup>th</sup> September, 2014.
3. **Foreign Direct Investment in Indian Retail Sector- Pros and Cons** in the one day National Seminar on Marketing 3.0-Sustainable & Inclusive Growth Oriented Marketing organized by Aiman College of arts and science for women, Trichy on 29<sup>th</sup> January, 2015.
4. A Quality Assurance And Quality Sustenance In Higher Educational Institutions: Challenges And Solutions Organized By Internal Quality Assurance Cell (IQAC)

On 29<sup>th</sup> & 30<sup>th</sup> September 2016

5. **Influence of Cultural Factors on Consumer Buying Behaviour** in National Seminar on Emerging Business Practices in the Global Environment organized by Jamal Mohamed College, Trichy on 19<sup>th</sup> January, 2017.
6. **Women Empowerment through Skill Development** in the National Conference On Enhancing Employability Through Enterprise Education, Arul Anandhar College, Karumathur, Madurai on 25<sup>th</sup> September, 2018.
7. **A Study on Consumer preferences towards Pendrive in Theni District** in the One Day National Level Conference On recent Innovation in Commerce, Economics and management, Cardamom Planter's Association College Bodinayakanur, Theni on 15<sup>th</sup> October, 2018.
8. A Ecological and The Environmental Movement In India in The ICHR Sponsored National Conference On Popular Movement In South India During 19<sup>th</sup> & 20<sup>th</sup> Centuries On 7<sup>th</sup> & 8<sup>th</sup> February 2018 At Jayaraj Annapackiam College For Women (Autonomous) Periyakulam.
9. **Statistical Analysis of Impact of Smart phone on students life** National Conference on Internet of Things, organized by the PG Department of Computer Science, Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 22<sup>nd</sup> February, 2019
10. **Women Empowerment through Self Help Groups: A Study at Periyakulam in Theni District** ICSSR sponsored Two day National Conference on Empowerment of Women through Micro Finance organized by PG & Research centre of commerce Jayaraj Annapackiam College for women (Autonomous), Periyakulam on 4<sup>th</sup>&5<sup>th</sup> December2019.

## **PARTICIPATION IN WEBINARS**

### **NATIONAL LEVEL WEBINARS**

- 1.The one-day webinar on **“Impact of Covid on Economy and Management of Finance during this Period”** organized by the Shri Shankarlal Sundarbai Jain College for Women, with IQAC (Internal Quality Assurance Cell) and School of Commerce, Chennai, Tamilnadu on 4-04-2020.
- 2.The one-day webinar on **“Novel Coronavirus (COVID-19)”** organized by the URS Training Service LLC on 7-04-2020.

3.The webinar on **“Pledge for Women Rights”** organized by the National Commission for Women, New Delhi, India on 08-04-2020.

4.The Two-day webinar on **“Fundamental of Fashion Designing”** organized by the Department of Textile and Fashion Designing, AVS College of Arts & Science, Salem, Tamilnadu on 15-04-2020 to 16-04-2020.

5. The Two-day webinar on **“Aptitude & Logical Reasoning”** organized by the Department of Mathematics, AVS College of Arts & Science, Salem, Tamilnadu on 17-04-2020 to 18-04-2020.

6.The one-day webinar on **“COVID-19 Awareness Program”** organized by the Holy Cross College (Autonomous), Nagercoil, Tamilnadu on 20-4-2020.

7.The Two-day webinar on **“Household Electrical Devices & Appliances”** organized by the Department of Physics, AVS College of Arts & Science, Salem, Tamilnadu on 20-04-2020 to 21-04-2020.

8.The Five-day National Level webinar on **“Effective Usage of ICT for E-Content Preparation”** organized by the Jayaraj Annapackiam College for Women (Autonomous), periyakulam, Tamilnadu on 27-04-2020 to 02-05-2020.

9.The one-day webinar on **“Corona Awareness Programme”** organized by the Shri Nathmal Goenka Law College Akola, on 06-05-2020.

10.The Two-day National Level webinar on **“Digital Tools for Smart Classrooms in Higher Education”** organized by the Jayaraj Annapackiam College for Women (Autonomous), periyakulam, Tamilnadu on 06-05-2020 to 07-05-2020.

11.The one-day webinar on **“A Special Lecture on Education 4.0** organized by the Internal Quality Assurance Cell, V.O. Chidambaram College, Thoothukudi, Tamilnadu on 08-05-2020.

12.The one-day webinar on **“Impact of COVID-19 & Management of Personal Finance through this Period** organized by the M.O.P.Vaishnav College for Women (Autonomous), Chennai, Tamilnadu on 09-05-2020.

13.The one-day webinar on **“Psychological First – Aid** organized by the Department of Psychology, ST.Marys College (Autonomous), Thoothukudi, Tamilnadu on 11-05-2020.



14.The Five- days National Level webinar on **“Holistic Development”** organized by the Department of Physical Education Organizes, Arulmigu Palaniandavar Arts College for Women, Palani, Tamilnadu on 12-05-2020 to 16-05-2020.

15.The three-day webinar on **“Future of Entrepreneurship and Employment Opportunities”** organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore, Tamilnadu on 13-05-2020 to 15-05-2020.

16.The one-day webinar on **“Teaching Pedagogy After COVID-19”** organized by the Department of Commerce and Economics, Bharath Institute of Higher Education and Research, on 15-05-2020.

17.The one-day webinar on **“Insurance for Business Enterprise”** organized by the Kalasalingum Business School by Department of Commerce, Kalasalingum Academy of Research and Education, Srivilliputhur on 15-05-2020.

18.The one-day webinar on **“knowledge Gained through the Challenging Exercise of NAAC: Success Story** organized by the St.Joseph’s College (Autonomous), Tiruchirappalli on 15-05-2020.

19.The one-day webinar on **“Start Step to Start-up”** organized by the Entrepreneurship Development Cell, Francis Xavier Engineering College (Autonomous), Triunelveli, Tamilnadu on 15-05-2020.

20.The one-day webinar on **“Role of Cytochrome P450 in Lipid Metabolism and Cancer”** organized by Department of Zoology, Arulmigu Palaniandavar Arts College for Women (Autonomous), Palani, Tamilnadu on 17-05-2020.

21.The one-day webinar on **“Size Does Matter: Genes, Diet & Obesity”** organized by the PG Department of Biotechnology, SAS SNDP Yogam College, Konni, Pathnamthitta, Kerala on 18-05-2020.

22.The one-day Webinar on **“Traditional Medicine”** Organized by Department of Botany , Sadakadullah Appa College ,Trinulveli, Tamilnadu on 30-05-2020.

23.The one-day webinar on **“Online Platform: All You Need to Know”** Organized by the International Journal of Advanced Studies and Research, in associate with CT University,Ludhiana, India on 31-05-2020.

24.The Two-day Webinar on **“Free Statistical Tools for Research Data Analysis and Research Publication with Special Reference to Citation, Impact factor and h Index”** Organized by the

Library, Jayaraj Annapackiam College for Women, Periyakulam, Tamilnadu on 1-06-2020 to 2-06-2020.

25.The Two-day National Webinar on **“Impact of Covid -19 in Service Sector: Strategies to Overcome the Challenges”** Organized by the PG& Research Centre of Commerce, Jayaraj Annapackiam College for Women, Periyakulam, Tamilnadu on 1-06-2020 to 2-06-2020.

26.The Two-day Webinar on **“Optimistic Approach to Human Excellence”** Organized by the Bless O Bless YouTube Channel on 3-06-2020.

27.The one-day Webinar on **“How to Write an Effective Research Article?”** Organized by the IQAC & Research and Development Cell, Marudhar Kesari Jain College for Women, Vaniyambadi, and Tamilnadu on 4-06-2020.

28.The Two-day Webinar on **“Let Us Lockdown the Stress”** Organized by the Counseeling Centre & Minority Cell, Jayaraj Annapackiam College for Women, Periyakulam, Tamilnadu on 5-06-2020 to 6-06-2020.

29.The One Day Webinar on **“Protect Plants; Protect Life on Earth”** Organized by the Enviro Club, Auxilium College (Autonomous), Vellore, Tamilnadu on 5<sup>th</sup> June 2020.

30.The One Day Webinar on **“Dream Big”** Organized by PG & Research Department of Zoology, V.O Chidambaram College, Thoothukudi on 6<sup>th</sup> June 2020.

31.The One Day Webinar on **“Protective Measures in Cyber Space amidst COVID Crisis”** Organized by Human Rights Club, Youth Red Cross and Red Ribbon Club of Mananar Thirumalai Naicker College, Madurai on 8<sup>th</sup> June 2020.

32.The One Day Webinar on **“Current & Sustainable Trends in Food Biotechnology”** Organized by the Department of Biotechnology, ST. Peter’s College of Engineering & Thecnology, Avadi on 9<sup>th</sup> June 2020.

33.The One Day Webinar on **“PANDEMIC – Past, Present and Future with Special reference to COVID – 19”**, Organized by the Department of Science and Technology, Tamilnadu State Council For Science and Thecnology, Chennai on 9<sup>th</sup> June 2020.

34.The One Day National Level Webinar on **“Immunity and Immune Booster”** Organized by the Department of Biochemistry & Food and Nutrition, Islamiah Women’s arts and Science College, Vaniyambadi, Tamilnadu on 10<sup>th</sup> June 2020.

- 35.The One Day Webinar on “**Bounce Back: Strategies For Effective Stress and Time Management**” Organized by the ‘Bless O Bless’ You Tube Channel on 10<sup>th</sup> June 2020.
- 36.The One Day Webinar on “**Organic Foods and Healthy Life Style**” Organized by the Bachelor of Vocation in Beauty and Health Care, Jayaraj Annapackiam College For Women (Autonomous), on 10<sup>th</sup> June 2020.
- 37.The Two Day Webinar on “**Application of ICT Tools in Research**” Organized by Centre for Research and Development, and Internal Quality Assurance Cell (IQAC), Rai University, on 10<sup>th</sup> June 2020 & 11<sup>th</sup> June 2020.
- 38.The One Day Webinar on “**Understanding AutoCAD For Beginners**” Organized by School of Engineering and Applied Science and Internal Quality Assurance (IQAC), Rai University, Ahmedabad, Gujarat-India, on 12<sup>th</sup> June 2020.
- 39.The One Day Webinar on “**Women in Entrepreneurship**” Organized by Entrepreneurship Cell, Jayaraj Annapackiam College For Women (Autonomous), Periyakulam on 15<sup>th</sup> June 2020.
- 40.The One Day National Level Webinar on “**N-List and National Digital Library of India**” Organized by the General Library, Quaid E-Millath Government College For Women (Autonomous), Chennai on 11<sup>th</sup> July 2020.
- 41.The One Day National Level Webinar on “**Understanding NET/SET Preparations**” Organized by P.U. Educational Service on 11<sup>th</sup> July 2020.
- 42.The one-day National Webinar on “**Advance Excel**” Organized by the Department Learning and Extension , Pune Sub- Centre of SNDT Women’s University, on 11-07-2020.
- 43.The one-day webinar on “**Role of Virtual and Augment Reality in Higher Education**” Organized by the Department of Computer Science and Engineering, Gnamani College of Technology, Namakkal, Tamilnadu on 11-07-2020.
- 44.The one-day Webinar on “**Low Cost Rural Housing Construction Practice**” Organized by the Department of Civil Engineering, V.R.S College of Engineering and Technology, Arasur, Tamilnadu on 11-07-2020.
- 45.The one-day webinar on “**Computing Smart Application on Cloud Infrastructure**” Organized by the Department of Computer Science and Engineering, Gnamani College of Technology, Namakkal, Tamilnadu on 12-07-2020.

46.The one-day Webinar on **“WSN Communication Strategies, Challenges and Applications”** Organized by the Department of Electronics and Communication Engineering , Francis Xavier Engineering College, Trinulveli, Tamilnadu on 13-07-2020.

47.The one-day Webinar on **“Data Science Approach to Problem Solving”** Organized by the Department of Information Technology, AIMIT, St.Aloysius College, Mangaluru 13<sup>th</sup> July 2020.

48.The One Day Webinar on **“Engineering, Employability of Electronics & Communication Engineering”**, Organized by Institution’s Innovation Council, Francis Xavier Engineering College an Autonomous Institution, Tirunelveli on 14<sup>th</sup> July 2020.

49.The One Day Webinar on **“Personal Financial Planning is a Panacea of Life”** Organized by Department of Master of Business Administration, Adhiparasakthi College of Engineering on 15<sup>th</sup> July 2020.

50.The One Day Webinar on **“Research Methodology – Qualitative Perspective”** Organized by Division of Social and Languages, School of Advanced Science, VIT Vellore Institute of Technology, Chennai 15<sup>th</sup> July 2020.

51.The One Day Webinar on **“How to Start Writing a Research Paper”** Organized by the Department of Computer Science and Engineering, Tamilnadu on 17<sup>th</sup> July 2020.

52.The Two Day National Level Webinar on **“Strengthening the ‘You’ in You”** Organized by APCian Alumnae Association and Student Council of A.P.C Mahalaxmi College For Women, Thoothukudi on 17<sup>th</sup> July 2020.

53.The One Day Webinar on **“Teaching and Learning Strategies”** Organized by the Department of Pedagogic Science, OM Shanti College of Education, Kanchipuram on 18<sup>th</sup> July 2020.

54.The One Day Webinar on **“The Power of Positive Thinking”** Organized by the Department of English, Holy Cross Home Science College, Thoothukudi on 18<sup>th</sup> July 2020.

55.The One Day Webinar on **“A Road Map of Artificial Intelligence”** Organized by the Department of Master of Computer Application, Gnanamani College of Technology Namakkal on 18<sup>th</sup> July 2020.

56.The one-day Webinar on **“Moodle Learning Analytics”** Organized by the IQAC and Department of Commerce, Rathinam College of Arts and Science, Coimbatore, Tamilnadu,19-07-2020.

57.The one-day State level Webinar on **“The Future of Informal Sector in India”** Organized by the JCI Kuzhithurai, Kanyakumari District, Tamilnadu on 19-07-2020.

58.The one-day Webinar on **“Ensure Excellence Through Effective Communication”** Organized by the OM Shanti College of Educations, Kancipuram, Tamilnadu on 19-07-2020.

59.The one-day Webinar on **“A Road Map of Social Media Analytics”** Organized by the Department of Master of Computer Application, Gnanamani College of Technology, Namakal,Tamilnadu on 20-07-2020.

60.The one-day Webinar on **“Enhance Learning and Teaching Skills Using Digital Tools”** Organized by the OM Shanti College of Educations, Kancipuram, Tamilnadu on 20-07-2020.

61.The one-day National Webinar on **“Teacher Vs Learner: Impact of COVID 19 in Colleges”** Organized by the IQAC, The American College, Madurai, Tamilnadu on 22-07-2020.

62.The one-day Webinar on **“Covid 19: How to increase our immunity and Siddha Medicines to take For Corono”** Organized by the Department Commerce (CS & IT), Rathinam College of Arts and Science, Coimbatore, Tamilnadu, 24-07-2020.

63.The One Day National Level Webinar on **“Introduction to Auditing”** Organized by the Department of Life Long Learning and Extension, Pune Sub – Centre of SNDT Women’s University and Tech Mahindra Foundation’s SMART Centre, on 25<sup>th</sup> July 2020.

64.The One Day Webinar on **“AI in HealthCare”** Organized by the Department of Computer Application, KLE S Nijalingappa College, Bangaluru on 27<sup>th</sup> July 2020.

65.The One Day Webinar on **“Corporate Moral Excellence”** Organized by the Department of Commerce and Management, Jyoti Nivas College (Autonomous), Bangaluru on 27<sup>th</sup> July 2020.

66.The One Day Webinar on **“ABC of Construction:- Artificial Intelligence and Digital Twins + BIM + Computer Vision”** Organized ASCE – ISWR in Association with K.D.K College of Engineering, Nagpur, India on 28<sup>th</sup> July 2020.

67.The One Day Webinar on **“Data – The Mine”** Organized by the Department of Computer Application, KLE S Nijalingappa College, Bangaluru on 28<sup>th</sup> July 2020.

68.The one – day “Training Cum Orientation Programme” organized by Department of English and Foreign Languages, and Department of Linguistics, Bharathiar University, Coimbatore in association with TANSICHE, Coimbatore on 30<sup>th</sup> September 2020.

69.The one Day Online course on “Marginal Costing” Organized by the department of Commerce CA, KG College of Arts & Science, Tamilnadu, Coimbatore on 10-10-2020.

70 The One Day online Course on “Entrepreneurial Development” Organized by the Department of Centre for Agri-Business Entrepreneurship Development (CAED), , KG College of Arts & Science, Tamilnadu, Coimbatore on 20-10-2020.

### **INTERNATIONAL LEVEL WEBINARS**

1.The one-day webinar on “**Test Items Development Techniques for TVET Teachers**” organized by the Colombo Plan Staff College, on 29-04-2020.

2. 11.The one-day webinar on “**Revised Taxonomy of Learning Domains and its Implication in TVET**” organized by the Colombo Plan Staff College, on 05-05-2020.

3.The one-day webinar on “**Redefining Learning Spaces – Changing Agent in Educational Ecosystem**” organized by the Colombo Plan Staff College, on 6-05-2020.

4.The one-day webinar on “**Supervision and Monitoring of Teaching Process of TVET Teachers**” organized by the Colombo Plan Staff College, on 07-05-2020.

5.The one-day webinar on “**Role of TVET Schools in Bridging the Gap in Workforce Development**” organized by the Colombo Plan Staff College, on 08-05-2020.

6. 19.The one-day webinar on “**Digital Technology and E-Based Learning in TVET**” organized by the Colombo Plan Staff College, on 11-05-2020.

7.The one-day webinar on “**Cultivating a Positive Attitude for Professional Excellence**” organized by the Colombo Plan Staff College, on 13-05-2020.

8. 24.The one-day webinar on “**Development of Online Teaching and Learning Resources Using ICT**” organized by the Colombo Plan Staff College, on 14-05-2020.

9.The one-day webinar on “**Soft Skills Development of TVET Graduates in the Age of IR 4.0**” organized by the Colombo Plan Staff College, on 19-05-2020

10. The one-day International Webinar on **“Effective Usage of LCT Tools for Higher Education”** Organized by the Service Arts and Science College for Women, Thogamalai, Tamilnadu on 3-06-2020.
11. The One-day International Webinar on **“Celebrating Biodiversity and Conservation of Aquatic Biodiversity”** Organized by the PG & Research Department of Zoology and Wildlife Biology, A.V.C College (Autonomous), Mayiladumburai, Tamilnadu on 5-6-2020.
12. The One Day International Level Webinar on **“The Impact of COVID-19 on Educational, Environment & Economy- Challenges and Opportunities”** Organized by the Internal Quality Assurance Cell, Seethalakshmi Achi College for Women, Pallathur, Tamilnadu on 11-07-2020.
13. The One Day International Webinar on **“Atmanirbhar Bharat – Need Of an Hour”** Organized by the P.E. Educational Services, on 25<sup>th</sup> July 2020.
14. The One Day International Webinar on **“Constructional Aspect of Rigid Pavement”** Organized by S.J.C Institute of Technology, Chickballapur on 20-08-2020.
15. The one Day International Webinar on **“Opportunity and challenges to fly canada for higher studies and job”** organized by Department of TD Bank Group, Ontario, Canada, Coimbatore on 24-10-2020.

#### **NATIONAL LEVEL E-QUIZ**

1. The One-Day Online Quiz Competition on **“Online Quiz on COVID-19”** Organized by the Sipna College Of Engineering & Technology, Amravati, Tamilnadu On 1<sup>st</sup> May 2020.
2. The One-Day National Level Online Quiz Competition on **“General Economic and Commercial Knowledge”** Organized by the Department of Commerce, Sri Vidhya College of Arts & Science, Virudhunagar, Tamilnadu on 07-05-2020.
3. The one-day Online E-quiz competition on **“Qualities of Future Leaders”** organized by the department of Bachelor Business Administration Computer Application, Kongunadu Arts and Science College (Autonomous), Coimbatore, Tamilnadu on 8-05-2020.
4. The one-day national level Online quiz competition on **“KC – Quiz 2020”** organized by the Department of English(SF), Kamaraj College, Thoothukudi, Tamilnadu on 10-5-2020.
5. The one - day National Level Online Corpz - Quiz Competition on **“Basic Elements of Income Tax”** organized by the Department of B.com Corporate Secretary ship (shift-II) in Associate with

Internal Quality Assurance Cell (IQAC),Guru Nanak College (Autonomous), Chennai, Tamilnadu on 13-05-2020.

6.The one-day National Level Online Quiz Competition on “**Corporate Accounting**” organized by the Department of Commerce, Sri Vidhya College of Arts and Science, Virudhunagar, Tamilnadu on 13-05-2020.

7.The one-day National Level Online Quiz Competition on organized by the PG Department of Commerce in Associate with Internal Quality Assurance Cell (IQAC),Arulmigu Palaniandavar College of Arts and Culture, Palani, Tamilnadu on 13-05-2020.

8.The one - day National Level Online Corpz - Quiz Competition on “ **Management Accounting**” organized by the Department of B.com Corporate Secretary ship (shift-II) in Associate with Internal Quality Assurance Cell (IQAC),Guru Nanak College (Autonomous), Chennai, Tamilnadu on 14-05-2020.

9.The one - day National Level Online Corpz - Quiz Competition on “ **Company Law**” organized by the Department of B.com Corporate Secretary ship (shift-II) in Associate with Internal Quality Assurance Cell (IQAC),Guru Nanak College (Autonomous), Chennai, Tamilnadu on 15-05-2020.

10.The one-day COVID-19 Awareness Online Quiz programme 2020 on organized by the PG Department of Commerce, Arulmigu Palaniandavar College of Arts and Culture, Palani, Tamilnadu on 16-05-2020.

11.The three-day National Level online E-Quiz on “**Research Methodology**” on organized by the PG & Department of Commerce, ST.Jerome’s College, Anandhanadarkudy, kanyakumari, Dt, Tamilnadu on 17-05-2020 to 20-05-2020.

12.The one-day National Level Online E-Quiz competition on “**Income Tax and Law Practice**” organized by the Department of Commerce (Professional Accounting), G.venkataswamy Naidu College, Kovilpatti, Tamilnadu on 17-05-2020.

13.The one-day Online Quiz Competition on “**Business Quiz**” organized by Department Commerce with Computer Application, Thiruvalluvar University Model Constituent college Arts and Science, Thittagudi, Cuddalore, Tamilnadu on 19 May 2020.



14.The one-day Online Quiz Competition on “**Intellectual Property Rights**” organized by Research Centre in Commerce, The Standard Fireworks Rajaratnam College for Women, Sivakasi, tamilnadu on May 2020.

15.The National Level online Quiz on “**Research Methodology**” on organized by the PG & Research Centre for Commerce, Thiruvalluvar College, Papanasam, and Tamilnadu on may 2020.

16.The one-day Webinar on “**Traditional Medicine**” Organized by Department of Botany , Sadakadullah Appa College ,Trinulveli, Tamilnadu on 30-05-2020.

17.The one-day webinar on “Online Platform: All You Need to Know” Organized by the International Journal of Advanced Studies and Research, in associate with CT University, Ludhiana, India on 31-05-2020.

18.The One –day Online Quiz on “**GRK Academy NTANET Paper-1 Quiz**” on 3-06-2020.

19.The One Day E-Quiz on “**Online Quiz Programme**” Organized by the Department of Botany, Bishop Heber College, Tiruchirappalli on 5<sup>th</sup> June 2020.

20.The One Day Quiz on “**Banking**” Organized by PG & Research Department of Commerce, The Quaide Milleth College for Men, Medavakkam Chennai in association with Internal Quality Assurance Cell, Tamilnadu on 7<sup>th</sup> June 2020.

21.The One Day E-Quiz on “**International Yoga Day E-Quiz Yogis 2020**” Organized by the Department of Yoga Club, Stella Mary’s College of Engineering, Kanyakumari, on 10<sup>th</sup> June 2020.

22.The Six Days E-Quiz on “**Immune Boosters**” Organized by the Department of Microbiology, The American College, Madurai, Tamilnadu, India, on 11<sup>th</sup> June 2020 & 15<sup>th</sup> June 2020.

23.The One Day E-Quiz on “**World Yoga Day Online Quiz 2020**” Organized by the Department of Microbiology, Sardar Raja Arts & Science College, Tirunelveli on 18<sup>th</sup> June 2020.

24.The One Day E-Quiz on “**Covid-19 Awareness Online Quiz 2020**” ”Organized by the Department of Microbiology, Sardar Raja Arts & Science College, Tirunelveli on 18<sup>th</sup> June 2020.

25.The One Day E-Quiz on “**Entrepreneurships**” Organized by the Entrepreneurship Cell, Sri Parasakthi College for Women, Courtallam on 18<sup>th</sup> June 2020.

26.The One Day E-Quiz on “**Corporate Accounting**” Organized by the Department of Commerce (SF), Rajapalayam Rajus’ College, Rajapalayam on 23<sup>rd</sup> June 2020.

27.The Four Days E-Quiz on “Company Law and Secretarial Practices” Organized by PG & Research Department of Commerce, Trinity College For Women arts & Science, Namakkal on 24<sup>th</sup> June 2020 & 27<sup>th</sup> June 2020.

28.The One Day E-Quiz on “**Know Your Corporate**” Organized by the PG Department of Commerce and Research Center, Sri Parasakthi College For Women, Courtallam on 26<sup>th</sup> June 2020.

29.The One Day E-Quiz on “**E-Commerce**” Organized by PG 7 Research Department of Commerce, Kandaswami Kandar’s College, Namakkal, Tamilnadu on 1<sup>st</sup> July 2020.

30.The One Day National Level E-Quiz on “**Research Aptitudes in Higher Education**” Organized by Internal Quality Assurance Cell, Sri Subramaniaswamy Government arts College, Tiruttani on 1<sup>st</sup> July 2020.

The Five Day E-Quiz on “**Global Pandemic 2020**” Organized by the Internal Quality Assurance Cell, ST. Jude’s College, Tirunelveli on 01-07-2020 & 05-07-2020.

32.The One Day E-Quiz on “**Research Methodology**” Organized by PG & Research Department of Commerce, Shamuga Industries Arts & Science College, Tiruvannamalai on 02-07-2020.

33.The one-day E-Quiz on “**Online E-quiz on COVID19**” Organized by the, National Service Scheme, Alagappa University Evening College, Rameshwram, Tamilnadu on 12-07-2020.

34.The Four-day Online Quiz on “**Accountancy**” Organized by the IQAC (Internal Quality Assurance Cell), Pillai HOC College of Arts and Science and Commerce, Rasyani, Tamilnadu on 13-07-2020 to 16-07-2020.

35.The One E-Quiz on “**Digital Banking**” Organized by Wings Business School, on 15<sup>th</sup> July 2020.

36.The Four Days E-Quiz “**Basic Accounting Skills**” Organized by Department of Commerce, Government College For Women (Autonomous), 15<sup>th</sup> July 2020 & 18<sup>th</sup> July 2020.

37.The Three Day E-Quiz on “**Environmental Biology**” Organized by the PG and Research Department of Zoology, A.V.V.M Sri Pushpam College (Autonomous), Poodi, Thanjavur, Tamilnadu on 15<sup>th</sup> July 2020 & 17<sup>th</sup> July 2020.

38.The One Day E-Quiz on “**MHRD Initiative for Higher Education Institution**” Organized by the Department of Chemistry, Sree Ayyappa College For Women, Chunkankadai, Nagercoil on 16<sup>th</sup> July 2020.

39.The One Day National Level E-Quiz on “**Role of Online Resource in Teaching and Learning with reference to National Library of India**” Organized by Department Commerce, ACAS ,Algappa College of Arts and Science, Coimbatore on 17<sup>th</sup> July 2020.

40.The One Day online E-Quiz on “**Research Methodology**” Organized by the Department of Master of Business Administration, Siddhartha Institute of Engineering & Technology, Hyderabad on 17<sup>th</sup> July 2020.

41.The seven-day online Quiz on “**Abbservations & Codes Quiz 2020**” Organized by the Aachi Institute of Management & Entrepreneurial Development, Chennai, Tamilnadu on 19-07-2020 to 25-07-2020.

42.The four-day Online “**Comm. - Quiz Series 2.0 – Banking of Business**” Organized by the Department of Commerce (CA), Nandha Arts and Science College, Erode, Tamilnadu on 20-07-2020 to 24-07-2020.

43.The one-day National Level E-Quiz on “**General Management**” Organized by the Department of Management Studies, Rajiv Gandhi College of Engineering and Technology, Pondicherry, on 20-07-2020.

44.The One Day National Level E-Quiz on “**Corporate Accounting**” Organized by the Department of Commerce, Angappa College of Arts and Science, Coimbatore on 24<sup>th</sup> July 2020.

45.The One Day National Level E-Quiz on “**Marketing Management**” Organized by the Department of Management, Terf’s Academy College of Arts and Science, Tirupur on 26<sup>th</sup> July 2020.

46.The One Day National Level E-Quiz on “**Identification of Computer Peripherals**” Organized by the Department of Management, Terf’s Academy College of Arts and Science, Tirupur on 26<sup>th</sup> July 2020.

47.The one-day online Quiz on “**Basic Accounting**” Organized by the PG & Research Centre of Commerce and Commerce (CA), Bharathidasan College for Arts and Science, Erode, Tamilnadu on 31-07-2020.

48.The online E-quiz on “**Commerce Quiz 2020**” Organized by the PG & Research Centre of Commerce, Raja Dorisingam Govt Arts College, Sivaganga, Tamilnadu on

49.The online E-quiz on “**Capital Markets**” Organized by the Finmark Trainers India Pvt.Ltd,

50.The National level Big Quiz on “**Logos 2020**” Organized by the IQAC & Department of Information Systems Management, The New College (Autonomous),Chennai, Tamilnadu.

51.The National Level E-Quiz on “**Commerce E-Quiz -20**” Organized by the Department of Commerce (General ) SF, The Standard Firework Rajaratnam college for Women (Autonomous),Sivakasi, Tamilnadu.

52.The E-quiz on “**Professionals Chartered Accountancy of the Day ( E- Quiz Taxation)**” Organized by the PG& Research Department of Commerce, PKR Arts College for Women, Gopichettipalayam, Tamilnadu.

53.The one Day online National Level E-quiz on “**Commerce**” Organized by the Department of Commerce and Management, LalBahadurShastri Government First Grade College, R.T Nagar, Bengaluru, September 2020.

54. The One Day online E-quiz on “**Full Stack of Development**” organized by the Department of Itronix Solutions on 27-09-2020.

55. The One Day National level E-quiz on “**Financial Economics**” organized by Wings Business School, Tirupati on 11-10-2020.

56.The One Day National Level E-quiz on “**Contest on the occasion of world Thrift Day**” Organized by Dr. BGR Publications, on October 2020.

### **INTERNATIONAL LEVEL E-QUIZ**

1.The one-day International Online Quiz Competition on “**Financial Accounting**” organized by the department of commerce, Rathinam College of Arts and Science (autonomous),Coimbatore, Tamilnadu on 11-05-2020.

2.The one-day International Online Quiz Competition on “**Cost Accounting**” organized by the department of Commerce with Computer Application, Rathinam College of Arts and Science (Autonomous),Coimbatore, Tamilnadu on 11-05-2020.

3.The one-day International Online Quiz Competition on “**Corporate Accounting**” organized by the department of Commerce with Computer Science, Rathinam College of Arts and Science (Autonomous),Coimbatore, Tamilnadu on 11-05-2020.

4.The one-day International Online Quiz Competition on “**Management Accounting**” organized by the department of Commerce with Computer Application, Rathinam College of Arts and Science (Autonomous),Coimbatore, Tamilnadu on 11-05-2020.

5.The one-day International Level Online Quiz Programme on “**Thirst Optimists – A Commerce Quiz**” organized by the department of Commerce with Computer Applications (SF), V.H.N Senthikumara Nadar College, Virudhunagar, Tamilnadu on 19-05-2020.

### **FACULTY DEVELOPMENT PROGRAMMES**

1.The Seven-day Faculty Development Programme on “**Transforming Education – The Google Classroom Way**” Organized by the Aachi Institute of Management & Entrepreneurial Development , Chennai, Tamilnadu on 1-06-2020 to 7-06-2020.

2.The two-day National Level Online Programme on “**Career Education- Decide Your Path During this Quarantine**” Organized by the Department of Commerce, Sri Vidhya College of Arts and Science, Virudunagar, Tamilnadu 3-06-2020 to 4-06-2020.

3.The three-day FDP on “**Art of Teaching Philosophies**” Organized by the Bharathidasan College of Arts and Science, Erode, Tamilnadu on 23- 07-2020 to 25-07-2020.

4.The One Day Faculty Development Programme on “**Redefining Education through Gamification – Teaching Learning Tools For Digital Era**” Organized by the Department of B.COM (AM & FS), PSGR Krishnammal College For Women, 27<sup>th</sup> July 2020.

5.The Four Day Faculty Development Programme on “**Faculty Development Programme**” Organized by Department of Commerce, Rathinam College of Arts And Science, 29<sup>th</sup> July 2020 & 1<sup>st</sup> August 2020..

### **AWARD**

GMRAF WOMEN EDUCATIONIST EXCELLENCE AWARD issued on 26<sup>th</sup> December 2020 by Global Multidisciplinary Research & Academic Foundation (GMRAF), Chennai, India.

### **ONLINE COURSES COMPLETED:**

Eight Weeks online course on “Consumer Behaviors” organized by NPTEL Online Certification (Founded by the Ministry of HRD, Govt. of India), Jan- March 2020.

## **BOOK PUBLICATION:**

Dr.A.Scarlet, Book title on “Consumer Behaviour Towards Shopping Malls” Astral International Pvt. Ltd. New Delhi 2021.

Value Education (for first year undergraduate students), ISBN-978-81923121 – 4-9 Golden Net Computers, Trichy ,2017.



