

CURRICULUM VITAE



1. Name : **M.PONNIAH**
2. Date of Birth : **12.05.1965**
3. Designation& Subject : **Associate Professor, and Head,
PG and Research Centre of Commerce**
4. Educational Qualification : **M.Com, M.Com. (Co-op.Mgt.), MBA, M.Phil. PGDHRM Ph.D.,**
5. Date of Appointment : **16.04.1992**
6. Date of Retirement : **31.05.2025**

7. AddresswithcontactNo.

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8. a) Qualifications – Academic :

Examinations passed	Month&Year of passing	Subject	Name of the College/University
M.Com.	April 1989	Commerce	Madurai Kamaraj University
M.Com. (Co-op. Mgt.)	May 2014	Co-operation	Annamalai University
MBA	June 2012	HRM	IGNOU
M.Phil	May 1990	Commerce	Pondicherry University
PGDCA	May 1997	Computer	Madurai Kamaraj University
DIM	February 2011	HRM	IGNOU
PGDHRM	February 2011	HRM	IGNOU
Ph.D.,	October 2004	Commerce	Madurai Kamaraj University

9. Teaching Experience

S.No	Institute / University	Designation	Duration		Length of service in years	Whether UG / PG	Permanent / Temporary/ consolidated
			From	To			
1.	G.T.NArtsCollege, Dindigul.	Associate Professor and Head in Commerce	14.10.2011	Till Date	10 Years and 11 Months	Both	Permanent
2	Gandhigram Rural Institute – Deemed University, Gandhigram	Associate Professor cum Deputy Director CSSE&IP	14.10.2010	13.10.2011	1 Year	Research and Extension activities	Tenurial basis upto 31.03.2011
3.	G.T.NArtsCollege, Dindigul	Lecturer in Commerce	16.04.1992	16.04.1998	6Years	Both	Permanent basis
		Selection Grade Lecturer in Commerce	17.04.1998	08.04.2004	6 years	Both	Permanent basis
		Associate Professor in Commerce	09.04.2004	13.06.2010	6 years	Both	Permanent basis
Total					29 Years and 11 Months		

10. Total Teaching Experience as on May 2019:

Under graduate - 29 Years 11 Months
 Post Graduate - 29 Years 11 Months
 Research - 17 Years 10 Months

11. Area of Specialisation :

i) Teaching	- Commerce
ii) Research	- Rural Industries and HRM

12. Research Experience – M.Phil:

Course	No.of Candidates Awarded	University
M.Phil	35	Madurai Kamaraj University
	3	Annamalai University
	6	Periyar University

M.Phil. Awarded

Sl.No	Name of the scholar	Title of the Dissertation	Month and Year	Name of the University
1.	C.Sujatha	Ethics in Advertisement and its Impact an Empirical Study	September - 2007	Madurai Kamaraj University, Madurai.
2.	N.Nagaraj	Customer Satisfaction of ATM in Bangalore.	2007	Annamalai University, Annamalai Nagar.
3.	P.Prudence Rani	A Study on Usage of Washing Machine in Dindigul.	September – 2007	Periyar University, Salem.
4.	P.Veluchamy	Promotion & Development of KVIC in Dindigul.	April – 2007	Periyar University, Salem.
5.	A.N.Karthikeyan	Customer Relationship Management in Dindigul District.	April – 2008	Madurai Kamaraj University.Evening College, Dindigul.
6.	K.Pachiyaselvi	Consumer Preference towards Aavin Branded Milk with Special Reference to Palani.	December 2006	Madurai Kamaraj University.Evening College, Dindigul.
7.	S.Porkodi	Labour welfare measures in TNSTC with reference to Dindigul IV.	September – 2007	Periyar University, Salem.
8.	S.Meenakshi	Effect of Counterfeit products on consumer with special reference to fast moving consumer products in Dindigul District.	September – 2007	Periyar University, Salem.
9.	P.Ramasamy	A Study on Consumer Satisfaction and the service of BSNL Cell phone in Dindigul District.	April – 2008	Madurai Kamaraj University, Madurai.
10.	N.Chandra	Women Entrepreneurs in Palani Town. A Study in	October -2008	Madurai Kamaraj University, Madurai.

		Selected Service Sector,		
11.	G.Kavitha	Profitability and Growth of Commercial Bank in India.	October -2007	Periyar University, Salem.
12.	G.Revathiprema	A study on passenger satisfaction of amenities provided by southern railway with special reference Dindigul Junction.	June – 2010	GTN Arts College, Dindigul.
13.	J.Murugapandi	Personal Computer utilization in Dindigul Town.	April – 2008	Madurai Kamaraj University, Evening College, Dindigul.
14.	R.Rajalakshmi	Customer satisfaction towards mediclaim insurance policy to Dindigul.	July – 2007	Madurai Kamaraj University, Madurai.
15.	R.Balamurugan	Production & Marketing of Bricks in Dindigul District.	October – 2007	Periyar University, Salem.
16.	J.Kannan	Employee's welfare measures in textile mills – A study in Cole Textiles Mills – Veda sandur.	April – 2009	GTN Arts College, Dindigul.
17.	A.Maimunshara	A Study of Public Distribution system prevailing in Tamilnadu Particularly in Dindigul.	April – 2009	Madurai Kamaraj University, Madurai.
18.	V.Mangalajothi	Farmers Satisfaction of Gandhiji Daily Vegetable Markets in Dindigul District.	March – 2008	Annamalai University.
19.	R.Elavarasan	A Study on Consumer Satisfaction towards Hero Honda Splendor with Reference to Dindigul Town.	April – 2007	Madurai Kamaraj University, Evening College, Dindigul.
20.	R.Amutha	Consumer Satisfaction towards Wet Grinder with Special Reference to Sowbaghya Wet Grinder in Dindigul.	April – 2008	Madurai Kamaraj University, Madurai.
21.	AnnandR.Nair	Passenger attitude towards the city bus service of Best in Mumbai city.	Sep 2007	Madurai Kamaraj University, Madurai.
22.	A.Innocent	Performance of	August – 2008	Annamalai University,

		Employers towards Human Research Function with Reference to Warsaw International.		Annamalai.
23.	P.Indirasena	Audience Perception of Social Advertisement in Dindigul	December – 2007	Madurai Kamaraj University, Madurai.
24.	M.Meenachi	Development of Funds by the Indian Banking Industry in the Post Reform Period – An Analysis.	September 2007	Madurai Kamaraj University, Madurai.
25.	M.Christopher	A Comparative Study on Consumer Satisfaction with the Services Rendered by Airtel, Aircel and BSNL Cellular Service with Service with Special Reference to Dindigul City.	April – 2008	Madurai Kamaraj University, Madurai.
26.	G.Nagarajan	Tea Marketing of Swith Indian Tea Industry with Special Reference to Connor Auction Centre.	September – 2007	Madurai Kamaraj University, Madurai.
27.	S.Sritharan	Performance of regulated market in DindigulTaluk.	June – 2007	Madurai Kamaraj University, Madurai.
28.	R.Pandiselvam	Subscriber Attitude towards their mobile service providers in Dindigul City	Sept. 2006	Madurai Kamaraj University, Madurai.
29.	G.Nagarajan	Performance of Khadi and Village industries in 5indigul district	Sep 2006	Madurai Kamaraj University, Madurai.
30.	B.Parameshwari	A study on buying process of customer with special reference to NOKIA cellular phones in Dindigul	Sep 2006	Madurai Kamaraj University, Madurai.
31.	P.Sethuraman	Socio economic status of construction workers in Dindigul	April 2009	Madurai Kamaraj University, Madurai.
32.	J.Kannan	Employees welfare measures in Textile mills- A study in Chola Textiles in vedasundur	April 2009	Madurai Kamaraj University, Madurai.

33.	M.shiyamala	A study on investment preference and awareness of investors in Dindigul	April 2010	Madurai Kamaraj University, Madurai.
34.	G.RevathiPrema	A study on passengers satisfaction of Amenities provided by Southern Railway with special reference to Dindigul junction	June 2010	Madurai Kamaraj University, Madurai.
35.	B.Parimala	Attrition of employees in BPO industry-with special reference to Coimbatore	June 2013	Madurai Kamaraj University, Madurai
36.	K.Sunderkumar	Stress management of higher secondary students in relation to their academic achievement	June 2013	Madurai Kamaraj University, Madurai
37.	V.Shobana	Marketing Services of LIC of India in DinduglTaluk.	June 2014	Madurai Kamaraj University, Madurai
38.	Immakulate Rani	Consumer Behaviour Towards House Hold Consumer Durable in Dindugl	June 2014	Madurai Kamaraj University, Madurai
39.	P. SathiyaPriya		April 2015	Madurai Kamaraj University, Madurai
40.	Y. Bharathi		April 2015	Madurai Kamaraj University, Madurai
41.	B. KaviChitra		April 2015	Madurai Kamaraj University, Madurai
42.	N.Karuppuchamy		June 2016	Madurai Kamaraj University, Madurai
43.	S.Suganthi		June 2016	Madurai Kamaraj University, Madurai
44.	A.Sangeetha		June 2016	Madurai Kamaraj University, Madurai

2. Research Experience – Ph.D.

No.of Candidates		University
Awarded	20	Madurai Kamaraj University
	02	Gandigram Rural University

	01	Mother Therasa Women University
	02	Dravida University, Kuppam (AP)
Awaiting for <i>Viva Voce</i>	02	Madurai Kamaraj University
Ph.D.in Progress	06	Madurai Kamaraj University

a) Ph.D. Awarded

Sl.No	Name of the scholar	Title of the Dissertation	Month and Year	Name of the University
1.	S. DHEENADHAYALAN	Service quality in private and public sector bank	Nov. 2010	Madurai Kamaraj University, Madurai.
2.	S.PRATHAOPSIMHANETHAJI	Globalization of garment industry with special reference to knitwear industry in tirupur	Jan 2011	Madurai Kamaraj University, Madurai.
3	M.SINDUJA	Women entrepreneur through shgs in dindigul district	April 2011	Mother Theresa University Kodaikannal
4	A.N.KARTHIKEYAN	Promotion and development of agro-based and food industry in madurai region	May 2011	Madurai Kamaraj University, Madurai.
5	A. RAJA LAKHSMI	Trade liberalisation and its impact on marketing of selected spices in tamilnadu.	August 2011	Gandhigram Rural Institute – Deemed University Gandhigram
6	P.RADHA	Impact of microfinance on women empowerment self-help groups in dindigul district	Feb 2012	Madurai Kamaraj University, Madurai.
7	T.NAGALAKSHMI	Women empowerment through shgs in dindigul district	Sep 2012	Madurai Kamaraj University, Madurai.
8.	M.SUMATHI	Customer relationship management in	April 2013	Madurai Kamaraj University, Madurai.

		commercial banks in dindigul district		
9.	I.PACKIRAJ	Marketing services of Lic product in Theni district	May2013	Madurai Kamaraj University, Madurai.
10.	G.NAGARAJAN	A study on production and marketing of mango in Dindigul District	Dec 2013	Madurai Kamaraj University, Madurai.
11.	V.BABU	Operation the efficiency and financial performance of BMTC	2014	Madurai Kamaraj University, Madurai.
12.	R.V.TYAGARAJAN	An Listing Agreement	October 2014	Madurai Kamaraj University, Madurai.
13.	S.SENIVASAN	Challenges and opportunities of Agro based and food industries in Cuddalore district	October 2014	Madurai Kamaraj University, Madurai.
14.	S.DEEPAK	Micro Credit on Self Help Groups	January 2015	Gandhigram Rural Institute, Gandhigram
15.	P. MURUGAN	Promotion and Development of SSI in Theni District	July 2015	Madurai Kamaraj University, Madurai
16	M. AMUDHA	Net Banking	Nov 2016	MaduraiKamarajUniversity, Madurai
17	S. SUBENDRAN	Socio-Economics Status of Auto Diver in Dindigul	Nov 2016	MaduraiKamarajUniversity, Madurai
18	D. KIRUPASORNALATHA	Marketing of FMCG in Dindigul	Nov 2016	MaduraiKamarajUniversity, Madurai
19	S.SARAVANA KUMAR	Marketing of LIC Products in Dindigul District	April 2017	MaduraiKamarajUniversity, Madurai
20	P. KAVIMANI	Stress Management Among School	June 2017	Madurai Kamaraj University, Madurai

		Teachers in Dindigul District		
21	K. SATHIASWARIYA	Job Satisfaction Among College Teachers in Dindigul District	Aug 2017	MaduraiKamarajUniversity, Madurai
22	VALARMATHI	Marketing Strategy and Customer Satisfaction in Selected Public and Private Sector Banks in Dindigul Distict	June 2018	MaduraiKamarajUniversity, Madurai
23	A.UMAMAHESWARI	Impact of Globalisation on Readymade Garments in Tirupur	Feb 2018	Dravidan University, Kuppam, AP
24	S.VIJI	Loyalty of Brand and its Effect on Buying Behaviour in Case of Select Cosmetic Products in Dindigul District	July 2018	MaduraiKamarajUniversity, Madurai
25	S.PUNITHA DEVI	Effectiveness of Celebrity Endorsement on Consumer Buying Behaviour with Special Reference to Coimbatore City	November ,2019	MaduraiKamarajUniversity, Madurai
26	A.BALASUBRMANI	Stress Management Practices Among the Profession in Software Companies in Chennai Tamilnadu	January,2020	MaduraiKamarajUniversity, Madurai
27	P. RAMAMOORTHY	Stress Management in Knit wear	Feb, 2020	Dravidan University, Kuppam, AP

		industry in Thirupur		
28	G. AMBIKA	A Study of work life balance of women employees in spinning mills in Dindigul, District	August , 2020	MaduraiKamarajUniversity, Madurai
29.	M. RADHA MANI	Marketing services of private hospital in Dindigul district, Tamil Nadu	November,2020	MaduraiKamarajUniversity, Madurai
30.	K. DURGA LAKSHMI	Performance of Economic Activity of Fisher Folk – A Study with special Reference to Ramanathapuram District	December 2021	MaduraiKamarajUniversity, Madurai

b) Ph.D. Submitted

Sl. No.	Name of the Candidate with Regn. No.	Title of the Thesis	Date of Submission
1.	N. Muthamizhan	Customer Attitude Towards Green Banking Among the Select Public Sector Bank in Dindigul District	March 2022

c) Ph.D. in Progress

Sl. No.	Name of the Candidate with Regn. No.	Title of the Thesis	Date of Registration
1	V.Babu P 3991	Are Professional Courses to Commerce Graduates Opportunity or Challenge in Dindigul District – A Study on Commerce Students Perspective	05.08.2015

2	V.Muthulakshmi P4375		02.02.2016
3.	M.Eswari P5724	A Study on Impact of Goods and Services Tax on MSME Sector in Dindigul District	21.01.2019
4.	S.Sababathi P5805	Customer Attitude Towards Online Shopping of Electronic devices in Southern District of Tamilnadu	27.05.2019
5.	B.Sakthi Sri P6097	Production and Marketing of Organic Products in Dindigul District	26.11.2020

13. Research Project – Minor/Major

Sl.No.	Minor/Major	Title of the Project	Date of Submission	Period of the Project	Amount Sanctioned	Sponsoring Agency
1	Minor	Promotional Development of Agro based and Food Industry in Tamil Nadu	2007-09	2009	42,000	UGC

14. Orientation Course, Refresher, Short Term Courses Attended

Sl.No	Title of programme & Name of Sponsor	Institution in which attended	Duration of programme
1	Refresher course, Academic Staff College,	Madurai Kamaraj University, Madura	27.01.2000 to 16.02.2000
2	Orientation Course, Academic Staff College,	Bharathidasan University, Trichy	23.08.2000 to 19.09.2000
3	Refresher course,	Vivekananda College, Tiruvedakam West, Madurai, UGC sponsored	23.04.2004 to 14.05.2004
4	NSS Orientation Course	Avinashilingam Deemed University – Dept. of Youth Affairs and Sports, Govt. of India	15.06.1994 to 27.06.1994
5	NSS Refresher Course	Avinashilingam Deemed University – Dept. of Youth Affairs and Sports, Govt. of India	29.01.1996 to 02.02.1996

15. Seminars/Workshops/Conferences/Symposium - Participation

S.	Title of the	Details of conference	ISSN/ISB	Paper	No. of	Whether
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No.	Article	publication	N NO.	presentation /Participation	Co-authors	you are the main author
1.	"Working of Trade Unions in India"	Dept. of Commerce, ShriChinaiCollege of Commerce and Economics, Andheri,Mombai 1 st Feb.1992	Nil	Participation	Nil	Nil
2	"Emerging Trend in Indian Capital Market"	Dept. of Commerce, GobiArts&ScienceCollege, Gobichettiplaayam, 13 th March1994.	Nil	Presentation	Single	Yes
3.	"Labour status in international prospective"	Dept. of Commerce, VivekanandaCollege, Tiruvedakam, (west) Madurai on 14 - 15, January 1998.	Nil	Presentation	Single	Yes
3.	"Rural Entrepreneurship Development"	Department of Rural Industries Gandhigram Rural Institute, Gandhigram on 15 th October 1998.	Nil	Presentation	Single	Yes
4.	New Dimensions for Co - operatives in India. A Twenty First Century Perspective	Department of Commerce, AnnamalaiUniversity on 26-28 th November 1998.	Nil	Presentation	Single	Yes
5.	"Global excellence"	Dept. of Commerce, RVS College of Arts and Science on 4 th March 1999.	Nil	Presentation	Single	Yes
6.	"Rural Industrialisation in India : Problems and prospects"	Gandhigram Rural institute, on 22-23 April1999.	Nil	Presentation	Single	Yes
7.	"Small scale industry in Dindigul District".	AvinashilingamUniversity during 26-31 December 1999.	Nil	Presentation	Single	Yes
8.	"Emerging Trends in Indian Capital Marker"	Commerce Association of Kerala, Kottayam during 17-19 January 2000.	Nil	Presentation	Single	Yes
9.	"Institute - Industry Interaction - ways and means "	School of management AnnamalaiUniversity. Annamalai Nagar	Nil	Presentation	Single	Yes

		20 March 2000.				
10.	"Research Trends in Commerce"	Department of Commerce, Annamalai University, Annamalai Nagar. 24,25 Nov.2000	Nil	Presentation	Single	Yes
11	"A Study in Mineral Based Industry in Dindigul District"	Department of Rural Industries and Management, Gandhigram Rural Institute on 11 - 12 December 2000.	Nil	Presentation	Single	Yes
12.	"Impact of IT on Stock Market"	PG & Research Department of Commerce, Khadir Mohideen College, Adirampatnam on 11 th and 12 th April 2000.	Nil	Presentation	Single	Yes
13.	"Globalisation in Rural Industries and Structure of MIS"	Kerala Commerce Association, Kollencherry during 8-10 February 2001.	Nil	Presentation	Single	Yes
14.	" Emerging Trend in Information technology, Prospects and Challenges"	Department of Commerce, CPA College, Bodinayakanur during 2-3 March 2001.	Nil	Presentation	Single	Yes
15.	" Factors contributing the growth of Entrepreneurship in Rural Industries"	School of Management, Annamalai University, Annamalai Nagar on 29 th and 30 th march 2001.	Nil	Presentation	Single	Yes
16.	Socio - Economic Status of Khadi and Village Industries workers in Madurai Region	Department of Rural Industries Management, Gandhigram Rural Institute on 01.11.2001.	Nil	Presentation	Single	Yes
17.	"E- Commerce and Co- Operatives"	Department of Co-operation, Gandhigram Rural Institute, Gandhigram on 8 - 9 March 2002.	Nil	Presentation	Single	Yes
18.	"Social and Economic Perspective of Entrepreneurship Development"	Directorate of Distance Education, Madurai Kamaraj University, Madurai, on 18th March 2002.	Nil	Presentation	Single	Yes
19.	'Globalization and Rural Sector"	Department of Rural Industries and Management,	Nil	Presentation	Single	Yes

		Gandhigram Rural Institute, Gandhigram on 22 .03.2002.				
20.	Roll of Intellectual Property in the Growth of Small and Medium Enterprises"	School of Management. Annamalai University, Annamalai Nagar, on 7th March 2002.	Nil	Presentation	Single	Yes
21.	"Economic Reforms in Banking Sector"	Post-Graduate and Research Department of Commerce, NGM College (Autonomous), Pollachi on 13th and 14th December, 2002.	Nil	Presentation	Single	Yes
22.	"Marketing of Advertising Services"	PG & Research Department of Commerce, KhadirMohideen College, Adirampatnam on 23 rd and 24 th March 2002.	Nil	Presentation	Single	Yes
23.	"The Role of Small Scale Industries for the growth of entrepreneurship in Dindigul District"	PG Dept. of Commerce, CPAC College, Bodinayakanur on 28 th February and 1 st March 2003.	Nil	Presentation	Single	Yes
24.	"Challenges before Agricultural Rural Development Bank's"	Dept. of Co-operation, Gandhigram Rural Institute, Deemed University, Gandhigram on 11 and 12 March 2003.	Nil	Presentation	Single	Yes
25.	"Globalisation Challenges on Indian Banking Sector"	PG & Research Department of Commerce, KhadirMohideen College, Adirampatnam on 16 th and 17 th August 2003.	Nil	Presentation	Single	Yes
26.	"Challenges of Entrepreneurs in Rural and Cottage and Village Industries in Dindigul District"	PG & Research Department of Commerce, KhadirMohideen College, Adirampatnam on 10 th April 2004.	Nil	Presentation	Single	Yes
27.	"Management of NPA's, A International seminar on "Emerging Trends in Global Business: Challenges and	PG & Research Department of Management studies, PR Institute of Management. Tanjavur on Feb 6.7.2004.	Nil	Presentation	Single	Yes

	opportunities for developing countries"					
28.	"Performance of Insurance Sector in India- A comparative study"	PG Research Department of Commerce, APACollege for Women, Palani.24 th Feb.2005	Nil	Presentation	Single	Yes
29.	"International Trade and Marketing Emerging issues and challenges after liberalisation and Golobalsiations"	Research Department of Commerce, KhadirMohideenCollege , Adirampattinamon 19,20 August 2006.	Nil	Presentation	Single	Yes
30.	"Farmer's Suicide in the Globalized Era"	Dept. of Economics, Gandhigram Rural Institute, Gandhigram, 17-18 th February 2011.	Nil	Presentation	Single	Yes
31.	"Innovative and Interactive Strategies for Research and Development in a knowledge society"	Dept. of Applied Research, Gandhigram Rural Institute, Gandhigram,3 and 4 th March 2011.	Nil	Presentation	Single	Yes
32.	Corporate Social Responsibility Strategy	Dept. of Business Administration(DDE) AnnamalaiUniversity, 27- 29 July 2012.	ISBN-978-93-82338-10-9Nil	Presentation	Single	Yes
33.	Service quality gap in private sectors Banks in Dindigul District	Dept. of Business Administration(DDE) AnnamalaiUniversity, 27- 29 July 2012	ISBN-978-93-82338-10-9	Presentation	Single	Yes
34.	Customer's expectations perceptions and service quality gap in public sector Banks in Dindigul District	Dept. of Business Administration(DDE) AnnamalaiUniversity, 27- 29 July 2012	ISBN-978-93-82338-10-9	Presentation	Single	Yes

35	Emerging Trends in commerce Education through Distance mode	Dept. of Commerce (DDE) Annamalai University, 19 Nov. 2005	nil	Presentation	Single	Yes
36	Emerging scenario in Financial Services	P.G..Department of commerce, RVS College of Arts and Science, Coimbatore 3 Feb. 2006		Presentation	Single	Yes
37	Workshop on International Economics and Documentation Custom Procedures and Formalities for import and export	Department of International Business , TiruppurKumaran College for Women 23 Feb.2006		Presentation	Single	Yes
38	The Marketing Policy of Auto rickshaw	P.G. Department of commerce with C.A. 20 March 2014		Presentation	Single	Yes
39	Problems of Rural Industries	11 th Tamilnadu Science Conference at G.R.I.,Gandhigram 26,27 June 2011		Presentation	Single	Yes
40	An Appraisal of performance of Co-op. Enterprises in the Indian Economy	XXII Indian Social Science Conference at G.R.I.,Gandhigram 13,18 March 1999		Presentation	Single	Yes
41	MGNREGS and Rural Transformation the issue and challenges	P.G.Dept. of Economics , APA college of Arts and Culture for women , Palani, 8 August 2014		Presentation	Single	Yes
42	Role of Banks in achieving financial inclusion	P.G.ReserachDept. of Commerce , APA College of Arts and Culture for Men , Palani, 21 Marach 2014		Presentation	Single	Yes
43	Indian Capital Market and Impact of SEBI	P.G.ReserachDept. of Commerce , APA college of Arts and Culture for women , Palani, 27 August 2014		Presentation	Single	Yes

44.	The economic Impact of chemistry research upstream Industry	Department of Chemistry, 11 th August 2014		Presentation	Single	Yes
45	Effect of Auto mobile Insurance and Accident Libilities Laws	.P.G.Dept. of Economics , APA college of Arts and Culture for women , Palani, 10 March 2014		Presentation	Single	Yes

16. Seminars/Workshops/Conferences/Symposium - Organised

Event	Organiser/Place	Period/Duration
Refresher Courses/Training Programmes		
ICSSR and MIDS Sponsored Workshop for Ph.D scholars and Guides	Gandhigram University, Gandhigram	25 to 28. January 2000
ICSSR Sponsored Training Programme on Research Methodology and Data processing in social sciences	Gandhigram University, Gandhigram	08 to 14. August 2002
Methodology Workshop	Gandhigram University, Gandhigram	26.11.2010
Conferences/Seminars/Workshops	Gandhigram University, Gandhigram	11.2.2011– 12.02.2011
Attended National Workshop for Research guide	Pondicherry, University, Pondicherry	23.09.2010

17. Details of invited lectures/presentations in Conferences / Seminars, etc.

Name of the Programme	Organiser of the Programme	Level: International /National	Topic	Date
Acted as a workshop convener	CSSE&IP Gandhigram University, Gandhigram	Regional workshop	Social exclusion in India	26.11.2010
Acted as a seminar Director	CSSE&IP Gandhigram University, Gandhigram	National seminar	Dimensions of Social exclusion in India: Strategies for Inclusion	10.02.2011 to 11.02.2011
Delivered as a resource person in UGC sponsored Refresher	Gandhigram University , Gandhigram	National	Khadi and village industries commission	23.11.2010
Delivered as a resource person in UGC Orientation Course	Bharathiyar University, Coimbatore	National	HRM	20.05.2011

Acted as a Chairperson-UGC Sponsored	Gandhigram University, Gandhigram	National	Corporate Social Responsibility	24.02.2011
Acted as a Chairperson in Seminar	ANJACollege, Sivakasi	National	Green Business	18.03.2011
Acted as a Organising secretary	Commerce Research Colloquium: P.G.and Research Department of ommerce, G.T.N.ArtsCollege, Dindigul	Regional	Workshop on Methodology in Social Science Research	08.02.2013
Acted as a Chairperson	ICSSR National Seminar on “Swatch Bharat”	National	Swatch Bharat	01.08.2018

18. List of Publications

Sl.No.	Title of the Article	Name of the Journal/Book	Publisher Name	Volume, Year &Page No.	ISSN No.	Impact Factor	Scopus Index, UG care list Yes / No
1	Invesment Practices of Fisher Folks of Ramanathapuram District	International journal of Research in Social Science		8,Issue10 (2),October 2018			yes
2.	Problems faced by the Fisher Folks – A Study with reference to Ramanathapuram District	Rural Women Empowerment- A way of sustainable Development		January 2019	ISBN-978-93-83191-31-4		
3.	A study on Impact of Goods and services Tax on MSME sector in Dindigul District	International Journal of Applied Business and Economic Research		17,no2, 2019	0972-7302		yes
4.	A Study on Role of National Bank for Agriculture and Rural Development (NABARD) towards Infrastructure Financing	Journal of fundamental and Comparative Research		Vol.VII, No.2:2021	ISSN:2277-7067		Yes
5.	A study on customer	Wesleyan Journal of Research		13.No.59, January	0975-1386		yes

	relationship management practices in new generation banks in Bengaluru			2021			
6.	Bank employee's Perception on HRM	Rangsang Research Journal		11 Issue-05 No.04 May 2021	2347-7180		yes
7.	A Study on Consumer Satisfaction Towards Online shopping- A Special reference to Madurai	International Journal international journal of humanities, law and social sciences		Vol.8, Issue.6: 2021	ISSN 2348-8301		Yes
8.	A Study on Consumer Satisfaction Towards Online shopping- A Special reference to Dindigul	International Journal international journal of humanities, law and social sciences		Vol. VIII, Issue VI: 2021	ISSN 2348-8301		Yes
9.	A Study on Green Banking – New Platform Ahead	The Journal of Indian Art History Congress		Vol. 27 No.1(XI) 2021	ISSN: 0975-7945		Yes
10.	A Study on Factors Influencing Online Shopping Buying Behavior of Youth During Covid-19 in Thirunelveli District	Journal of the Oriental Institute		Vol.71, Issue.01, No.02 January – March 2022	ISSN No.:2030-5324		Yes
11.	Production and marketing of organic products in India	https://sciencescholar.us/journal/index.php/ijhs/article/view/10586 International Journal of Health Sciences		12.07.2022	e- ISSN:2550-696X p- ISSN:2550-6978		SCOPUS
12.	A Critical Evaluation of Mahatma Gandhi National Rural Employment Guarantee Act in India	Journal of Educational and Social Research https://www.scopus.com/sourceid/21100896882		2022	ISSN: 2239-978X EISSN: 2240-0524		SCOPUS
13.	Leadership Style of Mahatma Gandhi in Indian History	41 South India History Congress					Awaiting for Publicati

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19. Patent

Sl. No	Name	Name of the Patent	Year
1.	M. Ponniah	Financial Performance of Selected Public and Private Sector Banks	April 2022
2.	M. Ponniah	Modern Tool for HR Hiring Process in the Background of Business Information	May 2022