

Name : Dr. R.Parameswari
Educational qualification :M.Com. ,M.Phil.,Ph.D.,M.Ed.,PGDCA.,
Date of Appointment :25.03.1992
Designation : Associate Professor
Years of Experience : 25 Years
Mail ID : paramuraj65@gmail.com
No.of M.Phil Guided : 6

- **Member –Inspection Commission: Bharathiar University**

Research Activities and Publications:

UGC & sponsored Minor Research Project Sanctioned Submitted:

“Causes for Sickness of Small Scale and Tiny Units in Dindigul District”
December-2011.

PAPERS PRESENTED:

National Level:

1. Challenges Faced by Financial Institutions Today – with special reference to Life Insurance Corporation of India – National level Seminar , Providence Collegefor Women , coonoor -13.01.2004.
2. Workshop on Methodology in Social Science Research- G.T.N Arts College, Dindigal -24.01.2009.
3. The Impact of Globalisation on Service Sector with reference to LIC of India – National Level Seminar on “The Impact of Globalization on Service Sector and Capital Market” at Erode Arts College, Erode on 13.02.2004.
4. Impact of Globalisation on Finance – A study on Private Insurance companies in India- National Level seminar on “The Impact of Globalization on Indian Industry” at Hindustan College of Arts and Science, Coimbatore on 21.2.2004.
5. Ethical values in Management ,National level seminar on “ Corporate Culture and Ethical Climate” at Sri G.V.G Visalakshi college , Udumalpet on 29.9. 2004

6. “Health Insurance “UGC Sponsored National Conference on “Impact of Globalisation on Insurance Sector” at , NGM College, Pollachi,30th &31st March 2007.

7. Women Entrepreneurs and their Empowerment with Special reference to Small Scale Industries – UGC Sponsored National Seminar at Women’s Christian College, Nogercoil – 2009.

8. “A Study on Marketing of Vegetables in Madathukulam Taluk” National Seminar at Dr.N.G.P. Arts and Science College, Coimbatore, on 30th Sep, 2015,

9. “Challenges of Green marketing in India” National Seminar on “Green marketing; Prospects and Challenges” on 29th Sep, 2015 at Arulmigu Palaniandavar Arts College For Women, Palani.

International Level:

1.Rebooting Strategies for Global Recession with special reference to Small Scale Industries in India- International Conference on “Rebooting Strategies for Global Recession” at Tiruppur Kumaran College for Women, Tiruppur - 2009.

2. Challenges of Green marketing- International Conference at P.K.R Arts College for Women, Gobichettipalayam on17th September 2012

Publication: Conference Proceedings- National:

1. A Study on Buyer’s Attitude Towards Uzhavar Sandhai With Special Reference to Udumalpet, National Conference on “Role of Commerce in Inclusive Growth and sustainable development of India” SNMV College of Arts and Science, Coimbatore, 25th Feb, 2016, ISBN:978-93-85477-69-0. Vol.No:1,Pp:33-37

2. “A Study on Consumer’s Attitude Towards Internet Data Card With Special Reference to Udumalpet” National Conference on “Role of Commerce in Inclusive Growth and sustainable development of India” SNMV College of Arts and Science, Coimbatore, 25th Feb, 2016, ISBN:978-93-85477-69-0. Vol.No:1,Pp:38-45

3.”A Study on Students’ Preference Towards Social Networking Websites in Udumalpet” National seminar on “Online Marketing of services in Globalisation

Era”at Sourashtra College of Arts and Science, Madurai,n 25th Feb, 2016,
ISBN:978-81-929458-4-2, Pp:208-213

- Member Faculty, Inspection Commission, Bharathiar University.
- **FDP Programmes attended:**

1.Faculty Development Programme :(FDP) on 07.04.2011-09.04.2011at G.R.
Damodharan College of Science , Coimbatore.

1. Trainers’ Training Programme on Entrepreneurship and Skill Development on
22-24 th August 2012 at BSMED-ESDC,Bharathiar University,Coimbatore.

2. One day state level conference on “Establishment of Entrepreneurship
Development Cells in Higher Education Institutions in TamilNadu”on 21.12.2012
at Chennai Trade Centre, Nandambakkam,Chennai.

Seminar Organised:

National level Seminar on “The Dynamics of Crowdfunding”, 23rd December,
2016.