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Years of Experience: 17

Number of M.Phil Guided: 8

UGC & sponsored Minor project Sanctioned Submitted

A study on Awareness, Utilization and Satisfaction towards Health Insurance policies in Tirupur (Dt) ,TN. February 2013.

PAPERS PRESENTED

National Level

- 1.A Study on Buying behavior of Rural Customers Towards Retail Stores in Udumalpet. Dr.N.G.P. Arts and Science College, Coimbatore.30th Sep, 2015.
2. An Overview of Green Marketing- Arulmigu Palaniandavar Arts college for women, Palani. 29th Sep, 2015.
3. Ethical issues in insurance Marketing- A study with special reference to Indian Life Insurance Sector Vellalar College, November 2012.
4. Role of insurance companies in consumer protection –A study with special reference to Indian Insurance Industry. 22 & 23rd July, 2011. Bharathiar University Coimbatore.
5. Methodology in Social Science Research- G.T.N Arts College, Dindigul – 24.01.2009.
6. Impact of Globalization on Insurance Sector, 30 & 31st March, 2007. N.G.M. College Pollachi.
5. Impact of Globalisation on Indian Industry – A Study on Pharmaceutical Industry – 21st February, 2004.Hindustan College of Arts and Science Coimbatore.
7. Ethical Issues in Marketing at Sri GVG Visalakshi College on 29th September 2004

International Level

1. Recession and Rebooting Strategies with reference to Indian Insurance Industry in India. 28th August, 2009.

Papers Published

1. A Study on Performance of Post Office Saving Schemes of India Post. National Conference at SNMV College of Arts and Science. February 25, 2016.

2. A study on loan disbursement and outstanding in PACS in Tamilnadu. National Conference at SNMV College of Arts and Science. February 25, 2016.

3. A study on customers' attitude towards ICICI Bank services in Udumalpet Branch. International Journal of Advance Research and Innovation Ideals in Education .Vol 1, Issue 3, C 1189 pp.

4. Role of bank in agricultural development – A study on customer satisfaction towards functioning of Pappankulam Primary Agricultural Cooperative Credit Society. PG & Research department of commerce, Bharathidasan University constituent college, Perambalur. 26th Sep, 2015.

5. A study on customers awareness and satisfaction towards. International Conference . Sankara College of Science and Commerce, Coimbatore. 16th Sep, 2015 .