

**Dr. R.VANAMADEVI M.Com. M.Phil, M.B.A., PGDCA., Ph.D.,**

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Years of Experience: 10

Number of M.Phil Guided: 3

Number of M.Phil in progress: 0

Number of PhDs in progress: 1

### **National Level Paper Presentation**

1. Market entry strategies around the global-Emerging scenario, 2004.
2. Analysis of FII contribution in Indian capital market since Liberalization, 2004.
3. An Empirical Study on FDI in India: with special reference to FIIS –Globalizations Scenario, 2004.
4. Effect of Securitization Act: Emerging Issues and Prospects, 2004.
5. An analysis on credit disbursement by EXIM bank in international trade, 2004.
6. Emerging Issues of Non-Banking Finance companies in India, 2005.
7. The impact of WTO in Management Education-Need for reengineering exercise, 2005.
8. A Study on the FII investment in Indian Stock Market since Liberalization, 2005.
9. An Analysis on Garments Exports from India-Post liberalization era and emerging trends in global business, 2006
10. Impact of Globalization in Foreign capital Inflow to India, 2006.
11. Impact of Globalization on Insurance Sector, 30 & 31<sup>st</sup> March, 2007 at N.G.M. College Pollachi.
12. Presented a paper in National Seminar on Corporate Social Responsibility in Modern Business by organized by Arulmigu Palani Andavar Arts College for Women on the topic “CSR in Green Business :Indian Perspectives” held On 24<sup>th</sup> April 2013.

13. Presented a paper in State level Seminar on Financial Inclusion –Imperative for Inclusive Growth organized by Arulmigu Palanandavar Arts College for Women on the topic “Financial Inclusion: held on 21<sup>st</sup> March 2014.
14. Presented a paper in UGC Sponsored National level Conference on Retailing in India: Recent Trends and Upcoming Challenges organized by Erode Arts and Science College, Erode on the Topic “FDI in Indian Retail Sector: A Conceptual Analysis” held on 19-20, September 2014.
15. Presented a Paper in the National Seminar Emerging trends in Service sector challenges and opportunities organized by Maharani Arts and Science College Dharapuram on the Topic “Indian Retail Market – Raising opportunities and challenges” held on 22<sup>nd</sup> Jan 2015.
16. Presented a Paper in the International Conference on Innovative Marketing Strategies for Sustainable Growth- Organized by Sankara College of Science and Commerce, Coimbatore on the topic Green marketing: An Indian perspective on Sep-16,2015.
17. Presented a Paper in UGC Sponsored National Seminar on Corporate Governance and Dividend Policy of India Organized by Gobi Arts and Science College, Gobichettipalayam- Erode on the topic Legal Provisions of Dividend Policy in India: A Conceptual Approach On25<sup>th</sup> and 26<sup>th</sup> Sep 2015.
18. Presented a Paper in National Seminar on Green Marketing in India Organized by Arulmigu Palani Andavar College for Women, Palani on the topic - Emerging Opportunities and Challenges of Green Marketing in India on 29<sup>th</sup> Sep 2015.
19. Presented a Paper in National Seminar on Rural Marketing in India- Organized by Dr.NGP Arts and Science College Coimbatore, Emerging Opportunities and Challenges of Rural Marketing in India on30<sup>th</sup> Sep 2015.
20. Presented a Paper in National Seminar on Online marketing opportunities and challenges- Organized by P.K.R Arts College for women, Goptchettipalayam on the topic - Online marketing: Emerging opportunities and challenges on 16<sup>th</sup> March 2016.
21. Presented a Paper in International conference on Leveraging Human Capital Management in Rural India Organized by Pollachi College of Arts and Science on the topic Recruitment Practices in India: A Conceptual Analysis on 19<sup>th</sup> March 2016.
22. Presented a Paper in International conference on Contemporary Issues in Global Banking Organized by Kongunadu College of Arts and Science on the topic An Analysis on the Growth and Performance of Regional Rural Banks in India on 4<sup>th</sup> August2016.

25. Presented a Paper in National Seminar on Innovation Needed in Commerce, Economics and Management to Meet the Present Crises and Craze Mangayarkarasi College of Arts and Science for Women, Madurai on the topic An Analysis of India's Foreign Trade in the post reform Period on 24<sup>th</sup> September, 2016.

### **National Level and International Publication**

1. Presented and published a paper on National Seminar on Green Marketing- A Thrust on Renewable Energy Products organized by Fatima College Madurai on the topic "Renewable Energy in India-An Untapped Potential" ISBN: 978-93-80686-46-2 Page No: 112-116 on March 2013.

2. Presented and published a paper on National Conference on Rural entrepreneurship Development in India: Challenges and Prospects- organized by Kammadhenu Arts and Science College, Sathyamangalam, Erode, on the topic Financial Inclusion: An Instrument for Rural development on Feb-26<sup>th</sup> and 27<sup>th</sup> , 2015 ISBN:978-81-92476-43-8PAGE NO:190-193(BOOK).

3. Presented and published a paper on National Conference on Global Business Environment: Opportunities and Challenges organized by Periyar University College of Arts And Science, Idapadi, and Salem on the topic "Green marketing: Indispensable for Corporate Social Responsibility" on Feb 27<sup>th</sup>& 28<sup>th</sup> 2015. ISSN-22782311 – Journal Page No: 75-80

4. Presented and published a paper on International Conference on The Impact of E-Commerce in Modern Business- Organized by Rathinam College of Arts and Science, Eachanari, on the topic E-Payment System: Essential for the Growth of E-commerce on Aug-12, 2015. ISBN-978-93-82570-67-7 Page NO: 101-102 Conference Proceedings.

5. Presented and published a paper on International Seminar Emerging Trends in Global Business Environment- Organized by Dr.R.V. Arts and Science College, Karamadai , Coimbatore on the topic Study on Conceptual Overview of Foreign Trade Policy of India On 23<sup>rd</sup> Sep 2015.ISBN-978-93-84577-355-5 Page No:58-61 Conference Proceedings.

6. Presented and published a paper on National Seminar on Emerging Trends in Banking and Insurance Sectors- Organized by Bharathidasan University Constituent College, Perambalur- on the topic A Study on the Role of Export Import (Exim) Bank of India for the Development of Overseas Trade On 26<sup>th</sup>Sep 2015. ISBN-978-93-83213-054 Page No: 188-191(BOOK)

7. Presented and published a paper on National conference on Role of Commerce in Inclusive Growth and Sustainable Development of India- Organized by SNMV College of Arts and Science, Coimbatore on the topic - A study on Consumer Brand Preference towards Health drinks with Special reference to Palani Taluk on 25<sup>th</sup> Feb 2016. Conference Proceedings ISBN:97 8-93-85477-69-0 Vol.No:1Pp:101-102

8. Presented and published a paper on International Conference on 2016-The year of Recovery: The Opportunities and Challenges Organized by Tirupur Kumaran College for women, Tiruppur on the topic Foreign Direct Investments in India: Challenges & Opportunities on 5<sup>th</sup> March, 2016. ISSN-2347-1670/2347-1662/2347-1654.
9. Presented a Paper in International conference on Research Avenues in Social science Organized by Narayana Guru College Coimbatore on the topic - A Study on Cultivation and Marketing Problems of Coconut Growers in Thali Panchayat, Udumalpet. On 4<sup>th</sup>& 5<sup>th</sup> Feb 2016. ISSN (0)-25 Vol 1, Issue 3, C 1189pp.35-40
10. Presented a Paper in National Conference on “Next Generation BPS”-A Catalyst for Value Creation Organized by PSGR Krishnammal College for Women, Coimbatore on the topic- A Study on Implementation and Issues of Business Process Reengineering On 9<sup>th</sup> September, 2016. ISBN 978-93-86176-25-7
11. Presented a Paper in National Conference on the topic A Study on Implementation and Issues of Business Process Reengineering 9<sup>th</sup> Sep 2016. ISBN 978-93-86176-25-7
12. Published a paper in Foreign Direct Investment: Indispensable for the Economic Growth of India in INDO Global Journal of Commerce and Economics on November 2016 ISSN No.2393-9796Volume-3 Issue-4
13. Published a paper in Roots- International Journal of Multidisciplinary Researches-Organized by Department of Commerce, Mangarkarasi College of Arts and Science for Women, Madurai.- Volume 3, Special issue on Sep-2016 ISSN:2349-8684 Pp 61-64 - IF: 0.811

#### **Refresher and orientation course attended**

1. Attended a Refresher Course in Commerce organized by UGC –Academic Staff College Bharathiyar University from 20.08.2014 to 09.09.2014.
2. Attended an Entrepreneurship Faculty Development Programme Organized by Entrepreneurship Development Institute, Chennai at Bharathiyar University on 1<sup>st</sup> & 2<sup>nd</sup> November 2014
3. Attended a Faculty Development Programme on Entrepreneurship Organized by IEDC PSGR Krishnammal College for women held from 3<sup>rd</sup> to 15<sup>th</sup> November 2014.
4. Trainer for Banking ,Financial Services and Insurance Sector(BFSI) Programme Organized by ICT Academy and Tamilnadu Skill Development Corporation (TNSD) at Sri GVG Visalakshi College for women from 22<sup>nd</sup> November to 13<sup>th</sup> December 2014.
5. Attended orientation programme organized by UGC HRD Centre Bharathidasan University from 15.11.2017 to 12.12.2017.