



**Prof. Lalitha Ramakrishnan**

**BIODATA**

*Submitted by:*

**Prof. LALITHA RAMAKRISHNAN**

**PROFESSOR**, Department of Management, Pondicherry University, Karaikal  
campus &

**PRINCIPAL** (I/c), Pondicherry University Community College, Lawspet,  
Puducherry - 605 008.

## GENERAL INFORMATION AND ACADEMIC BACKGROUND

1. Name (in Block Letters)	:	Dr. LALITHA RAMAKRISHNAN
2. Father's Name/Mother's Name	:	<b>Father:</b> Late Sri. R. Ramakrishnan <b>Mother:</b> Late Smt. R. Rajeswari
3. Date and Place of Birth	:	12 <sup>th</sup> August 1965
4. Sex	:	Female
5. Marital Status	:	Married
6. Nationality, Religion & Community	:	Indian, Hindu, Brahmin
7. Language Known ( To Speak, read and Write) To Speak Only		<b>Telugu, Tamil, Hindi and English</b> <b>Kannada</b>
7. Indicate whether you belong to SC/ST/OBC/GEN/EWS category	:	General
8. Name of the Department/School	:	Department of Management, Pondicherry University, Karaikal campus
9. Present Designation & Academic Level	:	Professor & Principal (i/c), Pondicherry University Community College, Puducherry Academic Level – Pay Band 14
10. Date of Promotion as Professor	:	8 <sup>th</sup> August 2009
11. Date of eligibility for promotion as Senior Professor	:	8 <sup>th</sup> August 2017
12. Date of Superannuation	:	31 <sup>st</sup> August 2030
13. Address for correspondence (with Pin code)	:	No.108, Victoria Apartments, Karuvadikuppam, Puducherry – 605008.
14. Permanent address (with Pin code)	:	No.108, Victoria Apartments, Karuvadikuppam, Puducherry – 605008.
15. Native Place	:	Eluru, Sanivarapupeta village, West Godavari district, Andhra Pradesh
16. Telephone / Mobile No	:	9489679204
17. Email	:	professorlalitha@gmail.com

## 20. Family Details

- Husband, Prof. CSG Krishnamacharyulu B.E., MBA, PhD renowned author in the area of **Business Management, retired Professor and Head, School of Management, Sri Venkateswara University, Tirupati.**
- Son, Master. C. Sri Krishna completed B.Tech in Computer Science at National Institute of Technology, Karaikal and is working at Google, Bangalore as Product Analyst.
- Daughter, Dr. C. Srivalli, Doing M.S. (ENT), Pondicherry

## Educational Qualifications:

Degrees	Title	Date of Award	University
Ph.D.	Corporate Social Responsibility in India A study of Social involvement in Oil Refineries	May 1996	Sri Venkateswara University, Tirupati
UGC Junior Research Fellowship	Management	January 1993	University Grant Commission, New Delhi
UGC - NET Eligibility for Lectureship	Management	January 1991	University Grant Commission, New Delhi
MBA	Marketing	May 1988	Sri Venkateswara University, Tirupati
BA	History, Economics & Advanced English	May 1986	Sri Padmavati Women's College, Tirupati

## Appointments held prior to the Present Employment:

Name of Employer	Designation	Date of		Salary with Grade
		Joining	Leaving	
Pondicherry University	Professor, Department of Management, Pondicherry University, Karaikal Campus	8 <sup>th</sup> August 2009	Till date	Pay band 14
Sri Padmavati Mahila Visvavidyalayam, Tirupati	Associate Professor, Department of Business Management	August 2003	August 2009	PB 13 A
	Academic Coordinator	July 1997	August 2003	Time Scale
PS Centre for PG studies, TJPS College, Guntur	Lecturer	1991	1992	Time scale
Sri Padmavati Mahila Visvavidyalayam, Tirupati	Lecturer	1989	1990	

**Position held after appointment in the present institution:**

Designation	Department/ Faculty	Date of actual Joining		Grade/Academic Level
		From	To	
Principal (I/c)	Pondicherry University Community College, Puducherry	24 <sup>th</sup> November 2021	Till date	Pay band 14
Chairperson of Community Colleges of Pondicherry University	Pondicherry University	24 <sup>th</sup> November 2021	Till date	
Anti-Discrimination Officer	Pondicherry University	28 <sup>th</sup> November 2019	2020	
Head of Department	Department of Management, Pondicherry University, Karaikal campus	15 <sup>th</sup> August 2009	31 <sup>st</sup> August 2017	
Centre Head	Pondicherry University, Karaikal campus	2011	2017	
Coordinator	PG Centre, Pondicherry University, Karaikal Campus	2009	2011	
Placement Incharge	Pondicherry University, Karaikal campus	2009	2017	
IQAC Member	Central University of Tamil Nadu	2009	2012	
Member of Court	Pondicherry University	2012	2013	
Warden incharge of Ladies Hostel	Pondicherry University, Karaikal campus	2009	2018	
Coordinator	Coordinator for MBA (General) programme of the Directorate of Distance education, Pondicherry University	2019	Till date	
Member Academic Senate	NIT Puducherry	2013	2016	

**20. Teaching Experience:**

**P.G. Classes (in years) : 35 years**

**U.G. Classes (in years) : *ni***

## RESEARCH GUIDANCE

### Ph.D. Awarded / Thesis submitted

S.No.	Name of the Scholar	Title of the Thesis	Awarded / Thesis submitted	University	Month and Year
1	N. SreeRajini	A study on Recruitment Practices in IT sector	Awarded	Sri Padmavati Women's University	2009
2	V. Bhargavi Reddy	Rural Strategies-Role Credit marketing of Micro	Awarded		2009
3	M.Neeraja	Gender mainstreaming in IT sector	Awarded		2010
4	Noor Jahan Firdoos	Retail Marketing- A Study of Hyper Markets in Bangalore	Awarded		2011
5	J. Sundar	Study on agricultural insurance in Pondicherry region	Awarded	Pondicherry University	2016
6	Ms. Padmaja Priyadarshini	Problems and prospects of women entrepreneurship in service sector in Chennai city."	Awarded		2017
7	R. Gayathiri	A study on Balance of teachers	Awarded		2018
8	S. Karthick	Nonadherence to Tuberculosis Medication Regimen: A Constructivist Grounded Theory Study (Thesis submitted)	Awarded		2021
9	R.Muthu Kumar (Part time)	A Study of E-Service Quality and its Influence on Internet Banking E-Customer Satisfaction and E-Customer Loyalty in India	Awarded		2022
10	Hezekiah	Influence of Internet on the reading habits of Rural Mizoram Newspaper Readers	Thesis Submitted		2024

### P.G/M.Tech. Projects Supervised

S.No.	Name of the Student	Title of the Thesis	Thesis submitted	University	Month and Year
<i>Certificate given by the HoD, Department of Management (Karaikal Campus), Pondicherry University as a proof is enclosed.</i>			130	Pondicherry University	From the year 2009-10 to 2016-17

## RESEARCH / ACADEMIC PUBLICATIONS

### Research Papers in Peer-Reviewed or UGC listed Journals

S.No.	Publication Details	Is listed in SCOPUS / WOS / UGC/ CARE list? If yes, give Sl. No. of UGC listed Journals
1.	Title of the Paper: <b>Exploring the Trends of Retail Formats in India: A Study of Hypermarkets in Bangalore City</b> Name of the Journal: <b>Indian Journal of Marketing</b> Volume, Page No. & Year: <b>2009 (August), Volume XXXIX, Number 4, pp: 11-22</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (Noor Firdoos Jahan and Lalitha R)</b>	
2.	Title of the Paper: <b>Food &amp; Grocery Retailing in India: Trends &amp; Challenges</b> Name of the Journal: <b>Management Edge</b> Volume, Page No. & Year: <b>2010 (January), Vol. 3, No. 1, pp: 69-77</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (Noor Firdoos Jahan and Lalitha R)</b>	
3.	Title of the Paper: <b>The Spread of Malls in India – with Special Reference to Bangalore City</b> Name of the Journal: <b>Indira Management Review</b> Volume, Page No. & Year: <b>January 2010, Vol. IV, Issue 1, pp: 12-22</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (Noor Firdoos Jahan and Lalitha R)</b>	ISSN 0974-3928
4.	Title of the Paper: <b>An Insight into Customer's Perception and Satisfaction Towards E-Retailing</b> Name of the Journal: <b>Storming Global Business: Rise of Asian Tigers</b> Volume, Page No. & Year: <b>ISBN 978-81-7446-788-1, 2010, pp: 55-69</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (Noor Firdoos Jahan and Lalitha R)</b>	ISBN 978-81-7446-788-1
5.	Title of the Paper: <b>Quality Work Life - Linkage with Job Satisfaction and Performance</b> Name of the Journal: <b>International Journal of Business and Management Inventions</b> Volume, Page No. & Year: <b>Vol. 2, Iss. 1, 2013, pp. 1-8</b> Impact Factor: <b>3.682</b> Type of Authorship: <b>Co-Authored (R. Gayatri and Lalitha Ramakrishnan)</b>	ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X
6.	Title of the Paper: <b>A Study on Farmers' Awareness, Perception and Willingness to Join and Pay for Crop Insurance</b> Name of the Journal: <b>International Journal of Business and Management Invention</b> Volume, Page No. & Year: <b>Vol. 2, No. 1, Jan-2013, pp. 48-54</b> Impact Factor: <b>3.682</b> Type of Authorship: <b>Co-Authored (J. Sundar and Lalitha R)</b>	ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X
7.	Title of the Paper: <b>A Study on New Approach in Serving Crop Insurance Schemes to Farmers</b> Name of the Journal: <b>The Journal of Insurance Institute of India</b> Volume, Page No. & Year: <b>Pune, April-June 2013</b> Impact Factor: <b>1.2</b> Type of Authorship: <b>Co-Authored (J. Sundar and Lalitha R)</b>	

S.No.	Publication Details	Is listed in SCOPUS / WOS / UGC/ CARE list? If yes, give Sl. No. of UGC listed Journals
8.	<p>Title of the Paper: <b>Development Orientation for Brand Building in Rural Markets</b></p> <p>Name of the Journal: <b>Management in Government, Journal of Administrative Reforms</b></p> <p>Volume, Page No. &amp; Year: Vol. XLV, No. 2, July-September 2013, pp. 15-22</p> <p>Impact Factor: <b>Not Provided</b></p> <p>Type of Authorship: <b>Co-Authored (Lalitha Ramakrishnan &amp; CSG Krishnamacharyulu)</b></p>	
9.	<p>Title of the Paper: <b>A Study on Awareness, Purchase Benefits and Satisfaction Level Towards Crop Insurance</b></p> <p>Name of the Journal: <b>Pacific Business Review International</b></p> <p>Volume, Page No. &amp; Year: Vol. 7, Issue 11, 2015</p> <p>Impact Factor: <b>5.889</b></p> <p>Type of Authorship: <b>Co-Authored (J. Sundar and Lalitha R)</b></p>	
10.	<p>Title of the Paper: <b>Insurance for Publishers and Writers</b></p> <p>Name of the Journal: <b>The Journal of Insurance Institute of India</b></p> <p>Volume, Page No. &amp; Year: Vol. No. III, issue no. II, October-December 2015, pp 114-119</p> <p>Impact Factor: <b>3.682</b></p> <p>Type of Authorship: <b>Co-Authored (Hezekiah, CSG Krishnamacharyulu, &amp; Lalitha Ramakrishnan)</b></p>	
11.	<p>Title of the Paper: <b>Recent Trends in Humour Advertisements in India</b></p> <p>Name of the Journal: <b>International Journal of Advanced Scientific Research and Development (IJASRD)</b></p> <p>Volume, Page No. &amp; Year: p-ISSN: 2394-8906 e-ISSN: 2395-6089, 2016, pp 71-76</p> <p>Impact Factor: <b>2.415</b></p> <p>Type of Authorship: <b>Co-Authored (SN Kanagaratnam and Lalitha Ramakrishnan)</b></p>	ISSN: 2394-8906
12.	<p>Title of the Paper: <b>Recent Trends in Humour Advertisements in India</b></p> <p>Name of the Journal: <b>International Journal of Advanced Scientific Research and Development (IJASRD)</b></p> <p>Volume, Page No. &amp; Year: p-ISSN: 2394-8906 e-ISSN: 2395-6089, 2016, pp 71-76</p> <p>Impact Factor: <b>2.415</b></p> <p>Type of Authorship: <b>Co-Authored (SN Kanagaratnam and Lalitha Ramakrishnan)</b></p>	ISSN: 2394-8906
13.	<p>Title of the Paper: <b>Problems of Women Entrepreneurship in Service Sector in Chennai</b></p> <p>Name of the Journal: <b>The IUP Journal of Entrepreneurship Development</b></p> <p>Volume, Page No. &amp; Year: Issue Sept, 2016</p> <p>Impact Factor: <b>2.415</b></p> <p>Type of Authorship: <b>Co-Authored (BN Padmaja Priyadarshini and Lalitha Ramakrishnan)</b></p>	
14.	<p>Title of the Paper: <b>Case Studies of Women Entrepreneurs in Service Sector in Chennai City</b></p> <p>Name of the Journal: <b>International Journal for Exclusive Global Research (IJEGR)</b></p> <p>Volume, Page No. &amp; Year: Volume 1 Issue 8, August 2016</p> <p>Impact Factor: <b>3.682</b></p> <p>Type of Authorship: <b>Co-Authored (BN Padmaja Priyadarshini and Lalitha Ramakrishnan)</b></p>	ISSN No : 2456 – 2076
15.	<p>Title of the Paper: <b>Factors Affecting Adoption of Crop Insurance Scheme Among Paddy Farmers</b></p> <p>Name of the Journal: <b>The Journal of Insurance Institute of India</b></p> <p>Volume, Page No. &amp; Year: Vol. No. III, Issue No. IV, April-June 2016</p> <p>Impact Factor: <b>3.682</b></p> <p>Type of Authorship: <b>Co-Authored (J. Sundar and Lalitha R)</b></p>	

S.No.	Publication Details	Is listed in SCOPUS / WOS / UGC/ CARE list? If yes, give Sl. No. of UGC listed Journals
16.	<p>Title of the Paper: <b>Mobile Wallets and Cashbacks</b></p> <p>Name of the Journal: <b>Proceedings of International Conference on Management Research: Contemporary Perspectives at ICBM-School of Excellence</b></p> <p>Volume, Page No. &amp; Year: <b>Hyderabad, 24th September 2016, ISBN 978-81-924315-2-9, pp 319-327</b></p> <p>Impact Factor: <b>3.682</b></p> <p>Type of Authorship: <b>Co-Authored (R. Muthu Kumar and Lalitha R)</b></p>	ISBN978-81-924315-2-9
17.	<p>Title of the Paper: <b>Quality Work Life - Linkage with Job Satisfaction and Performance</b></p> <p>Name of the Journal: <b>International Research Journal of Human Resource and Social Sciences</b></p> <p>Volume, Page No. &amp; Year: <b>Vol. 3, Issue 9, Sept 2016</b></p> <p>Impact Factor: <b>5.414</b></p> <p>Type of Authorship: <b>Co-Authored (R. Gayatri and Lalitha Ramakrishnan)</b></p>	
18.	<p>Title of the Paper: <b>Influence of Internet on the reading habits of Rural Mizoram Newspaper Readers</b></p> <p>Name of the Journal: <b>Indian Journal of Commerce &amp; Management Studies</b></p> <p>Volume, Page No. &amp; Year: <b>Volume VIII, Special Issue, September 2017, ISSN: 2249-0310, 2017</b></p> <p>Impact Factor: <b>2.75</b></p> <p>Type of Authorship: <b>Co-Authored (Hezekiah and Lalitha R)</b></p>	ISSN: 2249-0310
19.	<p>Title of the Paper: <b>App-Based Taxi Aggregators and Entrepreneurial opportunities</b></p> <p>Name of the Journal: <b>Pacific Business Review International</b></p> <p>Volume, Page No. &amp; Year: <b>Volume 9 Issue 12, June 2017, 137-142, 2017</b></p> <p>Impact Factor: <b>6.56</b></p> <p>Type of Authorship: <b>Co-Authored (Karthick S., Lalitha R)</b></p>	
20.	<p>Title of the Paper: <b>Advertising Media Efficiency of FMCG Firms in India: An Empirical Investigation Using Data Envelopment Analysis</b></p> <p>Name of the Journal: <b>Advertising Media Efficiency of FMCG Firms in India: An Empirical Investigation Using Data Envelopment Analysis</b></p> <p>Volume, Page No. &amp; Year: <b>IUP Journal of Management Research</b></p> <p>Impact Factor: <b>3.682</b></p> <p>Type of Authorship: <b>Co-Authored (Hezekiah, Majid Shaban, and Lalitha Ramakrishnan)</b></p>	
21.	<p>Title of the Paper: <b>Turnaround of Blackberry</b></p> <p>Name of the Journal: <b>International Journal of Management cases</b></p> <p>Volume, Page No. &amp; Year: <b>K, Volume 19, Issue 4, ISSN 1741-6264, pages: 4-21, 2017</b></p> <p>Impact Factor: <b>3.682</b></p> <p>Type of Authorship: <b>Co-Authored (R. Muthu Kumar and Lalitha R)</b></p>	ISSN 1741-6264
22.	<p>Title of the Paper: <b>Evaluating the Effectiveness of Crop Insurance Schemes in Puducherry Region</b></p> <p>Name of the Journal: <b>The Journal of Insurance Institute of India</b></p> <p>Volume, Page No. &amp; Year: <b>Mumbai, April-June 2017, pp. 52-64</b></p> <p>Impact Factor: <b>Not Provided</b></p> <p>Type of Authorship: <b>Co-Authored (J. Sundar and Lalitha R)</b></p>	



S.No.	Publication Details	Is listed in SCOPUS / WOS / UGC/ CARE list? If yes, give Sl. No. of UGC listed Journals
23.	Title of the Paper: <b>Use of Humor in Insurance Advertising</b> Name of the Journal: <b>The Journal of Insurance Institute of India</b> Volume, Page No. & Year: <b>Mumbai, April-June 2017, pp. 65-69</b> Impact Factor: <b>3.682</b> Type of Authorship: <b>Co-Authored (Kanagarathinam S.N., Lalitha R., and Krishnamacharyulu)</b>	
24.	Title of the Paper: <b>Mobile Wallets and Cashbacks</b> Name of the Journal: <b>Management Research Contemporary Perspectives (e-book)</b> Volume, Page No. & Year: <b>ICBM Business School of Excellence, ISBN 978-81-924315-2-9, pages 319-327</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (R. Muthu Kumar and Lalitha Ramakrishnan)</b>	ISBN 978-81-924315-2-9
25.	Title of the Paper: <b>New Product Development by Startups in the Digital Age</b> Name of the Journal: <b>Contemporary Research in Management</b> Volume, Page No. & Year: <b>Chennai, Oct 2017</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (Manoj Menon and Lalitha Ramakrishnan)</b>	
26.	Title of the Paper: <b>Effectiveness of Crop Insurance Schemes</b> Name of the Journal: <b>The Journal of Insurance Institute of India</b> Volume, Page No. & Year: <b>July-Dec 2017, pages 52-64</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (J. Sundar and Lalitha R)</b>	
27.	Title of the Paper: <b>Tuberculosis Medication Nonadherence – A Qualitative Case Study</b> Name of the Journal: <b>The qualitative report</b> Volume, Page No. & Year: <b>vol 1, 2018</b> Impact Factor: <b>0.33</b> Type of Authorship: <b>Co-Authored (Karthick S., Lalitha R)</b>	PRINT ISSN: 1052-0147 E-ISSN: 2160-3715
28.	Title of the Paper: <b>Case detection and National Tuberculosis Programme</b> Name of the Journal: <b>International Journal of Research and Analytical Reviews</b> Volume, Page No. & Year: <b>Volume 5, Issue 3, 2018</b> Impact Factor: <b>5.97</b> Type of Authorship: <b>Co-Authored (Karthick S., Lalitha R, CSG Krishnamacharyulu)</b>	
29.	Title of the Paper: <b>Measuring Student's Opinion on the National Digital Library of India (NDLI)</b> Name of the Journal: <b>Asian Journal of Information Science and Technology</b> Volume, Page No. & Year: <b>Vol. 8, No. 1 (2018), pp. 18-20</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (P. Yuvarani and Lalitha Ramakrishnan)</b>	
30.	Title of the Paper: <b>Role of Farmers' Organizations in Dissemination of Innovative Practices and Technologies for Sustainable Agriculture</b> Name of the Journal: <b>The Journal of Insurance Institute of India</b> Volume, Page No. & Year: <b>Vol. 3, No. 3, July-Dec 2018, pp. 71-77</b> Impact Factor: <b>Not Provided</b> Type of Authorship: <b>Co-Authored (G. Rajamani and Lalitha R)</b>	

S.No.	Publication Details	Is listed in SCOPUS / WOS / UGC/ CARE list? If yes, give Sl. No. of UGC listed Journals
31.	<p>Title of the Paper: <b>Customers' Perception and Satisfaction Towards E-Retailing in India</b></p> <p>Name of the Journal: <b>International Journal of Retailing and Rural Business Perspectives</b></p> <p>Volume, Page No. &amp; Year: <b>Vol. 7, No. 2, April-June 2018</b></p> <p>Impact Factor: <b>Not Provided</b></p> <p>Type of Authorship: <b>Co-Authored (Noor Firdoos Jahan and Lalitha R)</b></p>	
32.	<p>Title of the Paper: <b>Development of Innovations and Technologies for Sustainable Agriculture</b></p> <p>Name of the Journal: <b>Indian Institute of Insurance</b></p> <p>Volume, Page No. &amp; Year: <b>Vol. 3, No. 3, July-December 2018, pp. 71-77</b></p> <p>Impact Factor: <b>Not Provided</b></p> <p>Type of Authorship: <b>Co-Authored (G. Rajamani and Lalitha R)</b></p>	
33.	<p>Title of the Paper: <b>Factors Affecting Adoption of Crop Insurance Scheme Among Paddy Farmers</b></p> <p>Name of the Journal: <b>Indian Journal of Commerce and Management</b></p> <p>Volume, Page No. &amp; Year: <b>Vol. 9, No. 1, 2018, pp. 48-54</b></p> <p>Impact Factor: <b>Not Provided</b></p> <p>Type of Authorship: <b>Co-Authored (J. Sundar and Lalitha R)</b></p>	ISSN:2278-6759
34.	<p>Title of the Paper: <b>The Role of Farmer Organizations in Disseminating Innovative Practices for Sustainable Agriculture</b></p> <p>Name of the Journal: <b>The Journal of Insurance Institute of India</b></p> <p>Volume, Page No. &amp; Year: <b>Vol. 3, No. 3, 2018, pp. 71-77</b></p> <p>Impact Factor: <b>Not Provided</b></p> <p>Type of Authorship: <b>Co-Authored (G. Rajamani and Lalitha R)</b></p>	
35	<p>Title of the Paper: <b>Ethics Education in Business Schools of India: Challenges and Looking Forward</b></p> <p>Name of the Journal: <b>RVIM Journal of Management Research</b></p> <p>Volume, Page No. &amp; Year: <b>Vol. 16, Issue 2, July - December 2024, pp. 51-55</b></p> <p>Impact Factor: <b>5.395</b></p> <p>Type of Authorship: <b>Dr. Lalitha Ramakrishnan</b></p>	ISSN: 0974-6722

## Books Published

S.No .	Title of the Book	Author	Co-Author(s)	Name of the Publisher, Month, Year	ISBN / ISSN
(a) Books authored which are published by International publishers					
1.	Rural Marketing (An Integrated approach)	Dr. Lalitha Ramakrishnan	Dr. C.S.G. Krishnamacharyulu	Person Education (Singapore ) Pte. Ltd.	81-7808-968-8, 2003
2	Industrial Marketing			Jaico Publishing House, India	81-7992-620-6, 2006
3	Rural Marketing			Dorling Kindersley (I) Pvt. Ltd. (Pears on)	978-81-317-3263-2, 2011
4.	Organization Development			Eastern Economy Edition	ISBN-13. 978-812034803 5
Books authored which are published by National publishers					
6	Personality Development, Interpersonal Skills	Dr. Lalitha Ramakrishnan	Dr. C.S.G. Krishnamacharyulu	Himalaya Publishing House Pvt. Ltd., Mumbai	978-81-8488-832-4, 2010
7	Soft Skills of Personality Development			Himalaya Publishin g House Pvt. Ltd., Mumbai	978-81-8488-951-2, 2010
8	Business Communication			Himalaya Publishin g House Pvt. Ltd., Mumbai	978-93-5024-468-5, 2011
5	Management of Technology			Himalaya Publishin g House Pvt. Ltd., Mumbai	978-93-5299-116-7, 2018

9.	<b>Communication Skills</b>			Himalaya Publishing House Pvt. Ltd., Mumbai	978-93-5495-643-0, 2021
S.No	Title of the Book	Author	Co-Author(s)	Name of the Publisher, Month, Year	ISBN / ISSN
10	<b>Enhancing Personal and Professional Skills-II</b> (BBA Subject Book- BharatiVidyapeeth University, Pune)	<b>Dr. Lalitha Ramakrishnan</b>	RK Madhukar, Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-3195-9, 2009
11.	<b>Business Communication</b> (BBA Subject Book- BharatiVidyapeeth University, Pune)		RK Madhukar, Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-3323-6, 2009
12.	<b>Enhancing Personal and Professional Skills-I</b> (BBA Subject Book- BharatiVidyapeeth University, Pune)		RK Madhukar, Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-3288-8, 2009
13.	<b>Communication Skills</b> (B Sc (HS&CS) Subject Book Yashwantrao Chavan Maharashtra Open University)		RK Madhukar, Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-3866-8, 2010
14	<b>Corporate Communication</b> (B Sc (H&TM) Subject Book Yashwantrao Chavan Maharashtra Open University)		RK Madhukar, Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-4212-2, 2010
15.	<b>Human Resource Development</b> (M.A.(PA) Subject Book- Mahatma Gandhi University, Kerala)		P G Aquinas, Dr. C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-5438-5, 2011

16.	<b>Performance Management and Reward Systems</b> (MBA Subject Book- Mahatma Gandhi University, Kerala)		Dr C.S.G. Krishnamacharyulu, Dr. Vasudeva Naidu	Vikas Publishing House PVT LTD, Noida	879-81-259-3529-2, 2011
17.	<b>Business Communication</b> (BBA Subject Book- UBS- The Sampuran Prakash School of Executive Education)		Anjaneesethi, Dr. C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-4170-5, 2010
S.No	Title of the Book	Author	Co-Author(s)	Name of the Publisher, Month, Year	ISBN / ISSN
18.	<b>Communication and Soft Skills</b> (MCA Subject Book- Mahatma Gandhi University, Kerala)	<b>Dr. Lalitha Ramakrishnan</b>	RK Madhukar, Dr. C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-93-259-5523-3, 2011
19.	<b>English for Careers</b> (BTS Subject Book- Mahatma Gandhi University, Kerala)		RK Madhukar, Dr. C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-93-259—8730-2011
20.	<b>Human Resource Development</b> (M.A.(PA) Subject Book- Mahatma Gandhi University, Kerala)		P G Aquinas, Dr. C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-5438-5, 2011
21.	<b>Performance Management and Reward Systems</b> (MBA Subject Book- Mahatma Gandhi University, Kerala)	<b>Dr. Lalitha Ramakrishnan</b>	Dr C.S.G. Krishnamacharyulu, Dr. Vasudeva Naidu	Vikas Publishing House PVT LTD, Noida	879-81-259-3529-2, 2011
22.	<b>Human Resource Development</b> (MBA Subject Book- Mahatma Gandhi University, Kerala)	<b>Dr. Lalitha Ramakrishnan</b>	P G Aquinas, Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-5043-1, 2011

23.	<b>Business Communication</b> (BBA Subject Book- Uttarakhand Open University)	<b>Dr. Lalitha Ramakrishnan</b>	Anjaneesethi, Dr. C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-4749-3, 2011
24.	<b>Performance and Reward Management</b> (MBA/PGDHRM Subject Book- Uttarakhand Open University)	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharulu	Vikas Publishing House PVT LTD, Noida	978-81-259-4777-6, 2011
25.	<b>Corporate Communication</b> (M.A. (HM) Subject Book- Maharshi Dayanand University, Rohtak)	<b>Dr. Lalitha Ramakrishnan</b>	RK. Madhukar, Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-81-259-5485-9, 2011
S.No .	Title of the Book	Author	Co-Author(s)	Name of the Publisher, Month, Year	ISBN / ISSN
26.	<b>Soft Skills Development</b> (MBA Subject Book-Calicut University, Kerala)	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu, J.S. Chandan, Dr. Anjaneesethi, Dr. Bhavana	Vikas Publishing House PVT LTD, Noida	978-81-259-4892-6, 2011
27.	<b>Performance Management</b> (MBA Subject Book- Krishna Kanta Handiqui State Open University)	<b>Dr. Lalitha Ramakrishnan</b>	Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-93-259-5826-5, 2012
28.	<b>Performance Management</b> (MBA Subject Book- Krishna Kanta Handiqui State Open University, Pune)	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-93-259-5826-4, 2012

29.	<b>Emerging Paradigms in Insurance Industry And Management</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. SA. Senthilkumar	Serial publication s,	978-81-8387-487-8, 2012
30.	<b>Management research: contemporary perspectives</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	ICBM – School of Business Excellence, Hyderabad	978-81-924315-2-9 2012
31.	<b>Performance Management</b> (MBA Subject Book-Mahatma Gandhi University, Kerala)	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu, Dr. Vasudeva Naidu	Vikas Publishing House PVT LTD, Noida	978-93-259-7068-7, 2013
32.	<b>Counselling Skills for Managers</b> (MBA Subject Book- Mahatma Gandhi University, Kerala)	<b>Dr. Lalitha Ramakrishnan</b>	Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-93-259-7042-7, 2013
S.No .	Title of the Book	Author	Co-Author(s)	Name of the Publisher, Month, Year	ISBN / ISSN
33.	<b>Supply Chain Management</b> (MBA Subject Book- Sambalpur University, Odisha)	<b>Dr. Lalitha Ramakrishnan</b>	Dr C.S.G. Krishnamacharyulu	Vikas Publishing House PVT LTD, Noida	978-93-259-7017-5, 2013
34	<b>Performance Management Systems</b> (MBA Subject Book- BharatiVidyapeethUniversity, Pune)	<b>Dr. Lalitha Ramakrishnan</b>	Dr C.S.G. Krishnamacharyulu, Dr. Vasudeva Naidu	Vikas Publishing House PVT LTD, Noida	978-93-259-5465-6, 2014
35	<b>Professional Skills</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Himalaya Publishing House Pvt. Ltd., Mumbai	978-93-5495-639-3, 2021

36	<b>Business Communication</b> (Text, Cases and Laboratory Manual)	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Himalaya Publishing House Pvt. Ltd., Mumbai	ISBN: 9789352991167
37	<b>Innovation Management</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Himalaya Publishing House Pvt. Ltd., Mumbai	ISBN-13. 978-9350979204
38	<b>Employability Skill Development-I</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Himalaya Publishing House Pvt. Ltd., Mumbai	ISBN 13, 978-93-5367-807-4
<b>Chapter in Edited Book - Editor of Book by National Publisher</b>					
39	<b>Corporate Communication</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Vikas publishing House	978-81-259-4061-6, 2009
40	<b>Business Communication for BBA Course</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Vikas publishing House	978-81-259-4170-5, 2009
41	<b>Communication skills for Hotel Management</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Vikas publishing House	978-81-259-3866-8, 2010
42	<b>Business Communication</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Vikas publishing House	978-81-259-3323-6, 2010
43	<b>Communicative English</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Vikas publishing House	978-81-259-4461-4, 2010
44	<b>Corporate Communication</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Vikas publishing House	978-81-259-4212-2, 2010
45	<b>Communication</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	Vikas publishing House	978-81-259-4473-7, 2010
46	<b>Emerging Paradigms in Insurance Industry And Management</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. SA. Senthil kumar	Serial publications,	978-81-8387-487-8, 2012
47	<b>Management research: contemporary Perspectives</b>	<b>Dr. Lalitha Ramakrishnan</b>	Dr. C.S.G. Krishnamacharyulu	ICBM – School of Business Excellence, Hyderabad	978-81-924315-2-9 2012



48	English for Careers, Study materials for Distance Education VI semester students, Bachelor of Tourism Studies, Mahatma Gandhi University	Dr. Lalitha Ramakrishnan	Dr. C.S.G. Krishnamacharyulu	Vikas Publishing House	2020
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### Conference Proceedings Published

S.No.	Title of Presentation	Title of Event	Organizers	Date	Place
1	Effective management of diversity in business: A key challenge for the 21 <sup>st</sup> century corporate sector	National Seminar on "Emerging Trends in Business Management and Challenges of 21 <sup>st</sup> century Corporate sector	St. Joseph's PG college	12 <sup>th</sup> and 13 <sup>th</sup> March 2009	Hyderabad, Telangana
2	Recession and its impact on Malls in Bangalore	National Conference on "Recession, Recovery and Resurgence"	Justice K S Hegde Institute of Management	29 <sup>th</sup> and 30 <sup>th</sup> January 2010	Nitte, Karnataka
3	A Study on Insurance Schemes of Select Insurance Companies to Disadvantaged Groups in India	National conference on Emerging Paradigm in Insurance Industry	Pondicherry university, Karaikal campus	26 <sup>th</sup> March 2011	Pondicherry university, Karaikal campus, Karaikal
4	Rural Insurance Market Opportunities and Challenges in India	National conference on "Emerging trends in Business management	Vels University	18 <sup>th</sup> -19 <sup>th</sup> April 2011	Chennai, Tamil Nadu
5	A Study on Insurance Schemes of Select Insurance Companies to Disadvantaged Groups in India	National conference on Emerging Paradigm in Insurance Industry	Pondicherry university, Karaikal campus	26 <sup>th</sup> March, 2011	Karaikal, Puducherry
6	App-Based Taxi Aggregators and Entrepreneurial Opportunities	National Conference at Periyar University	Periyar University	January 2016	Salem, Tamil Nadu
7	Internet banking- Emerging Trend in banking	National Conference on "Emerging trends in Management in the present era"	Santhiram Engineering College	13 <sup>th</sup> June, 2020	Nandyal, Kurnool Dist., Andhra Pradesh

8	<b>"Women Entrepreneurship"</b>	A national Symposium	Pondicherry University (Karaikal Campus)	28 <sup>th</sup> April 2021	Karaikal, Puducherry
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#### Conference Proceedings (International) Published

S.No.	Title of Presentation	Title of Event	Organizers	Date	Place
9	<b>An insight into Customer's Perception and satisfaction towards E-Retailing</b>	International Conference on "Storming Global Business: Rise of Asian Tigers"	ASBM, Bhubaneswar	3 <sup>rd</sup> – 5 <sup>th</sup> December 2009	Bhubaneswar
10	<b>Social Reporting in Corporate governance – A study of social reporting practices in Indian companies</b>	International Conference on "Making corporate governance Work"	Loyola college, Chennai	6 <sup>th</sup> and 7 <sup>th</sup> January 2010	Chennai
11	<b>A Comparison of Rural Insurance Schemes in Select Public Sector Insurance Companies in India</b>	International conference on "Global Impact of Indian Management"	Oxford Engineering College, Bangalore	27 <sup>th</sup> and 28 <sup>th</sup> April 2011	Bangalore
12	<b>International Conference on the Theme of "Best Organisational Practice"</b>	ENCORE 2014	AMET Business School, Chennai	22 <sup>nd</sup> February 2014	Chennai
13	<b>Mobile wallets and cash backs</b>	International Conference on Management Research: Contemporary perspectives at ICBM-School of Excellence	ICBM-School of Excellence	24 <sup>th</sup> September, 2016	Hyderabad
14	<b>e-customer loyalty in internet banking</b>	International conference on recent trends in engineering technology and Management	Organization of science and innovative engineering & technology (OSIET), Chennai	20 <sup>th</sup> June, 2020	Chennai

15	<b>"Role of Business in Sustainable Development" on "Sustainable Marketing Strategy and Contempor</b>	Management Development Programme	RV Institute of Management, Bangalore	25 <sup>th</sup> January 2022	Bangalore
16	<b>"Cyber risks-A new era corporate Conundrum"</b>	International Executive Webinar	Pondicherry University's Karaikal campus	11 <sup>th</sup> March 2021	Karaikal
17	<b>"Managing turbulence in International Retailing"</b>	turbulence in International Retailing" International Executive Webinar	Pondicherry University's Karaikal campus	27 <sup>th</sup> March 2021	Karaikal

#### International Webinar

S.No.	Title of Presentation	Title of Event	Organizers	Date	Place
18	<b>Synergy of Banks and IT companies in the Middle east</b>	International Webinar	Department of International Business, Pondicherry University	28 <sup>th</sup> June 2020	Puducherry
19	<b>Omani Law and versatility in business</b>			6 <sup>th</sup> June 2020	
20	<b>Indo-Caribbean Relations with special reference to Jamaica</b>			10 <sup>th</sup> June 2020	
21	<b>International Webinar on Working remotely during COVID Pandemic</b>			24 <sup>th</sup> July 2020	
22	<b>Business Landscape of India and USA - Emerging Paradigms</b>	International Webinar	Department of International Business, Pondicherry University	10 <sup>th</sup> July 2020	Puducherry
<b>Refresher Course Organized</b>					

23	<b>Refresher Course in Management Studies</b>	Refresher Course	UGC-HRDC, Pondicherry University	9 <sup>th</sup> September 2021	Puducherry
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#### Citation Record throughout career

Sl. No.	Citation Score
1	Google Scholar – 521
2	Scopus – 4

#### Research Projects Completed

Sl. No.	Title of the Project	Names of PI and co-PI	Funding Agency	Grant Sanctioned	Duration	
					From	To
1	The impact of Ethical Education on Ethical attitudes of Management students	Dr. Lalitha R.	UGC	Rs. 6.59 Lakhs	2012	2014
2	A Study of Marketing of Insurance Schemes in Rural Areas with reference to Farmers and Special Focus on Women in Pondicherry Region		ICSSR	Rs.7 Lakhs	2012	2014
3	Modernization and Removal of Obsolescence (MODROBS) for the period 2002-2004		AICTE	Rs. 15 Lakhs	2002	2004
4	Development assistance of Rs.55 Lakhs from UGC for strengthening existing and New Management departments under UGC X Plan - December 2006 onwards		UGC	Rs.55 Lakhs	2006	2009

**ADDITIONAL RESEARCH DEGREE LIKE D.Litt., D.Sc., D.Phil. AND PATENTS  
FILED/AWARDED, TECHNOLOGY TRANSFERRED,  
OTHER RESPONSIBILITIES**

Sl. No.	Activity
1	Anti-Discrimination Officer, Pondicherry University (from 2018 to 2019)
2	Head of Department & Professor, Department of Management, Pondicherry University, Karaikal campus (from 08-08-2009 to 31-08-2017)
3	Centre Head, Pondicherry University, Karaikal campus (from 2011 to 2017)
6	Chief Warden, Girls Hostel, Pondicherry University (Karaikal Campus)
4	Coordinator, PG Centre, Pondicherry University, Karaikal campus (from 2009 to 2011)
5	Warden incharge of Ladies Hostel, Pondicherry University's Karaikal Campus (from 2009 to 2018)
7	Placement Incharge, Karaikal Campus, Pondicherry University (from 2009 to 2017)
8	Member, Internal Quality Assessment Cell, Central University of Tamil Nadu (from 2009 to 2012)
9	Member of Court, Pondicherry University (from 2012 to 2013)
10	Coordinator, MBA (General) programme of the Directorate of Distance education, PU (from 2019 to till date)
11	Member Academic Senate, NIT Puducherry (from 2013 to 2016)
12	PRO, Sri Padmavathi Mahila Visvavidyalayam, Tirupati

**PRESTIGIOUS AWARDS/HONOURS**

Sl. No.	Name of the Award / Fellowship	Awarding Institute/ Organization	International/ National	Date Awarded
1	Best Sales Presentation	AIMA (All India Management Association)	International	1996
2	Women of the Year 2000 in the area of Business Management	American Biographical Institute.	International	2000
3	Best Teacher award	Government of Andhra Pradesh	National	2007
4	Bharat Jyothi award	India International friendship society, New Delhi.	International	2007
5	Avvaiyar award	Parent Teachers Association, Avvaiyar College for Women, Karaikal.	National	2012
6	Distinguished Educator & Scholar Award	National Teachers' Day Awards '2018 by National Foundation for Entrepreneurship	National	2018

**INVITED LECTURES / RESOURCE PERSON/ PAPER PRESENTATION IN  
SEMINARS/ CONFERENCES/FULL PAPER IN CONFERENCE PROCEEDINGS**

S.No.	Title	Name of the Event	Organiser/ Institute	Duration	International (Abroad)/ International (within country) / National
1	Evaluation Methodology and Modern Teaching Techniques	Workshop by AIU	S. P. Mahila Visva Vidyalayam	25-27, September, 1989	<b>National</b>
2	Staffing in University Libraries	UGC National seminar on "Consumerism in India"	S. V. University	24 March, 1990	
3	Information technology in select public systems	IMAD & ICUBER National Seminar of Information technology in Public Systems	S. V. University	February 12-13, 2000	
4	Technology trends in Banking Industry	Recent trends in Banking	SS & N College, Narasaraopet	20-21 March 2000	
5	Impact of Information Technology on Services Sector	UGC National seminar on "Impact of IT on functional areas of management"	SK Institute of Management, Anantapur	October 2000	
6	Socially Sanctioned Gender Violence at Business Place	UGC National seminar on "Socially Sanctioned Gender Violence: With Special Focus on Customary Prostitution"	S. V. University, Tirupati	29-30 November 2001	

7	Educational Services in the context of WTO	UGC National Seminar on "Management Challenges of Emerging Indian Service Economy"	S. V. University, Tirupati	16-17 March 2002	<b>National</b>
8	Intellectual property Rights- A boon or bane	UGC national Seminar	SPMVV	23rd Aug 2004	
9	The Business dimensions of copy rights	UGC National Seminar	SPMVV	23rd Aug 2004	
10	Business applications of data mining	ICSSR sponsored two-day seminar on Applications of Data Mining	SPMVV	23rd and 24th April, 2006	
11	The Food & Grocery Retailing in India: Trends & Challenges	National conference on "Management Science and Practice"	IIM, Ahmadabad	22nd – 24th March 2008	
12	Buyer behavior towards the promotional tools to organized retailers in Bangalore City	National Seminar on "Managing Uncertain times"	Mysore University, Mysore	30th - 31st May 2008	
13	Effective management of diversity in business: A key challenge for the 21st century corporate sector	National Seminar on "Emerging Trends in Business Management and Challenges of 21st century Corporate Sector	St. Joseph's PG college, Hyderabad	12th and 13th March 2009	
14	Social Reporting in Corporate governance – A study of social reporting practices in Indian companies	the International Conference on "Making corporate governance work	Loyola college, Chennai	6th and 7th January 2010	<b>International (within country)</b>

S.No.	Title	Name of the Event	Organiser/ Institute	Duration	International (Abroad) / International (within country) / National
15	Recession and its impact on Malls in Bangalore	National Conference on “Recession, Recovery and Resurgence”	Justice K S Hegde Institute of Management, Nitte, Karnataka	29th and 30th January 2010	<b>National</b>
16	A Study on Insurance Schemes of Select Insurance Companies to Disadvantaged Groups in India	National conference on Emerging Paradigm in Insurance Industry	Pondicherry university, Karaikal campus, Karaikal	26th March 2011	
17	A Comparison of Rural Insurance Schemes in Select Public Sector Insurance Companies in India	international conference on “Global Impact of Indian Management”	Oxford Engineering College, Bangalore	27th and 28th April 2011	<b>International (within country)</b>
18	Rural Insurance Market Opportunities and Challenges in India	National conference on “Emerging trends in Business management	Vels university, Chennai	18th - 19th April 2011	<b>National</b>
19	A Study on Insurance Schemes of Select Insurance Companies to Disadvantaged Groups in India	National conference on Emerging Paradigm in Insurance Industry	Pondicherry university, Karaikal campus, Karaikal	26 March, 2011	
20	App-Based Taxi Aggregators and Entrepreneurial Opportunities	National Conference at Periyar University	Periyar University	January 2016	
21	Mobile wallets and cashbacks	International Conference on Management Research: Contemporary perspectives at ICBM-School of Excellence	ICBM-School of Excellence	24th September, 2016	<b>International (within country)</b>



S.No.	Title	Name of the Event	Organiser/ Institute	Duration	International (Abroad) / International (within country) / National
22	Resource Person	Ethics for Management	School of Management Studies, JNTU, Kakinada, AP	26 <sup>th</sup> February 2018	<b>National</b>
23	Internet banking- Emerging Trend in banking	National Conference on "Emerging trends in Management in the present era"	NCAEMS	13 <sup>th</sup> June, 2020	<b>National</b>
24	e-customer loyalty in internet banking	International conference on recent trends in engineering technology and management	organization of science and innovative engineering & technology (OSIET), Chennai	20 <sup>th</sup> June, 2020	<b>International (within country)</b>

## EVENTS/SEMINARS AND CONFERENCEES

S.No.	Roll	Name of the Event	Organiser/ Institute	Duration	International (Abroad) / International (within country) / National
1	Convener	Shakespeare Day Celebration	Department of English, Pondicherry University Community College	27 <sup>th</sup> April 2022	<b>Regional</b>
2		One Day workshop on "Preparation of Organic Inputs"		18 <sup>th</sup> February 2022	

3	Convener	World Consumer Rights Day	Department of Management, Pondicherry University Community College	15 <sup>th</sup> March 2022	
4	Convener	3 days webinar workshop on "Tourism & Service Industry: From the New Normal to Normal"		5 <sup>th</sup> to 7 <sup>th</sup> August 2021	
5	Convener	One Day Workshop on Surya Namaskar	Department of Physical Education & Yoga, Pondicherry University Community College	25 <sup>th</sup> January 2022	<b>Regional</b>
6		Three Day Workshop on Pranayama		10 <sup>th</sup> to 12 <sup>th</sup> February 2022	
7		Inter Collegiate Cricket Men Tournament		4 <sup>th</sup> May 2022	
8	Convener	Three Day National Workshop for Women on Menstrual Hygiene & Mental Health	Department of Physical Education & Yoga, Pondicherry University Community College	8 <sup>th</sup> to 10 <sup>th</sup> March 2022	<b>Regional</b>
9		One Day Seminar on "International World Mother Language day"	Department of Tamil, Pondicherry University Community College	21 <sup>st</sup> February 2022	
10		One Day Seminar on "International World Mother	Department of Biochemistry, Pondicherry	7 <sup>th</sup> April 2022	

	Convener	Language day"	University Community College		
11		Science Carnival		11th April 2022	
12		Awareness program on World Kidney Day	B.VOC & ADVOC Diploma Health Care Courses	15th March 2022	
14		Cloning of OTT Stuff-An awareness program on Operation Theatre	B.VOC & ADVOC Diploma Health Care Courses	26th March 2022	
15		"Health For all"	Department of Health & Family Welfare Services, Govt. of Puducherry & B.Voc. (Cardiology Lab Technology), B.Voc. (Optometry Technology) & B.Voc. (Renal Dialysis Technology), PUCC	26th March 2022	
16	Convener	1 Day workshop on "Lighting patterns in Photography"	Department of Visual Communication Pondicherry University Community College	22 <sup>nd</sup> April 2022	Regional
17		1 Day workshop on "Portrait Photography in Natural Light"		5 <sup>th</sup> May 2022	
18		1 Day Lecture on Reading Photographs titled "Into the Unseen"		13 <sup>th</sup> May 2022	
19	Convener	Inauguration of the Artificial Intelligence Research Laboratory on 7th April 2022	Department of	7 <sup>th</sup> April 2022	

20		SERB Sponsored One-day Research Facility Training on AI-IoT powered Smart city services	Computer Science Pondicherry University Community College	8 <sup>th</sup> April 2022	
21		Technical Workshop on Human Powered Artificial Intelligence by Cognition Technologies		28 <sup>th</sup> & 29 <sup>th</sup> April 2022	
22	Convener	Two Days National Workshop on Fine Arts (Portrait and Landscape)	Department of Fine Arts & Performing Arts, Pondicherry University Community College	3 <sup>rd</sup> & 4 <sup>th</sup> March 2022	<b>National</b>
23		A Skill Development Certificate Program "UNLEASH YOUR POTENTIAL"	Department of Commerce Pondicherry University Community College	3 <sup>rd</sup> to 5 <sup>th</sup> August 2022	<b>Regional</b>
24		MANAFEST 2022 – An Inter collegiate Meet	Department of Management, Pondicherry University Community College	14 <sup>th</sup> July 2022	
24		Workshop on Emotional Intelligence Way to handle a Situation	Department of Management, Pondicherry University Community College	25 <sup>th</sup> March 2023	
25		Rural Livelihood Workshop		28 <sup>th</sup> November 2022	
26		One day Workshop on 8th International Yoga Day		20 <sup>th</sup> June 2022	

27	Convener	A lecture by Dr. Lingam Pillai Achariya from Malasia	Department of Physical Education & Yoga, Pondicherry University Community College	February 19 <sup>th</sup> & 20 <sup>th</sup> August 2022	
28		“Har Ghar Tiranga Celebration”		13 <sup>th</sup> to 15 <sup>th</sup> August	
29		Three Day National Workshop on Leading Healthy Life style and Improving Self: Physical & Mental			
30	Convener	World Health Day & Health Camp	Department of Biochemistry, Pondicherry University Community College	7 <sup>th</sup> April 2022	<b>Regional</b>
31	Resource Person	Corporate policies, Research Methodology	Alagappa University, Karaikudi		<b>National</b>
32	Resource Person	Maulana Azad University, Hyderabad	HRDC, University of Hyderabad		<b>National</b>
33	Presided	World Anesthesia Day Celebration – 2024, Theme: Workforce Well-Being	Pondicherry University Community College, Dept. of Operation Theatre Technology	23 <sup>rd</sup> Oct 2024	<b>National</b>
34	Chief Guest	International Seminar on Women In Vedas	Department of Sanskrit Pondicherry university	13 <sup>th</sup> Dec 2024-15 <sup>th</sup> Dec 2024	<b>International</b> (within country)

## PAPER PUBLICATION

Sr. No.	Title of the Paper	Journal Details	Volume, Page No. & Year	Date of Publication	Name of Co - Authors	Is listed in SCOPUS / WOS / UGC/ CARE list? If yes, give Sl. No. of UGC listed Journals
1	Efficacy of Advertisement Trust On Humour Based Televised Commercials Of Insurance Firms	Educational Administration: Theory and Practice	2024, 30(1), 1601-1608	2024	S.N. Kanagarathina m1	ISSN: 2148-2403
2	Effectiveness of Indian Insurtech Firms' Marketing Videos	Educational Administration: Theory and Practice	2024, 30(1), 1595-1600	2024	S.N. Kanagarathina m1	ISSN: 2148-2403
3	Quality Work Life - Linkage with Job Satisfaction and Performance	International Journal of Business and Management Inventions	Vol. 2, Issue. 1, pp. 1-	January 2013	R.Gayathiri	ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X*
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